



STAFF REPORT

MEETING DATE: July 18, 2023

PRESENTER: Theresa Johnson, CPRP Community Services Director

SUBJECT: July is Parks Make Life Better Month

RECOMMENDATION: None

EXECUTIVE SUMMARY: Every summer agencies throughout California and the United States proclaim July as Park and Recreation Month. This year the National Park Recreation Association has selected “Where Community Grows” as the theme to celebrate the importance of parks and recreation. The City of Kerman has proclaimed July as Parks Make Life Better month at the July 12, 2023 City Council meeting and throughout the month staff will feature examples of Where Community Grows by highlighting programs and events through print and social media. In addition to highlighting the department we will also celebrate Park and Recreation Professionals day on July 21, 2023. Below are examples of the logos provided by NRPA to be used throughout the month of July. This year a rural logo was created to feature the differences of park and recreation agencies.



Rural Logo



Urban Logo

FISCAL IMPACT: None

ATTACHMENTS: Parks Make Life Better Resolution, 2023