mParks℠ | Michigan Recreation & Park Association

2017 ANNUAL REPORT

The voice of Michigan's parks and recreation community

WE ADVOCATE | WE TEACH | WE INSPIRE

mParks.org

LETTER FROM THE PRESIDENT

BRETT D. KASCHINSKE
mParks President
Lansing Parks & Recreation

Just like that, 2017 has come and gone.

It's been a big year for mParks and serving as President-Elect and then President during the year has been an eye-opening experience. It's clear in this report that mParks has accomplished so much, but I want to emphasize the importance that each member of the Association played in those accomplishments. Without the vision of the Board and Leadership Team, the input from trendsetting agency directors, impassioned community staffs and visionary vendors and sponsors, none of this would have been possible.

It was an honor to see the Association come together to defend the Michigan Natural Resources Trust Fund. The successful effort to maintain the integrity of the Trust Fund was a direct result of the membership. The legislators shared that your calls are what made them support Senate Bill 76 (H-3). Thank you.

mParks continued to build off that momentum and take from the input provided during the Board Retreat to provide more diversity-focused training opportunities and create committees and opportunities for which the membership has shared a need.

As you all know, the close of 2017 was also the close of an mParks era. Ann Conklin, whose dedication as Executive Director guided the Association out of our darkest times and put us on the map and gave us a seat at the table, retired. Ann served as an mParks member throughout her 40-plus year career, taking on almost every board and leadership role possible – including president, twice! Ann's knowledge, passion and resources will be missed. But with her leaving, we were honored to have Clay Summers take the reins.

I trust that Clay's leadership will continue to put mParks at the front of the pack and provide a vision that will help the Association continue to grow.

Thank you all for your efforts and commitment. I am excited to see what 2018 will bring for the Association. See you in Detroit!

LETTER FROM THE EXECUTIVE DIRECTOR

CLAY SUMMERS
mParks Execuive Director

The 2017 year for mParks has now come to an end. It will be a year that will not soon be forgotten by those who have invested much time and energy into the mission and vision of the Association. It will forever be remembered for change in so many ways.

As a group, with staff support, the Board of Directors took on the tasks of updating the Association Bylaws, the Governance Policy to reflect true Policy Based Leadership and the Accounting & Fiscal Policy to reflect the positive changes that have so prominently been moving forward throughout the past year. Practicing what we preach and streamlining the operations of staff/board duties will be instrumental in continuing to move the Association in a positive direction for many years to come.

As shown later in this report our membership has continued to show a steady increase during 2017, up 8% from 2016. Our membership levels continue to prove great value for the dollars spent which is validated by increasing our total number of members to more than 2,770 at the end of December.

There are many other exciting things that have gone on over the last year that are highlighted in this report, so I will not spend a whole lot of time touching on each one of them. I will not do that this year because there is one change to mParks that deserves our time. We said goodbye to someone who has been a 40-year member of the Association and has lead us for the past seven years through some of the darkest times in our history from a financial standpoint. She drove 130 miles round trip every day to be in Lansing on our behalf leading our vision: mParks is the voice of Michigan's parks and recreation community. Ann Conklin gave her time, talents and in many cases, her own money to support our profession in so many ways. Her drive and work ethic are second to none, her ability to make connections and provide leadership has been nothing short of amazing and her dedication to the profession deserves recognition. Although Ann is not writing the message this year, the positive changes reflected in this report have her handwriting all over them. Thank you, Ann, from the entire mParks family for everything you have done. Now go and practice what you have preached for over 40 years! Enjoy your retirement.

It is a great honor for me to step into this new role at the very end of 2017 and serve you as the next Executive Director of mParks. I am humbled by the opportunity and excited for the future!

2017 ANNUAL REPORT

mParks UPDATES

IN THE OFFICE

2017 was a pivotal year for mParks. The growth of the Association was made evident in the growth of the office staff.

HILLARY ACKERSON, General Office Support, joined the mParks team as a part time employee in May of 2017. Hillary is often the voice on the other end of the phone. The majority of her professional experience has been in the customer service industry. She assists in office operations, helps to develop a salary and wage matrix for the parks and recreation industry, and assists in the implementation of special events as well as the Come Out and Play curriculum. She enjoys cooking, golfing, and spending time with her family. She currently lives in Laingsburg with her husband and three children.

PATSY KUFTA, Student Liaison, joined the mParks team in October of 2017 after volunteering at the 2017 mParks Conference & Trade Show. Patsy is senior at Michigan State University studying sustainable parks, recreation, and tourism. Her professional background ranges from customer service to nature center naturalist, and working as a student assistant for Michigan DNR Grants Management Section. Her current duties consist of general office support, acting as the Student Liaison with Universities and volunteers, and assisting with the Conference & Trade Show. Patsy describes herself as all-around artsy and outdoorsy, but some of her favorite hobbies are fishing, cooking, and painting.

In December 2017, after nearly seven years, **ANN CONKLIN** retired as mParks Executive Director. Ann dedicated more than 40 years to the Association as a member, board member, President and eventually Executive Director. Her vision and ambition will be missed, but surely not forgotten as mParks continues to move forward down the path she paved.

The mParks Board of Directors, membership and staff were excited to welcome **CLAY SUMMERS** as new Executive Director.

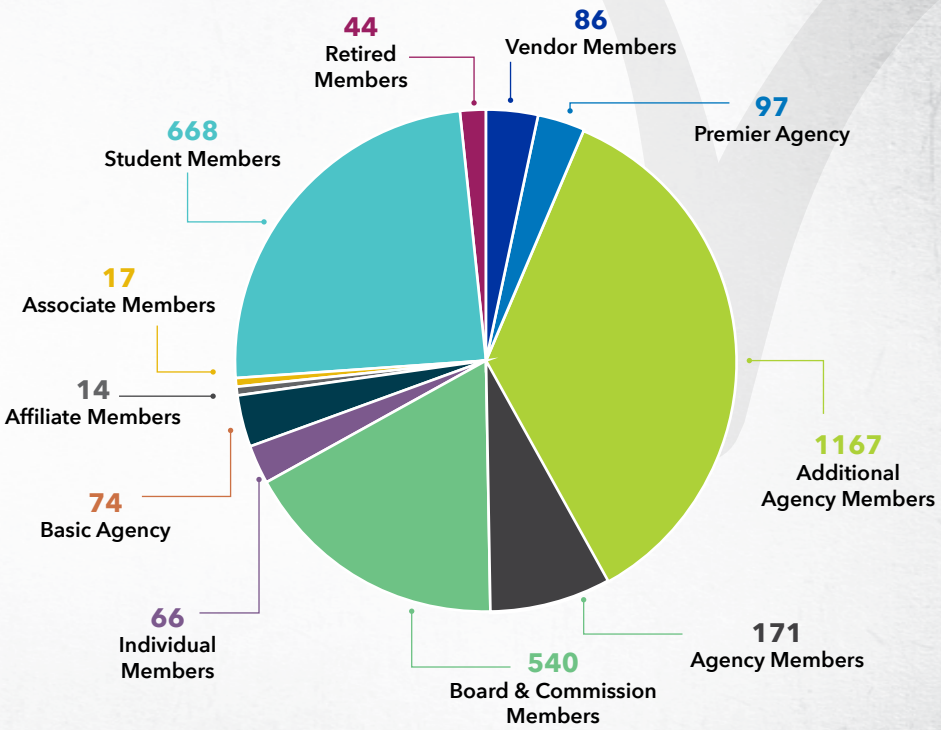
Clay has been a member of mParks since 1997 with more than 20 years of experience in the profession. He sat on the mParks Board from 2013-2017, serving as President his last year. Clay comes to mParks with a degree in Outdoor and Environmental Recreation from Central Michigan University and most recently serving as Executive Director of DeWitt Area Recreation Authority for six years, followed by the Director for Eaton County Parks & Recreation from 2014-2017. Clay currently lives in Portland with his wife and three children and enjoys camping, fishing, hunting, and traveling around the great state of Michigan with his family.

MEMBERSHIP GROWTH IN 2017

mParks membership continued to grow 8% in 2017. 2017 closed with 2,773 active members compared to 2,567 at the end of 2016.

BREAKDOWN OF 2017 MEMBERSHIP CATEGORIES*

* as of 12/31/17



TOTAL NUMBER OF MEMBERS: **2773**

MEMBERSHIP UPDATES CONT.

A HUGE THANK YOU TO THE 2017 MPARKS PREMIER AGENCY MEMBERS:**

Allen Park Parks & Recreation
Ann Arbor Parks & Recreation
Berkley Parks & Recreation
Big Green Gym LLC
Birmingham, City of
Boyne City, City of
Bridgeport Township Parks & Recreation
Canton Leisure Services
Chesterfield Township Parks & Recreation
Clay Township
Clinton Township Parks & Recreation
Davison Township Parks & Recreation
Dearborn Recreation & Parks Department
Delta Township Parks & Recreation
Detroit Recreation Department, City of
DeWitt Area Recreation Authority
East Grand Rapids Parks & Recreation
East Jordan Parks & Recreation, City of
East Lansing Parks, Recreation & Arts
Eaton County Parks & Recreation
Emmet County Parks Department
Farmington Hills Special Services
Ferndale Recreation
Frenchtown Township Recreation
Fruitport, Village of
Genesee County Parks & Recreation Commission
Grand Ledge, City of
Grand Rapids Parks & Recreation Department, City of
Grand Traverse County Parks & Recreation
Grosse Ile Recreation Department
Grosse Pointe Farms Parks & Recreation, City of
Grosse Pointe Parks & Recreation, City of
Grosse Pointe Woods
Holland, City of
Howell Area Parks & Recreation Authority
Huntington Woods Parks & Recreation
Huron-Clinton Metroparks
HYPE Recreation Center of Western Wayne
Independence Township Parks, Recreation & Seniors
Ingham County Parks Department
Jackson County Parks Department
Jackson Parks & Recreation Department, City of
Kalamazoo County Parks
Kalamazoo Parks & Recreation, City of
Kent County Parks
Lansing Parks & Recreation Department
Livonia Parks & Recreation
Lyon Charter Township
Macomb County Planning & Economic Development
Meridian Township Parks & Recreation
Michigan DNR
Midland Parks & Recreation
Milford, Village of
Monroe Recreation, City of
Mount Pleasant Parks & Recreation
Northville Parks & Recreation
Novi Parks, Recreation & Cultural Services
Oak Park Recreation, City of
Oakland County Parks & Recreation
Oakland Township Parks & Recreation
Orion Charter Township
Oxford Township Parks & Recreation
Park Township Recreation & Parks
Pittsfield Township Parks & Recreation
Port Huron Parks & Recreation, City of
Recreational Authority of Roseville & Eastpointe
Redford Leisure Services
Richland Township Park
Richmond Parks & Recreation, City of
Rochester Avon Recreation Authority
Rochester Hills Parks & Forestry, City of
Romeo-Washington-Bruce Parks & Recreation
Saginaw County Parks & Recreation
Saline Parks & Recreation
SELCRA
Southfield Parks & Recreation
Southgate Parks & Recreation
Springfield Township Parks & Recreation
St Clair County Parks & Recreation
St. Clair Shores Parks & Recreation
St. Joseph, City of
Sterling Heights Parks & Recreation
Traverse City Parks & Recreation, City of
Trenton Parks & Recreation
Troy Recreation Department
Van Buren Charter Township
Warren Parks & Recreation
Washtenaw County Parks & Recreation
Waterford Parks & Recreation
Wayne County Parks
West Bloomfield Parks & Recreation Commission
Westland, City of
Wyandotte Recreation
Wyoming Parks & Recreation
Ypsilanti Parks & Recreation, City of
Ypsilanti Township Recreation
Zeeland Public Schools

**Premier Agency Members as of 12/31/17

ADVOCACY

DEFENDING THE MNRTF mParks.org/MNRTF

The Michigan Natural Resources Trust Fund (MNRTF) found itself under attack in 2017. Lawmakers threatened its integrity and the Board's decision-making process which endangered the longevity of the MNRTF. The proposed changes were found in Senate Bill 280 and in amendments to Senate Bill 76.

With the guidance of the mParks Public Policy Committee, a platform and talking points were created to encourage members to connect with their legislators and oppose the proposed amendments. The materials created were utilized by agencies and organizations statewide.

Thanks to dedicated efforts of many, on June 22, the Michigan Senate passed Senate Bill 76 (H-3), the version of the Bill that includes the projects originally recommended by the MNRTF Board and maintains the integrity of the Trust Fund! The Bill passed unanimously, 37-0.

The MNRTF board's recommendations total more than $40.35 million, including $19 million in recreational development and $21.4 million in land acquisition projects.

Of the $21.4 million recommended to fund acquisition projects, $12.4 million would be awarded to local units of government, while the remaining $9 million would be awarded to the Department of Natural Resources. Of the $19 million recommended to fund development grants, $15.2 million would support local government projects and $3.8 million would support eight DNR projects.

COME OUT & PLAY @ THE CAPITOL

Held during on June 28, 2017 to kickoff "Parks and Recreation Month" in July, Come Out & Play @ the Capitol demonstrated the value of parks and recreation for health in a highly-visible way, providing outdoor education and activities for more than 1,500 youth attendees in downtown Lansing.

A big thank you to event sponsors:

- Besco
- Blue Cross Blue Shield of Michigan
- McDonald's
- The Michigan DNR
- Michigan No Child Left Inside Coalition
- Miracle Midwest
- Penchura
- Playworld Midstates
- Schupan Recycling
- Sinclair Recreation
- All the partners who provided activities and the mParks member agencies that brought day campers to Come Out & Play @ the Capitol.

PROFESSIONAL DEVELOPMENT

2017 CONFERENCE & TRADE SHOW

The 2017 Conference & Trade Show was a record-breaking event with 589 Delegates, more than 100 greater than 2016!

The Annual Conference & Trade Show is the premier professional development event for Michigan's parks and recreation industry, joining together hundreds of parks and recreation professionals, advocates, vendors, and students for four days of education, networking, and camaraderie.

EDUCATIONAL SESSIONS AND SPECIAL EVENTS

The 2017 conference in Grand Rapids provided more than 100 education sessions, networking events, and award ceremonies.

NEW IN 2017

The 2017 mParks Conference and Trade Show both opened and closed with a bang with two engaging iLabs! The Opening Session was renamed to the Health & Wellness iLab and featured keynote addresses from national doctors, Dr. Robert Zarr and Dr. Kevin Barnett. The Closing Session was called the Placemaking iLab and included an interactive panel from author Peter Kageyama, New York City Park Commissioner Mitchell Silver and Oklahoma City Mayor Mick Cornett.

Additionally, the 2017 mParks Conference & Trade Show featured the inaugural Future Professionals Showcase, a dinner and networking event where ten graduating college students were given the opportunity to present on their professional goals; passion about/in parks and recreations; experiences; visions for the future of the profession; and plans to impact/play a role in the profession.

MICHIGAN TRAIL SUMMIT

This annual assembly of trail enthusiasts, advocates, and organizations covers all facets of trails, including regional efforts and issues, water trails, economic impact, and funding. The 2017 Trail Summit earned the spot of the premier trail event in the state, with more than 150 attendees.

EXHIBIT HALL

The 2017 Exhibit Hall housed 77 different vendors and featured engaging social and meal functions to better connect delegates to exhibitors.

TRAININGS & EVENTS

mParks continues to offer educational opportunities beyond that of the Conference & Trade Show. In 2017, 17 different opportunities were made available – that's five more than in 2016.

- NAYS Academy for Youth Sports Administrators (March)
- Aquatic Facility Operator Course and Exam (March)
- Chainsaw Safety Training (March)
- Certified Playground Safety Inspector (April)
- Aquatic Supervisor Workshop (May)
- Inclusive Customer Service (focusing on individuals with disabilities) (June)
- Park Resources Spring Safety Training Workshop (June)
- Summer Fun for Everyone: Transgender Inclusion in Parks & Recreation (June)
- Summer Staff Workshop (June)
- MowDeo: Fall Parks Maintenance Workshop (September)
- Certified Playground Safety Inspector (September)
- Therapeutic Recreation Institute (September)
- 2017-2018 mParks Leadership Cohort (September)
- LeadHERship Workshop (October)
- Idea Bank Aquatic Workshop (November)
- Youth Symposium (November)

mParks is striving to make recreation and the profession more accessible to all. Summer Fun for Everyone: Transgender Inclusion in Parks & Recreation and the LeadHERship Workshop were efforts to be more inclusive.

CAPRA

The Commission for Accreditation of Park and Recreation Agencies (CAPRA) accredits park and recreation agencies for excellence in operation and service. Charged with providing high quality services and experiences, park and recreation agencies across the United States turn to CAPRA Accreditation as a credible and efficient means of achieving these goals, while providing assurance to the public that the agency meets national standards of best practice.

Four agencies in Michigan go above and beyond to hold the CAPRA Accreditation:

- Canton Leisure Services
- Independence Township Parks and Recreation Departments
- Novi Parks and Recreation Department
- Dearborn Parks & Recreation Department

ANNUAL AWARDS

Presented during at the Conference, mParks honors exemplary park and recreation professionals and citizen advocates through the Association's annual awards. Honorees embody the core values of the profession, demonstrate the highest level of performance in their job duties and maintain a tremendous commitment to mParks and its membership.

INDIVIDUAL AWARDS

- **Grand Award:** Ron Davis, Oxford Township Parks & Recreation
- **Commitment To Excellence Award:** Linda Walter, Outdoor Adventure Center, Michigan DNR
- **Fellowship Award:** Bruce Ross, Ross and Contemporaries
- **New Professional Award:** Kara Hardenbrook, CPRP, City of Grosse Pointe Farms
- **New Professional Award:** Jodi Ackerman, CPRP, City of Lansing
- **Park Resource Leadership Award:** Jamie Weasel, CPRP, Grand Blanc Parks & Recreation Commission
- **Recreation Leadership Award:** Terry Fields, City of Southfield Parks & Recreation
- **Elected Official Award:** Mayor Kyle Stack, City of Trenton

MARKETING AWARDS

- **Special Program Brochure Award:** Michigan DNR, Upper and Northern Lower Peninsulas Trail and Campground Map
- **Single Brochure Award:** Genesee County Parks & Recreation Commission, Spring-Summer-Fall 2016 Family Fun Guide
- **Outstanding Website Award:** Genesee County Parks & Recreation Commission, www.geneseecountyparks.org
- **Integrated Marketing Campaign Award:** Michigan DNR, Chateau Grand Traverse Custom Wine
- **Outstanding Video Award:** Washtenaw County Parks & Recreation Commission, Highlights Video
- **Media Advocate Award:** Darrell Clem, Canton Observer

AGENCY AWARDS

- **Outstanding Facility Design Award:** Michigan DNR-Parks & Recreation Division, Silver Lake State Park
- **Outstanding Park Design Award:** City of Livonia, Clements Circle Splash Park
- **Outstanding Park Design Award:** City of Port Huron, Lakeside Park Improvements
- **Outstanding Park Design Award:** Oakland County Parks & Recreation Commission, Parks Accessibility Improvements
- **Innovative Recreation Programming Award:** City of Jackson, Innovative Adult Recreation Programs
- **Innovative Recreation Programming Award:** City of Livonia, Deck the Rec
- **Innovative Recreation Programming Award:** Canton Leisure Services, Lead #Like a Girl
- **Innovative Recreation Programming Award:** Central Michigan University, Play on the Way Mobile Recreation

COMMUNITY SERVICE AWARDS

The 2017 Community Service Awards were given to the following groups, organizations and individuals for their ongoing and tireless commitment to parks and recreation programs and services in their communities. The Community Service Awards Reception was held April 19, 2017 in East Lansing.

Margaret Whitehead Seniorof The Year For Leadership

- Jerry Carvey, Rochester Hills

Margaret Whitehead Senior Of The Year For Service

- Donna Krey, Dearborn Heights

Community Service Award Winners

- Anne Brown, Ypsilanti
- Army National Guard - 107th Engineering Battalion, Ishpeming
- Barb and Gary Smithson, Oakland County
- Barbara Thorburn, Delta Township
- Chemical Bank, Bay City
- Chuck Sansone, The Able Chef, Warren
- Dean Terry Sharik, School of Forest Resources and Environmental Science, Michigan Technological University
- Delta Sigma Phi Gamma Tau Chapter of EMU, Ypsilanti
- Department of Public Works: Management Team - Brian Girard, Mike Scott, Rich Philippi, Tom Klapp, Sally McGowan, Clinton Township

2017 AWARD RECIPIENTS CONT.

Community Service Award Winners (Cont.)

- Drew James Wyatt and Alanson Boy Scout Troop 4, Alanson
- Eastpointe-Roseville Chamber of Commerce, Eastpointe
- Friends of Macomb Township, Macomb Township
- Friends of Oden Hatchery, Alanson
- Jim Peters, Saline
- Jim Rudicil, Muskegon Winter Sports Complex
- Len Peterson, East Lansing
- Linda Beals, Lansing
- Maria Adams-Lawton, Healthy Kidz Inc, Detroit
- Mid Michigan Mountain Bike Association, Lansing
- Moe's Bait Shop, Detroit
- Northeast Chapter of the Michigan Mountain Biking Association, Midland
- Robb Harper, Oakland County
- Sally Berman - Friends of the Porcupine Mountains
- Sally Starr and Nancy VanEenenaam, Holland
- Scott Whipple, Port Austin
- Sigma Gamma Foundation, Grosse Pointe
- The Youth Connection Career Academies, Detroit
- Thomas Township Kiwanis Club, Thomas Township
- Tyler Weston, Ypsilanti
- Waterford Area Chamber of Commerce, Waterford
- Wilderness State Park, Ontonagon
- Yohannes Bolds - Take One Community Programs, Pontiac

HALL OF FAME

The Michigan Recreation and Park Association (mParks) Hall of Fame provides recognition for professionals and special individuals who have made outstanding, unique, lasting, and extraordinary contributions though recreation and park services in Michigan. The Hall of Fame inducts a new class ever other year, meet the Class of 2017!

- H. Lee Bancroft
- Edward Deeb
- Timothy John Doyle
- Gerald Jaloszynski
- Marye E. Miller
- Bob Tooley

The Hall of Fame is on permanent display at the Summit on the Park in Canton, Michigan.

THE GREEN GIFT PROGRAM

The Green Gift program is an environmentally-friendly alternative to providing gifts for mParks Conference attendees. Instead of handing out portfolios, tote bags, or other small gifts (which are often forgotten shortly after conference) mParks strives to provide a lasting impact by instead donating gift funds to an environmentally-focused project submitted by a member agency.

The 2017 Green Gift was awarded to City of Farmington Hills Special Services for their **Ban the Bottle program.**

The Green Gift is made possible because of Sponsor **Learn more about the Green Gift at mParks.org/GreenGift.**

PROGRAMS

The work of our Association would not be possible without the participation of our members, partners, and the leadership of the Board of Directors, committees, networks, and focus areas.

In 2017 mParks introduced two new committees: Archery and Diversity. Both were created to address the needs of the membership and to help the Association move forward and grow.

The Diversity Committee has a goal to increase diversity within the profession as well as making sure parks and recreation services are available to all peoples.

The Committee is conducting an ongoing demographic survey of the membership to learn who makes up the Association.

The Archery Committee started 2017 off with a jumpstart, partnering with USA Archery to facilitate grants from the Easton Foundation. The grants provided archery equipment kits and programming to help implement Explore Archery and next step archery programs for youth and adults.

Six mParks agency members were recipients of the grants:

- Eaton County Parks & Recreation
- Howell Area Parks & Recreation Authority
- Marshall Recreation Department
- Oakland County Parks & Recreation
- SELCRA
- Sterling Heights Parks & Recreation

GRAND EXPERIENCE

2017 celebrated the **50th Anniversary of the Grand Experience!** Through the long-lasting partnership with the Grand Hotel, mParks has a rich history of providing discount travel programs to "America's summer place."

Over the course of four trips in September and October 2017, more than 1,800 seniors joined mParks for the annual Grand Experience, featuring discounted hotel rates for seniors age 50+ at the **world-class historic Grand Hotel.** The program was made available for agencies to bring groups and also for independent travelers to make the trip on their own. Participants enjoyed special activities including shopping trips, bingo, Grand Hotel tours, discounted bicycle rentals, golf, games and more.

The 2017 Grand Experience trips featured special events to celebrate the long-lasting partnership. The mParks Board & Leadership Retreat overlapped with the third trip so travelers and mParks Leadership could connect and celebrate together.

mParks also continued to offer travelers discounted Grand Hotel accommodations during the annual Spring Fling and Late Summer Holiday and Jazzy Walk Weekend events in 2017.

DISCOUNT TICKET PROGRAM

mParks offers discounted tickets for member agencies to sell to residents through the Group Ticket Sales program, which features valuable savings on entertainment, outings, year-round professional sports, and more. Each program provides savings to residents while generating revenue for the participating department and the Association. Participating ticket providers include the **Detroit Pistons and Red Wings, the Detroit Zoo, Olympia Entertainment, Cedar Point, and new this year, the Detroit Tigers.**

MI BIG GREEN GYM

HEALTHY RECREATION CATALYST AWARDS

mParks was pleased to announce the recipients of the 2017 Healthy Recreation Catalyst Award! Of the 31 applicants, six projects, totaling $15,000, were funded. The Healthy Recreation Catalyst Award aims to implement projects focused on getting people active and healthy. The award is sponsored by Blue Cross Blue Shield of Michigan and available to any member of mParks.

Come Out and Swim | City of Livonia, $3,000
Come out and Swim is a three part program that will provide free swim lessons to 120 children grades K-6; low-cost aerobics classes for six weeks for up to 30 adults; and a youth and family triathlon with free training sessions for an expected 70 participants.

Board' Walk at the Hive | Howell Area Parks and Recreation Authority, $3,500
The Hive is a youth service center, and this project will develop an outdoor space shared by The Hive youth and the community at large. The project will host multi-generational programs.

Hickory Hills Disc Golf Expansion
City of Traverse City, $1,000
The expansion of the Hickory Hills Disc Golf Course will be a highly utilized destination at an existing popular location.

Get Outside and Play! | City of Mackinac Island Recreation Department, $3,000
Get Outside and Play! will support a series of clinics with experts in several outdoor pursuits, introducing residents to new outdoor activities. The program is intended to get residents engaged in new activities, thereby increasing utilization of existing park and outdoor recreation assets.

Eddy Discovery Center Nature Play Area and Accessible Trail | DNR, $3,000
The improvement will increase accessibility for children age 3-12 to a nature-based play area, and make an ADA-accessible trail loop through an outdoor natural setting. Healthy

Healthy Lives and Happy Trails of Barry County | Barry County Parks and Recreation, $1,500
Barry County Parks and Recreation in collaboration with Barry-Eaton Health Department will host a day-long event designed to promote outdoor recreation and good nutrition.

MICHIGAN ACTIVITY PASS

The Michigan Activity Pass, offered through of Blue Cross Blue Shield of Michigan, the Michigan Department of Natural Resources (DNR), the Michigan Recreation and Park Association (mParks) and The Library Network celebrated its 10-year anniversary in 2017!

Cardholders of participating libraries can print a free one-day pass, either at home or at their local library, which can be used at 437 participating destinations across the state including any of Michigan's 102 state parks or 138 state forest campgrounds. The program also offers free or discounted admission to 170 historical and cultural destinations in Michigan. This year, nine new destinations were added to the program's already inclusive list of parks and institutions across the state.

HEALTH & WELLNESS

mparks.org/HEALTHANDWELLNESS

In June 2017, mParks launched a new microsite dedicated to Health & Wellness. The website development was funded by the Michigan Health Endowment Fund. The website provides resources, toolkits and programs organized into four major categories: **Physical Activity, Education & Advocacy, Healthy Eating, and Built Environment.**

91% of Community members perceive parks and recreation as a key resource to improve fitness and health.

82% of Community members value their parks and recreation programs as places to be fit and get active.

87% of Community members see physical activity programming as value added for their community.

COME OUT AND PLAY

Building off a 2015 Michigan Health Endowment Fund grant, mParks developed the evidence-based Come Out and Play (COAP) curriculum. The curriculum is available for purchase for summer camps and after school programs as well as a version designed to be utilized on campgrounds.

The curriculum has been implemented in 13 schools for the 2017-18 school year.

WALK MICHIGAN

In 2017, mParks launched an evidence-based adult and senior walking program. Through a partnership with Blue Cross Blue Shield of Michigan, Walk Michigan, which was piloted in Muskegon, creating a culture of good walking form, data collection, pre/post assessments, and uses Michigan's Iron Belle Trail to virtually track steps. With its partners, mParks launched the Healthy Muskegon mobile app to connect Muskegon County health services and resources to local parks, trails and recreation facilities.

mParks FOUNDATION

PUBLIC SPACES | COMMUNITY PLACES
At the 2017 mParks Conference & Trade Show, the mParks Foundation announced a new partnership with Patronicity, Michigan Municipal League and MEDC. Patronicity is a civic crowdfunding and crowdgranting platform bringing together local citizens and sponsors to support great initiatives in their communities. The mParks Foundation has pledged to provide $75,000 over the next three years in grant matches for eligible projects. Projects must meet the criteria established by MEDC and Michigan Municipal League to be eligible.

The Grand Ledge Splashpad was successfully funded in 2017. The splashpad will occupy an under-utilized area in the park offering visitors a Universally Accessible playground amenity. The mParks Foundation provided **$33,333** to project's fundraising total of $121,531.

mParks Foundation
BRIDGING THE PAST TO OUR FUTURE

In June of 2017, the mParks Foundation elected a **new Board President, Ron Davis.**

In September, the Foundation hosted the **11th Annual Ray Sr. & Kathy Davis Memorial Golf Outing.** The proceeds from the outing benefit Raymond C. Davis Sr. & Katherine E. Davis Endowment Fund which provides matching grants to support local community efforts to purchase adaptive equipment and to build accessible recreation venues across Michigan.

Throughout the year, a variety of organizations provide support and partnership to mParks and its more than 2,500 members. Thank you to the following partners and vendors who supported and promoted Association initiatives, hosted events, purchased advertising or event sponsorships, or otherwise partnered with mParks to make a difference in Michigan through parks and recreation:

Access Rec, LLC
Active Network
Alan Turner and the Steel Horse Band
American Leak Detection, Inc.
American Ramp Company
American Red Cross
Anchor Audio
Aquatic Council, LLC
Aquatic Source
B & B Pools & Spas
Bader & Sons Co. John Deere
Baruzzini Construction Co.
Battle Balls
Beckett & Raeder Inc
Blue Cross Blue Shield of Michigan
Bouncers and More
BSN Sports
Cannonsburg Wood Products
Carey & Paul Group
Carlisle Wortman Associates, Inc.
Challenger Sports
Creative Metal Technologies, LLC
Cross Renovations
David Pace Agency
Deschamps Mat Systems, Inc.
Detroit Lions
Detroit Red Wings
Detroit Zoo
Direct Fitness Solutions
EcoTrek Fitness LLC
Empty Canvas
EZ Dock OIM
Fairytale Entertainment
Fleis & VandenBrink
Fleis & VandenBrink Engineering Inc
Franklin Sports, Inc.
Goddard Coatings Company
Grand Hotel
Great Lakes Recreation Company
Grissim Metz Andriese Associates Inc
Heart of the Lakes
Heavner Canoe Rental
Hubbell, Roth & Clark, Inc.
iDEAL Photos
Jack Golden Associates Inc
Landscape Architects & Planners Inc
Lansing Lugnuts
livingLAB
M C Smith Associates & Architectural Group Inc.
Mackinac Island Carriage Tours
Mahoney and Associates, Inc.
MAHPERD
MI Big Green Gym
Michigan Amateur Softball Association
Michigan Assn for County Parks & Recreation Officials
Michigan Association of Senior Centers
Michigan Department of Community Health
Michigan DNR
Michigan Environmental Council
Michigan Farmers Market Association
Michigan Festival and Events Association
Michigan Fitness Foundation
Michigan Green Industry Association
Michigan Lake Products, Inc.
Michigan Municipal League
Michigan Recreational Construction, Inc.
Michigan Senior Olympics
Michigan State University
Michigan Trails and Greenways Alliance
Michigan United Conservation Clubs
Miracle Midwest
Mousetrap Mobile
mParks
MSHDA
Murdock Mfg
MUSCO Sports Lighting
National Alliance for Youth Sports
National Flag Football/Michigan Flag Football
National Park Service
National Recreation & Park Association
Norwalk Concrete Industries
O.P. Aquatics
O'Boyle, Cowell, Blalock & Associates Inc.
Olympia Entertainment
P M Blough, Inc.
Penchura, LLC
Play & Park Structures
Play By Design LLC
Playworld Midstates
Poligon
Polly Products
Printwell, Inc.
Professional Engineering Associates, Inc
Progressive AE
R.J. Thomas Mfg. Co, Inc./Pilot Rock
Rain Drop Products
ReCPro Software
RecSource Aquatics
ROWE Professional Services
SCORE Sports
SEMCOG
Sinclair Recreation LLC
Sleeping Bear Dunes National Lakeshore
Slick Shirts
Snider Recreation, Inc.
Spartan Distributors, Inc.
Spicer Group, Inc
Sportsdecals
Sprung Structures
Star Line Mackinac Island Ferry
Star Line Mackinac Island Ferry Co.
Student Assurance Services, Inc.
Superior Carts & More, LLC
Swagg Promotions
The Carey & Paul Group
The Henry Ford
The Lifeguard Store
Thor Guard
THOR GUARD, INC
TMP Architecture Inc
Traffic & Safety Control Systems Inc
Turf Services, Inc.
USTA Midwest
USTA Midwest Section
Vermont Systems, Inc.
Vortex Midwest
Web Ascender
Wickcraft

2017 ANNUAL REPORT

mParks
LEADERSHIP TEAM

BOARD OF DIRECTORS

President
Brett D. Kaschinske, CPRP
Lansing Parks & Recreation Dept.

President-Elect
Jon LaFever, CPRP
Canton Leisure Services

Past President
Kendall Klingelsmith, CPRP
City of Petoskey

Secretary/Treasurer
Eric Sheffer
Penchura, L.L.C.

Director At Large
Ryan Longoria, CPRP
Mount Pleasant Parks & Recreation

Director At Large
Laura Mortier, CPRP
Canton Leisure Services

Presidential Appointment – Placemaking
Arnold Weinfeld
Michigan State University

Presidential Appointment – Health & Wellness
Myra M. Tetteh, MPP
Health Behavior & Health Education

Mparks Representative – Ex Officio
Clay Summers

mPARKS COMMITTEES

Ways and Means Committee Chair
Eric Sheffer
Penchura, L.L.C.

Governance Committee Chair
Jon LaFever, CPRP
Canton Leisure Services

Governance: Constitution Sub- Committee Chair
Linda Walter, CPRP
Michigan DNR

Public Policy Committee Chair
Rebecca Rynbrandt, CPRP
Wyoming Parks & Recreation

Professional Recognition: Sub-Committee Chair
Dan Sullivan
Oxford Township Parks & Recreation

Professional Recognition: Hall of Fame
Brett D. Kaschinske, CPRP
Lansing Parks & Recreation Dept.

Professional Development Committee Chair
Maia Turek
Michigan DNR

Professional Development: 2018 Conference & Trade Show Co-Chairs
Linda Walter, CPRP
Michigan DNR

Bruce Ross
Ross and Contemporaries

April Heier, CPRP
Farmington Hills Special Services

Professional Development: Certification
Phil Castonia, CPRP
Oakland County Parks & Recreation

Diversity
Alexis Horton, Michigan DNR

mPARKS NETWORKS & FOCUS AREAS

Facilities, Parks and Trails Network Chair
Ryan Longoria, Board Member at Large

Parks
Mike Boyd
Oakland County Parks & Recreation

Facilities
Brad Chiasson, Canton Leisure Services

Recreation Network Chair
Laura Mortier, Board Member at Large

Aquatics
Michael Powers
Huron Valley Recreation & Community

EDUCATION
Health & Wellness
Ken Grybel II
Brighton Community Education

Programming
Jeff Johns
Independence Township Parks

RECREATION & SENIORS
Adaptive (TR)
Nicole Messina, CTRS
Southfield Parks & Recreation

Youth & Teens
Tim Church
Howell Area Parks & Recreation Authority

Archery
Bryan Farmer, CPRP
Farmington Hills

Stakeholders Network Chair
Kendall Klingelsmith, CPRP, Past President

Marketing
Meagan A. Kurnat
West Bloomfield Parks & Recreation Commission

New Professionals
Elissa Buck
Michigan DNR

Past Presidents
Stu Alderman, CPRP
Grosse Pointe Neighborhood Club Foundation

FOUNDATION

Ron Davis
Oxford Township Parks & Recreation

Students
Jennifer Provenzano, CPRP
Canton Leisure Services

REGIONAL ASSOCIATIONS

Knuckles Knorth – Northern Michigan Parks & Recreation Association
President, Stephanie Yancer, CPRP
Michigan DNR

Northeast Parks & Recreation Association
President, Kara Hardenbrook, AFO, CPRP, CPSI
City of Grosse Pointe Farms Parks & Recreation

Northwest Parks & Recreation Association
President, Kelley Marcaccio, CPRP
Oakland County Parks & Recreation

Southern Michigan Recreation & Park Association
President, Chad Stevens
DeWitt Area Recreation Authority

Southwest Metropolitan Recreation Executive Group (GERMS)
President, Amy Walker
Livonia Parks & Recreation

West Michigan Recreation & Park Association
Contact, Darrin Duistermars
Holland Charter Township

mParks Michigan Recreation & Park Association
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The voice of Michigan's parks and recreation community