

Parks Plus: Economic Vitality

March 5, 2025



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Agenda

- Welcome & Session 2 Recap
- **Detroit, Michigan-** Parks as a key economic and community development strategy in downtown areas
- Q&A
- Discussion Questions & Closing



What We Heard

- Practitioners and advocates should expand their definition of the economic benefits of parks and recreation to **capture direct, indirect, and induced impacts**.
- Economic activity generated through parks and outdoor recreation, and their supporting industries, **nationally has been steadily increasing**.
- Parks and recreation agencies offer unique opportunities to provide **meaningful employment opportunities** while building pipelines for leadership development and social mobility in communities across the country.
- Investment in more **inclusive hiring practices**, combined with effective professional development programs, has the potential to generate a stronger workforce and increased economic growth for parks and recreation agencies.



David Cowan

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Downtown Detroit Partnership*



Jennyfer Crawford-Williams

Founder, Ask Jennyfer and All Things Marketplace

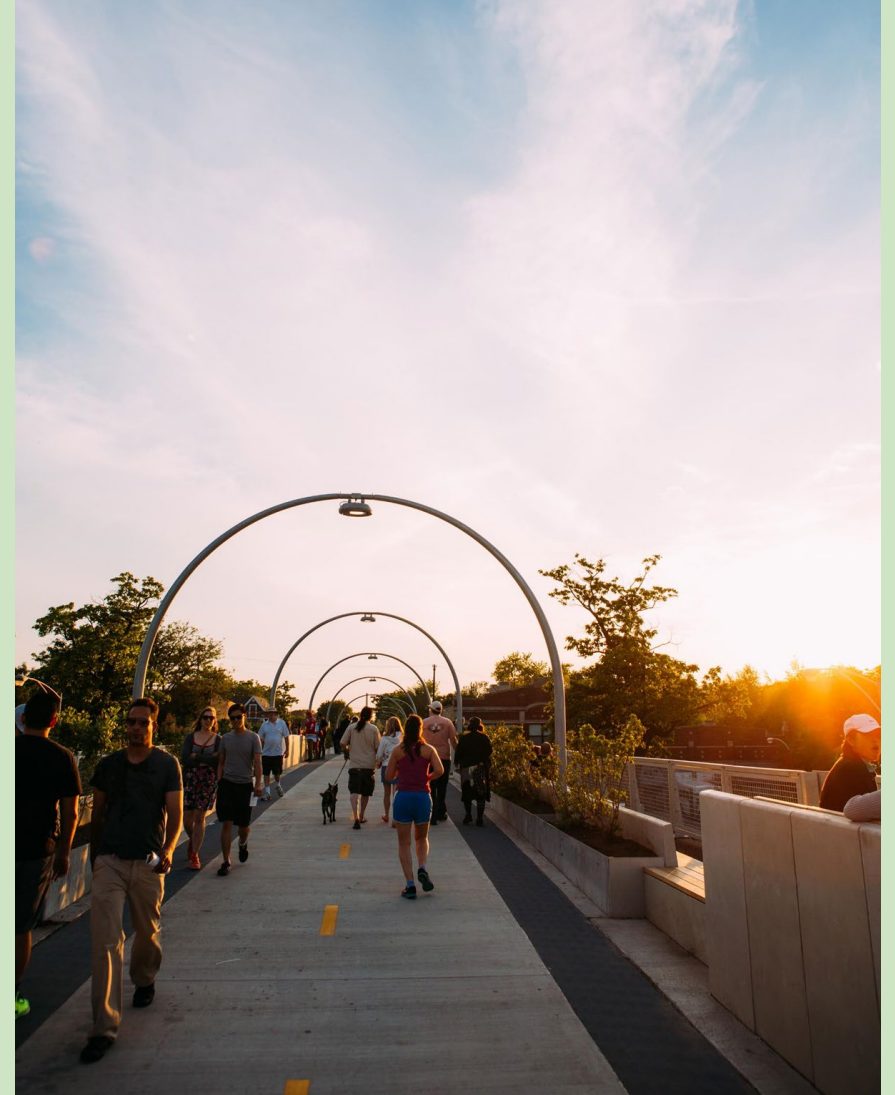


Q&A



Series Dates & Topics

- **November 6-** Parks & Prosperity: Drivers of Economic Vitality
- **January 15-** Mobilizing Parks as Employment Magnets
- **March 5-** Making Spaces into Places
- ➔ • **May 7-** Stimulating Tourism & Local Economies ←
- **July 9-** Parks Beyond Boundaries: Strategies for Inclusive Growth



Discussion Questions

20 minutes

- **The downtown district dynamics heavily shape park use.**
 - Who are your typical users in the downtown area?
 - How are you tailoring park programming, amenities and activation to meet their needs?
- **Often revenue generation strategies are critical to park operations and maintenance.**
 - What are the opportunities and challenges that you face for revenue generation in the park?
 - Any unique or particularly successful partnerships to highlight (from your city or others)?



Stay in Main
Room

Individual
Reflection

Peer
Discussion

Move into
Breakout
Room



Since 1972, TPL has protected 4 million acres of public land; created 5,364 parks, trails, schoolyards, and iconic outdoor places; raised \$93 billion in public funding for parks and public lands; and connected nearly 9.4 million people to the outdoors.

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Thank you!

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