

REGIONAL PARKS AMBASSADOR PROGRAM

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Community Development Committee Meeting

October 16, 2017



THRIVE 2040

- Equity connects all residents to opportunity

Thrive: Outcomes



The Metropolitan Council has listened to the aspirations voiced by the region's residents, civic, nonprofit and business leaders, and government officials and woven their thoughts and hopes into five desired outcomes that define our shared regional vision:

Stewardship Prosperity Equity Livability Sustainability



2014 Park Use among Select Communities of Color Study

	Suggestions to increase visitation
1	Increase Awareness
2	Address Safety
3	Enhance Capacity of Gathering Spaces
4	Create Ambassador Program

Parks Ambassador Program

- Commitment in the 2040 Regional Parks Policy Plan
 - Ongoing funding for operation
 - 1 FTE to start
- Applied and received Internal Equity Grant for 40K
 - Program Recommendations
 - Engagement with key stakeholder and 10 Implementing Agencies



Parks Ambassador Program

- Program Purpose:
 - Building relationships
 - Bringing parks to the people



¡REGRESAMOS A BLOOMINGTON!

TIENES UNA CITA CON NOSOTROS ESTE
29 DE AGOSTO.

CANOA / KAYAK / PASEO EN BICICLETA / VOLEYBOL PLAYERO / Y MAS...

¿ESTAS LISTO?

NUESTRA PAGINA WEB:
WWW.OUTDOORLATINOMINNESOTA.COM

COMUNICATE CON NOSOTROS:
NATURALEZA@OUTDOORLATINOMINNESOTA.COM

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Parks Ambassador

- Building relationships





PARKS AMBASSADOR

WHAT'S A REGIONAL PARK?
HOW DO I VISIT ONE?

Start with the Regional Parks Ambassador!

OUR PARKS

54 parks and park reserves

380 miles of trails – including one near you

47 million visitors per year

- Bringing Parks to the People





Questions?