

# 2021-2022 CPRS DISTRICT 2 AWARDS PROGRAM APPLICATION

- |  |   |
|--|---|
| <input type="checkbox"/> Facility Design & Park Planning Award | <input type="checkbox"/> Champion of the Community Award        |
| <input type="checkbox"/> Agency Showcase Marketing Award       | <input type="checkbox"/> J.R. Needy Professional Award (no fee) |
| <input type="checkbox"/> Recreation & Community Award Program  |   |

## **Nominee Information:** (agency/person being nominated)

Name: \_\_\_\_\_  
 Agency: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Email: \_\_\_\_\_

## **Person Nominating Information:** (agency/person being nominated)

Name: \_\_\_\_\_  
 Agency: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Email: \_\_\_\_\_

**Entry Deadline:** Thursday, February 3, 2022 by 5:00PM

Please attach all supplemental information to the application and submit to the committee chair, Sharlene Lal at [slal@carmichaelpark.com](mailto:slal@carmichaelpark.com). All materials must be submitted via email as one pdf document.

**Application Fee:** \$15 per entry

- ☐ I have paid online via PayPal ([www.cprsd2.org](http://www.cprsd2.org))  
☐ Please invoice the following Individual or Agency:

Name: \_\_\_\_\_  
 Agency: \_\_\_\_\_  
 Address: \_\_\_\_\_

## **Submission Materials Check-List:**

- A one page, brief summary of accomplishments or project. Comment briefly, but precisely, on each of the criteria listed for the award.
- High resolution photos - 5 maximum, 300 dpi, electronic format (jpeg only).
- Completed application in PDF format. Complete application means this application page will be page, one with the written submission to follow. Supplementary information may be attached as an appendix to the submission (all materials must still be saved as one PDF).
- Please limit the entire application to ten pages, including application but not including the 5 high resolution photos.

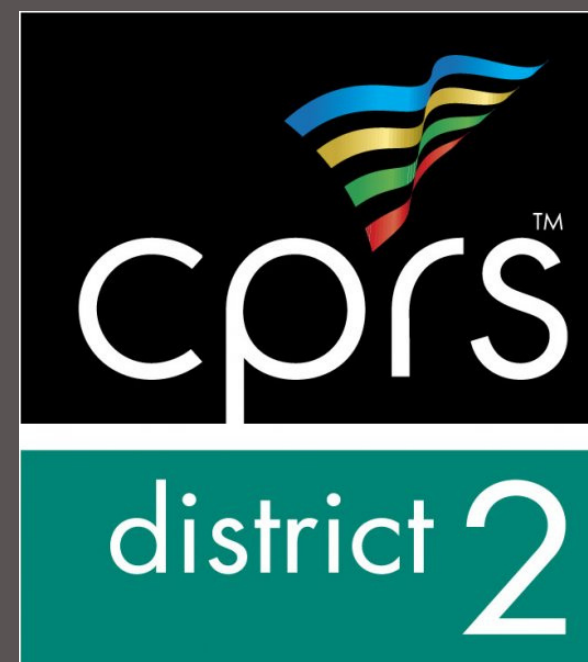
# CPRS DISTRICT 2

*Recognizing Excellence in Professional Achievements, Programs, & Parks*



## 2021-2022 AWARDS PROGRAM

**Deadline**  
 February 3,  
 2022



The California Park & Recreation Society (CPRS) District 2 Awards Program recognizes excellence of those agencies and individuals that publicize, develop and manage programs, parks and facilities that align with the Parks Make Life Better™ brand message of:

- Building loyalty for parks and recreation services, heightening the profession's bargaining power and independence, stimulating growth, attracting talented people to the profession, involving the public and gaining greater resources and support.
- Raising awareness of the benefits of parks and recreation throughout California and raise the status of parks and recreation as an essential community service.
- Demonstrate the six main message concepts of: Gathering Places, Play, Nature, Exercise, Positive Spaces, & Forever, all which are valued today & always.





# MESSAGE FROM YOUR D2 PRESIDENT

On behalf of the CPRS District 2 Board of Directors, it gives me great pleasure to introduce the 2021-2022 Annual District 2 Awards Program! I invite you to celebrate success and accomplishments within parks & recreation and join me at our annual Awards & Installation Banquet to honor our award winners.

The District 2 Awards Program exists to recognize worthy achievements that exemplify what is best within District 2. I strongly encourage you to review the award criteria and submit for recognition as a professional or for agency programming, marketing, or facility design. Let’s recognize excellence in our district and promote the message that Parks Make Life Better!®

Sincerely,  
*Danny Curtola, D2 President*  
Mission Oaks Recreation & Park District



# PROGRAM DETAILS

**Eligibility:** All District 2 Parks and Recreation agencies (cities, counties & districts) and individual CPRS members are eligible to submit entries to the CPRS District 2 Awards Program. All programs and projects must have been completed in 2021.

**Judges’ Decisions:** Awards will be considered for each category and division indicated on the application form (see last page). Awards will be given only if the judges' deem it appropriate and the awards entry application is complete. Judges' reserve the right to relocate an entry to a more appropriate category without notifying the nominee. An entry will be disqualified if the award program criteria are not met and/or the entry application is incomplete. The judges’ decisions are final and judges’ scoring information is not released.

**Application Notification:** All applicants will receive a notification email announcing the decision of the judging in late February. Entry materials will not be returned.

CPRS District 2 Awards & Installation Banquet: Recipients will receive recognition at the CPRS District 2 Awards & Installation Banquet in March 2022.

**Multiple Entries:** Agencies may submit more than one entry per category. Award entry fee applies to each award entry. Entry Deadline: 5:00pm on Thursday, February 3, 2022.

**Submit entries in pdf form to:**  
Sharlene Lal, CPRS District 2 Vice President  
Carmichael Recreation & Park District  
slal@carmichaelpark.com | (916) 879-2525

**Awards Committee Chair:** For information regarding the CPRS D2 Awards program, contact Sharlene Lal, District 2 Vice President

## J.R. NEEDY PROFESSIONAL AWARD

Dr. Jerome R. Needy, PhD, worked with many organizations including the YMCA, Boy Scouts, several Parks and Recreation agencies and finally retired from CSUS as the Dean of the Division of Health, Physical Education and Recreation. He was also on multiple boards including CPRS, NRPA, and the American Institute of Park Executives. Dr. Needy had a profound influence on his students, which was shown in the forming of The Needy Foundation, a foundation created by past students of Dr. Needy’s to award scholarships to students in the Department of Recreation, Parks and Tourism Administration. Today, the J.R. Needy Professional Award recognizes outstanding local accomplishments, achievements and contributions of professionals to their agency and their community involvement promoting the Parks Make Life Better!® branding campaign.

### Mandatory Criteria:

- Candidate must be a current CPRS District 2 Member
- Candidate must have at least three years experience in the field of parks, recreation, and/or human services in California

### Entry Criteria - Candidates Must Meet at Least 3 of the Following Criteria:

- Committee work over a period of 2+ yrs. with a CPRS district, section, state or national org. for the parks, rec, and/or human services profession.
- Research that promotes the parks and recreation profession.
- Author of at least 2 articles related to the parks & recreation profession published by a local, state or national magazine.
  - Include copies of the article or bibliography.
- Outstanding leadership, recognized through an award from a service club, volunteer group, public org., or CPRS district, section or state committee.
- Presenter of 3 or more lectures/presentations promoting parks, recreation and/or human services profession.
- Participated as a CPRS board member of a district or section.
  - List office(s) held and accomplishments achieved during term.
- Participated as a State CPRS board member.
  - List office(s) held and accomplishments achieved during term.

## Facility Design & Park Planning Award

The Facility Design & Park Planning Award recognizes excellence in the planning and design of facilities and parks used primarily to promote participation in recreational experiences, strengthens facilities for self-directed and organized recreation and encourages the community to see the agency as essential.

### Entry Criteria:

- Describe the project and its purpose, the degree of community involvement and the completion date.
- Describe how the project met a need or created new/increased value for the community; or advanced the provision of parks & recreation services in the community.
- Describe how the project included informing, engaging & communicating with the community & if non-traditional fiscal/community resources (grants, sponsors) were used.
- Describe how the project supported the Parks Make Life Better!® campaign messages.

## Agency Showcase Marketing Award - Digital & Print

The Agency Showcase Marketing Award recognizes excellence in digital media or print materials that encourages participation in recreational activities, contributes to the public’s increased awareness of parks and recreation services, encourages community involvement and raises the status of parks and recreation as an essential community service.

### Entry Criteria:

- Describe the marketing challenge that the materials addressed.
- Describe how the entry resulted in noticeable positive change, increased participation and advanced the provision of parks and recreation services in the community.
- Describe how the entry utilizes creative vision, artistic aptitude and superiority of graphic or communication elements.
- Describe how the entry supported the Parks Make Life Better!® campaign messages.

## Recreation & Community Award Program

The Recreation and Community Program Award recognizes excellence in recreation and community services programs that encourage participation in recreational activities, moves the agency towards a stronger position within the community and builds loyalty for parks and recreation services.

### Entry Criteria:

- Describe the program or event and the community need or challenge it addressed.
- Describe the innovative features of the program or event including planning efforts, community outreach, and fiscal strategies to fund the program or event.
- Describe at least two measurable outcomes and how they were measured.
- Describe how the program or event supported the Parks Make Life Better!® campaign messages.

## Recreation & Community Award Program

The Champion of the Community Award is awarded for outstanding public service in the support of the Parks Make Life Better!® branding campaign. Recipients are chosen based upon their significant effort to influence and improve the quality of their community through parks, recreation, & community service. This award is intended for individuals who are not employed in the parks and recreation profession.

### Entry Criteria: (Candidates must meet at least one of the following criteria)

- Proven record of outstanding volunteer service to the delivery of parks and recreation services or programs in their community.
- Active support of CPRS or National Professional groups, furthering the mission of parks and recreation.
- Contributed to the development of new equipment, apparatus, facilities or programs.