



## **Announcement Seeking Proposals (RFP) and Statement of Qualifications for Administrative Management Services**

The American Academy for Park and Recreation Administration (AAPRA) invites qualified Administrative/Association Management Service providers to submit a proposal to provide comprehensive management services.

AAPRA seeks an experienced partner capable of delivering high-quality administrative support, financial management, marketing and membership support, event planning, online education sessions/webinars and project management services.

Each respondent must reply to this RFP by supplying a proposal with all relevant information that meets the requests, standards and exhibits set forth in this RFP.

It is the Academy's intention to award one contract to a single provider who is qualified to provide the services for the duration of the agreement. The Academy reserves the right to remove certain services when awarding a final contract.

### **Scope of Services Include**

The selected provider will be responsible for delivering the following services to both the American Academy for Park and Recreation Administration (AAPRA) and American Parks and Recreation Foundation (APRF):

- Administrative Support
- Financial Management
- Marketing & Membership Support
- Events, Education & Special Projects – Annual Meeting and Dinner
- Project Management
- Optional Alternate: Project Management – National Gold Medal Awards Program (2027)

### **Desired Qualifications**

- Proven experience providing association management services strongly preferred.
- Familiarity with non-profit governance and membership-based organizations.
- Skilled staff in administration, finance, marketing, and event planning.
- Ability to operate collaboratively with Board leadership, Executive Director, committees and volunteers.
- Examples of successful past or current client engagements (minimum of three, maximum of five) and references that demonstrate these skills.
- Strong background in stakeholder engagement, consensus-building, and collaborative governance.

- Excellent communication, writing, and presentation skills.
- Ability to work effectively with diverse partners and across organizational boundaries.
- Working knowledge and understanding of the park, recreation and conservation industry.

### Proposal Timeline & Submission

The following timetable is anticipated for the RFP and Selection Process:

Milestone	Target Date
RFP Released	January 26, 2026
Questions About the RFP Due	February 10, 2026, 5pm CST
RFP Online Question and Answer Forum	February 12, 2026, 11am CST  <a href="#">Zoom Meeting Link</a> <i>Meeting ID: 835 9175 2906</i> <i>Passcode: 138036</i>
Responses to Questions Posted	February 13, 2026, 5pm CST
Proposals Due	March 3, 2026, 5pm CST
Review Period	March 4-12, 2026
Virtual Interviews with Selected Firms	March 19-March 23, 2026
Final Selection	April 15, 2026

To apply, submit the components listed in the RFP including the following:

1. Cover Letter;
2. Executive Summary;
3. Description of the firm's approach to service delivery;
4. Detailed work plan addressing each component of the Scope of Services.
5. Team structures and bios of key personnel or subcontractor(s);
6. Staff to Agencies Managed Ratio;
7. Inventory of tools, software and technology systems that will be provided or used to support administrative management, financial processing, marketing, membership management, event coordination and project management;
8. Fee structure including breakdown of monthly or annual costs and optional services.  
Responders should present a cost-effective and transparent fee proposal that reflects the scope of work, schedule and desired outcomes. All identified services and deliverable should be included in the proposal fee. In the proposal, responder(2) should clearly outline: a) any additional service tasks that would be considered à la carte, including estimated costs or hourly rates for those items; b) any information, data, or resources needed from the American Academy for Park and Recreation Administration to successfully complete the work; and c) whether the responder(s) can provide all aspects of the scope outlined, and if not, what modifications or support would be required;
9. Accreditations, if applicable;
10. Three (3) references from current or recent non-profit membership-based clients;
11. Sample reports, communications or dashboards; and
12. Proposal Form.

Submit proposals electronically in PDF format to:

[EKessler@MCCDistrict.org](mailto:EKessler@MCCDistrict.org) by March 3, 2026

Subject line: AAPRA Administrative Management Services – [Your Organization's Name]

### **Questions**

All questions regarding this RFP must be submitted in writing to:

Elizabeth S. Kessler, MBA, CPRE

President, American Academy for Park and Recreation Administration

[EKessler@MCCDistrict.org](mailto:EKessler@MCCDistrict.org) (815) 260-7206

### **About AAPRA and APRF**

The American Academy for Park and Recreation Administration is a 501(c)(3) professional membership organization servicing highly competent park and recreation practitioners and educators.

The American Parks and Recreation Foundation (APRF) is a 501(c)(3) organization dedicated to supporting research, education and professional development in the field of parks and recreation.

Full RFP materials and details are available at [www.aapra.org](http://www.aapra.org). Find us on [LinkedIn](#).

**REQUEST FOR PROPOSALS (RFP) AND STATEMENT FOR QUALIFICATIONS  
FOR PROFESSIONAL SERVICES**

**ADMINISTRATIVE MANAGEMENT SERVICES**

**ISSUED BY:** American Academy for Park and Recreation Administration (AAPRA)  
aapra.org

**RELEASE DATE:** January 26, 2026

**SUBMISSION DEADLINE:** March 3, 2026, 5 p.m. CST

**DESIRED START DATE:** Between June 1 - 30, 2026

**DESIRED CONTACT LENGTH:** Two (2) years, with one 2-year renewal.

**PRIMARY CONTACT:** Elizabeth S. Kessler, MBA, CPRE  
President  
American Academy for Park and Recreation Administration  
[EKessler@MCCDistrict.org](mailto:EKessler@MCCDistrict.org)  
(815) 260-7206

**SECTION 1: OVERVIEW**

The American Academy for Park and Recreation Administration (AAPRA) invites qualified Administrative/Association Management Service providers to submit a proposal to provide comprehensive management services. We seek a partner capable of delivering high-quality administrative support, financial management, marketing and membership support, event planning, online education sessions/webinars and project management services.

Each respondent must reply to this RFP by supplying a proposal with all relevant information that meets the requests and standards set forth in this RFP.

The American Academy for Park and Recreation Administration reserves the right to reject any or all proposals at their sole discretion.

It is the Academy's intention to award one contract to a single provider who is qualified to provide the services for the duration of the agreement. The Academy reserves the right to remove certain services when awarding a final contract.

The AAPRA has allocated \$20,000 annually in its budget to support administrative management services (not including Gold Medal Awards Program which is approx. \$40,000). Responders should submit a cost-effective and transparent budget that aligns with the proposed scope of work, schedule, and desired outcomes.

The issuance of this RFP does not commit the American Academy for Park and Recreation Administration to award a contract.

All information provided in submissions will be kept confidential.

Each respondent must submit electronic copies in PDF format by the RFP Deadline to:

Elizabeth S. Kessler, MBA, CPRE  
President, American Academy for Park and Recreation Administration  
[EKessler@MCCDistrict.org](mailto:EKessler@MCCDistrict.org)  
(815) 260-7206

## **SECTION 2: GENERAL BACKGROUND ABOUT AAPRA & APRF**

### **2.1 American Academy for Park and Recreation Administration (AAPRA)**

The American Academy for Park and Recreation Administration 501(c)(3) nonprofit is a group of distinguished practitioners and educators who are leaders in the field of parks and recreation. The Academy is currently limited to 137 active Fellows (our members), with a pending Bylaws vote that may increase the maximum number of active Fellows to 150. In addition, the Academy includes Emeritus (retired) Fellows; the number varies annually.

To be accepted into the Academy, Fellows (members) must have demonstrated outstanding ability in management; teaching in higher education and displayed a broad interest with a direct service benefit to the advancement of public parks and recreation; or assumed leadership roles that contribute to the advancement of the profession.

The Academy is managed by a part-time Executive Director who reports to the Board President and an 11-member Board of Directors. More information is available at [www.aapra.org](http://www.aapra.org). The firm selected for Administrative Management Services will be selected by the Board of Directors and will report to the Executive Director and Executive Committee.

The Academy's mission is to advance research, foster professional development, and the use of best practices in the parks and recreation industry. The Academy is committed to a culture of justice, equity, diversity, and inclusion in the profession of parks and recreation by celebrating diversity without division through the provision of tools and strategies for the inclusion of all.

## 2.2 Mission, Vision & Values

### Mission

An Academy of distinguished park and recreation administrators, scholars committed to research, professional development, and the use of best practices.

### Vision

To inspire, influence, and advance the park and recreation profession.

### Values

- **Leadership:** We are viewed as thoughtful leaders and as a resource for the profession.
- **Impactful:** We use our collective wisdom and experience to improve the parks and recreation profession.
- **Innovative and Progressive:** We are a learning community that embodies continuous improvement within the changing needs of the profession.
- **Belonging:** We commit to justice, equity, diversity, and inclusivity by actively seeking to create safe, secure, and supportive environments.

## 2.3 Programs and Services

The Academy recognizes excellence in Parks and Recreation management through various awards, most notably the prestigious National Gold Medal Award Program. The Cornelius Amory Pugsley Medal honors outstanding contributions in parks and conservation and the Best Paper Award provides master's and doctoral students an opportunity to share their research. The Academy also publishes the scholarly publication, *The Journal for Park and Recreation Administration*, bridging the gap between research and practice. JPRA is published by Sagamore-Venture Publishing.

The Academy values professional development of young park and recreation leaders. The Mentorship Program partners less experienced park and recreation professionals with established professionals in leadership positions throughout the United States. This Mentor/Mentee relationship provides an opportunity for these younger and less experienced professionals to gain insight and advice on professional career advancement. Each April through November approximately 100 mentor/mentee pairs participate.

The Extern Program enables outstanding professionals 35 years of age and younger in the parks, recreation, and conservation professionals to interact with, and learn from, AAPRA members and other individuals who attend the NRPA Annual Conference. Externs are paired with Academy members who serve as mentors. Externs attend selected NRPA Conference meetings, socials, and educational sessions with their mentors. Mentors introduce Externs to their contacts and widen the young professional's networks.

The Career Development Committee recently partnered with the Pennsylvania Recreation and Park Society and NRPA to create a national campaign entitled, *A Choice Career: Parks and Recreation*, including a video and toolkit to introduce high school and college students to parks and recreation as a viable career choice.

## **2.4 American Parks and Recreation Foundation (APRF)**

Formerly the American Institute of Park Executives Academy Foundation and Trust, the American Parks and Recreation Foundation 501(c)(3) nonprofit, has a mission to advance public parks and recreation services. Together Foundation members and their American Academy for Park & Recreation Administration (AAPRA) colleagues work to raise funds to support initiatives to heighten the public's interest and appreciation for public park and recreation services through research, knowledge, and public education.

The Foundation accepts cash contributions, but on occasion has accepted commemorative donations, designated gifts, land and property donations, last will and testaments, and memorial donations. The Foundation also provides fundraising support to AAPRA initiatives including scholarships for eight young professionals to attend four management schools conducted by the National Recreation and Park Association (two for each school).

## **2.5 AAPRA Background Information**

Detailed information about the American Academy for Park and Recreation Administration is attached as Appendix A to provide detailed information about our organization and its operations.

## **SECTION 3: SCOPE OF SERVICES**

The selected provider will be responsible for delivering the following services to both the American Academy for Park and Recreation Administration (AAPRA) and American Parks and Recreation Foundation (APRF):

### **3.1 Administrative Support**

- Coordinate virtual meetings for the Board of Directors, Leadership Team (committee & task force chairs), and all-Academy meetings, including scheduling, agenda preparation support, posting and archiving meeting materials and minutes, and full virtual meeting logistics. The Academy anticipates approximately twelve (12) meetings per year, each approximately 2 hours in duration.
- Provide virtual meeting logistics, including online meeting set-up and management, participant registration (as applicable), distribution of meeting links and materials, facilitation of breakout rooms, polling and chat/Q&A functions, technical support during meetings, and post-meeting follow-up, including recordings, posting online, and attendance tracking.
- Maintain organizational documents, policies, and archives using Basecamp project management software.
- Manage Board of Directors and Committee communications including oversight of the annual AAPRA Board of Directors election ballot using Election Runner.

### **3.2 Financial Management**

- Develop and manage the annual operating budgets for the AAPRA (approximately \$225,000) and APRF (\$10,000), including preparation of preliminary budgets for the Executive Director and Executive Committee, incorporation of historical revenue and expense data, and finalization as directed by the Board of Directors.

- Provide ongoing financial management including banking oversight, account management, and reconciliation for both the AAPRA and APRF to the appropriate Boards.
- Prepare monthly financial reports, reconciliations and quarterly summary reports.
- Manage accounts payable and receivable, including invoicing, partnership/sponsorship billing, vendor payments, reimbursements, and tracking of receivables.
- Record and track receipt of annual member dues, event registrations, and donations, including processing payments, credit card, and check and managing associated merchant accounts.
- Coordinate with the AAPRA Executive Director, Treasurer, Board-appointed representatives, APRF leadership and financial advisor on investment activities, including CDs and other investment instruments, and provide quarterly investment reporting.
- Oversee and work with external accountants to support audits, prepare and file tax returns, and regulatory filings, and prepare required annual reports, including filings.

### **3.3 Marketing and Membership Support**

- Implement marketing and communication strategies as developed by AAPRA Executive Director, committees, and task forces.
- Manage branding and update digital platforms, including the website, email, social media (such as LinkedIn) using messaging provided by leadership, and monitor and report on analytics.
- Provide website hosting, design and editing in coordination with the Executive Director.
- Support maintenance and content updates for aapra.org.
- Maintain membership database, including member biographies, photos, and analytics.
- Support of membership communication and project management platforms. Current and future platforms will include Basecamp (project management), Wild Apricot (membership management), Submittable (online forms for applications, nominations and awards), Survey Monkey, MailChimp/Constant Contact (email marketing and distribution lists) and Election Runner (board election and bylaws voting).
- Format and distribute electronic newsletters using content provided by AAPRA Executive Director and leadership.

### **3.4 Events, Education & Special Projects – Annual Meeting and Dinner**

- Provide administrative coordination for webinars, meetings, trainings, classes and annual meeting including registration, posting, participant tracking for CEUs, and recording, in conjunction with the AAPRA Committee/Task Force Chairs and AAPRA Executive Director.
- Provide logistical support to AAPRA Committee/Task Force Chairs who complete the bulk of the work for AAPRA programs, including Best Paper Award, Pugsley Medal, Mentorship Program, Extern Program, Legends Program, and Membership Development Committee.
- Coordinate with the National Recreation and Park Association (NRPA) for event room reservation, AAPRA handles negotiations, food/beverage and contract coordination.
- Manage event registration and communications.
- Provide on-site staffing and logistical support for the AAPRA Annual Meeting, AAPRA Awards Dinner and National Gold Medal Awards Program Finalist Reception and Awards Presentation, including menu selection, contracts, and audiovisual needs, in coordination with the AAPRA Executive Director.
- Reasonable travel-related expenses (lodging, transportation, meals) associated with the NRPA Conference and National Gold Medal Awards Program pre/post meetings are



reimbursed by AAPRA (September 29-October 1, 2026 in Philadelphia, PA and September 28-30, 2027 in Houston, TX).

### **3.5 Project Management**

- Provide project management support for AAPRA programs, projects and committees, including:
  - Awards Programs (Pugsley Medal, Best Paper)
  - Video Taping, Editing and Storage (Legends)
  - Externship/Mentorship Pairings and Reception
  - Conversations That Matter – Master Class Series
  - Operational Committee Support
- Support special initiatives, task forces, and strategic priorities
- Develop project timelines, milestones, and deliverables.
- Provide regular progress reporting to the AAPRA Executive Director, AAPRA Board of Directors or designated committees.

### **3.6 - ALTERNATE ADD: Project Management – National Gold Medal Awards Program\***

\*Projected to start in 2027 as the program is managed by current Administrative Management Services firm. [Link](#) to National Gold Medal Awards Program.

- Provide day-to-day administrative support and work closely with the AAPRA Executive Director, National Gold Medal Awards Program Judges Liaison and Head Judge, and Gold Medal Committee.
- Coordinate all judging activities, including maintaining application materials, supporting judges, and ensuring annual evaluation and updates to application forms and judging resources.
- Manage the Finalist and Grand Plaque award process, including ordering and shipping of awards, coordination of judging outcomes and onstage award presentations at the NRPA Conference General Session.
- Organize and administer the National Gold Medal Awards Program Finalist Reception, including issuing invitations, managing registrations, and providing AAPRA with a final list of attendees.
- Support the National Gold Medal Awards Program ceremony, including arranging presenters and managing presentation logistics (ordering and shipping awards and verifying the accuracy).
- Market and promote the National Gold Medal Award Program through advertisements, websites, NRPA publications, and coordinated communication with sponsors and AAPRA.
- Maintain program continuity, historical records of past recipients , statistical data, and online application systems.
- Provide application feedback to applicants upon request, in a format approved by the AAPRA.

## SECTION 4: DESIRED QUALIFICATIONS

- Proven experience providing association management services strongly preferred.
- Familiarity with non-profit governance and membership-based organizations.
- Skilled staff in administration, finance, marketing, and event planning.
- Ability to operate collaboratively with Board leadership, committees and volunteers.
- Examples of successful past or current client engagements (minimum of three, maximum of five) and references that demonstrate these skills.
- Strong background in stakeholder engagement, consensus-building, and collaborative governance.
- Excellent communication, writing, and presentation skills.
- Ability to work effectively with diverse partners and across organizational boundaries.
- Working knowledge and understanding of the park, recreation and conservation industry.

## SECTION 5: TIMELINE

The following timetable is anticipated for the RFP and Selection Process:

Milestone	Target Date
RFP Released	January 26, 2026
Questions About the RFP Due	February 10, 2026, 5pm CST
RFP Online Question and Answer Forum	February 12, 2026, 11am CST <a href="#">Zoom Meeting Link</a> <i>Meeting ID: 835 9175 2906</i> <i>Passcode: 138036</i>
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Proposals Due	March 3, 2026, 5pm CST
Review Period	March 4-12, 2026
Virtual Interviews with Selected Firms	March 19-March 23, 2026
Final Selection	April 15, 2026

## SECTION 6: PROPOSAL REQUIREMENTS

Proposals should include the following components.

1. Cover Letter.
2. Executive Summary.
3. Description of the firm's approach to service delivery.
4. Detailed work plan addressing each component of the Scope of Services.
5. Team structure and bios of key personnel and/or subcontractors.
6. Staff to Agencies Managed Ratio
7. Inventory of tools, software and technology systems that will be provided or used to support administrative management, financial processing, marketing, membership management, event coordination, and project management. The Academy currently uses software platforms such as Basecamp, Wild Apricot, Submittable, Survey Monkey, Mail Chimp, Zoom Platform, Election Runner and Quick Books. Include descriptions, capabilities and whether costs are included or additional.

8. Fee structure, including breakdown of monthly or annual costs and optional services. Responders should present a cost-effective and transparent fee proposal that reflects the scope of work, schedule, and desired outcomes. All identified services and deliverables should be included in the proposal fee. In the proposal, responder(s) should clearly outline:
  - a. Any additional services or tasks that would be considered à la carte, including estimated costs or hourly rates for those items.
  - b. Any information, data, or resources needed from the American Academy for Park and Recreation Administration to successfully complete the work.
  - c. Whether the responder (s) can provide all aspects of the scope as outlined, and if not, what modifications or support would be required.
9. Accreditations, if applicable.
10. Three references from current or recent non-profit membership-based clients.
11. Sample reports, communications or dashboards.
12. Proposal Form.

## **SECTION 7: SUBMISSION INSTRUCTIONS**

Please submit proposals electronically in PDF format to:

EKessler@MCCDistrict.org

Subject line: AAPRA Administrative Management Services – [Your Organization's Name]

Submission Deadline: **March 3, 2026, 5 p.m. CST**

All proposals shall be sent a reply email advising that the proposal has been received. Late submissions may not be considered. All costs associated with preparing a proposal are the responsibility of the respondent.

Questions regarding this RFP must be submitted in writing to:

Elizabeth S. Kessler, MBA, CPRE

President, American Academy for Park and Recreation Administration

[EKessler@MCCDistrict.org](mailto:EKessler@MCCDistrict.org) (815) 260-7206

## **SECTION 8: EVALUATION CRITERIA**

Proposals will be evaluated based on the following:

- Demonstrated experience and qualifications relevant to the scope of services.
- Understanding of AAPRA's mission, governance, and collaborative organizational structure.
- Quality, clarity and feasibility of proposed service approach.
- Capacity to meet AAPRA's operational needs, deliverables, and timelines.
- Cost effectiveness, overall value and transparency of pricing.
- References and documented past performance.

## **SECTION 9: TERMS & CONDITIONS**

- AAPRA reserves the right to accept or reject any or all proposals.
- The issuance of this RFP does not commit AAPRA to award a contract.
- All information provided in submissions will be kept confidential.

## SECTION 10: PROPOSAL FORM

Complete, verify, and sign the applicable paragraph below for your firm's proposal.

### A. Administrative Management Services

\_\_\_\_\_ (Name of Firm) proposes to complete and submit a proposal for Administrative Management Services as outlined above to the American Academy for Park and Recreation Administration for a total cost of \$ \_\_\_\_\_ this includes all labor necessary, cost of any and all transportation and necessary living expenses (food and lodging, etc.), technology applications/licensing that would be considered a billable expense by your firm.

### B. Expense Breakout

Administrative Management Service Areas		Annual Fee Year 1 2026	Annual Fee Year 2 2027	Renewal 2-Year Term 2028 & 2029
a.	3.1 - Administrative Support	\$	\$	\$
b.	3.2 - Financial Management	\$	\$	\$
c.	3.3 - Marketing & Membership Support	\$	\$	\$
d.	3.4 - Event Planning – AAPRA Annual Meeting & Awards Dinner	\$	\$	\$
e.	3.5 - Project Management/Committee Support - Other	\$	\$	\$
f.	<b>Fee for All Services (3.1–3.5)</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
g.	Other Fees – Please Provide Detailed List	\$	\$	\$
h.	3.6 - Alternate Add - Project Management – National Gold Medal Awards Program	N/A	\$	\$

**C. Hourly Rate \$ \_\_\_\_\_**  
(For Principals and Staff attach a rate sheet)

**D. Ratio of Staff to Clients: \_\_\_\_\_**

**E. Accreditations:** \_\_\_\_\_

**F. Signatures**

The undersigned is authorized to submit this proposal and, if selected, to enter into a contract with the American Academy for Park and Recreation Administration, and hereby affirms that all statements contained herein are true and correct.

Signed: \_\_\_\_\_

Printed Name:

Title:

Address:

Phone:

Email:

Dated:

**G. Verification**

The signature of the Respondent authorizes the American Academy for Park and Recreation Administration to verify references of business and credit at its option.

Dated:

Organization Name: (Seal - If Corporation)

By: \_\_\_\_\_  
(Authorized Signature)

Printed Name:

Address:

Phone:

**H. Legal Status & Disclosure**

*(Complete Applicable Paragraph Below)*

**(a) Corporation**

The Responder is a corporation, which operates under the legal name of \_\_\_\_\_

and is organized and existing under the laws of the state of \_\_\_\_.

License No.: \_\_\_\_\_

The full names of its officers are:

President:

Secretary:

Treasurer:

The corporation does have a corporate seal. (In the event that this proposal is executed by a person other than the president, attach hereto a certified copy of that section of corporate by-laws or other authorization by the corporation that permits the person to execute the offer for the corporation.)

**(b) Partnership**

Name, signature and addresses of all partners:

The partnership does business under the legal name of: \_\_\_\_\_, which name is registered with the office of \_\_\_\_\_ in the county of \_\_\_\_\_.

**(c) Sole Proprietor**

The Responder is a sole proprietor whose full name is:

If the Responder is operating under a trade name, \_\_\_\_\_ said trade name is which name is registered with the office of \_\_\_\_\_ in the county of \_\_\_\_\_.

Signed: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Notice to Responders**

This RFP is not a contract or an offer of employment.

The cost of preparation of proposals shall be the sole obligation of the consultant. All submitted proposals, whether accepted or rejected, are property of the American Academy for Park and Recreation Administration.

Elements and/or tasks in a proposal may be added or deleted at the discretion of the American Academy for Park and Recreation Administration pending negotiation of the scope of work and compensation.

All Services and related documents, ancillary reports, and the final report, whether in written, video, or electronic formats, will be the property of the American Academy for Park and Recreation Administration.

**Right to Reject Submittals**

Submission of proposals indicates acceptance by the firm of the conditions contained in this Request for Proposals (RFP) unless clearly and specifically noted in the submittal and confirmed in the contract between the American Academy for Park and Recreation Administration and the firm selected.

**Questions and Clarifications**

Any explanation desired by the submitter regarding the meaning or interpretation of this RFP shall be directed to Elizabeth S. Kessler, at [EKessler@MCCDistrict.org](mailto:EKessler@MCCDistrict.org) and must be requested in writing by email no later than 5:00 p.m. CST, Thursday, February 10, 2026. Any addenda shall become part of the "Request for Proposals" and will be furnished to all prospective Responders on record with the American Academy for Park and Recreation Administration. All Responders must acknowledge each addendum in their submittal packet.

[This completes the Request for Proposals Document.]

**AMERICAN ACADEMY FOR PARK AND RECREATION ADMINISTRATION  
EXHIBIT A – BACKGROUND INFORMATION**

**General Information**

Organization: American Academy for Park and Recreation Administration

Acronym: AAPRA

Contact Person: Elizabeth S. Kessler, MBA, CPRE  
President

Address: 18410 US Highway 14, Woodstock, IL 60098  
Email: [EKessler@MCCDistrict.org](mailto:EKessler@MCCDistrict.org)

Phone: 815-338-6223

**Organization Background**

Geographic Scope of Organization: National

Industry: Parks and Recreation Management & Higher Education

IRS Tax Status: 501(c)3

State Organized: Washington

**Membership**

Category	Number of Members	Voting Members	Annual Dues Rate Per Category
Fellow-Professional	88/100 Max.	X	\$320
Fellow-Educator	17/25 Max.	X	\$320
Fellow-Urban Director	9/12 Max.	X	\$320
Fellow – Advocate (Pending – Bylaws Vote)	13 Max.	X	\$320
Emeritus - Retired	Unlimited; currently 70	X	\$130
Total Membership	Max. Set by Bylaws		

Dues Renewal: January – Payment Due within 30-Days

**Board of Directors & Number of Board Meetings**

President	Executive Committee	1
President Elect	Executive Committee	1
Past President	Executive Committee	1
Treasurer	Executive Committee	1
Secretary	Executive Committee	1
At Large Members		6
<b>Number of Board of Directors</b>		<b>11</b>



**Number of Meetings Each Year:**

In-Person Annual Meeting: 1 (approx. 60-90 Minutes)

Teleconference Meetings: 5 (approx. 90 to 120 Minutes)

Executive Committee Meetings – As Needed – Teleconference

**Financial Management**

Calendar Year (January 1-December 31)	Actual 2025	Current Budget - 2026
Total Revenue	\$239,260	\$202,475
Total Expenditure	\$223,548	\$216,060*
Operating Surplus/Loss	\$15,712	-\$13,585
Total Net Assets	\$215,757	
Months Operating Reserves	11.6	<i>*Strategic Investments into AAPRA</i>

Financial Statements prepared monthly with quarterly reports to Board of Directors

**Services, Programs and Activities**

Training & Education: Conversations That Matter-Master Class Series Externship, Mentorship, Career Development, Legends Video Series

Awards: Best Paper, Pugsley Medal, National Gold Medal Award

**Lobbying**

AAPRA does not retain or employ a lobbyist.

**Management Staff**

Currently being managed by a Part-Time Executive Director and by Red Barn Communications, LLC for the past 5.5 years. Both the Executive Director and Red Barn Communications, LLC and Membership are aware of the search and RFP process.

**Meetings and Events**

Type of Event	No. of Meetings	Location Last Held	No. of Days Per Event	Total Attendance	No. of Sessions
Annual Membership Meeting	1	Orlando, FL	2 Hours	80-90	1
Awards Dinner	1	Orlando, FL	2-3 Hours	80-100	1
Gold Medal Finalist Reception	1	Orlando, FL	2 Hours	300	1

The AAPRA attends the annual National Recreation and Park Association Conference due to shared membership. Meetings/Events held during the same timeframe and held at the same location/venue. MOU with NRPA to present the National Gold Medal Awards Program during the Conference and as part of the General Session. AAPRA attends other partner meetings as well.

### Upcoming Conference/Meeting/Events

September 29-October 1, 2026 - Philadelphia, PA

September 29-30, 2027 – Houston, TX

September 26-28, 2028 – Columbus, OH

### **Partnerships/Sponsorships**

National Gold Medal Awards Program	National Recreation and Park Association	Musco Lighting
Honorable Cornelius Pugsley Medal	National Park Foundation	Davey Tree Expert Company
Conversations That Matter – Master Class Series	United States Tennis Association	
Externship Program	Varies Year to Year	
Academy Dinner	Landscape Structures, Inc.	
Legends Program	Landscape Structures, Inc.	
Journal of Park and Recreation	Sagamore-Venture Publishing	
Career Development Video & Tool Kit	National Recreation and Park Association	Pennsylvania Recreation & Park Society
Robert W. Crawford Hall of Fame	National Recreation and Park Association	
American Parks and Recreation Foundation (APRF)	Funds various initiatives and provides scholarships to National Recreation and Park Association schools.	

### **Committees/Task Forces**

The majority of the Committees/Task Forces are volunteer-led and operate independently with Committee Chair/Vice Chair Leadership. Work is aligned with the Strategic Plan (APEX ASCENT) and is coordinated through the Board of Directors and Leadership Team (Chair/Vice Chair of Committees/Task Forces). Administrative Management Services is utilized for technical support using various technology platforms.

<b>Search for Innovation</b>	
	National Gold Medal Awards Program
	CAPRA – Commission for Accreditation of Park and Recreation Agencies
	Conversations That Matter-Master Class Series
<b>Prepare Future Leaders</b>	
	Career Development
	Extern
	JEDI
	Mentoring
	Legends Video Series
<b>Support &amp; Socialize Research</b>	
	Best Paper
	Research for the Profession
<b>Acknowledge Stewards &amp; Doers</b>	
	Pugsley Medal
	Robert W. Crawford Hall of Fame

<b>Operational</b>	
	Membership
	Branding & Social Media
	Bylaws
	Nominating
	NRPA Coordination Group
	NRPA Advocacy
	Urban Directors
	Investment Task Force
	Industry Council

### **Communications & Technology**

E-News	Mail Chimp/Constant Contact <a href="https://aapra.org/About-AAPRA/News-Announcements/News-Archive">https://aapra.org/About-AAPRA/News-Announcements/News-Archive</a>	Published 6-7 Times Per Year; No advertising.
Membership	Wild Apricot Membership App	No membership directory or roster created beyond listing on website.
Other Mailings		
Nominations	Submittable	Used for Gold Medal, Pugsley Medal, Legends, Externs, Mentorship, Membership
Project Management	Basecamp	Use for Committee/Task Force Collaboration/Communication
Voting	Election Runner	Board Elections and Bylaws Votes
Virtual Meetings	Zoom	Committee Meetings, Trainings, etc.
Surveys	Survey Monkey	Membership Surveys
Website	<a href="https://aapra.org">aapra.org</a>	
Social Media	<a href="#">LinkedIn</a>	
Videos	<a href="#">YouTube</a>	

For reference, last year, the current management services provider spent:

- 100 hours assisting 15 Committees;
- 600 combined hours on General Operations including Board of Director meetings, Leadership meetings, general membership meetings, annual awards dinner at NRPA national conference, six newsletters and LinkedIn media posts, and assisting the Foundation; and
- 350 hours on the National Gold Medal Program.

The total hours are approximately 1,050, and the budget for the current provider is approximately \$20,000 for all services, except administration of the National Gold Medal Program which is an additional \$40,000.