

Why Advocacy Matters

How You Can Change The World

Introductions

Justin Cutler - City of Westminster

Melissa Daruna - Ken-Caryl Ranch Metropolitan District

Karen Palus - City of Colorado Springs

Andy Rice - City of Alamosa

Allison Scheck - City of Lakewood

Ken Sherbenou - Montrose Recreation District

Join CPRA Legislative Committee

- Easy to get and stay involved!
- Share what's on your mind and take updates back to your organization
- Monthly phone call
- Anyone on the committee or CPRA staff can help



Why Advocacy Matters

Physical Activity

Out of School Time

Labor Laws - Youth Labor

Integrated Pest Management/Noxious Weeds

Recreation Immunity

Tourism

Economic Impact

Education vs. Lobbying

Advocacy - Education - Lobbying

Know Your Role

Your Rights

What Your Agency Can / Cannot Do

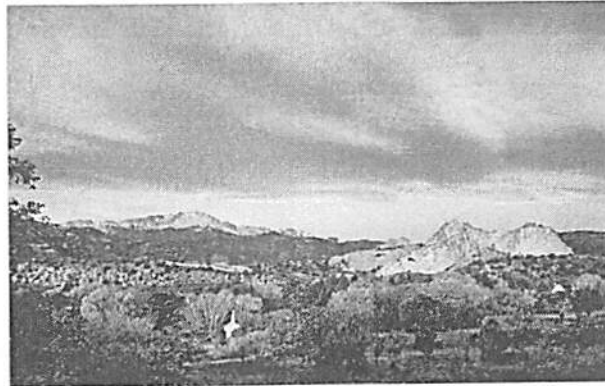
Rights of Elected Officials



Case Studies

TPL + Colorado Springs = Success Story

- Develop your messages through common languages used in business.
- Trust for Public Land - A great partner and agency resource



Conservation Economics

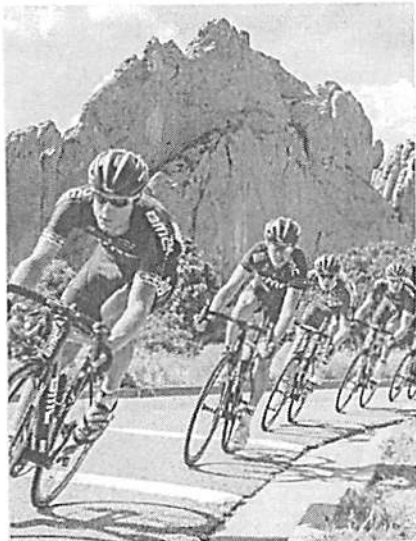


Photo: Rob Lucas

- Examining *measurable* economic benefits of parks and trails
- Translating *perceived* values into dollars
- Parks and trails can:
 - Enhance property value
 - Support tourism
 - Enable recreation
 - Increase public health
 - Provide economic development
 - Reduce stormwater and air pollution

Garden of the Gods

Economic Benefit Analysis Colorado Springs

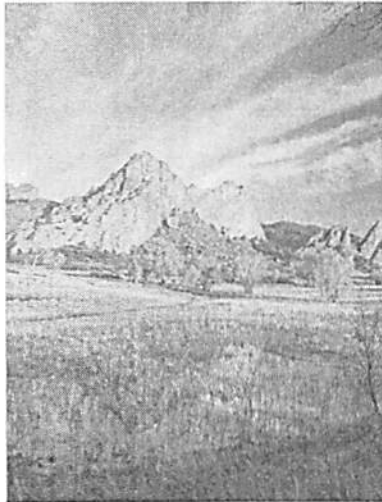


Photo: Mike Bonar

Garden of the Gods

- Property value:
 - \$502 million property value
 - \$2.58 million property taxes
- Tourism:
 - \$135 million spending
 - \$6.36 million local taxes
- Recreation: \$58.7 million
- Health: \$56.5 million
- Economic development:
 - \$32.4 million spending
 - 88 stores, \$178 million sales, 986 employees
- Stormwater: \$3.01 million
- Air pollution: \$201,000

Montrose

WHY DO WE NEED PARKS & REC?

User Fees

Personal Benefits

- Improves health & well being
- Sharpens physical & mental skills
- Increases life expectancy, and enriches at every age
- Improves social connections
- Fun!

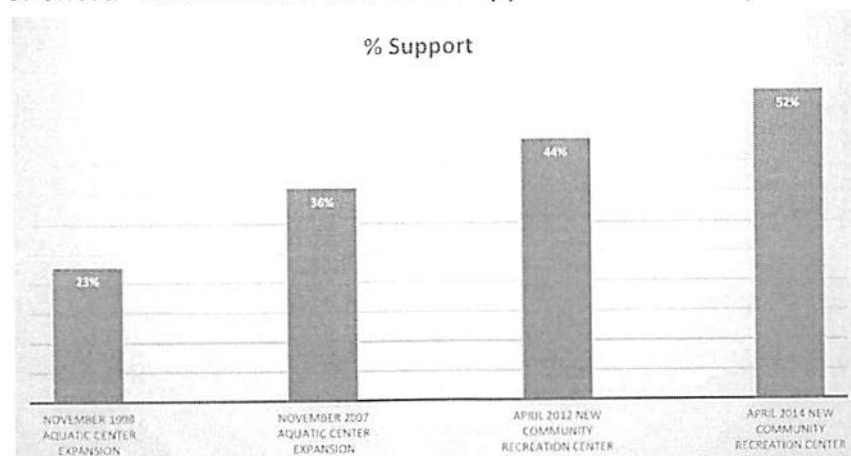
Taxes

COMMUNITY BENEFITS

- Builds a stronger community
- Helps create well-rounded citizens
- Improved student achievement and worker productivity
- Reduces crime
- Reduces health care costs
- Increases livability/quality of life
 - Higher property values
 - Business retention & attraction
 - 4.6 M annual economic impact: Montrose

Effective Advocacy Leads to Projects: Montrose Case Study

35 years of effort. The first vote saw 23% support



Effective Advocacy Leads to Projects

Full Feasibility Study



Economic Impact of Montrose Community Recreation Center and Field House



Prepared For: Montrose Recreation District
Prepared By: RPI Consulting
January 2018



Economic Impact Study

Effective Advocacy Leads to Projects

Citizen Committee: Finding Your Champions!



Successful Advocacy Leads to Results

CRC Annual Pass Sales

Pro Forma: **2633** passes

Passes as of 2.8.17: **3103** passes

Passes as of 8.17.17: **7059** passes

Yearly Revenue Goal Met After 6 months



Engagement Ideas

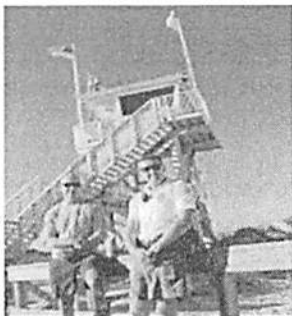
Ways to advocate and engage with your State and Federal Elected Officials Everyone Loves An Event

- Invite them to your Special Events, Concert, Ribbon Cutting, Groundbreaking, and Fundraisers
- Recognize them publicly for being there, include them as a VIP, and have them hoist a shovel, cut the ribbon. Plenty of opportunities for photo ops.
- Provide them speaking points and give them a part in the program.
- Have them host a table at your fundraiser or be sure your table captains reach out to all of them to get them to your event.



Ways to advocate and engage with your State and Federal Elected Officials Make the Connection

- Many leaders started in Parks and Recreation
- Get to know their stories and make that connection
- Engage through their experiences and background



Ways to advocate and engage with your State and Federal Elected Officials

Use the 100 cups of coffee or tea

- Creates opportunities for Networking, Collaborating, Sharing, Brainstorming, and Learning.
- Participate or create a meet and greet for all elected leaders
- Send Thank you notes with a photo to their offices for projects that were funded by an agency at their leadership level.



National Policy Tools

Learn About Federal Policy and Legislative Issues Impacting Parks and Recreation

Please take time to review these resources to learn about the federal policy and legislative issues impacting parks and recreation and what you can do to help advance the interest of parks and recreation in your community and throughout America.

Policy Platform - Legislative Platform for NRPA's advocacy efforts.

Advocacy Action Center - Send messages directly to your members of Congress, learn the status of key legislation, and take direct action to advance the parks and recreation movement.

Advocacy Insider - NRPA's online advocacy newsletter. Stay informed on federal legislation, national policy developments, and breaking news of importance to parks and recreation. Here you will find the most recent edition of Advocacy Insider as well as archived editions.

Advocacy Resource Center - From fact sheets and issue briefs, to reports and analysis, to NRPA submitted testimony and official comments, this one stop shop will provide you with all of the tools you need to be an effective advocate for parks and recreation

Colorado Lottery & C³

The Future of the Colorado Lottery

- Sunsets in 2024
- Indefinitely
- Statewide Impact
- Huge consequences

What is at Stake for C3??

- \$7,741,004

- Projects:

Sand Creek Regional Greenway

Buffalo Run Club House

Fairfax Park Renovations

Tree Replacement

Park signs



What is at Stake for C³??



Does advocacy matter??

Questions?