

# *Growing Together*



**2018 Annual Report**







# 2018 ANNUAL REPORT

## ADMINISTRATION

PRPS is a forward-looking organization that embraces change, opportunity and possibilities. Such involves intentional planning, along with much effort, investment, collaboration and risk — and, potentially, great reward. This was particularly true in 2018 as PRPS entered another period of planning and investing in the human assets required to meet its ambitious organizational, professional and societal challenges.

## 2018-2019 BOARD OF DIRECTORS

Kirk Rakos, M.Ed., CTRS – President  
Mergie Earnest, CPRP – President-Elect  
Kate King – Secretary  
Rob Lewis – Treasurer  
Kim Batty, Ph. D. – Educators Director  
Todd Roth – Aquatics Branch President  
Becky Richards – Community Branch President  
Nick Sulzer - PA State Parks Society President  
Becky Kandrac, CTRS – PTRS Branch President  
Jim Bobeck – Park Resources Branch President  
Heather Cuyler – District 1 President  
Carly Mercadante – District 2 President  
Katie Kollar – District 3 President

## ADMINISTRATIVE STAFF

Tim Herd, CPRE – Chief Executive Officer  
Niki Tourscher, CPRP, CPSI – Director of

Training & Get Outdoors PA

Emily Gates – Director of Strategic Partnerships

Tracy Robert – Membership Services Manager

Emily Schnellbaugh – Communications Manager

Joleen Kough – Financial Manager

Jane LaMar – Administrative Assistant

## 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.

## PRPS 2019-2023 STRATEGIC PLAN

[prps.org/strategicplan](https://prps.org/strategicplan)

With input from members, partners and stakeholders, the Board of Directors concluded a year-long process to produce a new five-year strategic plan. Upon its successful implementation, PRPS will improve the overall capability of the profession's delivery of its comprehensive, essential services throughout the state. The full plan addresses four broad issues influencing the recreation and park industry and its professional practices throughout Pennsylvania. They are Advocacy –

Public Policy and Education, Sustainable Funding, Integrated Professionalism and Member and Partner Engagement.

## PENNSYLVANIA PARK MAINTENANCE INSTITUTE PLAN

[prps.org/maintenance](https://prps.org/maintenance)

In 2018, PRPS collaborated with a team of park, recreation and community planners; financial analysts; marketing professionals; and an advisory committee of park and recreation practitioners. Together they conducted research to explore establishing a statewide entity to help communities improve their capacity to maintain parks and recreation facilities. The resultant plan concluded that such a resource would help park owners and stewards more adequately address billions of dollars worth of investments currently at risk due to a lack of maintenance. The Institute will launch in 2019.

## LEADERSHIP 2025

[prps.org/leadership2025](https://prps.org/leadership2025)

The 2018 Recreation and Conservation Leadership Summit convened in December to establish bold direction and objectives for the future of the recreation, parks and conservation industry and professional practices in Pennsylvania. Through facilitated discussions of macro issues, summit attendees developed creative solutions, an action plan and a shared vision for the coming seven years.

Its outcomes included:

1. The writing of five issue papers on diversity, equity and inclusion; health and wellness; park maintenance and infrastructure; sufficient and sustainable funding; and professional and leadership development.
2. The publication and distribution of Leadership 2025, a visionary plan with articulated issues, goals and objectives at local and state levels.
3. Establishment of annual professional leadership and mentorship development programs.
4. Supporting input and documentation for the development of the 2020-2024 Comprehensive Outdoor Recreation Plan.

### 2019 ADMINISTRATIVE PLAN

The annual administrative plan is developed to advance the outcomes of the Society's Strategic Plan through staff-led teams and committees. Its components include Aligning Human Capital with Strategies and Outcomes; the separate departmental plans for Professional Development, Membership Development, Communications and Marketing, Partner Development; and the 2019 Budget.

### PENNSYLVANIA URBAN PARKS AND RECREATION ALLIANCE PLAN

The Pennsylvania Urban Parks and Recreation Alliance helps urban areas increase the effectiveness of their own essential public services of parks, recreation and green connectivity that stimulate economic growth, foster social stability and enhance environmental quality. Comprised of volunteer citizens, the alliance conducts educational programs, trains community leaders and promotes public policy that offers solutions to real community issues. During 2018, the alliance developed a new strategic plan for the coming three years.

### GET OUTDOORS PA

The Get Outdoors PA Flagship Partners made the strategic decision to refocus the target audience of Get Outdoors PA primar-

ily on community partners and providing them with the necessary tools and information to help them better deliver outdoor recreation programs to the citizens they serve. This initiative is already underway through the offering of two Get Outdoors PA training summits and four webinars in 2018. Additionally, the Get Outdoors PA website redesign started in 2018 (set to launch in early 2019) with updated technical resources for community partners.

### FINANCE

PRPS adheres to a comprehensive financial management policy that governs all its financial matters, which is audited annually by Goldberg & Balthaser, CPAs. The society is registered with the Pennsylvania State Department Bureau of Charitable Organizations.

#### Budget

The society manages two operational budgets: a July-June fiscal year for the Annual Conference & Expo, and a calendar year budget for all other operations. In 2018, revenues of \$1,168,914 exceeded expenses for a net of \$136,743.

#### Property Mortgage

The mortgage on the PRPS Office is held by BB&T Bank, after its merger with National Penn Bank. In 2018, a bank error was discovered in which PRPS was overcharged interest for a five-year period from 2008-2013. After negotiations with the bank for compounded interest on the overpayments during that period, BB&T refunded \$21,518 to PRPS, which was directly applied to the principal. At year's end, the balance was reduced to \$51,545.

### Online Giving

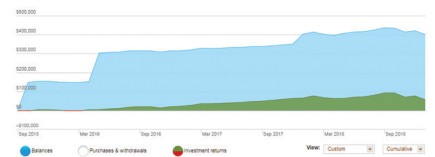
PRPS enhanced its online giving platform with the addition of a "donate" button to the website header and improvements to its donation pages. The "Burn the Mortgage" year-end campaign raised nearly \$6,000 to reduce the principal balance. In addition, PRPS engaged its first (anonymous) matching donor, who generously matched all December donations. Other year-end contributions produced more than \$2,000 for PRPS operations and the advocacy and member support funds.

### Investment

PRPS has designated certain funds with the objective of preserving the long-term real purchasing power of its assets while providing a relatively predictable and growing stream of annual distributions or reinvestments in support of the society. These funds include restricted and operating reserve funds.

PRPS investment account holdings include shares of the Vanguard Balanced Index Mutual Fund and shares of Microsoft stock, which had been received as a donation in 2018 from Michelle Hock in memory of her mother, long-time member Helen Griffith.

Since its inception in September 2015, the investment has grown with purchases of \$343,772.75 and investment returns of \$55,921.63, for a total of \$399,694.38 at year's end. The rate of return is 7.6 percent.




### PROFESSIONAL DEVELOPMENT




PRPS is committed to providing high-quality, relevant professional development opportunities to its members. While continuing



with traditional workshops and trainings in 2018, PRPS was pleased to co-host the 2018 Leadership Summit with the Pennsylvania Department of Conservation and Natural Resources, inviting 100 professionals from across Pennsylvania to participate. Input from the Leadership Summit will help diversify and improve future professional development plans, including expanded on-demand training modules and technical resources.

## MEMBERSHIP & PROFESSIONAL DEVELOPMENT



 <p><b>PROFESSIONAL MEMBERS</b> <b>2,095</b></p> <ul style="list-style-type: none"> <li>Professional: 694</li> <li>Board Commission: 378</li> <li>Associate: 104</li> <li>Commercial/Corporate: 134</li> <li>Retired: 33</li> <li>Student: 685</li> <li>Honorary: 43</li> <li>Life: 18</li> <li>Complimentary: 36</li> </ul>	<h1 style="font-size: 48px; margin: 0;">33</h1> <p><b>PROFESSIONAL DEVELOPMENT &amp; NETWORKING OPPORTUNITIES</b></p>
 <p><b>TOTAL PARTICIPATION IN PRPS TRAININGS &amp; EVENTS</b> <b>1,325</b></p>	 <p><b>TOTAL FRIEND MEMBERS</b> <b>14,313</b></p>

### MEMBERSHIP

PRPS's active membership committee both develops and works on an annual Membership Development Plan, with strategies for member recruitment, retention, partnership development, and increased member engagement. Membership enrollment is up 39 percent in the past four years and continues to grow, adding another 102 members to the roster in 2018.

### COMMUNICATIONS & ADVOCACY

[prps.org/legislativepriorities](http://prps.org/legislativepriorities)

#### Legislative Affairs

PRPS legislative priorities are displayed on the website. The Governmental Affairs Committee monitors state and federal issues and makes recommendations to the Board and the members.

In February, PRPS hired a part-time public policy consultant to assist the volunteer Governmental Affairs Committee and the Pennsylvania Urban Parks and Recreation Alliance in monitoring and analyzing legislative issues, coordinating messaging and events with legislators and contributing to the development of public advocacy initiatives.

Key issues for PRPS attention in 2018 included:

- Keystone Ambassador program to celebrate and promote the 25th anniversary of the Keystone Recreation, Park and Conservation Fund
- House Bill 2299 to exempt municipal preschool recreation programs from the regulations of private Child Daycare Center facilities (not brought to vote)
- Explorations on recreational therapy licensing
- Establishing a bipartisan and bicameral Park and Recreation Caucus in the General Assembly
- Senate Bill 799 for Growing Greener Funding (not brought to vote)
- Advocacy for the reauthorization of the federal Land and Water Conservation Fund.

#### Methods & Reach

PRPS shares the latest industry news and information through using multiple methods and channels: the PRPS website, direct mailings and email campaigns, flyers/postcards/brochures, legislative alerts, the magazine, the directory and buyers guide, opinion-editorials, media releases, videos and blog posts.

#### Dig It! Blog

In its second full year, the PRPS Blogging Team published 36 posts, generating more than 2,400 views. Topics included articles on advocacy, funding, leadership, maintenance, operations, personnel and wellness.

#### Mobile App

In its fifth year of use at the annual Conference & Expo, a full 95 percent of attendees downloaded and used the app to navigate the schedule and receive up-to-date information.

#### Publications

Regular PRPS publications include the weekly e-newsletter SCOOP, the biannual *Pennsylvania Recreation & Parks* magazine, annual Membership Directory & Buyers Guide, Conference Guides and professional development brochures.

## SOCIAL MEDIA COMMUNICATIONS

<p><b>FACEBOOK</b></p> <p>120K Facebook Reach 1528 Facebook Likes</p>	<p><b>TWITTER</b></p> <p>60K Twitter Impressions</p>
<p><b>INSTAGRAM</b></p> <p>385 followers 269 posts</p>	<p><b>LINKEDIN</b></p> <p>92 LinkedIn Impressions</p>

**FOLLOW US!**

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### PARTNERSHIP DEVELOPMENT

Prior to 2018, cultivation of sponsors focused solely on the annual Conference & Expo; however, PRPS hosts dozens of events and leads multiple initiatives. In 2018, PRPS launched its inaugural series of integrated sponsorship packages, which offered custom packages related to one-and-done event benefits and to year-round recognition and benefits. The redeveloped sponsorship packages reflect the organization's intrinsic value and marketing ability. Returning sponsors embraced the opportunity for greater giving and added marketing benefits. The integrated packages will continue to grow and transform in 2019. Correspondingly, PRPS will continue to maintain relationships with its existing partners, while exploring and developing collaborations with new marketing and program partners.

# Three GOOD years.

The Good for You, Good for All initiative has grown and evolved since 2015. We look forward to keeping Good momentum, as we turn our attention to a new decade for local parks & recreation across the Commonwealth. To learn more about how Good is good for YOUR organization & community, and to partner with us, visit [GoodforPA.com/Providers](http://GoodforPA.com/Providers).

Reached more than  
**600K**  
PEOPLE WITH  
GOOD PROMOTIONS

105,000 UNIQUE  
ENGAGEMENTS  
ON SOCIAL MEDIA

2,000,000+ BRAND  
IMPRESSIONS STATEWIDE

65,000+  
PAGEVIEWS ON  
GOODFORPA.COM  
FROM MORE THAN 750  
PA MUNICIPALITIES

50,000+  
USERS OF  
EXPLORELOCALPARKS.COM

EXPLORELOCALPARKS.COM  
NOW FEATURES  
MORE THAN

**6,000**  
LOCAL PARKS



From top left: E-Newsletter; GOOD Air YouTube; Urban Parks Champion article; Instagram post; GOODforPA.com



From left to right: two new Urban Case Studies; Urban Exchange newsletter invite

GET MORE INFORMATION AT [GOODFORPA.COM/ABOUT](http://GOODFORPA.COM/ABOUT) OR VIA EMAIL AT [INFO@GOODFORPA.COM](mailto:INFO@GOODFORPA.COM)



PRPS is grateful to team up with the following sponsors in 2018:

- General Recreation Inc.
- Herbert, Rowland & Grubic Inc.
- Jeffrey Associates
- Landscape Structures Inc.
- Mackin Engineering Company
- Morey's Piers
- Pennsylvania Department of Conservation and Natural Resources
- PRPS District III
- Recreation Resource USA
- Rock 'N Roll Racing
- Sport Court of PA
- Stahl Sheaffer Engineering
- Vortex Aquatic Structures

In addition to these sponsors, PRPS built and/or maintained strategic collaborations with:

- American Academy of Pediatrics, Pennsylvania Chapter
- America Society of Landscape Architects
- Community Associations Institute
- Growing Greener Coalition
- Keystone Athletic Field Managers Organization
- Pennsylvania Department of Conservation and Natural Resources
- Pennsylvania Parks and Forest Foundation
- Pennsylvania State Employees Credit Union
- Pennsylvania Trails Advisory Committee, etc.
- Positive Coaching Alliance

ACCESS THE COMPLETE  
PLAN AT [PRPS.ORG/  
STATEGICPLAN](http://PRPS.ORG/STATEGICPLAN)

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