
From: Morgan Wynn [<mailto:mwynn@nrpa.org>]
Sent: Thursday, December 17, 2015 10:47 AM
To: Morais, Gina
Subject: Parks Build Community: Year Two Invitation

Dear Gina,

I am writing to invite you to participate in Year Two of the expansion of NRPA's Parks Build Community initiative! NRPA is continuing its partnership with Disney, ESPN and ABC to support park improvement projects in 15 cities, including Durham, and we would be honored if Durham Parks and Recreation would participate in this program for a second year.

There are a few changes to this year's program, so please read through carefully.

Once again, participating agencies will receive a \$20,000 grant and national and local media attention for a **physical park improvement project in underserved areas** tied to one or more of the following focus areas:

1. Connecting youth to nature
2. Helping youth and families live healthier
3. Improving youth's access to sports

For example, projects may include developing community gardens, improving trails, creating nature play areas or refurbishing playgrounds or soccer fields.

In addition, Disney, ESPN and ABC will promote NRPA and participating agencies on-air, online and via social media throughout the month of April 2016 as part of their national Earth Month campaign. For example, local news anchors and other TV personalities will visit parks to showcase and promote the projects, and a national PSA will air on local channels and potentially on national programs like Good Morning America.

Disney, ESPN and ABC staff in your community will pitch in and provide volunteer support on your project. This is a tremendous opportunity to elevate the work of parks and recreation locally and nationwide. Here's how Parks Build Community will work, and what we need from you:

- Each participating agency will submit 4-6 project proposals tied to the focus areas of connecting youth to nature, helping youth and families live healthier, and improving youth's access to sports by January 22, 2016
 - **You must submit at least one proposal for each focus area**
- NRPA and Disney, ESPN and ABC will review and select 3 projects per agency for public voting
- During April 2016 (Earth Month), the public in your community will be invited to participate in online voting to select their favorite project from these 3 options, and the project with the most votes in each city will receive funding
- Projects chosen must be completed between May and August 2016
- Agencies will host at least one community engagement event and offer employee engagement opportunities for Disney, ESPN and ABC personnel

As a first step, **please reply to this message by January 4** to confirm that your agency will participate in Parks Build Community.

Then start planning your project proposals!

1. Read through the Project Planning Guidelines (attached)
2. Complete the [Agency Information Worksheet](#) once for your agency
3. Complete the [Project Information Worksheet](#) for each project you would like considered for public online voting
 - a. Please provide at least 4 projects; you may provide a maximum of 6
 - b. **There must be at least 1 project for each focus area** of connecting youth to nature, helping youth and families live healthier, and improving youth's access to sports

The deadline to complete these is January 22, 2016.

I am thrilled to have the opportunity to work with you on Parks Build Community, and I look forward to hearing from you with your commitment soon. Please feel free to reach out to me by phone or email with any questions.

Sincerely,

Morgan Wynn
Program Specialist



**National Recreation
and Park Association**

National Recreation and Park Association

22377 Belmont Ridge Rd | Ashburn, VA 20148

P:703.858.2173 | F:703.858.0794 | mwynn@nrpa.org | www.nrpa.org

From: Morais, Gina [<mailto:Gina.Morais@durhamnc.gov>]
Sent: Thursday, December 17, 2015 12:24 PM
To: Morgan Wynn
Subject: RE: Parks Build Community: Year Two Invitation

Hi Morgan,

Thanks for the invitation to participate again. Count us in.

Happy Holidays!

Gina M. Morais, CPRP, CPSI
Recreation Manager
Parks and Recreation Department, City of Durham
101 City Hall Plaza
Durham, NC 27701
O (919) 560-4355 ext. 27207
F (919) 560-4021
Gina.Morais@durhamnc.gov
www.DPRPlayMore.org

Durham Parks and Recreation provides opportunities for our community to Play More!

E-mail correspondence to and from this sender may be subject to the North Carolina Public Records Law and can be disclosed to third parties.

From: Morgan Wynn [<mailto:mwynn@nrpa.org>]
Sent: Thursday, December 17, 2015 12:36 PM
To: Morais, Gina
Subject: RE: Parks Build Community: Year Two Invitation

Hi Gina,

Great! Thank you for such a quick response. Please let me know if you have any questions as you work on your proposals.

Happy Holidays,
Morgan
