



### **CHM Government Services Profiles Best Practices for Market Based Approaches for Urban Park Systems**

September 27, 2011 - CHM Government Services, Sr. Vice President, Margaret Bailey was a featured panelist at the National Recreation and Park Association's ("NRPA") "Financing the Future" and Urban Park Summit in Washington D.C. on September 27, 2011.

Ms. Bailey joined Christopher Kay, COO of the Trust for Public Land, Michael Messner, CFA, Seminole Management Corporation and Trustee of the Speedwell Foundation and Lisa Gordon, CPA, CEO of the Atlanta Beltline, Inc. as part of a panel session entitled , "Making Market Based Approaches for Parks and Recreation Work: Opportunities and Pitfalls."

Ms. Bailey's presentation focused on assisting Urban Park system directors in recognizing how a "market based" approach to providing recreation services differed from a more traditional approach in providing services. Key to the market based approach is the recognition that the public is a "consumer" and strategies for programming need to be thought of similar to the way consumer product companies evaluate their consumers. As importantly, a focus needs to be placed on understanding your program from a financial basis, which equates to knowing true costs of service for your recreation delivery system. The key issues identified by Ms. Bailey were confirmed by the follow on panel entitled, "Tackling Fiscal Challenges".

The Urban Park Summit was a joint venture between the NRPA and the Urban Institute with a desired outcome being the development of key research issues which could benefit Urban Parks.