



# GROWING CAPACITY

## 2017 ANNUAL REPORT



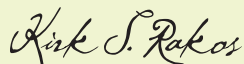
UNITING PARTNERS  
& PROFESSIONALS

## DEAR MEMBERS AND PARTNERS

**2017** has been a year of substantial growth for PRPS in terms of organizational relevance and capacity:

- Our members have engaged in more training and networking opportunities.
- Our advocacy has increased in scope and effectiveness.
- We have re-branded and launched a new online headquarters.
- Our number of members is on the rise.
- Our statewide marketing and branding campaign has reached more than a half-million people.
- Our staff have engaged in their own continuing education to serve you better.
- We have articulated an organizational culture of integrity, excellence, innovation, equity and empowerment.
- Our Board of Directors has created and updated a number of relevant policies, and begun work on a new strategic plan.

In short, the investment in growing our capacity has also expanded the scope of our assistance and influence – for you, our profession, and our industry. And to that we remain firmly and passionately committed.



Kirk Rakos, M.Ed., CTRS  
President



Tim Herd, CPRE  
CEO



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.*

# GOVERNANCE

The PRPS Board of Directors protects the Society's assets by setting policy and direction, ensuring and protecting resources, engaging in outreach, and providing oversight. Much of the Board's attention centers on governance by policy, membership development, and advocacy, with intentional transparency and communication. In 2017, the Board:

- Recommended revisions to the PRPS Constitution, which was approved by the membership
- Established the PRPS Member Support Fund
- Instituted an annual Board of Directors Self-Assessment
- Updated the PRPS Bylaws, Branch and District Operating Guidelines, Board Position Responsibilities, Nominations & Election Guide, and Board of Directors Manual
- Created new policies for Financial Management, Volunteer Committee Service Responsibilities, Executive Search and Transition Plan, Student Director Responsibilities, and an Organizational Culture Statement
- Began work on developing a new five-year Strategic Plan focusing on 4 broad issues to exert statewide influence: *Advocacy: Public Policy and Education, Sustainable Funding, Integration of Services and Values, Member and Partner Engagement*

## 2017-2018 BOARD OF DIRECTORS

Kirk Rakos, M.Ed, CTRS .....	President
Margie Earnest, M.S., CPRP ..	President-Elect
Kate King .....	Secretary
Rob Lewis, CPRP .....	Treasurer
Audrey Logar .....	Director-at-Large
Karen Hammond .....	Director-at-Large
Kim Batty, PhD .....	Educators Director
Todd Roth, CPRP .....	Aquatics Branch President
Becky Richards .....	Community Branch President
Nick Sulzer .....	State Park Branch President
Becky Kandrac, CTRS .....	Therapeutic Recreation Branch President
Jim Bobeck .....	Park Resources Branch President
Mary Beth Birks .....	District 1 President
Mike Erno, CPRP .....	District 2 President
Joanna Sharapan .....	District 3 President



## ADMINISTRATION

THE PRPS STAFF DEVELOPED AND CARRIED OUT THE 2017 ADMINISTRATIVE PLAN FOCUSED ON INCREASING ORGANIZATIONAL RELEVANCE AND CAPACITY.

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
Anne Thomas .....	Financial Manager
Jane LaMar .....	Administrative Assistant

# NEW PRPS BRAND IDENTITY



Early in the year, the Board of Directors commissioned a Brand Study for PRPS that examined member and organizational needs, perceptions and expectations. Its recommendations led to the development of a new brand identity and unified logos for our Society, Branches and Districts.

**The new identity of PRPS does all of the following:**

- “owns” the PRPS acronym that everyone uses
- freshens and updates our image for contemporary use and popular recognition
- balances the fun in our delivery with the essentials of our purpose
- brings a bold corporate image for a relevant and influential professional association
- unites our Districts and Branches into an easily comprehensible and cohesive whole



## NEW PRPS WEBSITE

Along with the rebranding, PRPS transitioned to a new, more robust association management system that included a full redesign and rebuild of the PRPS website. Involving 8 months of planning and multiple

thousands of detailed data migrations, configurations, product modules and transaction systems, the new system, new logo and new website were all launched on the same day in August.

New web features include the SANDBOX, an interactive zone for the latest SCOOP News, the new Dig It! blog, Job Center and the PRPS video channel. It's now easier and more intuitive for Members to

renew their membership, explore upcoming training opportunities, register for a program, learn more of PRPS partners and initiatives, and download resources.

# FINANCE, TRAINING & MEMBERSHIP

**FINANCIAL MANAGEMENT:** In September, the Board of Directors established a comprehensive Financial Management Policy, which includes declarations and directives for Financial Responsibility, Corporation and Tax Status, Budgeting, Internal Controls and Accounting Procedures, Auditing, Debt and Credit, Investments, Restricted Funds, Operating Reserve, and Security and Risk Management.

**OPERATING BUDGET:** The Society manages two operational budgets: a July-June Fiscal Year budget for the Annual Conference & Expo, and a Calendar Year budget for all other operations. In 2017, the Society's financial health continued to improve, with **\$1,256,970** in total revenues, and **\$1,101,894** in expenses, with a net of **\$155,076**. PRPS Finances are audited annually by Goldberg & Balthaser, CPAs.

**PRPS PENNSYLVANIA**  
Recreation & Park Society

2017 PROFESSIONAL DEVELOPMENT & NETWORKING OPPORTUNITIES  
**1,469 TOTAL PARTICIPANTS**

- CONFERENCE & SUMMITS**  
PRPS Annual Conference & Expo, the 49th Annual Therapeutic Recreation Institute, & the Greenways & Trails Summit.
- MEMBERSHIP EVENTS**  
Annual Meeting, Fall Membership Meeting, District Workshops.
- IN-PERSON TRAININGS**  
Multiple Playground Maintenance, Resource Operation, Swimming Pool 101 & Recertification Workshops, two Certified Playground Safety Inspector Courses
- ONLINE LEARNING**  
Six webinars including PRPS, Get Outdoors PA, and a DCNR RecTap Peer Webinar. Launched the new *Dig It!* blog.
- CONTINUING EDUCATION UNITS**  
Awarded 262.7 Continuing Education Units/Contact Hours to 351 Professionals.

**INVESTMENT FUND:** PRPS maintains an investment fund with Vanguard Balanced Index Fund Admiral shares that topped just over \$400K at the end of the year. The Operating Reserve is contained within that fund and has reached its initial goal of meeting 25 percent of the annual operating budget.

**ONLINE GIVING:** With the new website capabilities, PRPS now receives online donations to the Advocacy Fund, the Building Fund, and the newly created Member Support Fund. For the first time in 2017, PRPS participated in the AmazonSmile and #GivingTuesday campaigns, which netted more than \$8K in new donations.

**PRPS PENNSYLVANIA**  
Recreation & Park Society  
2017  
**MEMBERSHIP**

656 PROFESSIONAL	98 ASSOCIATE	663 STUDENT
35 RETIREE	41 HONORARY	37 COMPLIMENTARY
76 COMMERCIAL/CORP	17 LIFE	374 BOARD/COMMISSION
		11,596 FRIENDS

www.prps.org

**MORTGAGE:** PRPS has been intentional in adding an extra annual payment, along with Building Fund donations, to the principal of the Office mortgage, resulting in savings of thousands of dollars in interest. At the end of the 2017, the debt dipped below \$100K, with a calculated payoff now 5 years earlier than originally anticipated.

**PEOPLE, PARKS & COMMUNITY FUND:** A Foundation Task Force met throughout 2017 to determine the statewide feasibility, start-up strategies, and the conceptual development of a statewide foundation dedicated to benefitting community parks

and recreation. The Task Force recommended beginning in 2018 with a dedicated fund within PRPS as an established 501(c)(3) organization.

**BUDGET & SALARY SURVEY:** In the first update since 2009, PRPS conducted a Pennsylvania Recreation and Park Budget and Salary Study, whose data was analyzed and reported by J. Kim and A. Mowen of Penn State University. Key findings include data on Agency Information, Annual Budget, Staffing & Compensation, and Funding & Technical Assistance Needs. The summary report is posted on the website.

**SOCIAL MEDIA:** PRPS uses a variety of communication tools to keep our members informed of the latest news and trends, including social media channels. Facebook is our most interactive exchange with a daily reach of **100,514** users and almost **2,000** likes. In 2017, we expanded our outreach to Instagram and LinkedIn, and produced **210** eCommunications and distributed **455,416** emails.

**EVENT APP:** The mobile event App is an interactive tool employed for the Annual Conference & Expo, Therapeutic Recreation Institute and Greenways & Trails Summit. The App features an interactive SnapShot game that encourages interaction between attendees and vendors. At the 2017 Conference, 95% of attendees utilized the mobile app.

**ONLINE HQ:** The PRPS website reached **87,722** unique visitors and more than **123K** visits, with **270K** page views and over **1.8M** hits. The website's modern design, fresh content and user-friendly format encourage new and return visitors to the site.

**DIG IT! BLOG** premiered in August when we launched the new website. Topics include Advocacy, Funding, Leadership, Maintenance, Operations, Personnel, and Wellness. A blogging team of 13 thought leaders contribute three posts per month.

**SCOOP** is a weekly e-publication that features industry and member news, events, training opportunities, legislative happenings and other briefs. The **SCOOP** is considered one of the most valuable benefits of PRPS membership and is distributed weekly to all members.

**MAGAZINE:** The biannual **Pennsylvania Recreation & Parks** magazine is our most popular publication, now boasting a new look incorporating our new brand guidelines.

**DIRECTORY:** The Membership Directory & Buyers Guide is a year-round publication that publishes members' contact information and provides a guide to recreation and park products, equipment and services.

**OTHER PUBLICATIONS:** We serve our members with many other publications of workshop brochures, postcards, Action Alerts, District and Branch events, Conference guides, Vendor updates, Op-Eds and Website updates.

**OTHER MEDIA COVERAGE:** Many PRPS communications have been picked up and promoted in other publications and channels, including: the PA Department of Conservation and Natural Resources, Playground Professionals, Delaware Valley Property & Liability Trust, Aquatic Council, The Easton Express; Greensburg Tribune-Review, Scranton Times-Tribune, The Reading Eagle, Penn State University, Northeast Regional Center for Rural Development, PA Environment Digest Blog, and WFMZ.

## LEGISLATIVE ADVOCACY

PRPS Legislative Priorities for state and federal issues are listed on the website. Throughout the year, the Governmental Affairs Committee continued to monitor legislative affairs and make recommendations to the Board of Directors and the membership. Three issues commanded the most attention in 2017:

## Two GOOD years.

GOOD FOR YOU, GOOD FOR ALL

The Good for You, Good for All campaign turned two years old this past Labor Day 2017. In those 24+ months, "Good" has generated great excitement from followers and is helping Pennsylvanians think differently about the importance of local parks & recreation. The campaign has served as an ever-evolving statewide rally cry and a central communications resource point for local parks & recreation providers.

Reached more than

# 500K

PEOPLE WITH GOOD PROMOTIONS

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85,000 UNIQUE ENGAGEMENTS ON SOCIAL MEDIA

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1,000,000+ BRAND IMPRESSIONS STATEWIDE

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50,000+ PAGEVIEWS ON GOODFORPA.COM FROM MORE THAN 700 PA MUNICIPALITIES

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23,300+ USERS OF EXPLOREPALLOCALPARKS.COM


EXPLOREPALLOCALPARKS.COM IS ON TRACK TO FEATURE MORE THAN

---

6,000 LOCAL PARKS

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2,000+ USERS OF GOOD GRAPHICS, TOOLS, & OTHER RESOURCES VIA THE ETOOLKIT AT GOODFORPA.COM/PROVIDERS



From top left: E-Newsletter, Facebook page, local parks finder, Twitter post: GOODforPA.com

# good for cities

PA URBAN PARKS & RECREATION ALLIANCE

In 2017, we officially established the Good for Cities campaign to support the growing and diverse statewide coalition dedicated to good urban parks for all. More at [GoodForPA.com/Urban](http://GoodForPA.com/Urban).



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



# STATEWIDE VENTURES & PARTNERSHIPS

**STATE BUDGET, SPECIAL FUNDS:** In what turned out to be the year's most pressing challenge to park and recreation funding, the state budget process extended four months beyond the start of the fiscal year. During the budgetary impasse, several schemes attempted to remove significant amounts from Special Funds to help fill in the budget deficit—specifically targeting, among others, the Keystone Recreation, Park and Conservation Fund, and the Growing Greener Environmental Stewardship Fund. PRPS worked with other key stakeholder groups to educate the decision makers, and successfully thwart the raiding of those dedicated, contractually obligated funds.

**GROWING GREENER 3:** On May 9, PRPS joined many other advocates for Pennsylvania's Growing Greener program in a Rally on the steps of the state Capitol to call for increased funding to protect water, preserve open space and family farms, and ensure current and future generations continue to have access to community parks, trails and other recreational opportunities. Later that month, a bill to establish a framework for a Growing Greener 3 program was introduced in the Senate with strong bipartisan support. However, the extended state budget process commanded a higher priority for attention, resulting in no further action on Growing Greener by the end of the year.

**PRESCHOOL RECREATION PROTOCOL:** The Department of Human Services (DHS) interprets its authority to extend and enforce Child Day Care Certification requirements to programs conducted by public recreation providers. To articulate its conflict with the regulations, PRPS has issued a Position Statement, met in person with DHS personnel, and established a Protocol for Public Preschool Recreation Programs. However, DHS remains opposed to the PRPS position. PRPS is now pursuing a legislative amendment to the definition of the Child Day Care Center to exclude public preschool recreation programs.



## PENNSYLVANIA URBAN PARKS AND RECREATION ALLIANCE

Pennsylvania's urban parks and recreation systems are vital community assets providing essential municipal services to over 80 percent of Commonwealth residents. The Urban Alliance works to increase the awareness of the essential benefits of parks and recreation in the urban setting, and assist in creating more livable cities.

The Urban Alliance is endorsed by **26** Mayors of cities and boroughs with populations over **10,000**, and by another **23** from smaller boroughs and townships, as well as dozens of other organizations working in parks, recreation and greenspace.

The Alliance's #GoodForCities campaign has reached more than **25K** people with urban parks and recreation messaging and engaged more than **7500** on social media and email.

The first Urban Parks and Recreation Exchange was held in Allentown in October, and two more are planned in other cities in 2018. For more information, see [GoodforPA.com/Urban](http://GoodforPA.com/Urban).



## PENNSYLVANIA PARK MAINTENANCE INSTITUTE

## PENNSYLVANIA PARKS MAINTENANCE INSTITUTE

With funding from the Department of Community and Economic Development (DCEd) and DCNR, PRPS is undertaking a precedent-setting mission with two allied objectives:

- a feasibility study and business plan for the establishment of the Institute, whose mission will be training, research, and education in park maintenance for both public and private sector organizations, and;
- a plan to creatively use existing resources to "lay the groundwork" for future maintenance management of local parks, recreation facilities, critical habitat, open space, greenways, trails and watershed corridors.

A one-year consultant contract with Toole Recreation Planning and its team consisting of Natural Lands Trust, Urban Partners, SWELL, and Mr. Chris Lessig will produce and deliver the plan by August 2018.



## GET OUTDOORS PA

In 2017, the Flagship Partners Team engaged in a facilitated Strategic Planning session. Team members evaluated the current program structure and determined that, to continue meeting its mission, a change in the target audience was warranted from the consumers of outdoor experiences to the providers, and a new Work Plan geared toward the Community Partners should be developed. The Plan includes goals for a new GOPA website, training opportunities, mini-grants, updating Flagship Partner agreements, and exploring sponsorships and new sources of funding. See [GetOutdoorsPA.org](http://GetOutdoorsPA.org) for more information.



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## MARKETING PARTNERS

**P**RPS is proud to engage in a variety of marketing partnerships that help drive progress and revenues toward its mission. These partnerships provide businesses and organizations that have common prospects, similar marketing needs, and possibly complementary services with opportunities to mutually advance their goals. In 2017, they include:

American Ramp Company	George Ely Associates	Phantom Entertainment
American Tennis Courts, Inc.	Grote Construction Inc./Sport Court	Play By Design
Anchor Audio	Herbert, Rowland & Grubic, Inc.	Premiere #1 Limousine
Aquatic Facility Design	Hershey Entertainment & Resorts	Qualite Sports Lighting
Arborwear	Intelligro	RecDesk Software
Autrusa	Jeffrey Associates	Recreation Resource USA
Best Line Equipment	John Deere	Red Cross
Bitting Recreation, Inc.	Jump Start Sports, LLC	River Valley Recreation
Blue Mountain Resort	Kennywood	Rock N Roll Racing, LLC
Boyce Associates, Inc./Commercial Recreation Products	Keystone Purchasing Network	Sahara Sam's Oasis Indoor & Outdoor Water Park
BSN Sports	Labor & Industry/Bureau of Workers' Compensation- Health & Safety Division	Seedway, LLC
Challenger Sports Corporation	Lehigh Valley Center for Independent Living	Sesame Place
Community Pass	Lyons Recreation	Six Flags Great Adventure
Crayola Experience	Mackin Engineering Company	Snider Recreation, Inc.
Designed 4 Fun, Inc.	Martin Stone Quarries, Inc.	Stageline Mobile Staging
Diggerland USA	Mateflex	Star Screen Print & Embroidery
Discount Playground Supply	Medieval Times Dinner & Tournament	Sybertech Waste Reduction Limited
Dutch Wonderland	Morey's Piers	T&M Associates
E.H. Griffith, Inc./Turf Equipment & Supply Company	Musco Sports Lighting	Treatment Specialties/Mer-Made Filter
Eaton's Ephesus Lighting	MyRec.com	Turf, Track & Court, LLC
Electro-Mech Scoreboards	Nagle Athletic Surfaces, Inc.	United States Tennis Association (USTA) Middle States
Engineered Wood Structures	Old Castle Precast - Easi -Set Buildings DW	Vermont Systems, Inc.
Environmental Planning & Design, LLC	Pannier Graphics	Vortex Aquatic Structures International
E-trak Plus	Penn State Pro-Wellness	Wilson Bohannon Padlock Company
Executive Coach	Pennsylvania Correctional Industries	
FlowerHouse	Pennsylvania DCNR Bureau of Recreation & Conservation	
FunFieldz	Pennsylvania State Employees Credit Union	
Gametime Park & Playground Equipment/MRC		
General Recreation, Inc.		