

Memorandum



Date: May 21, 2013

To: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor 

Subject: Directive No. 130610 - Parks Foundation of Miami-Dade Fundraising Efforts Report

At the April 9, 2013 Finance Committee meeting, Commissioner Sally A. Heyman requested a report on the Parks Foundation of Miami-Dade, Inc.'s (Parks Foundation) efforts to obtain private/public partnerships and private donations.

Established as a 501(c)(3) in 2004, the Parks Foundation serves as a fundraising arm of the Miami-Dade County Parks, Recreation and Open Spaces Department (PROS). The Board of Directors helps solicit donors to contribute funds for the enhancement of park facilities, services and programs.

In partnership with the Parks Foundation, PROS also continues to implement its multiple fundraising initiatives to secure private donations and corporate partnerships that are mutually beneficial. Under the umbrella of "Adopt-A-Park", corporations and foundations are solicited for their support of parks, including tree plantings, trail development, playgrounds and fitness zones, childhood obesity prevention, senior and disability services programming, facility naming rights (dog parks, skate parks, marquees, scoreboards, etc.), and volunteer projects (park maintenance, tree plantings, and beautification projects).

To date, \$1.8 million in cash contributions has been raised, 65% of which was received in the last three years. Additionally, over \$2.7 million in donated goods and capital equipment has been acquired for PROS benefit.

Attached is the Parks Foundation's annual report that highlights accomplishments and recognizes donors and partnerships during calendar year 2012.

If you need additional information, please contact Jack Kardys, Director, Parks, Recreation and Open Spaces Department, at 305-755-7903.

Attachment

c : Lisa M. Martinez, Senior Advisor, Office of the Mayor
Jack Kardys, Director, Parks, Recreation and Open Spaces



Parks Foundation of Miami-Dade



**ANNUAL
REPORT
2012**



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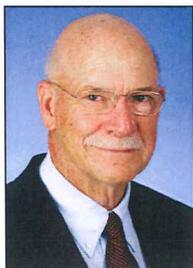


ANNUAL REPORT 2012

SPECIAL THANKS TO:

Allison Diego
Victoria Mallette
Edith Torres
Ruben Perez
Lauren Breckenridge
Joanne Case
Joyce Denny
Gina Drakes
Debbie Frost
Angie Gomez
Agustin Marcio

Letter from the President



Dick Anderson
President

Parks Foundation
of Miami-Dade

It's our job to improve the parks and open spaces you love and together with like-minded foundations, corporate donors and individuals, we're touching more lives than ever before. The Parks Foundation of Miami-Dade had a banner year, raising more than \$800,000 to enhance parks and parks programming throughout the community. We helped provide 500 children free swimming lessons, transformed Tamiami Park's aging recreation center into a new place to play for children with disabilities, and implemented a run-jog-walk program with AvMed Health Plans which helped dozens of children lose weight and stay in shape, including a brother and sister who lost a combined 70 pounds!

We're not resting on our laurels. We are committed to raising another \$800,000 in 2013, including \$100,000 for Miami-Dade Park's nationally-recognized Fit2Play Programs. Dollars are providing recreational scholarships – and a safety net – for children who would otherwise have few safe, structured after-school and summer camp options. Investments like these in our children will pay dividends down the road.

Plans are also on the table to showcase our community's 50-year vision for parks and open spaces through the creation of the first-ever transit-oriented park in Miami-Dade. Just as New York's High Line transformed a former elevated railroad spur into a linear park, Brickell Station Park will make use of scarce green space beneath Miami-Dade's Metrorail as we seek to create a seamless system of beautiful connections that move residents and visitors from place to place.

With a parks system so diverse and a Parks Department committed to excellence, innovation and stewardship, our Board's ability to provide stable and expanding mission-critical support is made that much easier. We invite you see what we have accomplished together, where we are headed, and grow with us.

Letter from the Director



Jack Kardys
Director

Miami-Dade
Parks, Recreation
and Open Spaces
Department

For more than 40 years, the National Recreation and Park Association has been the voice of America's Parks. In 2012, they dubbed Miami-Dade County Mayor Carlos Gimenez "Master of the Plan", saying our 50-year vision for parks and open spaces is setting the bar for parks systems all across the country. It was the latest feather in our cap as we seek to provide the outstanding recreational, natural and cultural experiences our residents and visitors have come to expect.

Park enhancements, large and small, came online in 2012. Homestead Bayfront Park welcomed a new restaurant and renovated atoll pool. Parks including West Perrine and Gwen Cherry unveiled new fitness zones. In 2013, we will break ground on a new Florida Exhibit at Zoo Miami and begin expanding Tropical Park's Equestrian Center. With an eye toward the future, we also combined our coastal parks and six marinas into one enterprise, setting the stage for enhanced revenue opportunities and an improved experience for park users.

Despite a slow economic recovery, we broke records. Zoo Miami and the Sony Ericsson Open enjoyed record attendance in 2012, and voters overwhelmingly approved the use of tournament revenues and private funds to enhance Crandon Tennis Center.

We continue to embrace the power of partnerships. Corporate and non-profit partners, as well as volunteers, are enhancing our programs and keeping our parks beautiful. A gift of \$2.5 million for the restoration and preservation of the Deering Estate at Cutler is just one example.

With a commitment to providing excellent customer service, we implemented a comprehensive reorganization, reducing our workforce, while also assuming responsibility for 255-miles of median maintenance and the county's entire tree canopy. Our programs didn't skip a beat. In fact, the University of Miami's UHealth System determined our Fit2Play After-School Programs are improving the health of the hundreds of children we serve.

Still, we need to do more. While parks are an essential part of so many lives, more than half of children in unincorporated Miami-Dade live more than a mile from a county after-school program. Every child – and adult – deserves access to the safe places, wide open spaces and sense of community that our parks and parks programs provide. The benefits of parks to our health, economy and quality of life cannot be underestimated.

Who We Are...

260 parks
16 miles of beach
6 marinas
12 pools
5 dog parks
42 Fit2Play camps
5 golf courses
1 mini-golf course
130 miles of greenways and trails
2 campgrounds
7 nature centers
125 playgrounds
168 athletic fields
1 equestrian center
Zoo Miami
Deering Estate at Cutler
Fruit and Spice Park
255 miles of medians maintained
104,000 tree plantings
2,245 EcoAdventures
5 skate parks
10 fitness zones
3,062 natural areas maintained
68 courts
23 disability services programs and more...

Mission:

We create outstanding recreational, natural and cultural experiences to enrich you and enhance the quality of life for our community for this and future generations.

Vision:

Connecting People and Parks for Life

Miami-Dade Parks, Recreation and Open Spaces



How We Help...

Parks Foundation of Miami-Dade



Parks Foundation Board of Directors

Dick Anderson
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Vice President

Maira Diaz-Giusti
Treasurer

Jim DiBernardo
Secretary

Sarah N. Artecona

Karen Evans

Jack Kardys

Grant Miller

Tim Hardaway

Ivonne Fernandez

Founding President
Jorge Luis Lopez

The Parks Foundation of Miami-Dade is a 501(c)3 organization which fosters the recreational, educational, environmental and cultural life of the Miami-Dade County community by encouraging and soliciting support for our County's park system through funding sources independent of government to meet the needs of the community.

The Parks Foundation goals and priorities are aligned with Miami-Dade Parks' Strategic Business Plan.

Our Goals

Support Open Space Master Plan vision and Recreation Plan implementation through **advocacy** and **fundraising** for capital development

Expand challenged youth and senior **programs** by offering scholarships for the disadvantaged and children with disabilities

Build capacity to provide financial stability to Miami-Dade Parks

Enhance the Foundation's **visibility** while **achieving** organizational **excellence**

Other foundations which solely support Miami-Dade Parks' programs and facilities include:



A 27-member **Citizens Advisory Committee** also makes recommendations to improve and promote Miami-Dade Parks' facilities and programs.

Our Programs

More than just a way to spend leisure time, recreation programs provided by Miami-Dade Parks, and supported by the Parks Foundation, are designed to ensure that all residents have access to quality, affordable activities that promote inclusiveness. More than **8,000 children, 500 seniors** and **2,500 persons with disabilities** are served each year.

FACT:

Of the 224,000 children who live in unincorporated Miami-Dade County, 56% (126,000) do **NOT** live within a mile of a Miami-Dade County recreation program.

FACTS:

- Kids spend an average of 6.5 hours a day with electronic media – 45 hours a week.
- 62% of children do not participate in organized sports
- 23% of children do not participate in any free-time activities

Fit2Play After-School Program

First-year results of a three-year-long study released in 2012 show Miami-Dade's Fit2Play After-School Program is making kids healthier. The University of Miami UHealth System used pre- and post- data from physical fitness and blood pressure tests, plus body mass index screenings, to determine Fit2Play prevents obesity and decreases hypertension in children ages 6-14. The program, which offers recreational games, nutritional education, an introduction to life sports, like golf and tennis, and homework help, is now being touted as a national model.



The Aetna Foundation provided a \$40,000 grant to the Parks Foundation in 2012 to support the UHealth System's research of Fit2Play Programs.



A \$10,000 grant from Pediatric Associates Foundation in 2012 is helping to fund Fit2Play computers and Fitnessgram.net, an online resource tool for parents that provides recommendations to maintain and/or improve a child's overall health.

Fit2Play Summer Camps

The Morning Mile expanded to **28 Fit2Play Summer Camps** with support from AvMed Health Plans. Children start their morning with a run-jog-walk and receive incentives for every five miles logged. Developed by Fitness International, the program teaches kids to incorporate physical fitness into their daily routines.



Pictured here with AvMed's Pat Nelson, Moises Sanchez lost 40 pounds with the help of the Morning Mile. To celebrate, he shaved the words AvMed into his head. Moises' sister, Chelsea, lost 30 pounds.

Campers participating in the **Morning Mile** collectively ran more than **53,200 miles**. AvMed Health Plans is expanding the program to all Miami-Dade Parks' Fit2Play Summer Camps in 2013.





eFit2Play

Currently in development, eFit2Play is a fun, educational, interactive website and wellness tool designed to further enhance the Fit2Play curriculum. Designed to track and incentivize physical education and healthy eating, children receive points that can be redeemed for free products and services.

Did you know?

The Parks Foundation provides **\$100,000 in scholarship funding** to disadvantaged children to attend after-school or summer camp programs at low or no cost, providing a vital safety net for children who might otherwise fall through the cracks.

Fit2Play Scholarship Fund

Created for families who simply cannot afford program fees, the Fit2Play Scholarship Fund offers disadvantaged children safe, structured activities free of crime, drugs and gang-related activities. Dollars donated to the scholarship fund receive **100% matching funds**, and more importantly, keep kids healthy, off the streets, engaged and safe.



Swim for Jenny Scholarship Fund



Nearly **500 children** received free learn-to-swim scholarships at **12 public pools** across Miami-Dade through donations to the Swim for Jenny Scholarship Fund. The fund was created in 2011 after Jenny Nguyen, a 12-year-old South Florida girl, drowned at a friend's birthday party.



Miami-Dade children and adults swam laps at Helen Sands Pool and elsewhere as part of the 2012 iSwim for Jenny Fundraiser which raised \$3,000.

- ✓ Pick a Pool
- ✓ Take the Pledge
- ✓ Swim Laps to Save Lives

Miami Dolphins' Hall of Famer Larry Little (4th from left) brought together NFL greats, including Tony Nathan (3rd from left), to participate in the **6th Annual Larry Little Legends Golf Classic** at Crandon Golf Key Biscayne. Team Halifax Health Foundation finished in 2nd Place. Proceeds benefit the Swim for Jenny Scholarship Fund.



FACTS:

- Miami-Dade County leads the state in drowning deaths with an average of 45 a year.
- Hospitalization costs in Miami-Dade for non-fatal drowning exceeds \$2.5 million.
- Florida has the second highest number of drownings in the United States.



Clear Channel Outdoors showcased the Swim for Jenny cause on billboards and digital posters

throughout Miami-Dade providing free advertising valued at more than \$15,000.



Girls Empowerment & Mentoring

More than **50 girls**, ages 11 to 15, are inspired each year through projects, workshops and mentoring opportunities provided by Miami-Dade Parks' Girls Empowerment and Mentoring Program. The program builds self-esteem, provides quality arts experiences and strengthens the girls' connection to community.



Seniors' Walk with Ease

Launched in 2012, nearly **500 active adults**, ages 55+, are participating in the six-week self-directed **Walk with Ease** Walking Program, sponsored by the Health Foundation of South Florida and Pfizer. Participants receive a guidebook with strengthening, stretching and motivational strategies.



Seniors at Westwind Lakes Park show off their "Go Take a Hike" t-shirts after completing the six-week Walk with Ease program.

Bicycle Safety

With support from the **Neill L. Miller Bicycle Safety Fund**, the Parks Foundation granted \$7,000 to the University of Miami's BikeSafe® program, providing nearly **700 children** with



bike safety education. The fund was established in 2009 with a generous donation by Mr. Thomas Miller in memory of his wife, an avid bicyclist who served on the Miami-Dade County Bicycle Advisory Council.



Children's Foundation

A \$10,000 grant from the Best Buy Children's Foundation is helping to develop a computer lab at **Gwen Cherry Park's Teen Tech Town**. The lab allows teenagers to conduct online research and take practice tests for college entrance exams.



A \$2,500 grant provided by the Christopher & Dana Reeve Foundation helped fund Miami-Dade Parks **Disability Services' Wheelchair Basketball Team's** coach, providing players the athletic development needed to compete nationally in the NWBA National Championship Tournament and Florida Conference games.

FACTS:

- Seven million children go to an empty house after school.
- A juvenile in jail costs taxpayers \$117 per day. Preventative recreation programs at Miami-Dade Parks cost as little as \$5 a day.

Did you know?

Our programming partnerships engage over 14,600 youth annually participating in youth sports at over 44 parks throughout Miami-Dade. Sports range from football to soccer to roller hockey to cheerleading.

FACTS:

- More than 300 volunteers provided 10,336 hours of service to Parks Disability Services in 2012.

Disability Services

Miami-Dade Parks' Disability Services served **860 people** with disabilities in **23 structured therapeutic recreation programs** in 2012.



Special needs children at Tamiami Park were surprised by a recreation center makeover provided entirely by corporate donors, including "Team Depot".

Upgrades included new flooring, kitchen area improvements, cabinetry, fencing and electronics valued at more than \$70,000. The effort became part of ABC Local 10's *Making a Difference* series.



Office DEPOT

TigerDirect.com

ODEBRECHT

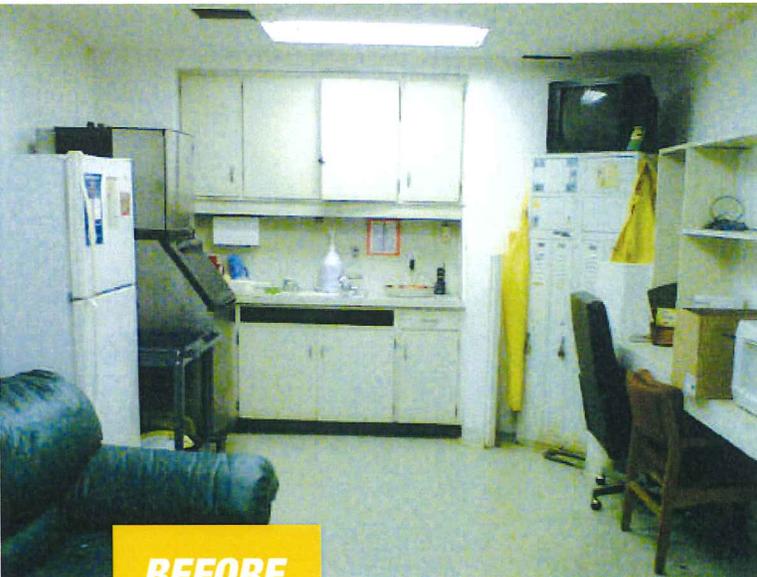
FENCE MASTERS

WM WASTE MANAGEMENT

CIC

THE HOME DEPOT

Local 10 NEWS



BEFORE



AFTER



Focus on Parks

A new program to connect youth to nature and grow environmental

stewards through photography was introduced in 2012, made possible with support from the National Park Service, Florida State Parks, HistoryMiami, the Parks Foundation and generous sponsors.

TigerDirect.com.

WHOLE FOODS MARKET
Coral Gables



Through hands-on field trips, including this one to Everglades National Park, middle school aged children document through the lens of a camera the connections they experience at parks as they build awareness of new surroundings, and ultimately, become interested and protective of our history, culture and environment. This picture and others are part of the **Focus on Parks** travelling exhibit designed to further connect people and parks.



Fishing Clinics

Experienced fishing guides from Miami-Dade Parks **EcoAdventures Program** taught children the basics of fishing, including knot-tying, casting and rod and reel assembly, thanks to a grant from Fish Florida.



A lesson in knot-tying at the lakeside pavilion at Tropical Park.

FACTS:

- More than **2,245 people** participated in **EcoAdventure Tours** in 2012, including the popular Kayak and Snorkel Adventure.
- Naturalist-led nature center tours entertained **9,551 participants** in 2012.

Miami-Dade Parks continued to introduce untraditional sports to residents through private-sector partnerships.

- Wakeboarding/Waterskiing (Amelia Earhart)
- Extreme Paintball (Homestead Air Reserve Park)
- Trail Glades Sport Shooting Range (17601 SW 8th Street, Miami)
- Kite-Making & Flying (Haulover Park)



Our Projects

Partnerships with like-minded foundations, individuals, corporations and other governments have allowed the Parks Foundation and Miami-Dade Parks to improve existing facilities and develop new projects to enhance the public realm.

Gratigny Plateau Park: Making a Difference

In a first-of-its-kind partnership, three empty lots in an underserved area of northwest Miami-Dade are being transformed into a community park with the help of corporate donors and ABC's Local 10. In line with the hit television program *Extreme Makeover: Home Edition*, the project is part of Local 10's *Making a Difference* series.

Parks Director Jack Kardys (left) joins Commissioner Jean Monestime (center), Local 10 anchors Laurie Jennings and Calvin Hughes (right) and others to break ground on Gratigny Plateau Park. The project is scheduled for completion in 2013.



Miller
Construction
Company



Designed to resemble a flower, corporate and individual contributions are funding fitness stations, a toddler playground, park benches, a butterfly garden and more at Gratigny Plateau Park.



Arcola Park Ball Field Makeover

Liberty City's Arcola Park became an anchor site for Major League Baseball's RBI (**Reviving Baseball in Inner Cities**) Program after Miami-Dade resident and sweepstakes winner Mauricio Perez donated \$20,000 in prize winnings for ball field refurbishments.



A ceremonial first pitch at Arcola Park which received a 2012 Chevrolet Diamonds and Dreams Field Makeover. Improvements provided by experts from Ripken Design and Fields™ included infield grading, new base anchors, sod installation, dugout benches and more. Fun provided by the Miami Marlins.

Grand Grilling Refurbishment at Westbrook Park

Westbrook Park received a \$10,000 upgrade which included new barbecue grills, side tables, picnic tables, landscaping, playground sand refurbishment and signage, part of a **Grand Grilling Refurbishment** contest hosted by Kingsford® Charcoal.

Pictured from left:
Andreina Barroso,
Kingsford
Representative;
Miami-Dade
County
Commissioner
Javier D. Souto;
Lindsay Casinelli,
Anchor, Univision Deportes; and Lars
Bergquist, Manager, Miami-Dade Parks.



Miami-Dade's Westbrook Park became the backdrop for Univision's Deportes Network after competing with Los Angeles and Houston for a Grand Grilling Refurbishment.



Celebrity chef Douglas Rodriguez, dubbed the Godfather of Nuevo Latino Cuisine, demonstrated his best outdoor grilling techniques, part of a sports news segment

for Univision's *Contacto Deportivo* program filmed at Westbrook Park.



Fitness Zones

In partnership with the Trust for Public Land, Fitness Zones are being installed at parks all across Miami-Dade, providing communities with access to outdoor exercise equipment. Equipment is available at 10 parks, including most recently Leisure Lakes, West Perrine, Martin Luther King, Jr., Oak Grove, and Gwen Cherry Parks.

Seniors and youth try out new fitness equipment installed at West Perrine Park in 2012.



Did you know?

Miami-Dade Parks' golf courses have "Got Your Game". Greens fees range from \$6 - \$225, offering prices for all pocketbooks and challenges for every skill level.



A renovated atoll pool, new picnic areas and a restaurant capped off improvements to Homestead Bayfront Park, the last remaining project of the 1996 voter-approved **Safe Neighborhood Parks (SNP) Bond Program**. SNP provided over **\$220 million in upgrades** to county parks, municipalities and non-profits.



Working with Miami-Dade's Environmentally Endangered Lands Program, the National Parks Conservation Association and Nature Valley,

Miami-Dade Parks' Natural Areas Management Division installed interpretive signage at Hattie Bauer Hammock and Florida City Pineland.

Considered one of the top public golf courses in the United States, the 18-hole championship Crandon Golf Course was enhanced in 2012 with new nighttime lighting to complement already spectacular daytime views.



A forecaddie service providing course guidance was also introduced.

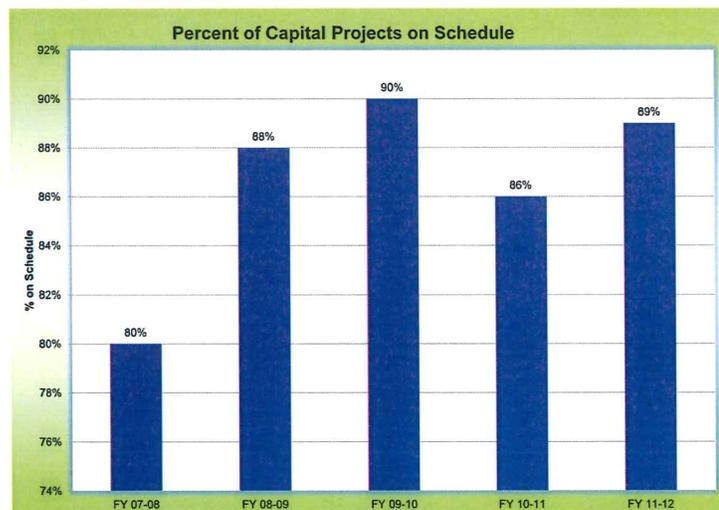
The opening of Kendall Indian Hammocks Skate Park in 2012 brought the total number of **skate parks** owned by Miami-Dade Parks to five. Several skate parks, including Westwind Lakes, Country Village and Kendall Indian Hammocks, are managed by Sugars Drop Shop.



A new **splash playground** topped off \$2.2 million in renovations at Naranja Park and Pool. Additional upgrades include pool and pool deck resurfacing, new lifeguard chairs, shaded bleachers and ADA accessible amenities.

FACT:

As of the end of FY 11-12, Parks has expended or has under contract approximately **\$118 million** in parks projects.



Our Events

With the help of private-sector support secured through the Parks Foundation, countywide special events that provide rich and diverse cultural experiences for residents and visitors are thriving. More than **20 community events, movie nights, concerts, festivals, farmer's markets and tournaments** are hosted each year.

Noches Tropicales Concert Series

The popular **Noches Tropicales Concert Series** presented by Target celebrated its 7th season at Tropical Park. Inaugurated by Miami-Dade County Commissioner, Sen. Javier D. Souto, Noches Tropicales has showcased **more than 20 evening concerts** bringing affordable arts and entertainment to more than **40,000 patrons**.

KNIGHT FOUNDATION A \$100,000 grant from the John S. and James L. Knight Foundation allowed Noches Tropicales to expand to new venues in 2012, offering more diverse musical genres including Haitian Jazz, R&B and Swing.



The gala opening of the expanded Noches Tropicales Concert Series at

Miami-Dade County Auditorium featured a free Latin jazz concert with Grammy award-winning and nominated artists.



A pre-concert VIP reception, sponsored by



Bacardi and Publix Sabor™, kicked-off the expanding Noches Tropicales (Tropical Nights) concert series.

In the Company of Women

★ **macy's** Women leaders, achievers and visionaries were honored at the **24th Annual In the Company of Women Awards** presented by Macy's and held at the historic Biltmore Hotel. Timed to coincide with Women's History Month, In the Company of Women recognizes outstanding Miami-Dade women in their professions who have also given back to the Miami-Dade community through service, leadership and contribution to women's progress.



The event, hosted by The Parks Foundation of Miami-Dade, in partnership with the Miami-Dade County Commission for Women and Miami Dade Parks, Recreation and Open Spaces, supports programs including the **Girls Empowerment and Mentoring (GEM) Program**.

An estimated **5,000 groovy guys and gals** packed historic Greynolds Park in North Miami Beach to watch Felix Cavaliere's Rascals sing 60's hit songs

FACT:

More than 35,000 visitors attend arts and culture, recreation and community events hosted by Miami-Dade Parks and the Parks Foundation.

Did you know?

The **Sony Ericsson Open** broke all attendance records wooing a record 326,000 residents and visitors and generating more than **\$386 million in economic impact**. In November 2012, **voters overwhelmingly approved (72%)** expanding the Crandon Tennis Center site solely with tournament revenues and private funds.



like Groovin' and Good Lovin'. The **Greynolds Park Love-In** presented by Catholic Health Services is hosted by the Parks Foundation, Miami-Dade Parks and Magic 102.7FM.



Ribfest 2013

Following a two-year hiatus, the Parks Foundation reintroduced **Ribfest** at a new location, **Zoo Miami**. National ribbers competed for the best ribs trophies and bragging rights at this three-day outdoor



grilling extravaganza featuring Southern Rock band Molly Hatchet and country

soul singer James Otto. A \$15,000 grant from the Tourist Development Council helped make the event possible.

4th of July Spectacular

Generous sponsor partners including Publix Super Market Charities and Black Point Ocean Grill, together with the cities of Cutler Bay, Palmetto Bay and Miami-

Dade County, kept the fireworks at Black Point Park and Marina alive. An estimated 10,000 people turned out to celebrate America's Independence Day Miami-style.



Anglers at Black Point Park and Marina show off their catch as they



compete for \$20,000 in cash prizes at the 9th



Annual Blue Water Fishing Classic presented by Westrec. **Forty boats** competed in the tournament which launches from all six Miami-Dade marinas.



Miami-Dade Parks' six marinas and seven coastal parks now make up the **Coastal Park and Marina Improvement Trust Fund**, ensuring that revenues stay within



the enterprise to meet ongoing operation, maintenance and capital improvement needs. Among the upcoming projects, a major redevelopment of Haulover Park & Marina to include two new restaurants and a fishing pier.

Did you know?

An average of 17,000 boats are launched annually from our marinas, and an average of 85 percent of all Miami-Dade registered boats access our ramps, wet slips, dry storage and marina facilities.

Did you know?

Kendall Soccer Park is one of South Florida's leading soccer complexes with five full-sized soccer fields and four state-of-the-art 5v5 soccer fields.



Miami Soccer Festival



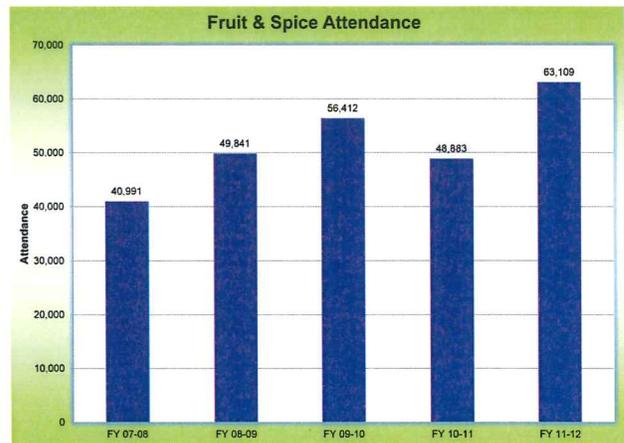
The Parks Foundation partnered with the Soccer 5 Foundation to co-host the **Second Annual Miami Soccer Festival** at Kendall Soccer Park. More than 102 youth and adult teams competed in the two-day tournament.

Family Adventure Challenge

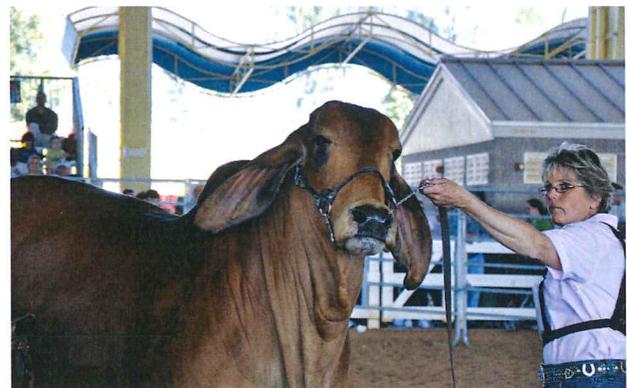
Families get set to battle six obstacles, including the "Tire Day" and "Hay Maze" as part of the first-ever **Family Adventure Challenge** at Tropical Park hosted by Miami-Dade County in support of both the Parks Foundation and Tim Hardaway Foundation.



The **23rd Annual Asian Culture Festival**, featuring Taiko drummers, helped the **Fruit & Spice Park** realize record attendance in 2012.



The **Fifth Annual Agricultural Horse & Cattle Show** welcomed **60,000 attendees** over three days in 2012. With representatives from 24 countries and breeders from 18 states, this Miami-based event has become a premier destination for the marketing of cattle and genetics, and an opportunity to further promote Florida's agriculture industry.



Membership

Another 156 individuals became members of the Parks Foundation of Miami-Dade in 2012, bringing the total number of memberships purchased to 269. Membership benefits include free shelter rentals, Zoo Miami tickets, and discounts on EcoAdventures, golf excursions and other parks attractions.



Membership opportunities begin at \$99.
To become a member, visit mdparks.org.



EVERY GREAT COMMUNITY HAS A GREAT PARK SYSTEM

Movie Nights

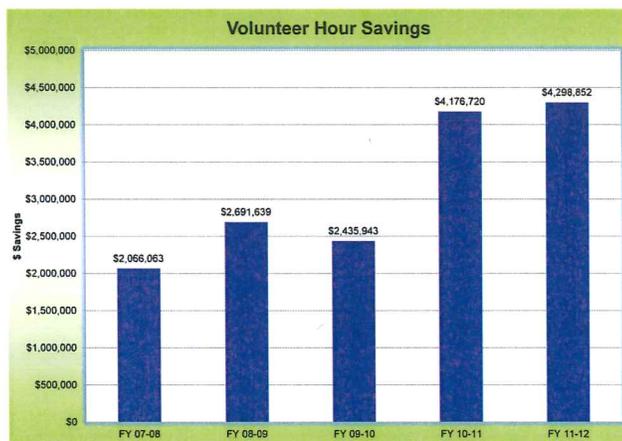
Seven family movie nights were hosted in parks all across Miami-Dade in 2012, including this one at Leisure Lakes Park, sponsored by Miami-Dade County Vice Chairwoman Lynda Bell.



Our Volunteers

Corporate and individual volunteers play an integral role in greening our community. More than **\$4.2 million in savings** was realized as a result of volunteers donating their time and talents to our parks and park programs.

AARP SERVICE FOR PEACE With support from AARP, Service for Peace and other generous donors, the Parks Foundation hosted four signature clean-up and beautification projects at various parks, beaches and nature centers in 2012, with **more than 700 volunteers** participating. Volunteers paint, landscape, plant trees, weed-out invasive species and more.



Volunteers planted a community garden at Goulds Park as part of the Martin Luther King, Jr. Day of Service in January 2012.



Beautifying the entryway to Country Village Park topped off a list of improvements made on Global Youth Service Day in April 2012.

Signature Volunteer Events

- Martin Luther King, Jr. Day of Service
- Global Youth Service Day
- 9/11 National Day of Service and Remembrance
- National Public Lands Day



Invasive species are removed from Bill Sadowski Park, one of nearly a dozen Miami-Dade Parks participating in National Public Lands Day in September 2012.

Volunteers from Coca-Cola received permanent thank-you signage at Ives Estates Park following a corporate clean-up effort.



Thirty volunteers from Lloyds Bank enhanced landscaping at Crandon Park Gardens with butterfly-attracting plants.



Volunteers who turned out for the *Be Amazing, Stand Up and Volunteer Day* at A.D. Barnes Park received two free tickets to the *The Amazing Spider-Man* movie, courtesy of Sony Pictures.

A daunting task, volunteers with the Everglades Comprehensive Invasive Species Management Area (ECISMA) remove Mikania vines from Camp Owaissa



Bauer. The vine, discovered two years ago in Redland, is rapidly expanding into nature preserves.



Volunteers from TERRA, a magnet high school in Miami, are managing **20 acres of oak hammock forest** at Kendall Indian Hammocks Park.



The Urban Paradise Guild has adopted a 5-acre area of Matheson Hammock Park, and removed hundreds of exotic trees and shrubs, replacing them with native trees.

Our Environment

The preservation, beautification and connection of parks and open spaces made significant strides in 2012, as we welcomed two new county divisions, the **Right of Way Aesthetics Management Division (RAAM)** and the **Community Image Advisory Board (CIAB)**.

FACTS:

- More than 3,000 requests for safety tree trimming and dead tree removal were answered by Miami-Parks RAAM Division in 2012.

Right of Way Aesthetics Management is charged with maintaining:

- 255 miles of medians
- 23 miles of Metrorail and Metromover
- 20 miles of busway
- 73,500 trees

The **Community Image Advisory Board (CIAB)**, chaired by Miami-Dade County Commissioner Dennis Moss, leads the **Million Trees Miami** campaign which is supported by the Parks Foundation.

The goal is to increase the county's tree canopy, from **14% to 30% coverage** by the year 2020.



To date the campaign has planted **104,000 trees**.

CIAB Chair Dennis Moss (center right), Miami-Dade County Commissioner Barbara Jordan (right), former Miami Gardens Mayor Shirley Gibson (center left)



and others, pose in front of the CIAB's first-ever fountain installation. The project, designed to improve community aesthetics, was made possible by the City of Miami Gardens, Calder Casino & Race Course, and Miami-Dade's Public Works and Waste Management Department.



Greening the Community

Designer Stella McCartney, daughter of former-Beatle and musician Paul McCartney, together with Bioplanet, an international reforestation organization, donated **32 native trees** to Haulover Dog Park in 2012. Bioplanet, the first supporting sponsor of Million Trees Miami, planted over 200 trees in Miami-Dade parks last year.



Did you know?

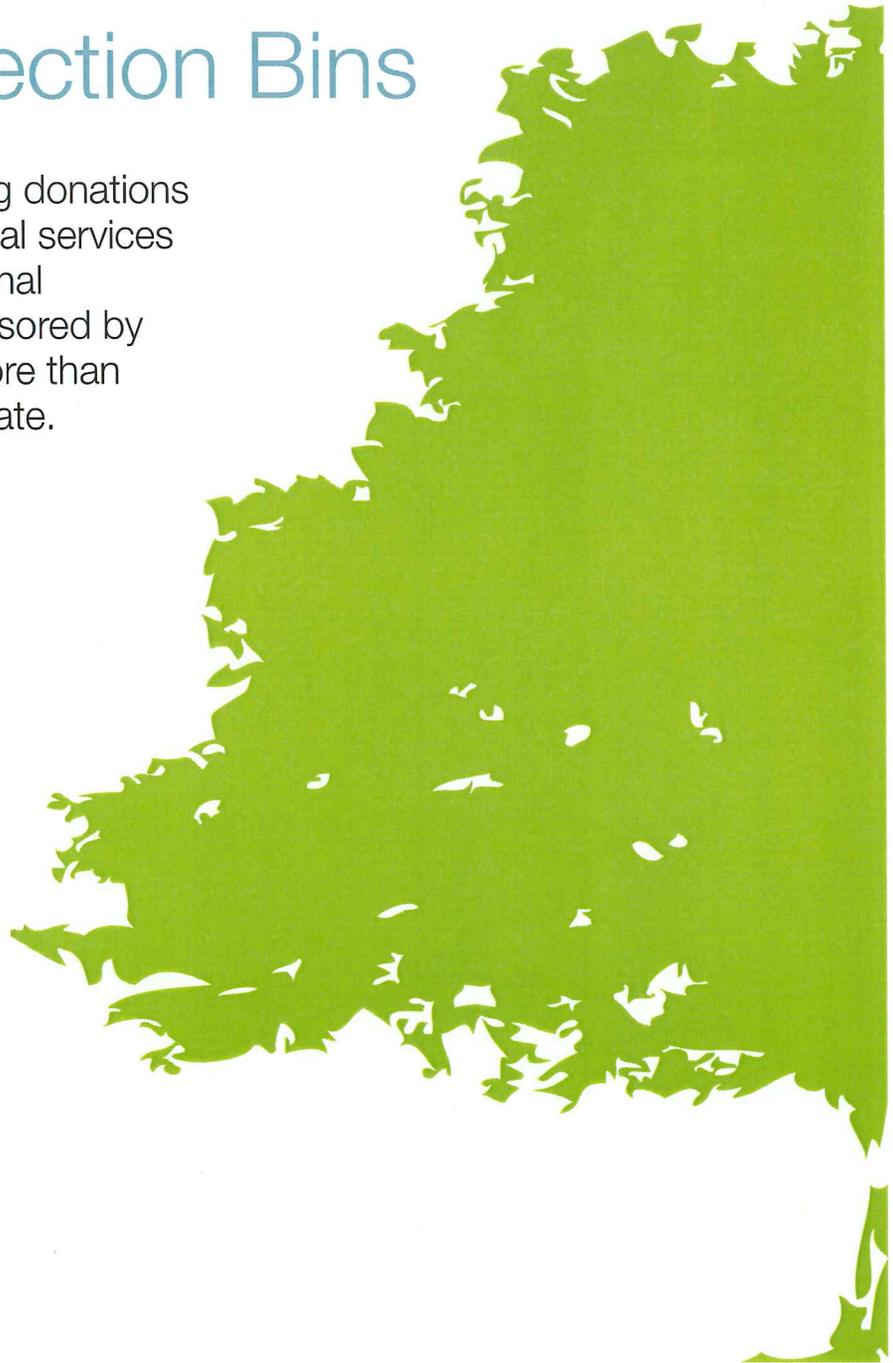
- Trees save energy and reduce storm water runoff.
- Trees increase property values by making communities more appealing.
- Trees improve air quality by absorbing carbon dioxide and pollutants, as well as producing oxygen.

The Parks Foundation and CIAB planted and installed trees and a park bench at Paciencia Park in South Miami with funds raised at two social events in 2011.



Currency Collection Bins

Currency Collection Bins soliciting donations from travelers for parks and animal services were installed at Miami International Airport, following legislation sponsored by Commissioner Sally Heyman. More than \$800.00 has been collected to date.



FACTS:

- ZSF helped save Miami-Dade taxpayers over \$3 million annually by providing educational programming, marketing, financial management and other direct support activities for Zoo Miami.
- An estimated \$1.4 million in value was realized through ZSF's management of Zoo Miami's volunteer program.

Water Conservation

Water consumption by Miami-Dade Parks is expected to be **reduced by 20-percent** through a smart metering project initiated in 2012 with IBM. Parks will be better able to monitor consumption and more quickly identify water leaks, generating up to **\$1 million in savings** per year.



Energy Savings

Solar panels were installed at three recreation centers in 2012. The electricity generated is expected to **save \$5,000 annually**.



Tobacco-Free Zones were implemented at over **40 park locations** and near all playgrounds and youth ball fields in 2012 to ensure a healthier environment for all park users.



Ellie Mills of Ellie Mills State Farm in Cutler Bay adopted a bench in 2012. Pictured here with her parents, Mills chose a picturesque spot Black Point Park & Marina for her personalized bench plaque.



Wildlife Conservation

The Parks Foundation secured a \$13,500 grant from the Andrew Sabin Family Foundation to



support the Sea Turtle Conservation Program which surveils and assists sick, stranded and deceased turtles.

Animal Care & Exhibition



With support from the Zoological Society of Florida (ZSF), Zoo Miami thrived in 2012. New education and conservation initiatives, coupled with record attendance, are setting the stage for a new exhibit focused on Everglades preservation, and laying the groundwork for the development of a family entertainment complex surrounding South Florida's largest attraction.



"Anala" is the first successful birth of Indian rhino at Zoo Miami, and only the third born at a U.S. zoo in 2011. The calf's mother, "Kalu", is an 11-year-old one-horned rhino.



Four critically-endangered Jamaican Iguanas were born in 2012, making Zoo Miami only the second US zoo to successfully hatch the large lizards.



Natural Areas Management coordinated the rescue and release of over 4,000 Atala butterfly larvae onto preserve lands.

Historic Preservation

The Deering Estate at Cutler had a breakthrough year in 2012. With support from the Deering Estate Foundation, educational programming was expanded and facilities were enhanced. An individual \$2.5 million gift will work to leverage further historic preservation and restoration of the property.



Students at Perrine Elementary School participate in the Deering Estate's new NESST (Nurturing Environmental Stewards of Today and Tomorrow) Program. The science-based,



hands-on environmental stewardship program is expanding in 2013 with support from The Miami Foundation, and poised to become a national model.

In 2012, the ribbon was cut on a new boardwalk that allows visitors safe passage over and around the remnants of a Tequesta burial mound – one of the historic and archeological treasures on the 444-acre Deering Estate. Pictured from left: Jon Batchelor, Dan Ferraesi, Sandy Batchelor, Suzuyo Fox and John Fox.



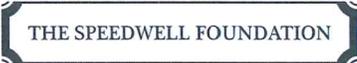
FACT:

Students participating in the NESST Program scored up to 30-percent higher in reading, math and science compared to peers in regular classes.

Our Future

Significant strides were made in 2012 towards realizing the vision of the **Open Space Master Plan (OSMP)**, Miami-Dade's 50-year blueprint for the development of parks and open spaces into the 21st Century.

 **Knight Foundation**

 THE SPEEDWELL FOUNDATION

Great Park Summit

Fairchild Tropical Botanic Garden was the site for the 2012 **Great Park Summit presented by AvMed Health Plans**. Held once every two years, the summit brings together people with a passion for great parks and open spaces, and a vision for making them more sustainable, interconnected and economically vibrant.

Locally and nationally recognized speakers discuss the importance of parks for improving the economy, environment and health of Miami-Dade County.

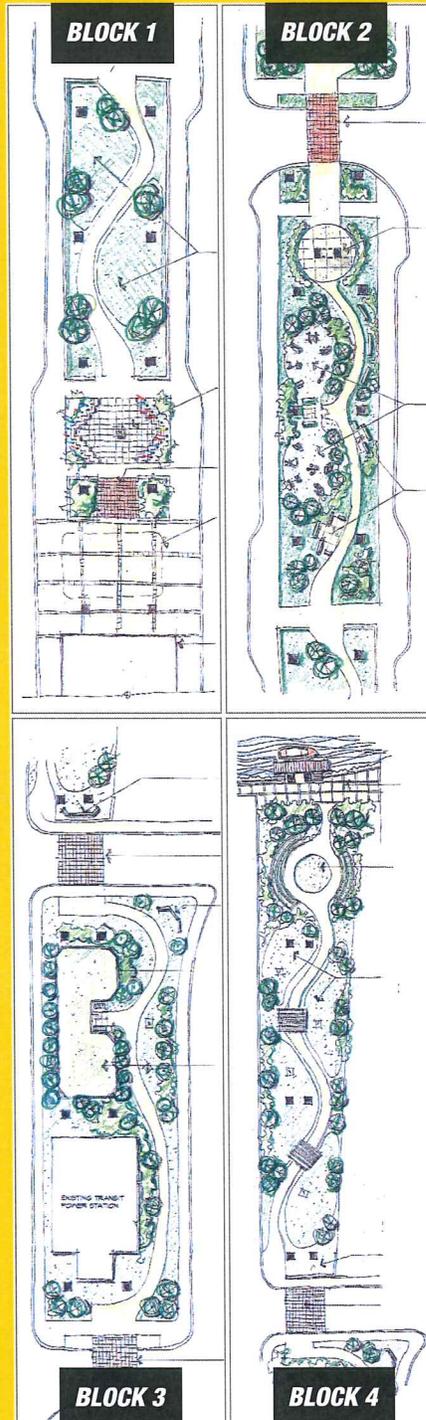


The summit's theme, ***Partnerships Through Creative Initiatives: Red field to Green fields***, showcased an initiative designed to redevelop underutilized commercial land with new parks as the first phase of re-development, creating jobs and enhancing property values. Miami-Dade Parks was selected as a pilot site for the initiative, funded through a grant from the Speedwell Foundation with a local match from The John S. and James L. Knight Foundation.

Did you know?

More than **29 local municipalities**, universities, state and national park agencies are members of the **South Florida Parks Coalition**. Coalition members meet to share knowledge and expertise with the goal of creating a model park system.

Brickell Station Park



Plans are on the table to showcase the OSMP with Miami-Dade Parks' first-ever **transit-oriented park**. Located beneath Miami-Dade's above ground railway system, **Brickell Station Park** will utilize a revenue-generating app to promote local businesses and events, reduce traffic congestion and provide much-needed park land and green space for residents and visitors.



Just as New York's High Line transformed a former elevated railroad spur into a linear park, Brickell Park will make use of scarce green space beneath Miami-Dade's Metrorail as we seek to create a seamless system of beautiful connections that move residents and visitors from place to place.

Bikeways and Trails

Connecting great parks and public spaces is a major component of the OSMP. New bikeways and trails are helping us realize that vision. Construction and/or planning began on three major greenway expansion projects in 2012.

- **Black Creek Trail (South-West)**
Extending from Larry and Penny Thompson Park to Black Point Park and Marina, the 8.7 mile Black Creek Trail is being widened, resurfaced and enhanced with additional trail segments. Amenities will include landscaping, wayfinding signage, rest areas and small shelters.



- **Snake Creek Trail (North)**
The 4.5 mile Snake Creek Trail along Miami Gardens Drive will feature a 10-foot wide asphalt surface connecting parts of North Miami Beach, Miami Gardens and unincorporated Miami-Dade. Amenities will include two landscaped mini-parks with adult fitness stations, rubberized play climbers for tiny

tots, rain shelters with single tables, benches and bicycle racks.



- **River of Grass Greenway**
At the request of the National Park Service and with the help of a \$1.2 million grant, Miami-Dade Parks' is managing the planning of the River of Grass Greenway, a 12-14 foot wide corridor through the Everglades which will extend from Miami-Dade's Krome Avenue to Naples.

Arcola Lakes Senior Center

Construction is underway on Miami-Dade County's first recreational facility specifically designed for use by senior



Did you know?

Zoo Miami enjoyed record attendance in 2012 with more than 882,000 visitors.



residents, age 55 and over. The 14,000+ square foot Arcola Lakes Senior Center will include entertainment rooms, an arts and crafts room, a ceramics room, exercise room, banquet meeting hall, therapeutic pool and more. The facility is scheduled to open in October 2013.

Ronald Reagan Equestrian Center



Miami-Dade Parks' Ronald Reagan Equestrian Center will undergo an 110,000 square foot expansion, enabling it to lure additional equestrian events. The venue, which already hosts over 36



shows a year, will be the site of the Mundial Caballos de Paso Confepaso 2013, the "World Cup" of Paso Fino events.



Florida: Mission Everglades

The diverse habitats of Florida are coming together to offer Zoo Miami visitors a new zoo experience. Set to open in 2014, the Florida: Mission Everglades exhibit and front entry plaza will showcase pine rocklands, coastal mangrove marshes, grasslands and the creatures that live within them.

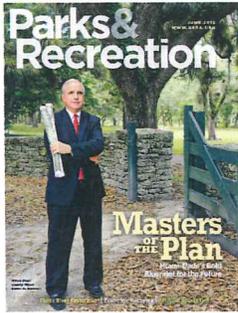
Community Needs Assessment Survey

In 2013, Miami-Dade Parks will randomly sample households in neighborhoods across Miami-Dade in an effort to better understand the recreation interests and needs of residents. The survey, to be issued in three languages, will be combined with public meetings, to guide future planning, developing and programming decisions.

Recognition of Achievements

Did you know?

Miami-Dade Parks is a **three-time winner** of the **National Gold Medal Award** from the National Recreation and Park Association.

Masters of the Plan

Holding a map of Miami-Dade County, Mayor Carlos A. Gimenez graced the cover the National Park and Recreation

Association Magazine in June 2012. The cover story touted Miami-Dade's 50-year blueprint for parks and open spaces as a model for municipalities around the country.



Miami-Dade Parks' Beach Maintenance crews earned their highest-ever marks for beach cleanliness from Miami Beach in 2012. Crews currently maintain 14.9 miles of beaches, and picked up more than two million pounds of trash last year.



Distinguish Service Award



A Distinguished Service Award was presented to Miami-Dade Parks, Recreation and Open Spaces Director Jack Kardys in September 2012, citing



him as a guiding figure around the state and country in the parks and recreation profession.



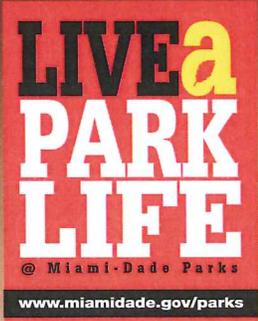
Accredited since 1995 by the Commission for Accreditation of Park and Recreation Agencies (CAPRA), Miami-Dade Parks is continually recognized for its high standards and contributions to health and wellness in the Miami-Dade community.



Miami-Dade Parks is the first park and recreation agency in the State of Florida to receive the coveted **Governor's Sterling Award**. The 2009 award recognizes performance excellence in management and operations.

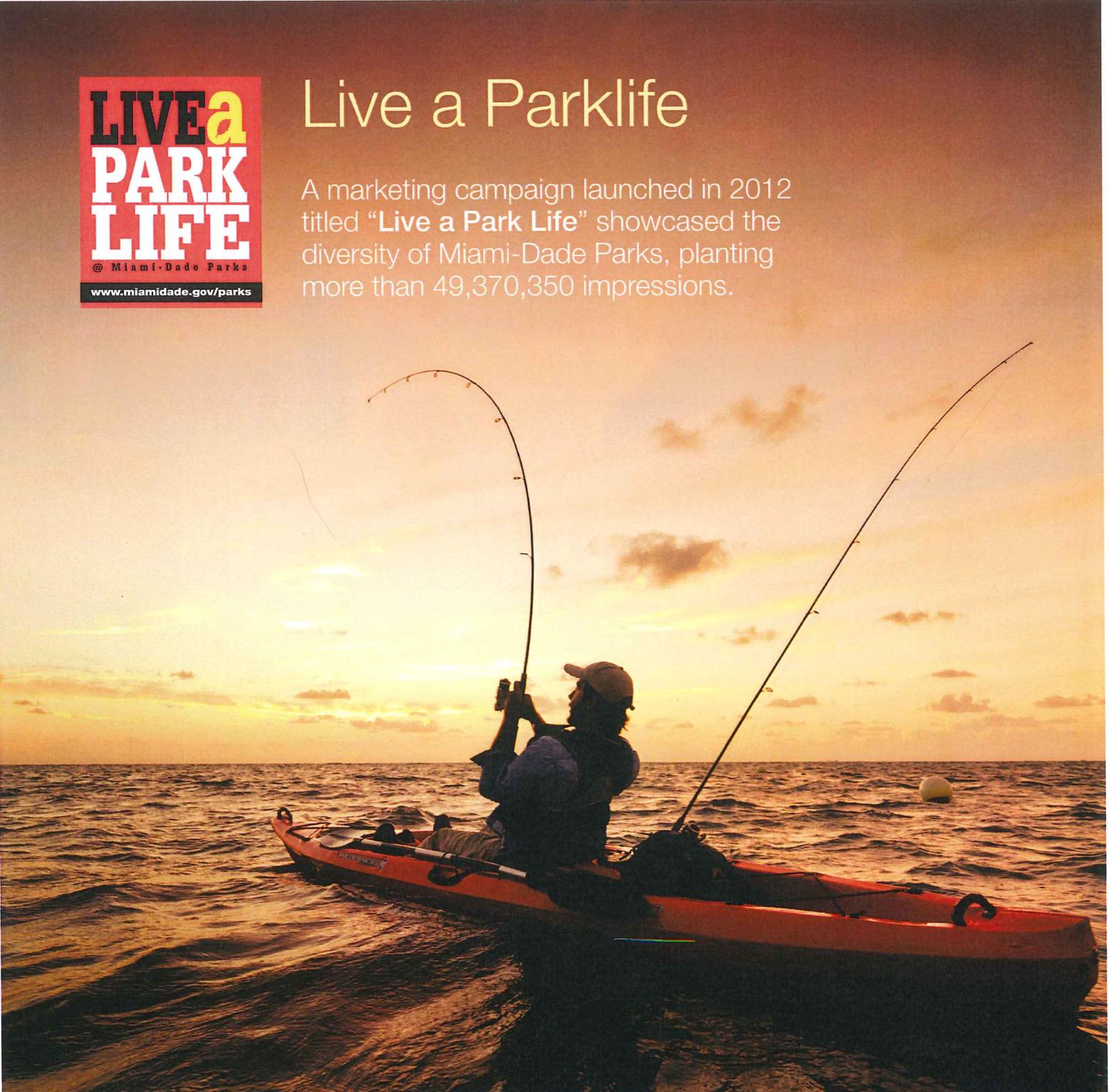
Did you know?

Miami-Dade Parks received the 2011 Professional Design Award of Honor from the Florida Chapter of the American Society of Landscape Artists for study of trail designs.



Live a Parklife

A marketing campaign launched in 2012 titled "Live a Park Life" showcased the diversity of Miami-Dade Parks, planting more than 49,370,350 impressions.



Our Partners

The Parks Foundation of Miami-Dade and Miami-Dade Parks, Recreation and Open Spaces would like to thank the many partners who join with us each year to enhance, advocate, promote and celebrate the parks and open spaces that anchor our community. Every great community has a great parks system, and with your help we are working every day to create a more healthy, livable community for all.

\$25,000+



\$10,000



\$5,000+

Coca-Cola	Florida East Coast Industries	Homestead Miami Speedway
Macy's	Odebrecht Construction	P&G
Produce Connection	Shoreline Foundation	Sonesta Bayfront Hotel – Coconut Grove
Whole Foods – Coral Gables	Fence Masters, Inc.	

\$2,500+

AT&T	Baptist Health South Florida	Black Point Ocean Grill
Christopher & Dana Reeve Foundation	City of Homestead	Convanta Energy Corp
Florida International University	G4S	MAT Concessionaire
Mercedes Benz	Perry Ellis International	Realty Association Fund
River Marine Supply	Ronald L. Book PA	Service for Peace
South Florida Hospitality Group	TD Bank	

\$500+

AECOM AMEC	Bacardi USA	Captain Harry's Fishing Supply
CB Marine Tow & Salvage	Commercial Interior Contractors	Cutler Bay Business Association
Dade County Firefighters Charities	Disposal Management	Eagle Brands
El Capitan Marine & Fishing Center	Ellie Mills Insurance Agency	FBMC Benefits Management
Fish Florida	Florida City	Gibraltar Private Bank & Trust
Gilly Vending	Halifax	Industrial Divers Corporation
Kimley-Horn & Associates	Lazcar International	Lloyds TSB Bank
Loggerhead Marina	Mars Contractors Inc.	Miami Dade College
Miami-Dade County Fair & Exposition	Munilla Family Foundation	Office Depot
Quality First Produce	Rack Enterprises	Rep Services
Rosenberg Gardner Design	RUDG Town Center	S&L Beans Inc. Sea Tow
Shade Systems	South Florida Hospitality Group	South Miami Pharmacy
Southland Mall	Starbucks	Sun Life Stadium
Sunshine State One-Call of Florida, Inc.	Sunstate Bank	Therapy Charter Fishing Yacht
Tiger Direct	Timothy Reynolds	Torbert Produce Towncare Dental
Univision Radio	URS	VITAS Winn-Dixie
World Waste Recycling Inc.	Youth Service America	

**Swim for Jenny
Supporters**



Lifeguard (\$10,000+)

Larry Little's Gold Coast Summer Camp, Inc. Assurant

Coach (\$2,500+)

BOMA International

Swim Buddy (1,000+)

Bulk Express Transport/Soiltech Distributors, Inc.	Minority Mobile Systems, Inc.	Equipco Manufacturing, Inc.
The Produce Connection	Coca-Cola Refreshments	Waste Management
iTransport Services, Inc.		Community Bank
The Honorable Rebeca Sosa, Chair, Miami-Dade County Commission		Kendall-South Dade Kiwanis Club

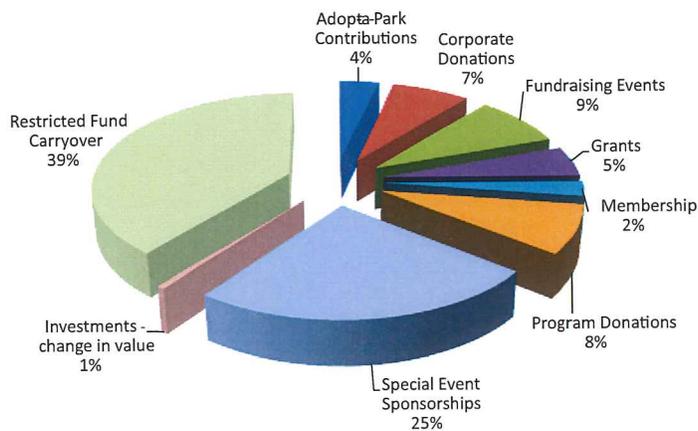
Swim Safe Champions (\$500+)

Daley's Trucking Service, Inc.	Goldstein Schechter Koch	Jackeline Londono
TN Builders, Inc.	Westvest Associates, Inc.	R. Kirk Landon
Gloria and Agustin Prado	Simply Healthcare Plans	Super Nice STS
Miami Perfume Junction	RJ McLaughlin	

Financial Summary Report 2012 (Unaudited)

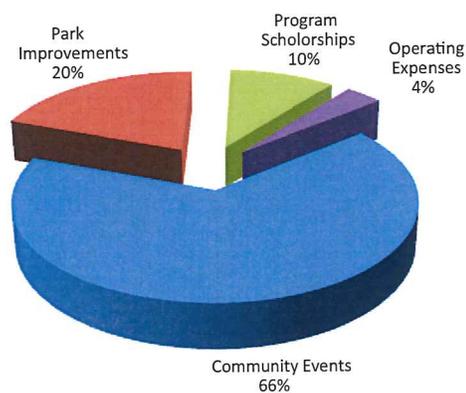
Funding Sources

Adopt-a-Park Contributions	46,000
Corporate Donations.....	90,000
Fundraising Events.....	106,300
Grants.....	62,500
Membership.....	31,000
Program Donations	101,000
Special Event Sponsorships ...	301,100
Investments	7,000
Restricted Fund Carryover.....	477,800
Total	1,222,700



Expenses

Community Events	407,000
Park Improvements	122,200
Program Scholarships.....	62,000
Operating Expenses.....	22,100
Total	613,300



Restricted Fund

Balance	609,400
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www.lifeaparklife.org