

Parks & Recreation Advisory Commission

Advisory Board Interest Form

Candidate Contact Information

Legal Name

MATTHEW R CARUSONA

Preferred First Name

Matt

Address

1401 GRAPPENHALL DR, APEX, North Carolina 27502

Email**Mobile Phone****Alternate Phone (work/home)****Do you live within the Apex town limits?**

Yes

Background Information

Current Employer

NC Recreation and Park Association

Current Job Title

Director of Programs and Marketing

Tell us why you would like to serve?

As an avid park user and engaged citizen, I am looking for an opportunity to serve my town by applying my skills and knowledge in Parks and Recreation. I grew up spending time at local parks, summer camps, and playing recreational sports, and I want to help Apex's department grow and excel with the rest of the town, so my two young children and everyone else in Apex can have the same recreational opportunities I had. Apex was recently named the third fastest growing community in the country, and the work of this committee, the town council, and Parks and Recreation Staff will only expand. Because I work in parks and recreation, I understand that the business of parks and recreation is evolving and that alternative sources of revenues, business models, and the way parks and recreation departments serve their communities may look completely different in the next 10-15 years. I want to bring my skills, my broad range of knowledge, my education (Masters in Parks, Recreation and Tourism), and my strong network of professionals nationally to support the committee's work. Additionally, service to my community is important to me; volunteering was a big part of my early career as I spent two years as an AmeriCorps member working with the Common Ground Youth Center and Inter-Faith Food Shuttle, now I want to volunteer in my community and get more involved with Apex by serving on the Parks & Recreation Advisory Committee.

As a leader in Parks and Recreation for the state, I believe I will bring a wealth of knowledge, resources, and a national network of Parks and Recreation departments and professionals I can tap into for knowledge to support the work of Apex Parks and Recreation. Additionally, when I earned my Master's Degree in Parks, Recreation, Sport, and Tourism Management from NC State University. For many of my graduate projects, I used the town of Apex Parks and Facilities, which helped me to gain a good understanding of the department and its assets. I am hoping to have the opportunity to serve my community by bringing my knowledge and skills to continue helping Apex Parks and Recreation in its continued growth.

Please feel free to contact me if you need further information or a copy of my resume. You can also find more of my professional experience on my LinkedIn page here: www.linkedin.com/in/carusona

Please list any education, special skills, or experience you have that would be useful while considering this form.

In May 2018 I received my Master's Degree in Parks Recreation and Tourism Management from NC State University. For many of my graduate projects, I used the town of Apex Parks and Facilities, which helped me to gain a good understanding of the department and its assets. At NC State University, I served as an officer for the PRTM Graduate Student Association (GSA). I recently served on neighborhoods HOA and have just finished serving on the communications committee for NC Land for Tomorrow, advocating for the Parks and Recreation Trust Fund(PARTF), which supports state and local parks. In 2003 and 2007 Apex was able to benefit from PARTF by receiving \$250,000 and \$277,865 Grants to support the Holleman Tract Acquisition and Beaver Creek Parkway - Phase 1B. In my current job at the NC Recreation and Park Association (NCRPA), I am the Program and Marketing Director, where I oversee all programs, special events, DEI work, marketing, communications, technology, outreach, and member engagement initiatives, working to grow NCRPA's membership of over 5,000 members. At NCRPA, I also manage professional development initiatives, including workshops, and our Annual State Conference. Committee member of the Catastrophic Sports Injury Stakeholder Group (CSISG) and Carolinas Heat-Health Coalition, member of the National Recreation and Park Association, NC Recreation and Park Association, and American Marketing Association. I have been a Certified Parks and Recreation Professional since 2012. I have presented at NRPA's annual conference, teaching sessions on marketing and social media, technology, and project management. I have also presented at various conferences and events across the country, including the Brand+Aid Marketing Summit in Arlington, Texas, and the Maryland Parks and Recreation Association conference. In my role at NCRPA, I direct various projects with statewide scope. These projects include the Statewide Athletics Committee(SWAC) and Tournament, Parks and Recreation Ambassador Program, Professional Learning Communities, NCRPA Wellness, and Diversity Initiatives. I have developed and managed various grant and partner programs, which included working with the Carolina Panthers, USA Football, Major League Baseball, Outdoor Nation, the Local Government Federal Credit Union, Blue Cross Blue Shield of North Carolina, NC Parks, Recreation Resource Services, and various stakeholders across NC. I also served as State Chair for NFL's Punt Pass and Kick Program and MLB's Pitch, Hit and Run Program. Before joining NCRPA, I worked for the Town of Chapel Hill Parks and Recreation Department. In my role, I researched and identified potential event opportunities; provided information, and responded to citizen, community, and businesses concerns regarding events. I worked to provide high-quality festivals and events that engaged the citizens of Chapel Hill and the region. In this role, I helped lead the Special Events Task Team, which helped coordinate the efforts of multiple town and county departments, the university, and area stakeholders. You can find my resume and more info about my skills at <https://www.linkedin.com/in/carusona/>

If you now serve, or have previously served on any town boards, commissions or committees, please list the committees and dates served.

Parks, Recreation and Advisory COmmittee - 2019-2022 (Ends June)
Zero Vision Committee - PRC Liason - Current