

## NRPA's Mission:

*"To advance parks, recreation, and environmental conservation efforts that enhance the quality of life for all people."*

## COLUMNS

### 4 PERSPECTIVES

Gathering Our Resources in Atlanta  
Janna Rankin

### 10 EDITOR'S LETTER

Parks and Recreation for All  
Philip Hayward

### 20 ADVOCACY UPDATE

Active Kids Are Healthy Kids  
Joel Pannell

### 33 LAW REVIEW

Swim Event Use Agreement Indemnifies City's Negligence  
James C. Kozlowski, J.D., Ph.D.

### 39 PUBLIC HEALTH

Healthy Worksites, Happy Employees  
Maggie Cooper

### 43 FUTURE LEADERS

Get the Most out of the NRPA Congress  
Shane Mize

## DEPARTMENTS

### 7 NRPA IN FOCUS

Board Treasurer Bob Farnsworth

### 12 AGENCY SPOTLIGHT

Oakland County Parks and Recreation

### 15 KIOSK

News, Features, and Interviews: Flood Parks, Copper Thefts, Hialeah's Youth Development Program, An Iconoclastic View of Kids in Nature

### 101 NRPA IN ACTION

News of the Association

### 109 OPERATIONS

Stronger Park Foundations, Perks for Volunteers

### 113 PRODUCT ROUNDUP

New Goods and Services for Park and Recreation Agencies

### 115 MARKETPLACE

Categorized Ads for Goods and Services

### 119 INDEX TO ADVERTISERS

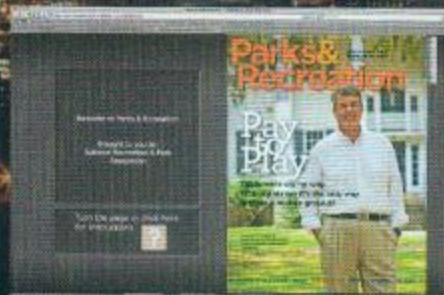
### 120 AMERICA'S BACKYARD

Battery Park 9/11 Art Display



**P&R Now**, the twice weekly blog of *Parks & Recreation* magazine, provides additional news, views, guest contributions, and reader feedback about each issue. Visit [www.nrpa.org/magazine/blog/](http://www.nrpa.org/magazine/blog/).

Visit the digital version of *Parks & Recreation* at [www.parksandrec-magazine.org](http://www.parksandrec-magazine.org)



# Parks & Recreation

MAGAZINE

Chief Executive Officer  
Barbara Tulipane, CAE

Editor  
Philip Hayward  
[phayward@nrpa.org](mailto:phayward@nrpa.org)

Managing Editor  
Elizabeth Beard  
[ebeard@nrpa.org](mailto:ebeard@nrpa.org)

Senior Editor  
Maureen Hannan  
[mhannan@nrpa.org](mailto:mhannan@nrpa.org)

Publication Design  
BonoTom Studio, Inc.  
[www.bonotom.com](http://www.bonotom.com)

Advertising Sales Representatives  
James Boston, National Sales Manager  
The Townsend Group  
2 Wisconsin Circle, Suite 900  
Chevy Chase, MD 20815  
301-215-6710 ext. 116  
[jboston@townsend-group.com](mailto:jboston@townsend-group.com)

*Parks & Recreation* (ISSN 0031-2215) is published monthly by the National Recreation and Park Association, 22377 Belmont Ridge Rd., Ashburn, VA 20148, a service organization supported by membership dues and voluntary contributions. Copyright ©2011 by the National Recreation & Park Association.

Reproduction in whole or in part without permission is prohibited. Opinions expressed in signed articles are those of the writers and not necessarily those of NRPA. Issued to members at the annual subscription price of \$30, included in dues. Subscription: \$36 a year in the U.S.; \$46 elsewhere. Single copy price \$4.50. Library rate \$48 a year in the U.S.; \$58 elsewhere. Periodical postage paid at Ashburn, VA, and at additional mailing offices. Editorial and advertising offices at 22377 Belmont Ridge Rd., Ashburn, VA 20148. 703-858-0784. Postmaster, send address changes to *Parks & Recreation*, 22377 Belmont Ridge Rd., Ashburn, VA 20148-4501.



**BPA**  
WORLDWIDE



# Parks & Recreation

WWW.NRPA.ORG • SEPTEMBER 2011 • VOL. 46 • NO. 9

MAGAZINE

## COVER STORY

### 46 Mastering Revenue

Shrinking budgets are forcing many park and recreation agencies to increase their fees. What are the implications for participation, particularly among lower-income residents?

By Harvey Chipkin

## FEATURE

### 52 We'll Build It Ourselves

The community-built playground movement now addresses safety, accessibility, and long-term maintenance concerns.

By Maureen Hannan

## 2011 NRPA CONGRESS & EXPOSITION

### 56 Southern Charms

Atlanta welcomes NRPA to the "Big Peach"

### 58 Southern Hospitality

Where to eat, shop, and sightsee in Atlanta

By Amy Kapp

### 62 Visions

How Atlanta's park system is transforming a city.

By Amy Kapp

### 68 Kasim Reed

Atlanta's mayor keeps parks in focus

By Amy Kapp

### 70 Congress Highlights

### 72 Congress Sponsors

### 73 Schedule at a Glance

### 74 Education Highlights

### 76 Exhibit Hall Map

### 78 Guide to Exhibitors

### 96 Gold Medal Finalists

### 97 National and Network Awards

### 98 National Partnership Spotlight

Cover: Tom O'Rourke of Charleston, South Carolina, Parks & Recreation Commission in front of its newly acquired McLeod Plantation. Photograph by Penny Hoey.

# Contents