

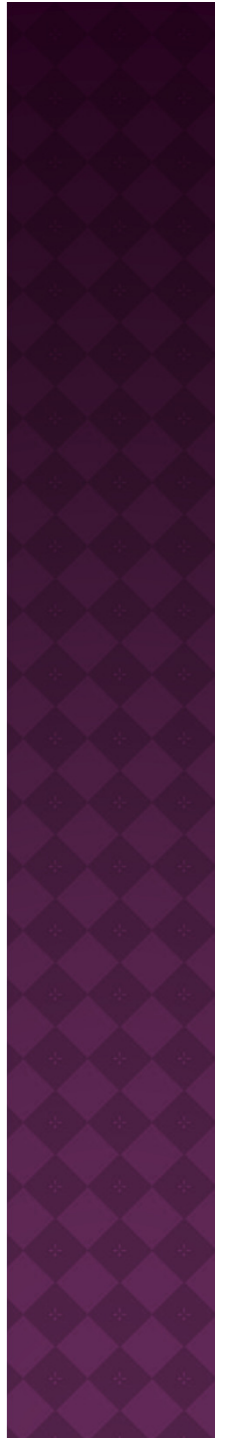
WHAT MAKES A CITY PLAYFUL?



Playful City USA Community

OBJECTIVES

- ◉ **Introduce you to Playful Cities USA**
- ◉ **Discuss process to apply**
- ◉ **Demonstrate benefits of the program**
- ◉ **Elaborate on the value of Play**

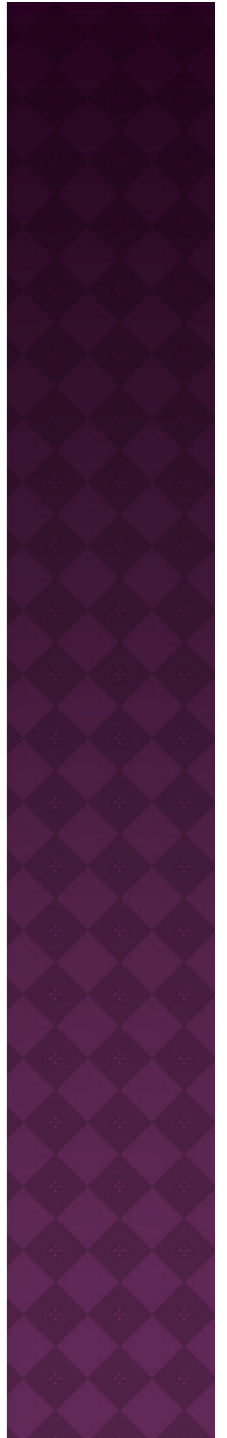


WHAT IS KABOOM REALLY?



Vision:

All kids get the childhood they deserve filled with balanced and active play, so they can thrive.



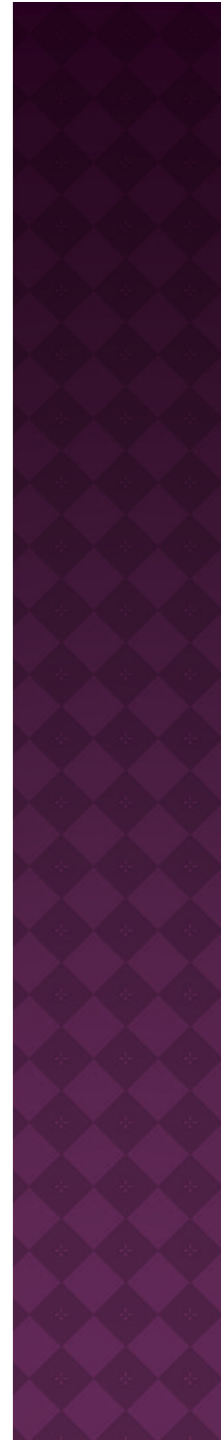
GO KABOOM!

⦿ http://youtu.be/6EfwL8cK_U4

AT A GLANCE

- ◉ **Founded 1996 by CEO Darell Hammond**
- ◉ **Offices - Washington, DC & San Mateo, CA**
- ◉ **Playgrounds Built, Open or Improved 16,000**
- ◉ **Volunteers Organized 1,000,000+**
- ◉ **Children Served 7.4 million**

PARTNERS

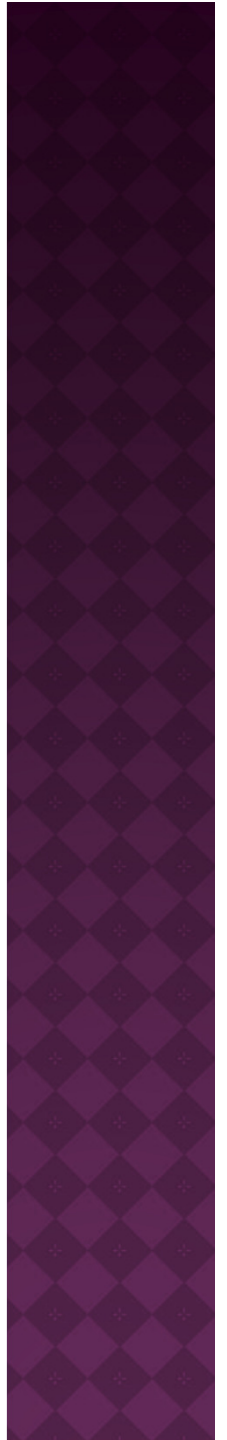


2013

217 CITIES IN 43 STATES



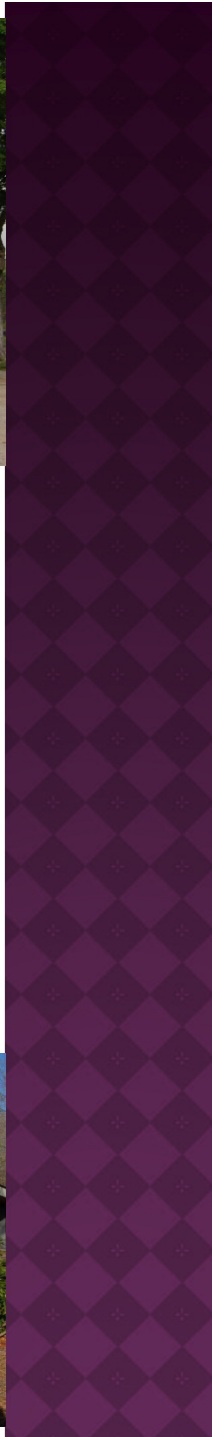
playful
city
usa[®]

An orange silhouette of a child jumping with arms raised, positioned to the right of the text 'playful city usa'.

The logo features a stylized sun with yellow and orange rays on the left, a red and orange swoosh arching over the text, and blue wavy lines below. The text "Coventry" is in a large, red, sans-serif font, and "Parks and Recreation" is in a smaller, red, sans-serif font below it.

Coventry

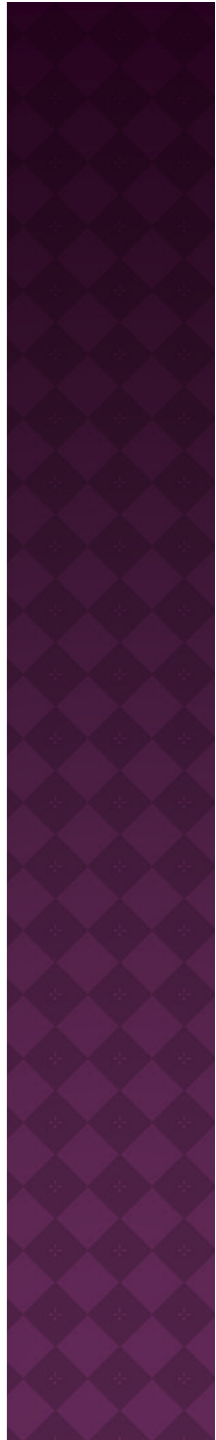
Parks and Recreation



5 YEARS

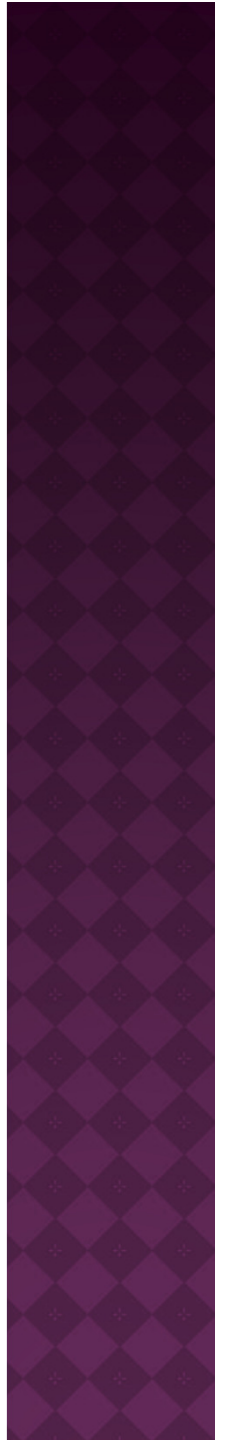


2015 ??????



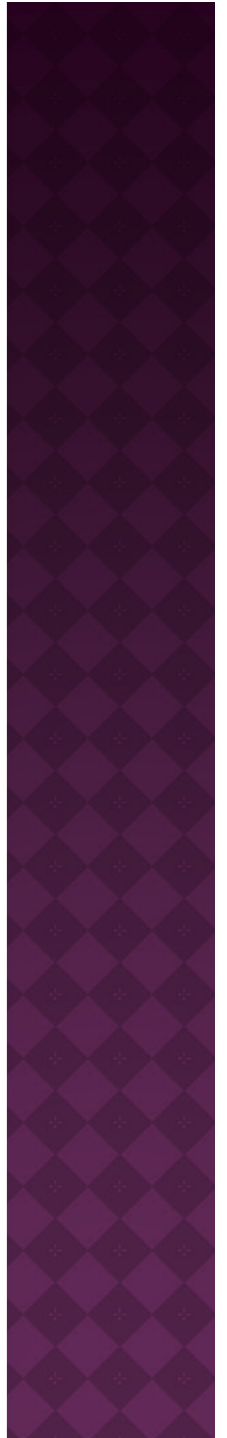
2015 FOCUS

- ◉ **Incorporate Play Everywhere**
- ◉ **Toxic Stress**
- ◉ **Family Friendly Cities**
- ◉ **Caring & Engaging Adults**
- ◉ **Balanced Play**
- ◉ **Social Equity**



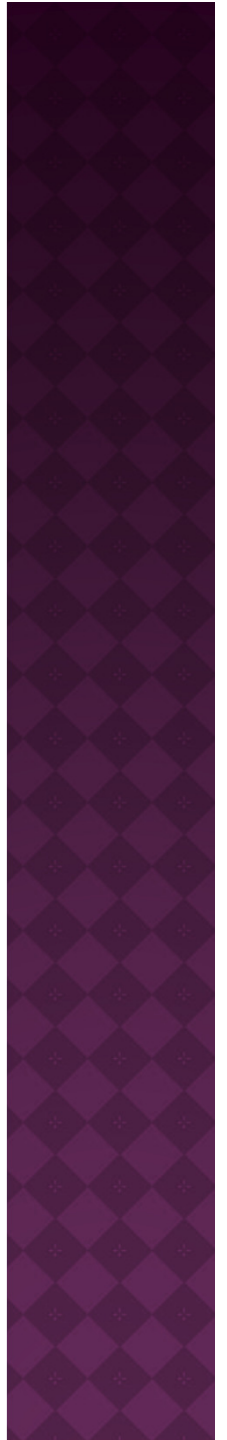
TOXIC STRESS

- ⦿ - is a term used by psychologists to describe the kinds of experiences, particularly in childhood that can affect brain architecture and brain chemistry.
- ⦿ Toxic stress can occur when a child experiences strong, frequent, and/or prolonged adversity without adequate adult support



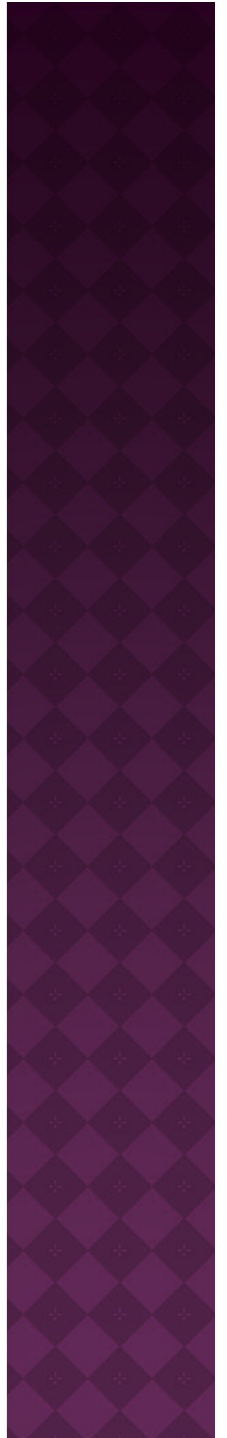
21ST CENTURY SKILLS

Children need to develop a skill-set relevant to today's workforce and are able to approach challenges with creative solutions in order to navigate our complex, ever-changing world.



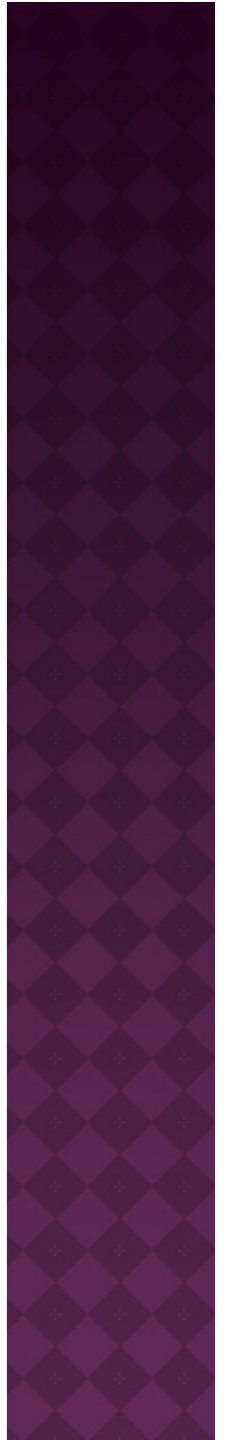
CARING & ENGAGED ADULTS

Caring, engaged adults are instrumental in ensuring that kids receive the balanced and active play they need to thrive.



BALANCED PLAY

A balance of play means active minds, active bodies, and active together to realize all of play's benefits.

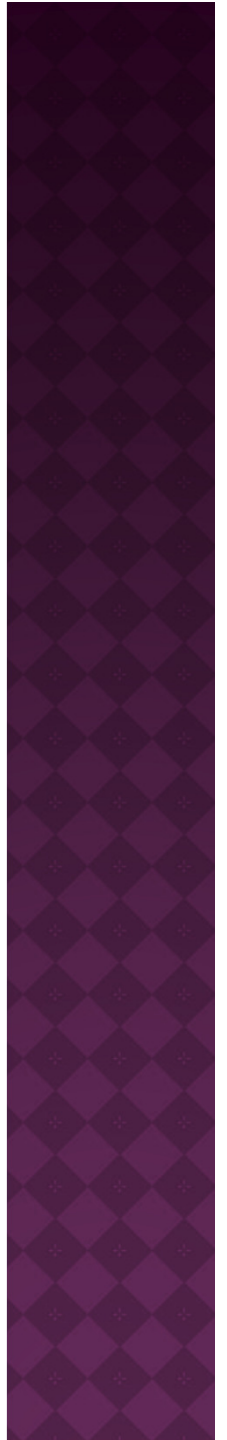




Playability

**The extent to which a city makes
it easy for all kids to get balanced
and active play**

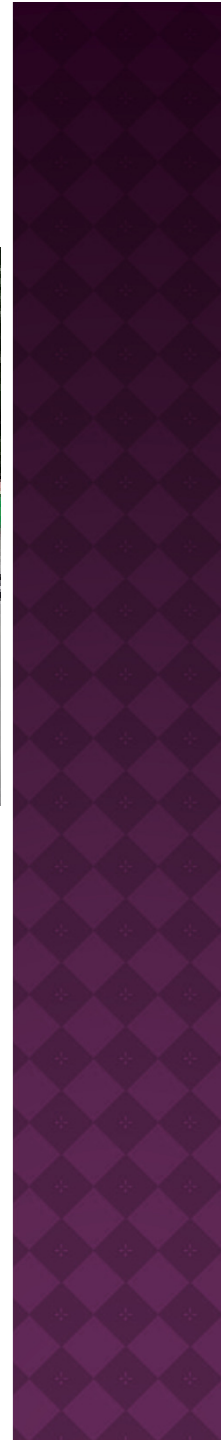
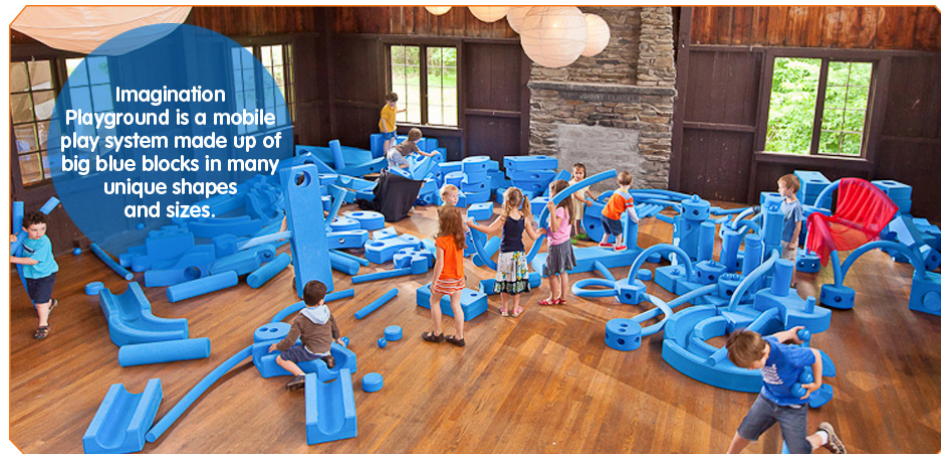
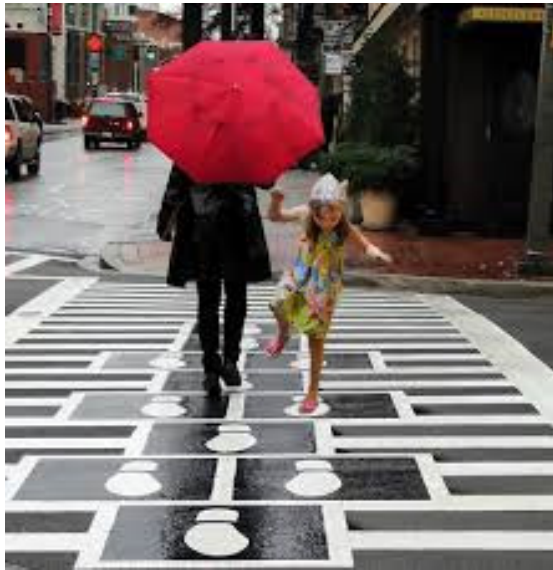
#playability



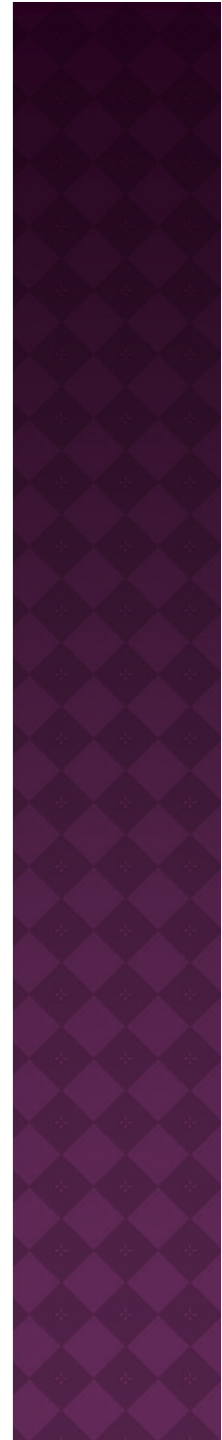
WHAT IS PLAYABILITY?



PLACEMAKING

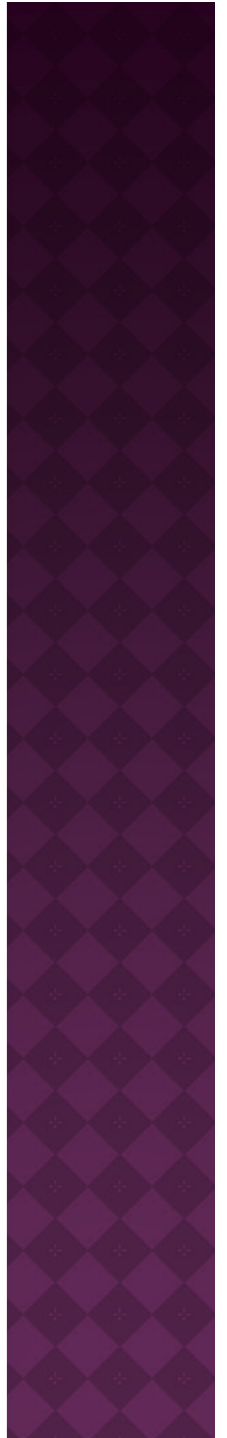


PLAY EVERYWHERE



WHAT MAKES A CITY PLAYFUL?

- ◉ **Vision**
- ◉ **Leadership**
- ◉ **Play Spaces**
- ◉ **Financial Commitment**
- ◉ **Civic Investment**
- ◉ **Track Record**



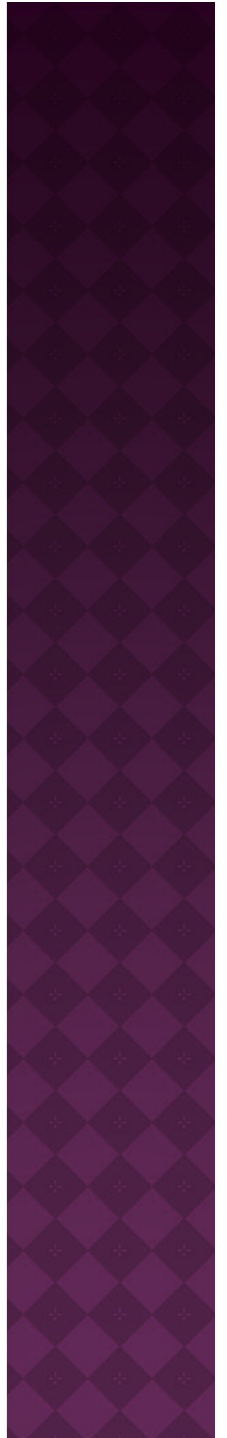
APPLICATION PROCESS

Kaboom is looking for communities that:

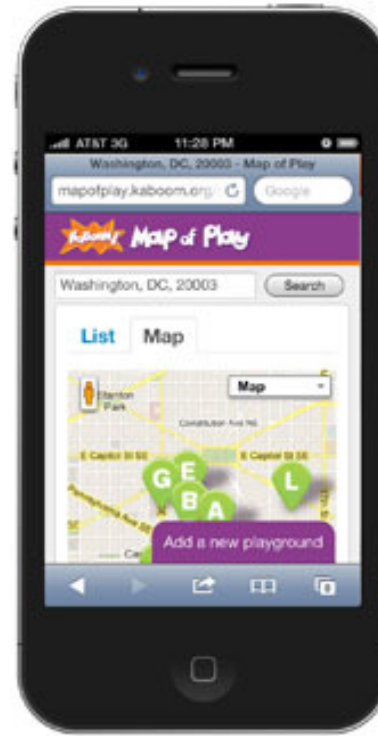
- ◉ **Demonstrate significant collaboration among nonprofit partners, foundations, municipal agencies, the business community, and local civic groups**
- ◉ **Exhibit Mayoral or local governmental leadership on the cause of play**
- ◉ **Express the ability and commitment to use data to address inequality through infrastructure investment, policy change and programming as demonstrated in their action plans**

OVERSIGHT & ACCOUNTABILITY

- ◉ **Create a Play Committee**
- ◉ **Create an Action Plan
(Roadmap for Play)**
- ◉ **Demonstrate Financial & Civic
Investment**
- ◉ **Evaluate & Assess (conduct a
playspace audit)**
- ◉ **Celebrate (PlayDay)**



- Assess - Audits
- Upload - Maps
- Rate - Social

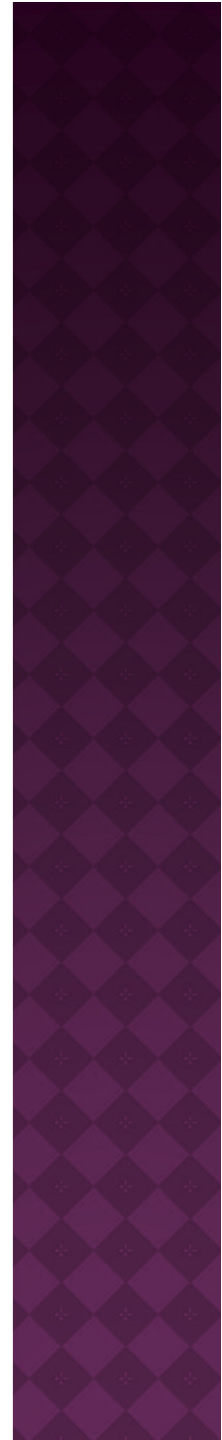


Map of Play

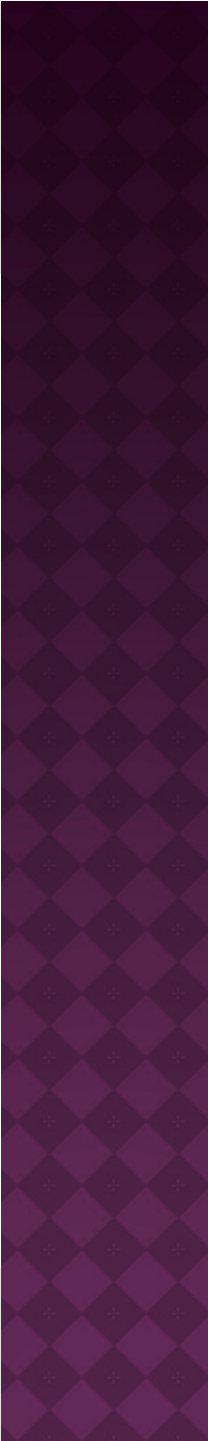
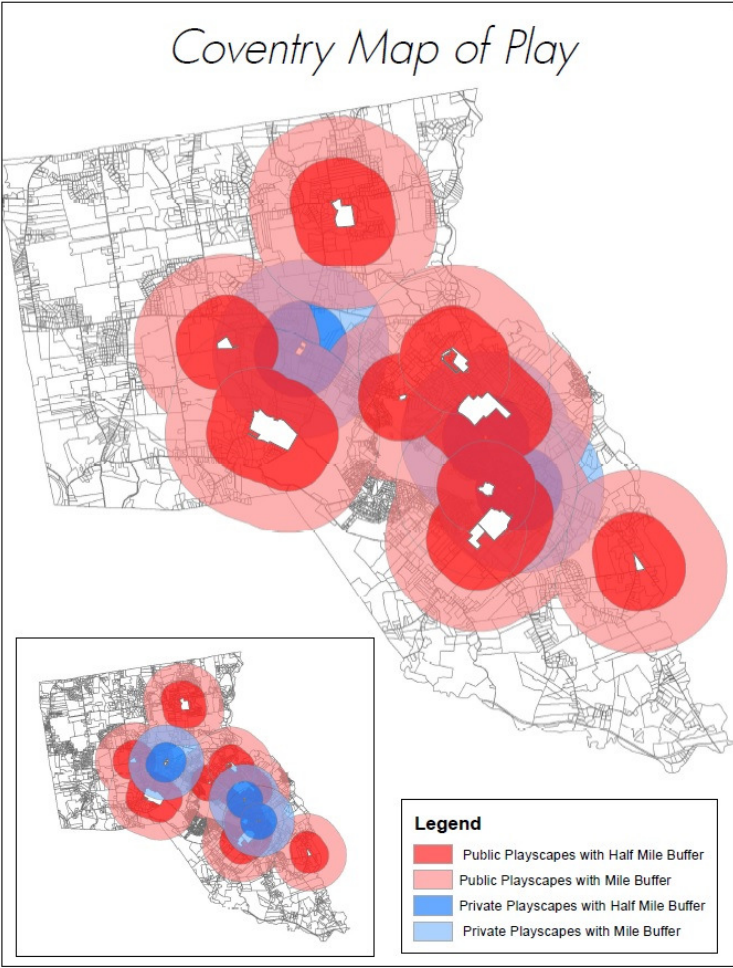
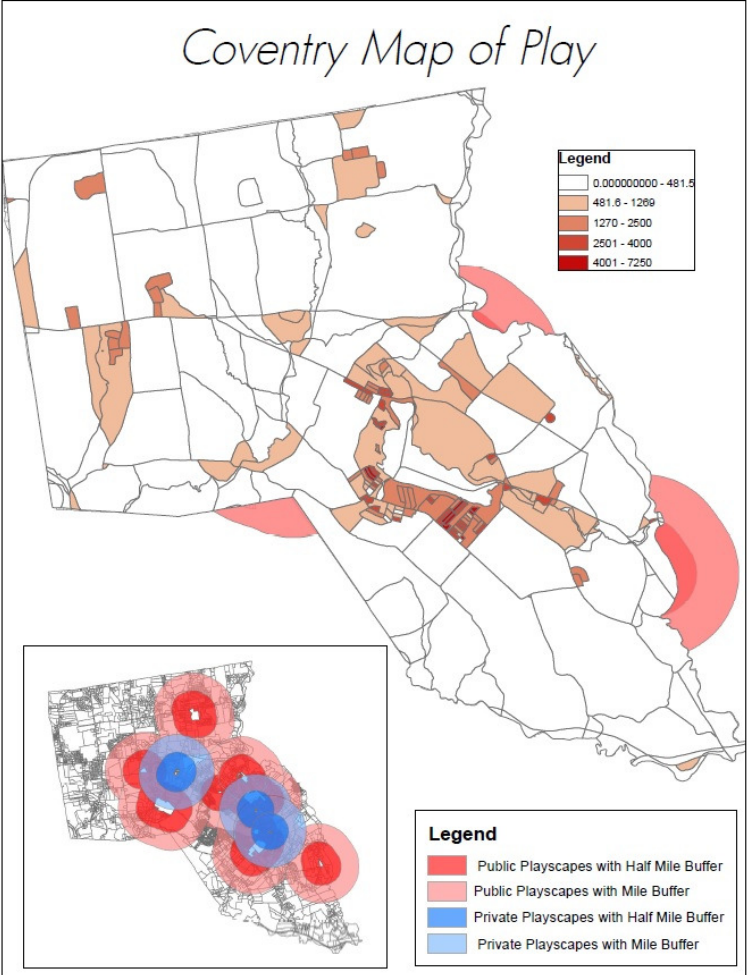
[Add a Playground](#) [Mobile Apps](#) [Browse Cities](#) [Badges](#) [Help](#) [KaBOOM!](#)



Find a great place to play near you



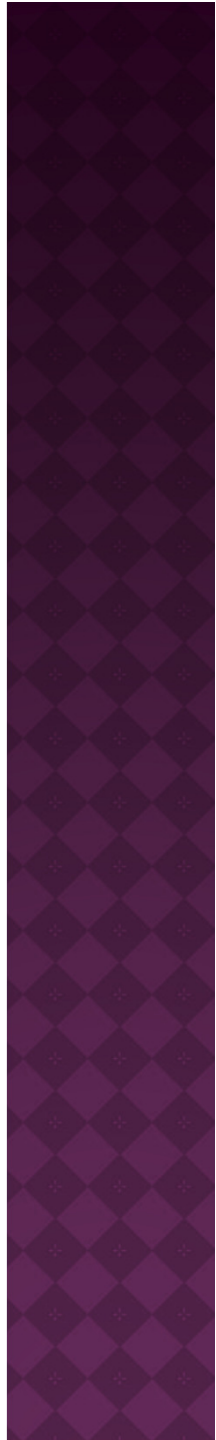
MAP OF PLAY



PLAY DESERTS

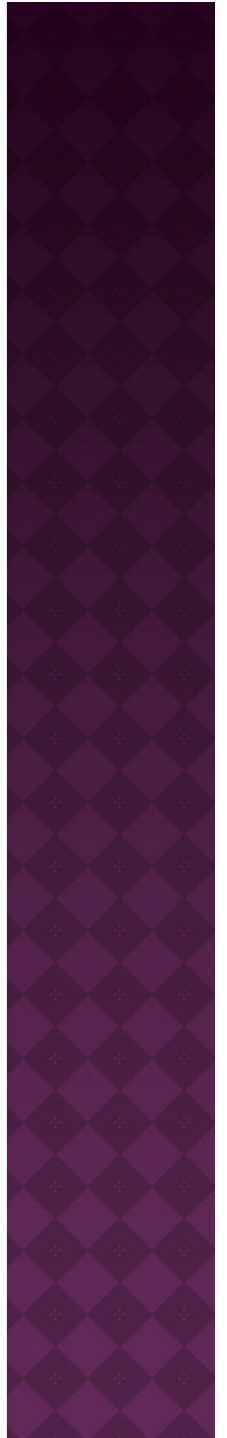


SADH⁺LL



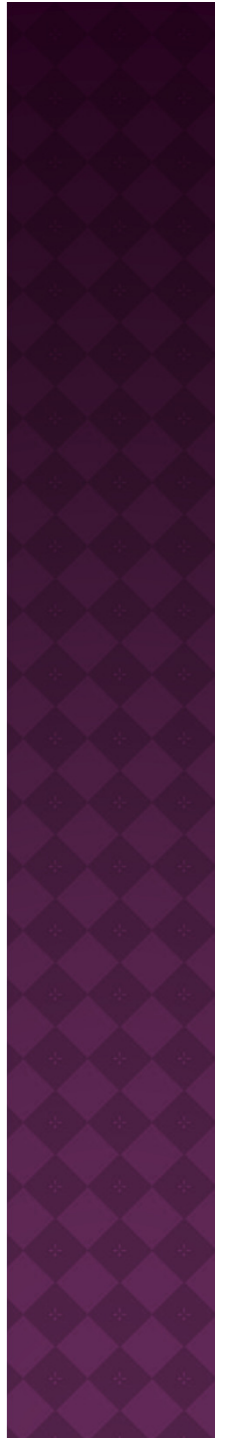
GROUP TASK

- ⦿ **What is your city or town doing now to keep kids, families and communities active, playing and healthy?**
- ⦿ **What would you want to accomplish in the future to improve play for all children in your community?**



BENEFITS OF BEING A PLAYFUL CITY:

- ◉ Two Playful City USA highway road signs
- ◉ Marketing activation kit
- ◉ Webinars and networking events
- ◉ Exclusive access to Policy Map
- ◉ Access to grants offered by KaBOOM!
- ◉ Increased stature and competitive advantage
- ◉ Access to GIS methodology and data consultant services
- ◉ Best Practices



GRANT APPLICATION GUIDE 2015

- ◉ Build it with KaBOOM!

Bring outdoor play to your community by working with KaBOOM! and our corporate partners.

- ◉ Build it Yourself

Kick-off a new, self-guided playground project with \$15,000 to be used toward playground equipment.

- ◉ Creative Play Grants

With their custom built loose parts, Imagination Playground and Rigamajig encourage creativity, communication, and collaboration in play.

- ◉ Non-KaBOOM! Grants

While not offered by KaBOOM!, these grant opportunities can help your community in a variety of play and playground related ways.

RESULTS

- ◉ \$750 Spruce Grant
- ◉ USA Weekend Labor Day edition 22million households
- ◉ Training - webinars
- ◉ Helped move dead end project @ Windswept
- ◉ Got more focus for budget - CIP & STEAP grants



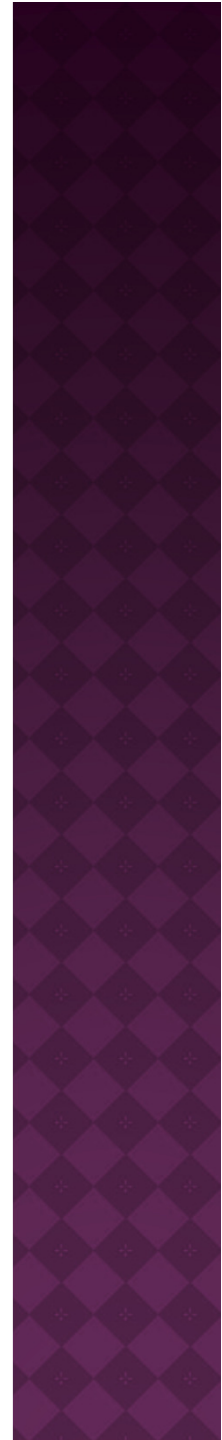
EXAMPLES OF OUR SUCCESS

Annual Report
Town of Coventry
Connecticut

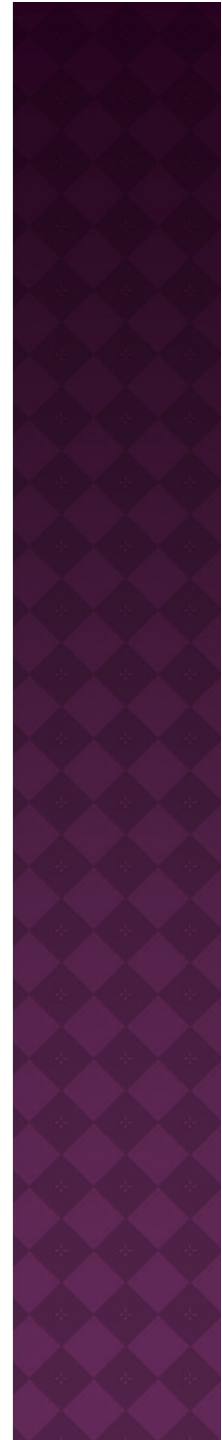
Fiscal Year
July 1, 2013 –
June 30, 2014

Office of the Town Manager
1712 Main Street
Coventry, CT 06238

860-742-6324
www.coventrycl.org



STREET SIGNS



ECONOMIC DEVELOPMENT

What is "Playful City USA?"

Since 2011, Coventry has been named a "Playful City USA" community, among 217 other communities across the nation!

Sponsored by the Humana Foundation, Playful City USA is a national program from KaBOOM! that celebrates and promotes local policies that increase play opportunities for children and is a key platform in combating the lack of play among children.

KaBOOM!, the national non-profit organization dedicated to giving kids the childhood they deserve by bringing play to those who need it most, created Playful City USA in 2007 to help local governments address the lack of play and it is through mayors, city council members, parks and recreation departments, school districts and community leaders that the program succeeds in benefiting children.

For more information on Kaboom! and the "Playful City USA" program, go to www.kaboom.org.



Playability

The extent to which a city makes it easy for all kids to get balanced and active play

#playability

Active play makes kids healthier

In neighborhoods without a park or playground, childhood obesity increases by 29%. Children who live within half-a-mile of a park or playground are almost five times more likely to be a healthy weight than those who don't (Singh, 2010).

Active play makes kids happier

Play helps kids feel more connected to their communities. Community playspaces have a positive effect on social cohesion, foster positive attitudes toward racial and cultural diversity, and help reduce feelings of isolation or exclusion. Kids who play build their confidence and learn the social skills that help them become happy, well-adjusted adults.

Active play helps kids learn

Research suggests a strong link between play and academic performance. A study of 11,000 third graders shows that children who have more 15 minutes of recess time per day are better behaved in class and are likely to learn more than peers who don't (Barros, Silver, and Stein, 2009).

We're proud to be playful!

kaboom.org



playful city usa
2014

RECESS AT WORK DAY June 2012

Definition of RECESS: A break from the norm

Attention Business Professionals!

When did you last spend time working on growing your business?
When was the last time you had **FUN** growing your business?

If you're ready to have some serious fun and focus on changing how you reach customers you need to attend!

The Town Of Coventry CT Economic Development Commission and Parks & Recreation Dept., the Eastern Highlands Health District & the Tolland County Chamber of Commerce are partnering with Rich DiGirolamo, Founder of Recess At Work Day to create a unique program for business professionals.



Whether you're the CEO of Everything or part of a large organization this event will:

- Offer you some new, easy, fun ways to market/promote your business
- Explore new product and services you've been overlooking
- Design a customer engagement plan that will get people talking about you, referring people to you, and keeping you 1st on people's minds
- Show you why traditional networking events don't work and get you thinking about collaboration



RICH DIGIROLAMO

It'll be a morning of PLAY with a Purpose - the purpose to grow your business. Hands-On. Content Rich. Experiential. Fun.

Come develop a 90 day easy to implement business growth plan that will get you excited. If you don't see results in 90 days we'll give you your money back! You will also receive a follow-up 30-45 min. session.

It's a great place to do business!
Playful City. Playful Business.

Triots Park
8

Registration \$39 by June 6th!

or:

Coventry to Parks & Recreation,
LATER THAN JUNE 22

attending: _____



2011



Coventry
playful city usa
2011

TOWN OF COVENTRY
BASKET OF FUN!



I BELIEVE IN PLAY

⦿ <http://youtu.be/OTZeuVNoqXE>



ANY QUESTIONS?

