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NO. LTC # 265-2008

## LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager 

DATE: October 15, 2008

SUBJECT: Parks & Recreation – 2007-2008 – A Year of **Excellence!**

Due to your continued support, the Park & Recreation Department is proud to share with you its most recent accomplishments for this year, and "First-Ever(s)" for the Department.

- The Parks & Recreation Department was recently visited by the Accreditation Team from the Commission for Accreditation of Park and Recreation Agencies (CAPRA). The team's visit, as part of the 5 year re-accreditation process was to reevaluate and assure that the Department continues to be in compliance with over 150 standards deemed essential to the quality of services, the professionalism of its operations and for the delivery of best practices. We are pleased to announce that the Department not only was recommended by the visitation team for Re-Accreditation, but it scored 100% in meeting every single standard, a **"first ever"** for the Department, and a rarity for the entire industry. The re-accreditation process was granted on October 14, 2008 at the (NRPA) National Recreation and Parks Association's conference in Baltimore.
- The City of Miami Beach Parks & Recreation Department was awarded the 2008 Agency Excellence Award by the Florida Recreation and Parks Association (FRPA) at its Annual Conference in Orlando, Florida. The Florida Recreation & Park Association is a non-profit organization dedicated to the promotion, preservation, and advocacy of the Parks, Recreation, and Leisure Services profession. The Agency Excellence Award is given to parks and recreation agencies that exemplify ideal departmental initiatives, including administration, master planning, diverse programming, community partnerships and promotion of the department. The Department is extremely honored by this important achievement, and again this is a **"first ever"** for the department!
- The Recreation Review magazine was also recognized by the Florida Recreation and Parks Association. The magazine received the 2007 Media Excellence Award, yet another **"first ever"** for the department.
- The Recreation Division's Surf Camp for Children with Autism Spectrum Disorders completed another week during Summer Camp 2008. Being offered for the second time, the camp was a huge success. The camp was highlighted on the Herald's front page and was also featured on "Despierta America" Univision, a Spanish television station, to a national audience, another **"first ever"** for the department.

- For the second time, the Recreation Review, the Department's program and informational magazine, became one of three finalists to be nationally recognized with a Savvy Award in the 3CMA Recreation Catalog Category from the City County Communications and Marketing Association. 3CMA sponsors the Annual Savvy Awards competition and recognizes outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. The award ceremony will take place in October 2008.
- In response to the thousands of trees lost during Hurricanes Katrina and Wilma, the Commission approved reforestation plan implemented by the Greenspace Management Division is well underway planting during its first year, approximately 1,100 trees comprising of 50 species, and now finishing up our second year with another 1,100 trees.
- In 2007, after ensuring that all requirements had been met, the Greenspace Management Division applied for and received the Tree City USA designation for the City of Miami Beach. The program, which is sponsored by the National Arbor Day Foundation in cooperation with the National Association of State Foresters and the USDA Forest Service, recognizes communities that have proven their commitment to a healthy urban forest and an effective urban forestry program.

We encourage your participation and support of the Parks & Recreation family as we continuously strive to provide a higher level of customer service excellence!

Should you have additional questions, please contact Kevin Smith at (305) 673-7730.

JMG/RCM/KS/JM/jg

c: Robert C. Middaugh, Assistant City Manager  
Kevin Smith, Parks & Recreation Director  
Julio Magrisso, Assistant Parks & Recreation Director