



ANNUAL REPORT 2016

Renewing Relevance

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Dear Members and Partners,

Many professional membership associations, PRPS included, are finding themselves in a renewed quest for relevance as they seek to meet their mission and members' needs in a very different world from that of less than 20 years ago.

Recognizing that we are immersed in a changing world and a changing profession, the Board of Directors engaged in specialized training on association governance during 2016. It took a no-nonsense look at the realities of today's marketplace and what it takes for associations to prosper moving forward – not only in learning the challenges but also initiating the actions essential to remaining relevant in the 21st Century – including:

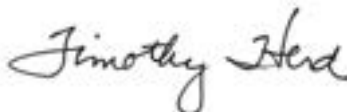
- understanding relevance and its impact to PRPS
- defining the duties of the Board
- understanding association trends and their bearing to PRPS
- examining the difference between governance and executive decision-making
- creating a plan for changes in decision-making, and in Board Composition.

In subsequent meetings and in-depth discussions, the Board determined the areas to which it would focus its attention: Governance by policy; Membership Recruitment and Retention; and Advocacy. And overarching all actions would be Transparency and Communication.

The Board delineated its responsibilities of governance, and transferred executive decision-making authorities to the Executive Director, along with a new title of CEO.

It also discussed and recommended changes to re-constitute the Board for efficiency, programmatic and geographic representation, in line with association trends toward smaller, more efficient Boards. (This recommendation was subsequently approved by a Membership vote early in 2017.)

As the staff implements administrative plans and strategies that complement and support the Board's directives, PRPS is renewing its vitality as a relevant professional association committed to meeting its mission and members' needs in today's ever-changing and competitive marketplace.



Tim Herd, CPRE
CEO



Kurt Baker, CPSI
President

The Pennsylvania Recreation and Park Society (PRPS) is the principal state organization providing professional leadership, development, advocacy and resources for those working and volunteering in the parks and recreation field.

PRPS unites recreation and park professionals and interested citizens to enhance their leadership in meeting recreational needs of all Pennsylvanians.

Administration & Management

Board of Directors

Kurt Baker, CPSI	President	2015-17
Tammy Echevarria, CPRP	Secretary	2015-17
Rob Lewis, CPRP	Treasurer	2015-17
Kirk Rakos, CTRS, M.Ed.	President-Elect	2015-17
Bill Rosevear	Past President	2015-17
Audrey Logar	Director-at-Large	2016-20
Carolyn Hanel, CPRP	Director-at-Large	2014-18
Karen Hegedus	Director-at-Large	2016-20
Karen Hammond	Director-at-Large	2014-18
Jim Pashek	Citizen Director	2015-17
Lee Bryan	Citizen Director	2014-16
Kim Batty	Educators Director	2015-17
Helen Griffith	Retired Professional	2015-17
Morgan Costello	Student Director	2015-17
Christopher Biswick, CPRP	Aquatics Branch President	2015-17
Becky Slick, CPRP	Community Branch President	2015-17
Jeremy Rekich	PA State Parks Branch President	2015-17
Anne Wieland, CTRS, MHA	PTRS Branch President	2015-17
Kurt Uhler	Park Resources Branch President	2015-17
Mary Beth Birks	District I President	2016-18
Mike Erno	District II President	2016-18
Joanna Sharapan	District III President	2016-18

Staff

Tim Herd, CPRE	Chief Executive Officer	
Tracy Robert	Membership Services Coordinator	
Emily Schnellbaugh	Communications Coordinator	
Emily Gates	Grants and Training Coordinator	
Anne Thomas	Financial Coordinator	
Jane LaMar	Administrative Assistant	
Nicole Lynd	Grants and Training Assistant	Jan-May
Lauren Hannaford	Event Planner	Aug-Oct
Suzie Schnellbaugh	Ticket Sales Assistant	
Rita Robert	Ticket Sales Assistant	
Kodie Vermillion	Intern	Jan-April

Staff Professional Development

The PRPS Staff recognizes that keeping abreast of new developments and trends in the recreation and park profession as well as association management is an essential professional responsibility, and requires an intentional commitment. In 2016, apart from PRPS programming, the staff collectively attended 33 webinars, 4 conferences and summits, 6 other workshops and trainings; and read and absorbed many articles, reports and books on various industry topics.

Employee Policy Manual

In its first complete revision since 1988, the Employee Policy Manual was updated to full compliance with current employment law and updated employment policies, personnel procedures and all job descriptions.

Board Member Orientation Manual

Newly created this year, a Board of Directors Orientation Manual assembled information on Organizational Structure, Association Governance and Policies, and Society Operations and Records for the orientation of new members and reference by all.

Administration & Management

Membership Services and Benefits Industry News and Trends

- *Pennsylvania Recreation and Parks, the Society's* biannual magazine of professional news, Society business and educational features
- *PRPS Weekly eNews*, the latest announcements and statewide news
- Career & Job Opportunities postings
- Grant and Funding Opportunities
- PRPS Member Directory and Buyer's Guide



Legislative Advocacy

- Your voice for advocacy for recreation, parks and conservation funding mechanisms at local, state and federal levels, such as Growing Greener, Keystone Recreation, Park and Conservation Fund, and Land and Water Conservation Fund.
- Your representation on important statewide advisory groups, such as the Urban Parks and Recreation Alliance, the State Comprehensive Outdoor Recreation Plan, and the Recreation Advisory Council.
- Your source for updates on standards, regulations and requirements that impact your organization, such as playground safety standards, lifeguard regulations, and ADA requirements.

Professional Development and Networking Forums

- Annual State Conference
- Therapeutic Recreation Institute
- Park Resource Workshops
- Greenways and Trails Summit
- Aquatics Workshops
- Certified Playground Safety Course
- Citizens Symposium
- Other workshops, classes and webinars
- CEUs to maintain professional certifications
- First-time conference attendee mentoring program
- Student scholarship programs
- Fall Membership Meeting
- Get Outdoors PA
- Statewide and Regional Partnership opportunities
- Leadership opportunities

Member Benefits

- Membership Certificate and PRPS decal
- Discounted rates on professional development opportunities.
- Eligibility for membership in the PA State Employees Credit Union
- Eligibility for group-rate professional liability insurance coverage
- Recreation and Park Technical Assistance (RecTAP) grants
- Discounts on car rentals, amusement park and ski lift tickets
- Annual Membership Directory and Buyers Guide
- Technical assistance and Resource Library
- Annual Recognition and Awards Program
- District and Branch social and educational events
- Mailing list purchase opportunities for vendors
- Executive search assistance for Agency Members in filling top-level positions

2016 MEMBERSHIP ENROLLMENT	
PROFESSIONAL	622
ASSOCIATE	101
STUDENT	469
RETIREE	36
HONORARY	37
COMPLIMENTARY	36
BOARD/COMMISSION	360
COMMERCIAL/CORP.	66
PATRON	1
LIFE	17
FRIEND	8,398
TOTAL COUNT	10,143

Finance

In 2016, the Society's finances continued in a healthy rise with **\$811,538** in revenues and **\$758,031** in expenses, resulting in net revenues of **\$53,507**.

The Society manages an investment account used in part for advocacy and capital projects. To its original investment of \$150,000 in 2015, another \$150,000 was added in April 2016. As of the end of the year, the fund stood at **\$315,353**.

Consignment Ticket Program

PRPS partners with a wide variety of amusement parks, ski slopes and movie distributors to sell discount tickets year-round through its participating Member Agencies.

	Amusement Parks	Ski Slopes	Movies
Attractions	38	8	26
Agencies	103	87	26
Tickets Sold	86,607	4,755	4,866
Commissions	91,139	11,490	4,406

Grants

Funded through a number of Commonwealth Departments, PRPS administered 9 state grants totaling **\$676,107** in expended and newly approved funds involving the following:

- PA Department of Conservation and Natural Resources Technical Assistance Projects (4)**
\$174,914 expended + **\$250K** newly awarded; consisting of Regional, County and Citizen Workshops, RecTAP, Get Outdoors PA, Statewide Branding and Marketing Campaign, Health and Wellness, PA Urban Park and Recreation Alliance, C2P2 Grant Workshops, Annual Conference, Board Development, BRC Staff Development
- PA Department of Conservation and Natural Resources Trail Grants (3)**
\$54,510 expended + **99,563** newly awarded for 2015 Trail of the Year, 2015 PA Trails Annual Report, Regional Trail Workshops, 2016 Trail of the Year, 2017 Greenways and Trails Summit Start-Up
- PA Department of Environmental Protection**
\$3,000 for Regional Get Outdoors PA Training Summits
- PA Department of Community and Economic Development**
\$80,000 for the development of PA Community Parks Maintenance Institute Plan with a match of **\$14,120** from PA DCNR.



Assessing the trails at Keystone State Park

Grantmaking

- RecTAP Grants**

PRPS awarded **\$2500** in a Recreation and Parks Technical Assistance Program grant to the York County Rail Trail Authority, and closed out two grants totaling **\$3250** to Lewistown Borough and the Hamilton, Jackson, Pocono Park & Open Space Commission.

- Regional Trail Grants**

Funded through the PA DCNR and administered by PRPS, Regional Trail Workshop Grants are awarded to conservation-oriented organizations for local trail workshops. In 2016, **\$25,244** was granted to six organizations to conduct 10 Trail Workshops educating 610 attendees: Bicycle of South Central Pennsylvania, Delaware and Lehigh National Heritage Corridor, Erie to Pittsburgh Trail Alliance, Pennsylvania Land Trust Association, Pennsylvania Environmental Council, Pennsylvania Parks and Forests Foundation..

Professional Training & Programming



Survivor: Seven Springs The 69th Annual State Conference

More than 500 professionals, vendors, speakers, associates and other interested citizens met in commonality of purpose March 13-16 at Seven Springs Mountain Resort in southwestern Pennsylvania. The 69th Annual Conference offered a concentrated period of practical education, relevant networking, professional development, and outstanding opportunities for advancing the profession throughout the Commonwealth.



Many of the attendees remarked about the enthusiastic and uplifting tone as they met with vendors, learned from experts, participated in a very popular SNAPSHOT mobile app game, and extended their professional networks in the classroom, exhibit hall, general sessions, socials, Citizens and Friends Day events, and other activities.

Highlights included the interactions with three keynote speakers: seven-time Stanley Cup Champion and Hockey Hall of Fame member Bryan Trottier, PA Department of Conservation and Natural Resources Secretary Cindy Dunn, and Mr. Greg O'Loughlin, the founder and principal of SWELL, who developed the statewide marketing and branding campaign for Pennsylvania parks and recreation, *Good for You, Good for All*.

Pennsylvania Therapeutic Recreation Institute

Voice of YOUR Future was the theme of the 48th Annual PTRI held May 31-June 3 in Lancaster, where attendees were encouraged to be the voice for change in the profession. Attended by 150, the Institute offered many educational sessions, a Keynote by Joel Weintraub on *Behavior Modification Techniques for Reducing Stress*, and an Endnote by Dr. Jeff Whitman on *Still Small Voices in a Wall of Sound*.

Continuing Education Units

PRPS administers continuing education units (CEUs) and contact hours authorized by the National Recreation and Park Association. In 2016, PRPS awarded a total of 208.46 CEUs and 4.0 Contact Hours to 300 individuals receiving PRPS Training. In addition, another 57 professionals earned 5.78 CEUs and 46.5 Contact Hours for 12 educational sessions conducted by outside organizations.

Publications

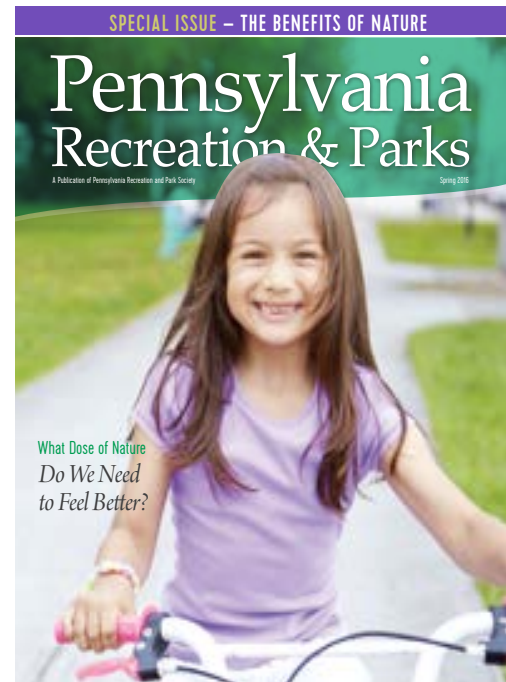
The flagship publication of the Society is the biannual Pennsylvania Recreation & Parks magazine to help our Members keep pace with current trends and professional practices. Starting in 2016, PRPS contracted with Innovative Publishing as a one-stop shop providing design, printing, ad sales and mailing services. The Spring 2016 issue cover story featured What Dose of Nature Do We Need to Feel Better? The Fall edition featured Keep Pennsylvania Parks and Trails Growing Greener.

The *PRPS eNews*, published every week, disseminates valuable information on special events, legislative happenings, job opportunities, grants, and educational workshops.

The annual *Membership Director and Buyer's Guide* delivers the most up-to-date and comprehensive information on our Members, Agencies and related professional references.

The *2015 Annual Report*, the first one prepared in many years, was distributed in print to attendees and exhibitors at the Annual Conference, and to programmatic and marketing partners. Its electronic version was posted on the PRPS website.

Throughout the year many other publications serve Member needs through workshop brochures, Action Alerts, District and Branch newsletters, Conference guides, Vendor news, and other materials.



Op-Eds, News, and Magazine Articles

- **Billions of Reasons Pennsylvania's parks are good for us**
Op-Ed released 12/23/15 that was published in several PA papers from January-June, and as the featured story in the national *NRPA Smart Brief*
- Contributed to a series of three articles on the challenges of mid-state parks appearing in *The Sentinel* (Carlisle) February. Redistributed by *NRPA Smart Brief* February 17.
- Contributed to a story on recreation and resources in PA Forests for a *PA Forestry Association* magazine article.
- **Action Alert** on *Preschool Camp Day Care Certification* Requirements; to the Membership May 27
- **PA Must Do More to Protect Parks, Trails and Waterways**
Op-Ed distributed to news media statewide; July 18
- **The PA Urban Parks and Recreation Alliance opportunities of strength, cities of glory**
Published in *Municipal Reporter* by the Pennsylvania Municipal League; August 3
- **Popular support favors increased local funding for parks and recreation** Op-Ed distributed to statewide membership with invitation to forward to local news outlets with an image of their local parks to gain local attention for parks and funding. Also distributed to all PA municipality officials; October 17
- Other programmatic announcements appeared in several issues of the national *Playground Professional Magazine* and DCNR's *BRC Update*.

Communications & Advocacy

Social and Electronic Media Reach

As our social media continues to grow, it is also one of the most important tools in promoting our message along with our statewide branding campaign. In 2016, the PRPS website reached **52,073** unique visitors, and more than **90K** visits, **239K** page views and **1.4M** hits. The 54 individual pages provides information about membership, advocacy, professional development, jobs, resources, and other valuable resources to the Membership.

The PRPS Facebook page is close to **2,000** likes and has reached over **59,024** users.

Our mobile App was very successful during the 2016 Conference with the new app game SnapShot. This was a great interactive tool connecting with all the vendors. We are looking forward to continuing the app with our other large events.



Governmental Affairs and Legislative Priorities

Governmental Affairs is a standing committee of the PRPS Board of Directors that monitors legislative actions, mobilizes advocacy efforts, and keeps the PRPS membership informed of state and federal bills and laws that affect parks and recreation in Pennsylvania. During 2016, the following issues commanded attention.

Public Recreation and Childcare Certification Regulations

PRPS affirms the tremendous personal and community value—and popular demand for—safe and secure, developmentally appropriate, child-centered recreation services provided apart from certified child day care centers.



However, the highly limiting restrictions imposed by the PA Department of Human Services (DHS) prevent most recreation providers from feasibly complying with such certification requirements in the outdoor settings of parks and the indoor multi-use amenities of recreation centers and other facilities.

To that end, PRPS surveyed its members to determine and document the detrimental impacts that complying with DHS regulations would mean to their clients, employees, facilities, budgets and overall operations. The findings were incorporated into a Position Statement with a goal to clarify or amend the law and regulations to exempt public recreation programming from compliance with childcare certification requirements.

Efforts continue in 2017 to seek a dialog and a resolution with the DHS's Office of Child Development and Early Learning, while exploring a legislative solution in the General Assembly.

Growing Greener III Funding

PRPS is an active member of the Growing Greener Coalition, and contributes to its Executive and Public Outreach Committees.

In September, the Coalition released its blueprint for a new Growing Greener III program. This \$315 million per year program would provide much-needed funds for recreation, parks and trails, land conservation, farmland preservation, water restoration and much more. Senator Tom Killian introduced legislation, which attracted 22 cosponsors in support.

Although the bill died at the end of the season, it successfully initiated conversations about Growing Greener III funding in the 2017-18 budget deliberations.



A Recreation Therapy Licensure bill (SB 1053) languished in the Senate Consumer Protection and Professional Licensure Committee.

House Bill 2013, introduced in June, called for the creation of a politically appointed board to consider proposals for private development in state parks. PRPS joined the Pennsylvania Parks and Forests Foundation and other advocates to help defeat that bill and preserve the Commonwealth's award-winning state parks system.

Along with the Pennsylvania Land Trust Association, PRPS signed on as a "friend of the court" in a Commonwealth Court amicus brief concerning legal protections against the selling or disposal of parks and public lands.

In May, PRPS staffed a table and met with Pennsylvania legislators in a Capitol Day Reception in Harrisburg to advance funding concepts for recreation, parks and conservation purposes.

Legislative Priorities for 2017 include Funding, Preschool Recreation, Trails/Greenways, Community Parks, Heritage Areas and Historic Preservation, and monitoring pending legislation on both the state and federal levels.

Good For You, Good For All Statewide Branding and Marketing Campaign

In its first full year, the statewide campaign for Pennsylvania parks and recreation has primarily used low-cost social media and email marketing to reach and engage more than **185,000** people and drive more than **9,800** users of ExplorePALocalParks.com and GoodForPA.com. One hundred-twenty-one state parks were added to the interactive map at ExplorePALocalParks, bringing the total number to nearly **6,000** parks by the end of the year.



Partnerships

Partnerships

PRPS is proud to partner with many organizations throughout the state and beyond to extend its relevance, capacity and influence.

parks • recreation • conservation • open space • greenways and trails • health and wellness • connectivity to nature • advocacy • funding • legislation • environmental health • urban planning • resource management • social equity • recreation therapy • community livability • economic prosperity

Programmatic Alliances

- City Parks Alliance
- Get Outdoors PA
- Good Advisory Team
- Governmental Affairs Committee
- Growing Greener Coalition
- Inclusion Task Force
- Keystone Athletic Field Managers Organization (KAFMO)
- Learning Resources Network (LERN)
- National Recreation and Park Association
- National Recreation and Park Association Magazine Advisory Board
- PA Community Parks Maintenance Institute Advisory Board
- PA Department of Conservation and Natural Resources Recreation Advisory Board
- PA Department of Conservation and Natural Resources PA State Comprehensive Outdoor Recreation Plan Technical Advisory Committee
- PA Trails Advisory Committee
- PA Urban Parks and Recreation Alliance
- PennState Hershey PRO Wellness
- Pennsylvania Alliance of Environmental Educators
- Pennsylvania Land Trust Association
- Pennsylvania Youth Track & Field
- People, Parks & Communities Foundation Task Force
- State Affiliates of Park and Recreation Associations



Get Outdoors PA

Get Outdoors PA strives to connect citizens with outdoor recreation activities to increase their appreciation and active use of parks, forests and public spaces while imparting a message of environmental stewardship and healthy living.

2016 HIGHLIGHTS

PARTNERS	TRAINING
8 Flagship Partners	3 Regional Summits
152 Community Partners	4 Educational Webinars
84 State Parks	Online Resources

MINI-GRANTS	OUTREACH
17 Applications	GetOutdoorsPA.org
9 Grants Awarded	Partner News
\$17,030 Awarded	PAthfinder
	280K Facebook Users Reached

www.GetOutdoorsPA.org

Partnerships

Marketing Partners

American Ramp Co.
American Tennis Courts, Inc.
Anchor Audio
Aqua Chemical Supply, Inc.
Aqua Climb
Aquatic Facility Design, Inc.
B&R Pools and Swim Shop
BeamClay/ Partac Peat Corporation
Best Line Equipment
Biting Recreation Inc.
Blue Mountain Resort
Boyce Associates, Inc./ Commercial Recreation Products
BSN Sports
Challenger Sports
CommunityPass
Deschamps Mat Systems, Inc
Design Fitness/ StarTrac Fitness
E.H. Griffith
Environmental Planning & Design, LLC
EPD
Gametime Park & Playground Equipment/ MRC
General Recreation, Inc
George Ely Associates
Herbert, Rowland & Grubic, Inc.
Hersheypark
Jeffrey Associates
Jump Start Sports, LLC
KAFMO
Keystone Purchasing Network
Kompan
Liberty Parks & Playgrounds, Inc.
Mackin Engineering
Main Line Commercial Pools, Inc
Maryland Park and Recreation Association

Morey's Piers
Musco Sports Lighting
MyRec.com
Nagle Athletic Surfaces, Inc
Natural Sand Company, Inc.
New Jersey Park and Recreation Association
Norwalk Concrete Industries
PA DCNR Bureau of Recreation & Conservation
PA DCNR Bureau of State Parks
PA Family Support Alliance
Pannier Graphics
Pashek Associates
Pennsylvania Family Support Alliance
Pennsylvania State Employees Credit Union
Phantom Entertainment Services
Play & Park Structures
Play by Design
Power Pro Equipment
Pyramid USA- Aqua Climb
RecDesk Software
ReCPro Software
Recreation Resource USA
Richard P. Rauso, ASLA, Landscape Architect
River Valley Recreation
S&S Processing Inc./ Athletic Field Pros
Sahara Sam's Oasis
Signtronix
Six Flags Great Adventure
Snider Recreation, Inc.
Sports & Recreation Associates
Stageline Mobile Staging
Treatment Specialties/ Mer-Made Filter
United States Tennis Association (USTA) Middle States
Vortex Aquatic Structures
Zambelli Fireworks





Pennsylvania Recreation and Park Society

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