2019 ANNUAL REPORT

- We Advocate
- We Teach
- We Inspire

Parks℠
Michigan Recreation & Park Association

The voice of Michigan's parks and recreation community.

2019 ANNUAL REPORT
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LETTER FROM THE PRESIDENT

JENNIFER PROVENZANO
mParks President
Canton Leisure Services

As we present the 2019 Annual Report to the Association and Membership, this document helps paint such a brilliant picture of the way that mParks remains unceasingly committed to its core mission…To Advocate…To Teach…And to Inspire.

To Advocate. Through dynamic and growing partnerships with organizations like the Michigan Trails and Greenways Alliance, Heart of the Lakes, the Michigan Environmental Council, and the Michigan Department of Health and Human Services, our advocacy work related to Health, Wellness, and Environmental Sustainability continues to gain strength and momentum. Our relationships with these agencies and other like-minded groups have helped influence significant decisions being made at the state and local levels. I'm so proud of Clay, the staff, the board, and active members who continue to invest themselves in growing our influence when it comes to important advocacy issues that affect our profession, and our way of life in this great state, which is a treasure trove of natural resources that need passionate advocates now more than ever.

To Teach. There's probably no greater example of this association's ongoing dedication to continued education than its Annual Conference and Trade Show. Through the great Snowpocalypse of Kalamazoo, this organization still managed to impart important industry knowledge, foster invaluable networking opportunities, and provide essential access to CEU's through more than 100 professional speakers and more than 80 educational sessions…Despite a polar vortex that burst pipes in the hotel and grounded dozens of speakers and attendees. In true, mParks form, the staff and conference committee made the best of an inordinately difficult situation, and still delivered an education-packed experience for a membership that counts on this week each year to recharge their professional batteries, and impart relevant and timely education that helps propel so many of us forward for the rest of the year.

To Inspire. In a world where inspiration can be harder to find each day, mParks is a shining example of so much good that is still happening despite the negative newsfeeds and timelines that often convince us otherwise. The mParks Foundation continues to work to create greater access in parks, playgrounds, and outdoor spaces through their generous funding of projects across Michigan. Registering for the Foundation's Annual Virtual 5K is such a simple way for all of us to be a part of this heart-warming but critical access work. Essential conversations of consequence continue to unfold as the mParks DEI Committee fosters crucial education opportunities, and guide this association closer to place where diversity, equity, inclusion, and access become second-nature to an industry that must ensure that nature is accessible and inclusive for all. The passion and commitment of professionals in this organization to affect positive change is remarkably inspiring.

I invite you to delve into the data in this report and to see for yourself the countless ways that mParks commits and recommits each day to their mission and vision. It's been a tremendous honor to serve alongside professionals so devoted to advocacy, education, and inspiration in this industry. Thank you to all of you who contributed to this important work this year.

LETTER FROM THE EXECUTIVE DIRECTOR

CLAY SUMMERS
mParks Execuive Director

Thank You!

That is really all I want to say as we wrap up 2019, THANK YOU. Everyone that takes an active role in making our association the best it can be, thank you. Those of you that don't always have the time but continue to participate where you can and support us, thank you. Those of you that haven't had the opportunity to become involved but watch everything going on and use it to make you better at your job, thank you. We truly are all in this together!

You will see throughout this report that as an association we did very well, increased our membership, balanced our budget and offered hundreds of educational opportunities to you, the member. Your Board of Directors, Leadership Team and Staff have worked hand in hand this year to make sure your experience was positive not only for you, but for your community. It always amazes me to see the true passion that our professionals in Parks and Recreation have to advance our initiatives and make our public spaces better.

The 2019/2020 Board of Directors led by Jennifer Provenzano have had to lead us through some interesting times in 2019. They have done it with a grace and professionalism that should never go unnoticed. I have grown close to our board and leadership team during 2019 and look forward to many great opportunities for our connection and growth moving into 2020.

Please take the time to look through the rest of this Annual Report and also reflect on your 2019 experience with us. We always welcome new ideas, new leaders and new professionals into the mParks family. Please consider stepping into a role that will allow you make a difference across the state of Michigan and beyond.

Stay Positive and Passionate!

STAFF UPDATES

Hillary Ackerson

Aja Jenks

Clay Summers

Justin Lippe

Tina Nowakowski

2019 was a great year for the mParks team, for the first time in at least a decade the same exact staff carried over from year to year.

The group truly found their rhythm and worked together more efficiently than ever before.

Hillary Ackerson embraced her role as Registrar. She worked to bring new offerings to the Discount Ticket Program, continued her efforts with USA Softball and continued to assist the office in running smoothly.

Aja Jenks continued her efforts as Membership Coordinator, growing the mParks membership as well as benefits and outreach.

Tina Nowakowskl remained in her role as Communication & Marketing Manager, working to tell the Association's story on social media, on the website and in print.

Justin Lippe continued serving as Operation Manger, expanding the Grand Experience program, and adding new professional development opportunities for the membership.

Clay Summers worked diligently as Executive Director to get mParks a seat at new tables and put the Association in the forefront of environmental, health and policy discussions.

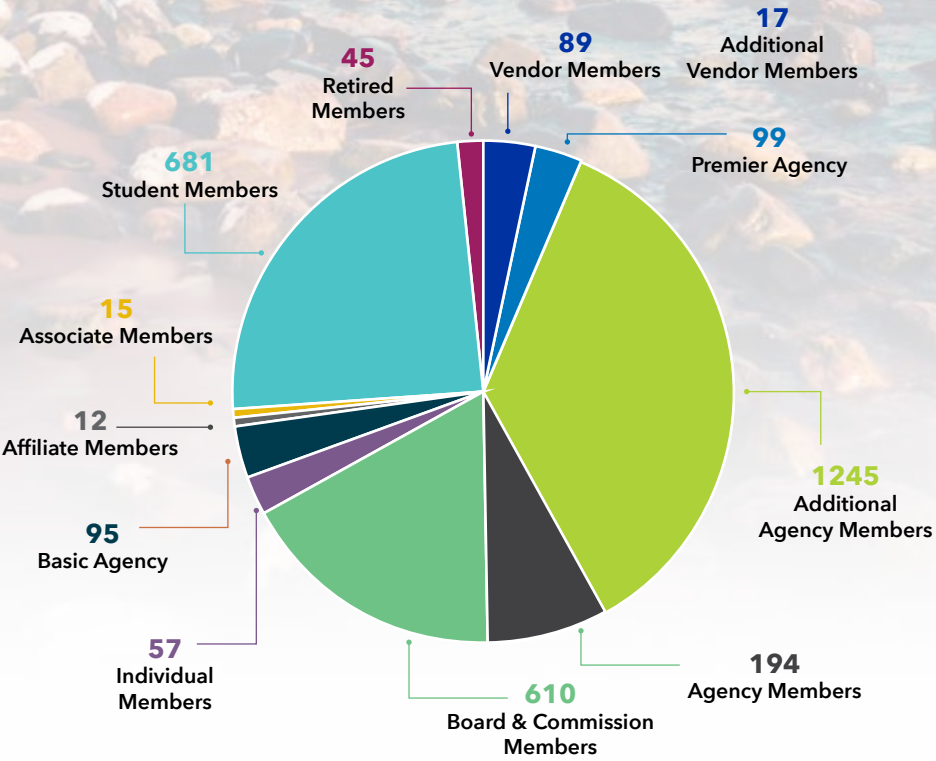
MEMBERSHIP UPDATES

MEMBERSHIP GROWTH IN 2019

mParks membership grew an impressive 6.9% in 2019. The year ended with 2,965 members compared to 2,874 at the end of 2018.

BREAKDOWN OF 2019 MEMBERSHIP CATEGORIES*

* as of 12/31/19



TOTAL NUMBER OF MEMBERS: **2,965**

MEMBERSHIP UPDATES

A HUGE THANK YOU TO THE 2019 mParks PREMIER AGENCY MEMBERS:**

Allen Park Parks & Recreation
Ann Arbor Parks & Recreation
Berkley Parks & Recreation
Birmingham, City of
Brandon Township Parks & Recreation
Bridgeport Township Parks & Recreation
Canton Leisure Services
Charlevoix Recreation Department, City of
Chikaming Township
City of Grosse Pointe Parks & Recreation
Clay Township
Clinton Township 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
Eaton Rapids, City of
Emmet County Parks Department
Farmington Hills Special Services
Ferndale Parks & Recreation
Frenchtown Township Recreation
Garden City Parks & Recreation Department, City of
Genesee County Parks & Recreation Commission
Grand Ledge, City of
Grand Rapids Parks & Recreation Department, City of
Grand Traverse County Parks & Recreation
Grosse Pointe Farms Parks & Recreation, City of
Grosse Pointe Woods
Holland, City of
Howell Area Parks & Recreation Authority
Huron-Clinton Metroparks
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
Lathrup Village, City of
Livonia Parks & Recreation
Macomb County Planning & Economic Development
Meridian Township Parks & Recreation
Michigan DNR
Midland Parks & Recreation
Milford, Village of
Monroe Recreation, City of
Northville Parks & Recreation
Novi Parks, Recreation & Cultural Services
Oak Park Recreation, City of
Oakland County Parks & Recreation
Oakland Township Parks & Recreation
Orion Charter Township
Ottawa County Parks & Recreation Commission
Oxford Township Parks & Recreation
Park Township Recreation & Parks
Petoskey, City of
Pittsfield Township Parks & Recreation
Plymouth Recreation Department
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 & Natural Resources, 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
TEST Organization
Traverse City Parks & Recreation, City of
Trenton Parks & Recreation
Troy Recreation Department
Van Buren Charter Township
Washtenaw County Parks & Recreation
Waterford Parks & Recreation
Wayne County Parks
West Bloomfield Parks & Recreation Commission
Woodhaven Parks & Recreation
Wyandotte Recreation
Wyoming Parks & Recreation
Ypsilanti Parks & Recreation, City of
Ypsilanti Township Recreation

**Premier Agency Members as of 12/31/19

mParks PROGRAMS

TRAVEL PROGRAMS

In 2019, mParks continued our travel programs with the Grand Hotel on Mackinac Island. The travel season began with the **Spring Fling,** followed by **Late Summer Holiday,** then the **Annual Jazzy Walk Weekend** and finally closed with the Grand Experience.

The 2019 **Grand Experience Program** featured six different trips from September to October, compared to four in 2018. 35 different parks and recreation agencies, senior centers and travel organizations brought a total of 1,606 travelers.

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. In 2019, mParks added ticket programs with the Detroit Lions and University of Michigan Athletics. Additional participating ticket providers include the **Detroit Pistons, Detroit Tigers and Red Wings, the Detroit Zoo, and Cedar Point.**

MI BIG GREEN GYM

mParks was pleased to announce the recipients of the 2019 Healthy Recreation Catalyst Awards! Four projects, totaling $10,000, 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.

- **Ottawa County Parks and Recreation,** Kayaks for All - $2,000
- **Huron-Clinton Metroparks, Snow Freedom -** Adaptive Cross-Country - $2,000
- **Southfield Parks and Recreation,** Walk in the Park - $1,000
- **Lansing Parks and Recreation,** Mental Health Training - $5,000

TAPPING Your POTENTIAL

2019 CONFERENCE & TRADE SHOW

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.

2019 brought the mParks Conference & Trade Show to Kalamazoo for the very first time. While the obstacles of a new venue and the unprecedented Polar Vortex and State of Emergency led to some unforeseen challenges, the 2019 Conference & Trade Show was still a success!

The Conference included 81 Educational Sessions and four Offsite Tours from 100 Speakers. There were 66 different organizations represented in the Trade Show and 29 student volunteers from six different universities.

Despite the weather, there were 457 Delegate in attendance as well as an additional 133 unique attendees of the Annual Trails Summit.

TRAININGS & EVENTS

mParks is striving to continue to offer educational and professional development opportunities beyond that of the Conference & Trade Show. In 2019, 15 different opportunities were made available through mParks, our regional groups, committees and focus areas.

- Aquatic Facility Operator Course and Exam (March)
- Camp Director's Academy Workshop (March)
- Newell Brands Design Center Tour (March)
- MIOSHA & Risk Management Training (April)
- Certified Playground Safety Inspector (April)
- Canine Behavior Safety Training (May)
- NWPRA Summer Staff Workshop (June)
- Dealing with Difficult Members (June)
- Playground Maintenance Technician Training (August)
- MOWDEO (September)
- New Professionals: Emerging Leaders Workshop (September)
- Certified Playground Safety Inspector (September)
- Building Your Creative Confidence Series (September – December)
- Up, Up and Away! A Day In the Trees (October)
- Youth Symposium (November)

ANNUAL AWARDS

Presented during 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.

Fellowship Award:

- Dennis Troshak, West Bloomfield Parks & Recreation Commission
- LuAnn Maisner, Meridian Township Parks & Recreation

New Professional Award:

- Laura Mortier, Canton Leisure Services
- Jeffrey Johns, Independence Township Parks, Recreation & Seniors

Park Resources Leadership Award:

- Darel Williamson, St. Clair County Parks and Recreation

Recreation Leadership Award:

- Kyle Langlois, Sterling Heights Parks & Recreation

Outstanding Park Design Award:

- Ottawa County Parks & Recreation Commission - Grand Ravines Park
- Petoskey, City of - Downtown Greenway
- Detroit Recreation Department, City of - Beacon Park
- Flint Planning & Development, City of - Flint Kids Play
- Meridian Township Parks & Recreation - Harris Nature

Outstanding Landscape Design:

- Huntington Woods Parks & Recreation - Scotia Park

Innovative Recreation Programming Award:

- Canton Leisure Services - Pumpkin Patch in the Pool
- Washtenaw County Parks & Recreation - Hunt for the Yeti
- Genesee County Parks & Recreation Commission - Dendro Program

Special Pprogram Brochure Design Award:

- Farmington Hills Special Services – 2018 Fall/Early Winter Activities Guide

Outstanding Graphic Design Award:

- Canton Leisure Services - 2018 Farmers Market Brochure

Integrated Marketing Campaign Award:

- Farmington Hills Special Services – 2018 City of Farmington Hills Parks and Recreation 10 Year Millage Renewal

Outstanding Website Design Award:

- Genesee County Parks & Recreation Commission - geneseecountyparks.org

Media Advocate Award:

- Nick Mordowanec, C & G News

Innovative Social Media Award:

- Farmington Hills Special Services – #DiscoverJuly Campaign.

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 2019 Green Gift was awarded to Genesee County Parks & Recreation for their **Turning Garbage into Black Gold program.**

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

ANNUAL AWARDS

COMMUNITY SERVICE AWARDS

The 2019 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 in April in East Lansing.

Margaret Whitehead Senior of the Year

Lynne Killion, Dearborn Heights Parks & Recreation

Youth Sports Staff

Austin Brantley, Oxford Parks & Recreation

Community Service

Genisys Credit Union - Chesterfield Branch, Chesterfield Parks & Recreation

Carol Santini - Parks and Recreation Advocate, Clare Parks and Recreation

Grosse Pointe Woods Citizens' Recreation Commission, Grosse Pointe Woods

Denise Rabidoux, EHM Senior Solutions, Saline Parks and Recreation

GM Field Makeover, Lansing Parks and Recreation

Scott Dane Capital Area Soccer League, Lansing Parks and Recreation

Scott Adams, Meridian Township Parks & Recreation

Mark Stephens, USDA Natural Resources Conservation Service

Macomb County Sheriff's Department, Macomb Township Parks & Recreation

Hanson's Running Shop, Sterling Heights Parks and Recreation

Mr. Tony McGhee, Abonmarche , Vortex Aquatic Structures

Delta Sigma Theta Sorority, Inc., Southfield Parks and Recreation

Livonia Rotary, Livonia Parks and Recreation

Healthy Livonia, Livonia Parks and Recreation

Bob Treharne, Troy Recreation

Bob Berk, Troy Recreation

Peter Mestelle, Michigan DNR

Lighthouse Neurological Rehabilitation Center Adaptive Sports Program, Michigan DNR

Recreational Equipment, Inc. (REI), Michigan DNR

Silver Lake Recreation Association (SLRA), Michigan DNR

Beyond the Seed, Huron-Clinton Metroparks

Clinton River Area Mountain Bike Association, Huron-Clinton Metroparks

Toni Spears, Huron-Clinton Metroparks

The Master Gardeners of St. Clair County, St. Clair County Parks and Recreation Commission

Steve McCready, Waterford Parks and Recreation

St. Luke Lutheran Church, Ypsilanti Parks & Recreation

Ypsilanti Community Schools, Ypsilanti Parks & Recreation

Clarkston Area Optimists Club, Oakland County Parks and Recreation

Elizabeth Romano, Oakland County Parks and Recreation

Friends of Pontiac Parks - Minister Kathalee James, PYFields Consultancy

Ruby Paisley, Romulus Parks and Recreation

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 is on permanent display at the Summit on the Park in Canton, Michigan. New classes are inducted into the mParks Hall of Fame ever other year.

The following were inducted into the 2019 Hall of Fame:

Mickey Alderman
Ernest Burkeen
Roger Coles
Gerald Nelson
Ric Scott
Rodney Stokes

ASSOCIATION HIGHLIGHTS

Throughout 2019, mParks worked to strengthen relationships with allies across the state. More specifically, the Association began sharing services with **Heart of the Lakes** and **Michigan Trails & Greenways Alliance** on projects and initiatives with shared goals.

Come out and Play!

The **2019 Come Out & Play: Day @ The Capitol** brought on some national attention. Organized with the help of NRPA, the event included a group dance (with more than 1,000 kids!) to the Park, Rec 2 Step.

The mParks Diversity Committee was renamed to **DEI** – Diversity, Education & Inclusion. **WIRED** – Women in Recreation, Education and Development was officially recognized as a sub-Committee of DEI.

The 2019 Board & Leadership Team Retreat brought on the focus of a new board priority: **Environmental Sustainability,** while Health & Wellness remained as the second priority.

W.I.R.E.D.

H & W

mParks Foundation
BRIDGING THE PAST TO OUR FUTURE

The mParks Foundation kicked off 2019 by continuing their support of the mParks Student Focus Area during the 2019 mParks Conference & Trade Show. **The $3,000 sponsorship** supporting student housing as well as covered some of the expenses for the Future Professional Showcase.

The mParks Foundation continued the Love Your Parks Virtual 5k throughout the entire month of September. The event encouraged local parks and recreation agencies to fundraise for their departments while also fundraising for the Foundation. **163 racers** participated in the event, **representing 28 parks & recreation agencies** across the state.

RUN ★ BIKE ★ SUP ★ WALK
VIRTUAL 5K
MOVE SO EVERYONE CAN

FINANCIAL REPORT

The journey to financial stability continues and progress was made again in 2019. Cash flow was positive and net income increased. A Fund balance does not exist so efforts must now concentrate on building it to approximately 15% or the operating budget, or approximately $150,000.

2019 Revenue

2019 Expenses

2019 REVENUE	
Membership Dues	$191,582.14
Advertising	$7,092.00
Registration	$677,664.56
Sponsorships	$57,431.00
Donations	$2,305.00
Commission	$13,758.87
Misc Income	$241.00
Admin Income	$ 19,985.00
Grants	$49,714.51
TOTAL	**$1,019,774.08**

2019 EXPENSES	
Event/Membership	$474,055.63
Operation Expense	$75,859.93
Administrative Expense	$9,067.16
Wages and Benefits	$359,082.00
Taxes and Insurance	$6,836.25
Dues and Subscriptions	$ 2,210.00
Design/Print/Publish	$ 32,123.59
Bank & Credit Card Fees	$16,927.92
Professional Fees	$6,750.00
Contract Labor	$34,579.82
TOTAL	**$1,017,492.30**

NET: $2,281.78

mParks operates on an accrual system – that is, deferred revenue and accounts receivable are recorded when they occur – the balance sheet does not show a reserve, however a reconciliation of actual expenses versus income indicates an unaudited **positive cash.** The Ways and Means Committee meets regularly to review the financial statements and to provide input on the processes of the organization.

2019 LEADERSHIP TEAM

BOARD OF DIRECTORS

PRESIDENT
Jennifer Provenzano, CPRP
Canton Leisure Services

PRESIDENT-ELECT
Emily Stevens, CPRP
Lansing Parks & Recreation Department

PAST PRESIDENT
Jon LaFever, CPRP
Canton Leisure Services

SECRETARY/TREASURER
Eric Sheffer
Penchura, L.L.C.

DIRECTOR AT LARGE
Kelly Hyer, CPRP
West Bloomfield Parks & Recreation Commission

DIRECTOR AT LARGE
Lori Irwin, Ed.D., CPRP
Central Michigan University

PRESIDENTIAL APPOINTMENT – Environmental Advocacy
Conan Smith
Michigan Environmental Council

PRESIDENTIAL APPOINTMENT – Health & Wellness
Linda Scarpetta, MPH
Division of Chronic Disease and Injury Control, MDHHS

mParks REPRESENTATIVE – Ex Officio
Clay Summers

mParks COMMITTEES

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

Governance Committee Chair
Emily Stevens, CPRP
Lansing Parks & Recreation Department

Public Policy Committee Chair
Arnold Weinfeld
Michigan State University

Diversity, Equity & Inclusion Committee Chair
Lisa Bryant
Ferndale Parks & Recreation

Diversity Equity & Inclusion: WIRED Sub-Committee Chair
Angela Dove
Haslett Community Education

Professional Recognition: Awards Sub-Committee Chair
Chad Stevens
DeWitt Area Recreation Authority

Professional Recognition: Hall of Fame
Jon LaFever, CPRP
Canton Leisure Services

Professional Development: Committee Chair
Stephanie Mackey, CPRP
Oakland County Parks & Recreation

Professional Development: Certification Chair
Jennifer Tucker, CPRP
West Bloomfield Parks & Recreation

Professional Development: 2021 Conference & Trade Show Chair
Danielle Richardson, CPRP
Battle Creek Parks & Recreation

NETWORKS & FOCUS AREAS

Facilities, Parks and Trails Network Chair
Kelly Hyer, CPRP
Board Member at Large

Facilities
Bradley Chiasson, AFO
City of Garden City

Park Resources
Brad Brenske, CPSI
St. Clair County Parks & Recreation

Trails
Tim Morgan, CPRP
Ingham County Parks

Recreation Network Chair
Lori Irwin, Ed.D., CPRP
Board Member at Large

Aquatics
Nicole Gerhart, AFO
Grosse Pointe Woods Parks & Recreation

Health & Wellness
Ken Grybel II, CYSA
Brighton Community Education

Programming
Jeff Johns, CPRP
Independence Township Parks, Recreation & Seniors

Youth & Teens
Mandy Mullins
Auburn Hills Recreation Department

Archery
Bryan Farmer, CPRP
Farmington Hills Special Services

Stakeholders Network Chair
Jon LaFever, CPRP, Past President

Directors
Jeffrey A. Muck, CPRP
Novi Parks, Recreation & Cultural Services

Marketing
Stephanie Yancer, CPRP
Michigan DNR

New Professionals
Ethan Engel
Livonia Parks & Recreation

Past President
Stu Alderman, CPRP
Grosse Pointe Neighborhood Club

Foundation
Ron Davis
Oxford Township Parks & Recreation

Students
Kevin Troshak
Howell Area Parks & Recreation Authority

REGIONAL GROUPS

Knuckles Knorth – Northern Michigan Parks & Recreation Association
President, Kendall Klingelsmith, CPRP
City of Petoskey

Northeast Parks & Recreation Association (NERPA)
President, Nicole Gerhart, AFO
Grosse Pointe Woods Parks & Recreation

Northwest Parks & Recreation Association (NWRPA)
President, John Haney, CPRP
Oakland County Parks & Recreation

Southern Michigan Recreation & Park Association (SMRPA)
President, Lee Miller, CPRP
Delta Township Parks & Recreation

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

West Michigan Recreation & Park Association (WMRPA)
President, Darrin Duistermars
Holland Charter Township

mParks℠
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& Park Association

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