

2019 ANNUAL REPORT



GOVERNANCE AND ADMINISTRATION

MISSION

The Pennsylvania Recreation and Park Society empowers recreation and park professionals and citizen advocates to enhance life-enriching services for all Pennsylvanians.

VISION

The Pennsylvania Recreation and Park Society will improve environmental, economic and social health and wellness for current and future generations.

ORGANIZATIONAL CULTURE

The organizational culture of PRPS is expressed in the collective behavior of our leaders and members, and how our actions are perceived and received by others. To facilitate the highest levels of relevance, capacity and influence, we integrate these six core values into all operations with consistency and unity:

- Integrity
- Excellence
- Innovation
- Education
- Equity
- Empowerment

2019-2020 Board of Directors

Margie Earnest, M.S., CPRP – President

Tonya Brown, CPRP, AFO, CPSI –
President-Elect

Jason Lang, M.S., CPRE – Secretary

Todd Roth, CPRP, AFO – Treasurer

Kim Batty, Ph.D. – Educators Director

Kristin Zeigler, AFO – Aquatics
Branch President

Ken Lehr, CPRP – Community
Branch President

Derek Dureka, CPRP – Park Resources
Branch President

Marisa Spowles – Pennsylvania State Parks
Branch President

Becky Kandrak, CTRS – Therapeutic Recreation
Branch President

Heather Cuyler, CPRP, CPSI –
District 1 President

Carly Mercadante – District 2 President

Tom Steines – District 3 Representative

ADMINISTRATIVE STAFF

Tim Herd, CPRE – Chief Executive Officer

Niki Tourscher, CPRP, CPSI – Director of
Training and Get Outdoors PA

Emily Gates – Director of Strategic Partnerships

Tracy Robert – Membership Services Manager

Emily Schnellbaugh –

Communications Manager

Joleen Kough – Financial Manager

Dan Hendey, CPRP, CPSI –

Education Manager

Jane LaMar – Administrative Assistant

Lauren Ansell – Marketing Engagement Intern

Chalsey Dorce – Pennsylvania Park

Maintenance Institute Content Curator Intern

COMMITTEES

As our member and partner engagement rises, so does the Society's vitality. To better advance the objectives of our plans, PRPS has created, recast or expanded the scope of a number of committees and work teams, consisting of some 250 volunteers, all contributing toward our mission:

- Inclusion Committee
- Health and Wellness Committee
- Funding Consortium Task Force
- Maintenance Institute Advisory Board
- Leadership Training Corps
- Membership Engagement Committee
- Finance Committee
- Communications Committee, Blogging Team
- Strategic Partnerships Team
- Annual Conference Committee
- Governmental Affairs Committee, Preschool Subcommittee
- Pennsylvania Urban Parks and Recreation Alliance
- PRPS Branches and Districts Executive Committees
- PRPS Board of Directors

PLANNING

The annual Administrative Plan implements the overlapping and complementary strategies of the PRPS 2019-2023 Strategic Plan, Leadership 2025, Pennsylvania Park Maintenance Institute Plan and the 2014-2019 Pennsylvania Outdoor Recreation Plan. Together, these plans drive the strategic and administrative work of the Society for the benefit of its members and the industry.

FINANCE

Mortgage

Through the Society's Burn-the-Mortgage giving campaign, PRPS paid off the remaining balance of its \$500,000 loan on the PRPS office and property on October 23, 2019, more than eight-and-a-half years early, *saving \$40,213* in interest.

Thanks to good fiscal management and the help of hundreds of donors who contributed since 2003, PRPS is now debt-free.

Professional Development Scholarships

In September 2019, the Board of Directors created a Professional Development Scholarships Policy and established the PRPS Career Advancement Scholarship Fund with a *\$10,000 initial investment* derived equally from Friends Membership and Annual Conference and Expo revenues; and annually augmented by an amount equal to \$1 per non-Friends Member.

Giving Tuesday

On Giving Tuesday in November 2019, PRPS launched the Pie-a-Palooza campaign to support the new PRPS Career Advancement Scholarship Fund and launch a pie into willing volunteers' faces at the Annual Conference. The fun fund drive secured an additional \$800 to support park and recreation professionals' skill development.

Budget

Membership revenues grew 15 percent over the previous year. Total revenues reached \$1,106,736, with expenses of \$881,531, resulting in a *net of \$225,205* for the year. PRPS's financial books are professionally audited by MaherDuessel every year.

Operating Reserve

In December, PRPS *added \$300,000* to its Operating Reserve, bringing its total to about 58 percent of annual expenses, surpassing the goal set by the PRPS Financial Policy at its creation in 2017.

Investments

PRPS maintains an investment in Vanguard's Balanced Index Fund Admiral Shares, with a mix of 61 percent stocks and 39 percent bonds. Investment returns during 2019 totaled \$93,499, including reinvested dividends of \$13,100. The year-ending balance of \$793,193 yielded an ROI for the year of 22.7 percent, with a 10.9 percent ROI since its inception in 2015.

MEMBERSHIP SERVICES

PRPS provides numerous networking opportunities for park and recreation professionals to gather to share ideas, struggles and successes, and is the go-to source for quality continuing education programs on a wide range of topics such as

playground safety, swimming pool management, park operations, activities and leadership.

PRPS actively promotes the economic, environmental, social and personal benefits of parks and recreation; advocates in support of recreation and park funding; monitors key legislative actions that impact the profession; and provides up-to-date information on safety standards and best practices. Member benefits include access to members-only publications, free posts on the PRPS Job Center and eligibility for scholarships, mini-grants, the consignment ticket sales program and the Recognition and Awards program.

The PRPS Membership Committee launched a successful outreach campaign to non-members, sharing the value of PRPS membership and extending personal invitations to attend PRPS meetings and networking events. Through the committee's efforts, PRPS membership has increased by 115 members, a 5.5 percent growth over 2018 totals.

PROFESSIONAL DEVELOPMENT

In 2019, the PRPS Professional Development and Training Team increased its capacity by hiring Education Manager Dan Hendey. With the additional staff, PRPS developed partnerships with the Pennsylvania State Association of Boroughs to coordinate virtual trainings and webinars, making them available to members of both organizations. New topics specific to municipal agencies expanded the expertise and networking for our members.

PRPS professional development opportunities were also amplified by the partnership with the Pennsylvania Association of Environmental Educators (PAEE) to host the 2020 Joint PRPS/PAEE Conference and Expo. A Conference Committee consisting of both PAEE and PRPS members secured speakers, vendors and exhibitors, entertainment and coordinated logistics for an event set to host more than 600 attendees and 100 vendor representatives.

LEADERSHIP DEVELOPMENT ACADEMY

In September, the PRPS Leadership Development Academy launched with its first class of seven emerging professionals. Inspired by the John C. Maxwell book *The Five Levels of Leadership*, participants learned how to increase their influence while maintaining measurable progress as a leader. The 15-week Certificate Program consisted of self-guided lessons, an in-person workshop, as well as both team and personal projects. The inaugural class project developed the What's Up P+R?! Facebook page, an interactive online forum for park and recreation practitioners to share the good, the bad and the helpful in the profession.

MENTORING PROGRAM

As the companion program to the Leadership Academy, the PRPS Mentor Program enables the development of professional competencies through engaging mentoring relationships

and networking and educational opportunities. The program was developed to serve future, young and new professionals, and mentees are paired by the Leadership Training Corps with more experienced mentors through a specific set of criteria. The first group of mentor-mentee pairs planned to meet and begin their adventure at the 2020 Annual Conference.

URBAN EXCHANGES

The Pennsylvania Urban Parks and Recreation Alliance hosted two urban exchanges: at the Frick Environmental Center in Pittsburgh in spring and at the West Fairmont Horticulture Center in Philadelphia in fall. The exchanges provide urban recreation professionals the networking opportunity to share resources, discuss challenges and explore issues of mutual concerns. Exchanges featured panel discussions on developing a diverse workforce, programming for disabilities, universal design and effective programming for immigrant populations. The exchanges also facilitated small group sessions and lively conversations on particular interests of the participants.

PENNSYLVANIA PARK MAINTENANCE INSTITUTE

Prior to its launch late in the year, operational preparations for the Institute focused on securing its various technical, human and funding resources. Operating under the auspices of PRPS,

MEMBERSHIP 2019

Professional	752
Associate	104
Student	755
Retiree.....	34
Patron.....	0
Life	19
Complimentary.....	37
Honorary.....	43
Board.....	377
Corporate.....	89
Total.....	2,210
Friends.....	18,507

PRPS PROFESSIONAL DEVELOPMENT

Programs/Events	41
Total Participants	1,445
Total CEUs Awarded.....	197.4 to 273 individuals





the Institute secured a four-year marketing partnership with The Toro Company and pursued opportunities with other corporations and philanthropic foundations. Recruiting efforts established a volunteer Advisory Board of 17 experts, hired a content curator intern to design and populate a searchable online training library, and conducted a nationwide search for the Institute's full-time director (who started in January 2020).

ADVOCACY, COMMUNICATIONS AND MARKETING LEGISLATIVE ADVOCACY

It was a busy, full year for the PRPS Governmental Affairs Committee and its legislative advocacy. PRPS is an executive committee member of the Growing Greener Coalition, collaborates often with the Pennsylvania Parks and Forests Foundation and contracts with a political consultant as a part-time Public Policy Advocate to help meet its responsibilities. Topical highlights of the year include:

- **Preschool Recreation:** The introduction of HB 1831 to exclude preschool municipal recreation programs from child daycare center facility requirements and oral and written testimony before the House Children and Youth Committee on October 29.
- **Recreation Therapy Licensure:** Title and practice protection, working with the Professional Licensing Committee.

- **Legislative Engagement:** Hosted a Legislative Breakfast on March 19, 2020, and will tentatively host Advocacy Day on June 4, 2020. With the Pennsylvania Parks and Forests Foundation, helped establish the bipartisan, bicameral Park and Recreation Caucus (PARC) and participated as subject matter experts in two meetings.
- **Education:** Issued action alerts and letters to lawmakers on the 2019-2020 state budget, the Environmental Stewardship Fund, proposed budget transfers of dedicated funds to governmental operations and Provisional Hiring and Act 47. Presented at Fall Membership Meeting on Act 47. Provided Pennsylvania Lobbying Law and Advocacy Training to the PRPS Board of Directors.
- **Issue Advocacy:** Updated legislative priorities and published position statements on the PRPS website. Monitored legislation on funding, Lyme disease health coverage, Land and Water Conservation Fund, clean water procurement program, Restore Pennsylvania and other bills.
- **Strategic Actions:** Assisted in the implementation of the PRPS Strategic Plan Issue 1 Advocacy: Public Policy and Education.
- **Publications and Reach:** As the voice of Pennsylvania Recreation and Parks, PRPS

SOCIAL MEDIA COMMUNICATIONS

Facebook

304K Reach
10,269 Unique Engagements
2,163 Likes

Instagram

653 Followers

Twitter

54K Twitter Impressions

LinkedIn

778 Followers

Website

146K Pageviews
Top Pageview: Job Center – 11,638

Dig It! Blog

2,854 Views
1,861 Visitors



leverages multiple channels to keep our members informed of current news and trends, legislative advocacy, funding opportunities, specialized guidance and resources, and professional development opportunities. Timely news and information are distributed through the PRPS website, weekly SCOOP e-newsletter, *Pennsylvania Recreation & Parks* magazine, *Membership Directory & Buyers Guide*, Dig It! blog, a mobile event app, YouTube and various social media channels.

- **Pennsylvania Park and Recreation Professionals Day:** PRPS created the first-ever statewide Park and Recreation Professionals Day on July 19, 2020, to highlight the importance of those behind-the-scenes individuals who enrich the lives of their communities. A full promotional campaign amplified the messaging statewide and created an outreach toolkit for local agencies, supporters and participants. State and local lawmakers endorsed the event with resolutions and proclamations, including Gov. Tom Wolf. Pennsylvania Park and

Recreation Professionals Day not only focuses attention on our working professionals and the often taken-for-granted benefits they produce, but it also raises the awareness of decision makers on such indispensable services. In turn, it yields a broader recognition of the industry's value, with higher priorities in funding and planning decisions. Park and Recreation Professionals Day is observed annually on the third Friday of July as part of National Recreation and Park Month. In 2020, the National Recreation and Park Association is building on the pioneering Pennsylvania model to elevate the day to a national event.

PARTNER DEVELOPMENT

As PRPS expands its fiscal and professional partnerships, it continues to design partnerships based on assets, needs and outcomes that benefit all parties in ways that cannot be achieved individually. Such partnerships provide PRPS, businesses and organizations with common prospects, similar

marketing needs and possibly complementary services, with opportunities to mutually advance our goals.

REC TAP GRANTS

The long-standing PRPS Recreation and Parks Technical Assistance Program (RecTAP) saw enormous growth in 2019 — 3.5 times as many applications were received than the annual average. The statewide program matches expert professionals to municipalities and non-profits to assist on specific maintenance, recreation, park and trail issues.

2019 RecTAP participants included: City of Harrisburg, Dushore Borough, Erie-Western Pennsylvania Port Authority, Hunlock Township, Independence Conservancy, Mifflin County Parks and Recreation Council, Northern Lehigh Recreation Authority, Oakland Borough, Quakertown Borough, Redbank Valley Trails Association, Waymart Borough, Windham Township and York County Rail Trail Authority.



COLLABORATIONS

The Get Outdoors PA Flagship Partner Team develops educational resources, financial support and networking opportunities to serve the program's 180 community partners, comprising park and recreation departments, conservancies, land trusts, watershed organizations, friends of local and state park chapters, environmental education and nature centers, and trail organizations. The Flagship Team is comprised of eight partners including the PRPS, Pennsylvania Department of Conservation and Natural

Resources, Pennsylvania Fish and Boat Commission, Pennsylvania Land Trust Association, Pennsylvania Game Commission, Pennsylvania Department of Health, Pennsylvania Parks and Forest Foundation, and Pennsylvania Association of Environmental Educators. The program annually supports hundreds of recreation programs in local and state parks.

The PRPS and the Pennsylvania Department of Conservation and Natural Resources (DCNR) partnership regularly meets to determine initiatives advantageous to park and

recreation providers and users. DCNR staff regularly presents at the PRPS Conference and Expo and holds advisory roles on multiple PRPS initiatives including the Pennsylvania Park Maintenance Institute, RecTAP, Get Outdoors PA, Pennsylvania Urban Parks and Recreation Alliance, Health and Wellness Committee, and the Good for You, Good for All campaign. PRPS served on the 2020-2024 Statewide Comprehensive Outdoor Recreation Plan (SCORP) Advisory Committee.

OTHER PARTNERS, SPONSORS AND EXHIBITORS

In 2019, PRPS was a proud strategic partner with the following collaborators:

Partners

- ASAE Diversity + Inclusion Committee
- Council of State Executive Directors
- E.H. Griffith
- Grassland Equipment and Irrigation
- Growing Greener Coalition
- Keystone Athletic Field Managers Organization
- L.L. Bean
- National Recreation and Park Association
- New Jersey/Eastern Pennsylvania Therapeutic Recreation Association
- Pennsylvania Association of Environmental Educators
- Pennsylvania Parks and Forest Foundation
- Pennsylvania State Association of Township Supervisors
- Penn State University
- Pennsylvania State Employees Credit Union
- Positive Coaching Alliance
- The Toro Company
- Turf Equipment and Supply Company

Sponsors

- Boyce Associates
- Commercial Recreation Products LLC
- General Recreation Inc.
- George Ely Associates
- Hersheypark
- Little Tikes Commercial
- Mackin Engineering
- Morey's Piers
- PRPS District III
- Recreation Resource USA
- Rock n' Roll Racing
- Vortex Aquatic Structures

Exhibitors

- American Lung Association
- American Red Cross
- Aquatic Facility Design Inc.
- ATC CORP – American Tennis Courts
- Autrusa
- Best Line Equipment
- Blue Mountain Resort
- Boyce Associates
- BSN SPORTS
- Chem2o LLC
- CommunityPass
- Designed for Fun Inc.
- Diggerland USA
- Discount Playground Supply
- E.H. Griffith Inc./Turf Equipment and Supply Company
- Eaton's Ephesus Lighting
- Frostburg State University
- GAI Consultants Inc.
- General Recreation Inc.
- George Ely Associates Inc.
- Good for You, Good for All Marketing Campaign
- Graphics and Design
- Herbert, Rowland & Grubic Inc.
- Hersheypark
- ICON Shelter Systems Inc.
- Innova Disc Golf
- Jeffrey Associates
- Keystone Purchasing Network
- Kompan Inc.
- Lyons Recreation LLC
- Morey's Piers
- MRC/GameTime Park & Playground Equipment
- Musco Sports Lighting

- My Rec.com Recreation Software
- Nagle Athletic Surfaces Inc.
- National Recreation and Park Association (NRPA)
- Oldcastle Infrastructure
- Pannier Graphics
- Partac/Beam Clay
- PCI – Pennsylvania Correctional Industries and Natural Resources
- Phantom Entertainment
- Play & Park Structures
- Pointmarkers Inc.
- RecDesk
- ReCPro Software
- Recreation Resource USA
- River Valley Recreation
- Rock n' Roll Racing
- Rookie Sports Club LLC
- Sahara Sam's Water Park
- Sesame Place
- Six Flags Great Adventure
- Snider Recreation Inc.
- Sport Court of Pennsylvania
- STARGUM
- Sybertech Waste Reduction Ltd.
- The Franklin Institute
- Treatment Specialties/Mer-Made Filters
- United States Tennis Association Middle States
- Vermont Systems Inc.
- Vortex Aquatic Structures
- Wade Associates II/Integrated Aquatics Engineering
- Xceed Recreation Group Inc.
- Zambelli Fireworks



Another GOOD year.

As we enter a new decade for the Good for You, Good for All campaign, we're looking back on 2019 and just a few of our achievements since 2015. To learn more and get involved, go to GoodForPA.com/JoinUs.

Reached more than **800K** PEOPLE WITH GOOD PROMOTIONS

135,000 UNIQUE ENGAGEMENTS ON SOCIAL MEDIA

3,200,000+ BRAND IMPRESSIONS STATEWIDE

80,000+ PAGEVIEWS ON GOODFORPA.COM FROM MORE THAN 750 PA MUNICIPALITIES

65,000+ USERS OF EXPLORELOCALPARKS.COM

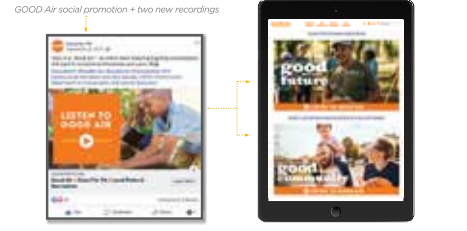
EXPLORELOCALPARKS.COM NOW FEATURES MORE THAN **6,000** LOCAL PARKS



Park & Recreation Professionals Day (July 2019) and Park Day with DCNR (October 2019)



Revamp of GOODforPA.com homepage and supporting pages



GOOD Air social promotion + two new recordings



GET MORE INFORMATION AT GOODFORPA.COM OR VIA EMAIL AT INFO@GOODFORPA.COM