



## Town of Hilton Head Island

### Parks and Recreation Commission Meeting

Thursday, July 11, 2024, 3:30 PM

1 Town Center Court, Hilton Head Island, SC  
Benjamin M. Racusin Council Chambers

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1. Call to Order
2. Pledge to the Flag
3. Adoption of the Agenda
4. Approval of the Minutes
  - a. Regular Meeting Minutes of April 11, 2024
  - b. Regular Meeting Minutes of June 13, 2024
5. Presentations
6. Unfinished Business
7. New Business
  - a. Consideration to Support a Partnership with Best Buddies and Miracle Recreation for Construction of an Inclusive Playground at Shelter Cove Community Park - Bryan McIlwee, Director of Engineering
8. Public Comment - Non Agenda items
9. Commission Business
10. Chairman's Report
11. Staff Report
12. Adjournment

distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Town of Hilton Head Island will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Auditory accommodations are available. Any person requiring further accommodation should contact the Town of Hilton Head Island ADA Coordinator as soon as possible but no later than 48 hours before the scheduled event.

Municipal Association of South Carolina (MASC) Civility Pledge:

"I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town."



Town of Hilton Head Island  
**PARKS AND RECREATION COMMISSION**  
**MEETING**  
Thursday, April 11, 2024, 3:30 PM  
Minutes

**1. Call to Order**

Chair Zurilla called the Meeting to Order at 3:30 p.m. Present were: Chair William Zurilla, Vice-Chair John Parsons, Christina Kristian, John Daly, Thomas Dowling and Michael Manesiotis

**2. Pledge to the Flag**

**3. Adoption of the Agenda**

Commissioner Kristian moved to approve the Agenda as presented. Commissioner Dowling seconded. The Agenda was unanimously approved.

**4. Approval of the Minutes**

a. Regular Meeting Minutes of March 14, 2024

Commissioner Dowling moved to approve the Minutes of March 14, 2024 as presented. Commissioner Kristian seconded. The Minutes of March 14, 2024 were unanimously approved.

**5. Appearance by Citizens:**

No citizens spoke at the Meeting and there were no comments received to the Town's Open Town Hall Portal.

**6. Unfinished Business**

**7. New Business**

**8. Updates**

**9. Park Commissioner Comments**

Commissioner Daly asked for clarification on how some of our beaches are Town owned and some are not, what the Memorandum of Understandings are over the beach, who has the right to perform what on the beach. Josh Gruber, Deputy Town Manager addressed the comment by specifying the Town's role in monitoring public beaches and the activities that take place on the beaches.

Vice-Chair Parsons gave a presentation on land that is designated "to be determined" or

"open space" and suggested the open space areas be called parks instead. Mr. Parsons showed the Commission many different parcels on a map and the Commissioners made suggestions what they thought should be done with the spaces.

Commissioner Daly asked staff to give a brief presentation at their May meeting on how Hilton Head Island could participate in the Green Space Initiative that Beaufort County has, how can we be proactive in compiling together a list of property that we would like to purchase, preserve and save and gets those ideas to Beaufort County.

#### **10. Adjournment**

The Meeting was adjourned at 4:29 p.m.

#### **Approved:**

**The recording of this Meeting can be found on the Town's website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)**



Town of Hilton Head Island  
**PARKS AND RECREATION COMMISSION**  
**MEETING**  
Thursday, June 13, 2024, 3:30 PM  
Minutes

**1. Call to Order**

Chair Zurilla called the meeting to order at 3:30 p.m. Present were: Chair William Zurilla, Vice-Chair John Parsons and Christiana Kristian. Absent were Charlie Quigg, Thomas Dowling and Jack Daly.

**2. Pledge to the Flag**

**3. Adoption of the Agenda**

Due to lack of a quorum, the Agenda as presented was not approved.

**4. Approval of the Minutes**

a. Regular Meeting Minutes of April 11, 2024

Due to the lack of a quorum, the Minutes of April 11, 2024 were not approved. They will be presented for approval at the next scheduled Meeting in September.

**5. Appearance by Citizens:**

No citizens spoke at the meeting and there were no comments received to the Town's Open Town Hall Portal.

**6. Presentations**

a. Recognition of Outgoing Commissioners

Chair Zurilla recognized outgoing Commissioners Thomas Dowling and Jack Daly and thanked them for their service to the Community and the Parks & Recreation Commission.

b. Pathway Maintenance Updates - *Jim Iwanicki, PE, Transportation Program Manager*

Mr. Jim Iwanicki, Transportation Program Manager gave an update on pathway maintenance and improvements and gave an overview of the pathway Assessments that have been done. One of the things the Assessment looked at was where there are holes in the network or where there are places additional pathways could be needed and would help the Community. We are developing an Asset Management Plan for our pathways so that we can talk about maintenance, addressing shoulders, vegetation control and erosion control. The budget for FY 2024 which is coming to a close was \$345,000 which

has all been spent. Some of the big projects that were done were Union Cemetery (\$173,000.00), Mathews Drive (\$50,000), Boardwalk repairs (\$20,000), Edge repairs (\$7000.)

For FY 2025 the budget is \$350,000. We will have to stretch those funds out so that if something unforeseen happens we can deal with it towards the end of the fiscal year.

Some items we have identified are: Point Comfort Road roots and resurface, Cordillo Parkway roots and resurface, Palmetto Bay Road Bridge to Point Comfort edges and resurface, various root intrusions and miscellaneous tree removal, pothole and edge repairs.

Pathways under current design are: Jonesville Road, Cordillo Parkway (Shipyard connection), Dunnagan's Alley, William Hilton Parkway (Shelter Cove Lane to Singleton Beach Road.) We have also been working hard updating Kiosks - Squire Pope and Gumtree Circle, Mathews at William Hilton Parkway and Coligny Circle.

Mr. Iwanicki answered several questions from the Commission and they thanked him for the report.

## **7. Unfinished Business**

## **8. New Business**

- a. Consideration of a Resolution to Support Construction of Inclusive Playground - *Bryan McIlwee, PE, Director of Engineering*

Bryan McIlwee, Director of Engineering, stated on the Agenda today is Consideration of a Resolution to Recommend to Town Council Support of a Partnership for an Inclusive Playground. Since we do not have a quorum today, and you cannot vote on the recommendation, we will just talk about the project.

In March 2024, we were approached with an opportunity to partner with a group to develop an inclusive playground on the Island. Churchich Recreation which is a partner of Miracle Recreation, reached out to the Mayor and Town Manager about a partnership between Miracle and Best Buddies. Best Buddies is a non-profit organization. They support inclusion for all sorts of disabilities and handicaps. It is run by Anthony Kennedy Shriver and his mother, who runs the Special Olympics. The Town would be one of the first municipalities in the Country to have this branded inclusive playground that is supported and branded by Best Buddies. This is a great opportunity for the Town to be one of the first in the country to have this playground.

Sue Churchich said that knowing what Hilton Head Island had for park projects, we thought it would be a great fit. We were introduced to the fact that Miracle was going to start a partnership with Best Buddies in January, but it wasn't finalized yet. As it became finalized, we wanted to identify a Municipality that had some park projects on the books

that this would be a great fit for. Primarily, they have been supporting the Intellectual and Development Disabilities Community (IDD). Their mission has been to support the Community, support their caregivers, provide them with opportunities to live and function in society. Through social media, it would be an amazing thing for the Town of Hilton Head to say we are supporting Best Buddies, and we are a Best Buddies community. What is great about it is that children with disabilities and children without disabilities can use the playground at the same time.

Mr. McIlwee stated that with the recent approval of the Shelter Cove Phase II Expansion Master Plan, it is a perfect opportunity with a beautiful backdrop and I cannot think of a better place to have it.

The Commission was very excited and enthusiastic about the presentation. Mr. McIlwee stated if Town Council supports the Resolution, we can move forward.

## **9. Commission Business**

### **a. Discussion Related to Future Park Locations**

Chair Zurilla displayed a map of Town Owned Property. Vice-Chair Parsons visited a sight at the intersection of Squire Pope and 278 with two large trees. I think we could set up a small park there as it is the gateway to Hilton Head Island. If you clear out the brush, set up some tables and a bike path coming into there from Wild Horse it would be great. Chair Zurilla questioned what could we do to facilitate and get discussions started on this. Mr. McIlwee stated the Commission could vote to recommend this for consideration to Town Council in a future budget year or for inclusion in a Parks & Recreation Master Plan Update as a potential park. Mr. McIlwee reminded Chair Zurilla that there is a meeting with the Town Manager and the Mayor in July which would be a great time for you to talk with the Mayor about how does the Commission bring forward something like this. Chair Zurilla mentioned in the interim if they could clean up the vines and brush. I believe this could be a really nice spot because the trees are large and the canopy is shaded.

## **10. Chairman's Report**

## **11. Staff Report**

### **a. Staff Report - *Bryan McIlwee, PE, Director of Engineering***

Bryan McIlwee mentioned to the Commission that the Town has split Facilities Management and Public Services and Beach Operations out from underneath him and Derrick Coaxim was just hired as our new Facilities Director. The Chaplin and Crossing Park Master Plans have been approved by Town Council on May 21st. The Fiscal Year 25 Budget was approved by Town Council on June 4th. We had a solicitation out for a design build Contractor for Taylor Family and Patterson Family Parks and anticipate we will be awarding the Contract very soon. The Bristol Sports Arena will be having a public meeting for the design of the skate park and pump track. It will be held at the Sports

Arena on June 27th @ 5:00 p.m.

Mr. McIlwee reminded the Commission that they do not meet in July and August and their next meeting will be September 12th.

## **12. Adjournment**

The meeting was adjourned at 4:28 p.m.

**Approved:**

The recording of this Meeting can be found on the Town's website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)



# TOWN OF HILTON HEAD ISLAND

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## Staff Report Memo

**TO:** Parks and Recreation Commission  
**FROM:** Bryan McIlwee, *Director of Engineering*  
**VIA:** Shawn Colin, *Assistant Town Manager*  
**DATE:** July 11, 2024  
**SUBJECT:** Consideration to Support a Partnership with Best Buddies and Miracle Recreation for Construction of an Inclusive Playground at Shelter Cove Community Park

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### **RECOMMENDATION:**

Staff recommends the Parks and Recreation Commission consider supporting a partnership with Best Buddies® International (Best Buddies) and Miracle® Recreation (Miracle Recreation) for construction of an inclusive playground at Shelter Cove Community Park and forward a recommendation of approval to Town Council.

### **BACKGROUND:**

In April 2024, the Town was approached by Miracle Recreation and Best Buddies regarding a collaborative partnership to bring inclusive playgrounds to communities across the United States, including Hilton Head Island.

Miracle Recreation, a playground manufacturer for nearly a century, and Best Buddies, a nonprofit dedicated to creating opportunities for friendship, employment, leadership development and inclusive living for people with intellectual and developmental disabilities (IDD), have announced an ambitious program to develop Best Buddies commercial playgrounds and Buddy Benches. Best Buddies-Miracle Recreation playgrounds will be designed to provide a new standard of best-in-class inclusive and accessible playground equipment for all ages and abilities.

Miracle Recreation and Best Buddies International expect to have their Buddy Benches and first inclusive playgrounds installed in 2024.

Staff believes the recently approved Shelter Cove Community Park expansion provides the best opportunity to participate in this program. The Shelter Cove Community Park master plan includes a new, larger, inclusive playground in the park programming components. Staff seeks Parks and Recreation Commission input on the program and recommendation for approval to Town Council.

### About Best Buddies

Best Buddies is a nonprofit 501(c)(3) organization dedicated to establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment, leadership development and inclusive living for people with intellectual and developmental disabilities (IDD). Founded in 1989 by Anthony K. Shriver, Best Buddies is a vibrant organization that has grown from one original chapter to nearly 3,000 middle school, high school, and college chapters worldwide. Today, Best Buddies' 11 formal programs - Elementary Schools, Middle Schools, High Schools, Colleges, Citizens, e-Buddies®, Jobs, Ambassadors, Promoters, Transitions and Inclusive Living - engage participants in each of the 50 United State and in 49 countries, positively impacting the lives of nearly one million people with and without disabilities around the world. In many cases, as a result of their involvement with Best Buddies, people with intellectual and developmental disabilities secure rewarding jobs, live on their own, become inspirational leaders, and make lifelong friendships. For more information, please visit [www.bestbuddies.org](http://www.bestbuddies.org).

### About Miracle Recreation

Founded nearly a century ago, Miracle Recreation inspires communities to develop kids with the character to lead tomorrow through its high-quality playgrounds. A division of PlayPower®, Inc., Miracle Recreation, pioneers the world of thrilling commercial outdoor play equipment with the belief that a lifetime of self-discovery, independence, and leadership begins on a playground. That's where children experience perceived risks, which challenge and transform them, opening their minds to new perspectives. To learn more, visit [Miracle-Recreation.com](http://Miracle-Recreation.com).

### **SUMMARY:**

In April 2022, Staff and their consultant team developed a project scope for the expansion of Shelter Cove Community Park, which has been open to the public since 2015. The scope of work identified opportunities for enhancements to park amenities including vehicular parking, playground expansion, and views to Broad Creek. The Master Plan for Shelter Cove Community Park includes the following improvements:

- Expansion of the existing park's Promenade,
- Pathway network through an existing forested area,
- Expanded passive open lawn spaces with public art,
- A larger, more inclusive playground,
- Additional vehicular parking, and
- Iconic overlook structure with views of Broad Creek.

The Parks and Recreation Commission met on April 6, 2023 and voted unanimously to recommended Town Council approve the Master Plan for Shelter Cove Community Park.

On April 18, 2023, Town Council voted unanimously to adopt the Master Plan for Shelter Cove Community Park (Attachment 1).

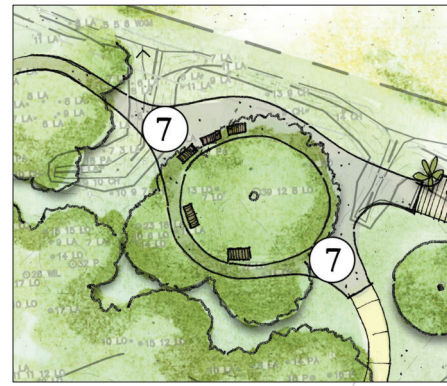
Town Council recently approved funding in the FY25 Capital Budget for the final design and permitting for the park.

If this partnership is approved by Town Council, Staff would work with our park design team and the Miracle Recreation representatives to design a park that is Best Buddies certified. Miracle Recreation equipment can be purchased from a cooperative purchasing program that allows the Town to purchase equipment from existing, competitively solicited contracts. Cooperative purchasing is “Procurement conducted by, or on behalf of, one or more Public Procurement Units” as defined by the American Bar Association Model Procurement Code for State and Local Governments. This form of competitive purchasing meets the Contracting/Procurement requirements established in Title 11 of the Town’s Municipal Code.

**ATTACHMENT:**

1. Shelter Cove Community Park Master Plan
2. Best Buddies + Miracle Recreation Program Overview

CONCEPTUAL PLAN



8: PHASE ONE

SCALE: 1:30

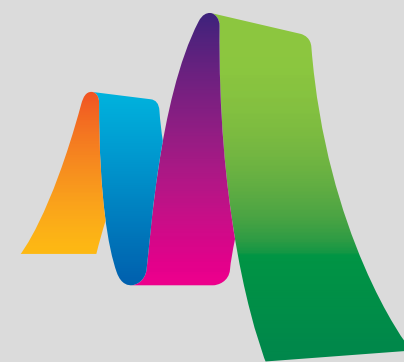
KEY

- 1 - LAWN
- 2 - 50 PERVIOUS PARKING SPACES
- 3 - ASPHALT DRIVE
- 4 - WATER FRONT PROMENADE
- 5 - NEW PLAYGROUND
- 6 - CONNECTION TO PHASE ONE
- 7 - PERVIOUS WALK
- 8 - BROAD CREEK OBSERVATION PLATFORM
- 9 - TRAIL TO NEWPORT CONDOS
- 10 - THIN & UNDERBRUSH, OPEN UNDER OAK CANOPY
- 11 - FUTURE RESTROOM LOCATION, STUB OUT UTILITIES
- 12 - FENCING
- 13 - PLAYGROUND LAWN
- 14 - S.T.E.A.M. PLAY
- 15 - PUBLIC ART DISPLAY
- 16 - BIKE RACKS & OTHER FURNISHINGS
- 17 - FENCE & BUFFER PLANTINGS



PARK EXPANSION  
SHELTER COVE COMMUNITY PARK  
HILTON HEAD ISLAND, SOUTH CAROLINA

BEST BUDDIES®



Miracle

BEST BUDDIES + MIRACLE RECREATION



**Best Buddies + Miracle Recreation**  
*Inclusive Playgrounds and Buddy  
Bench Sponsorship Program*





## Best Buddies® International

Best Buddies® is the world's largest organization dedicated to ending the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities (IDD). Our programs empower the special abilities of people with IDD by helping them form meaningful friendships with their peers, secure successful jobs, live independently, improve public speaking, self-advocacy and communication skills, and feel valued by society.

Anthony Kennedy Shriver is the Founder, Chairman & CEO of Best Buddies International, which he created in 1989 to foster one-to-one friendships between people with and without intellectual and developmental disabilities (IDD). Recognizing the tremendous volunteer potential of university students, Shriver first inspired his college peers to personally collaborate in expanding the realm of opportunities that people with IDD should experience.



## Miracle® Recreation

While all US playgrounds must be ADA-compliant, our Best Buddies® + Miracle® Recreation Inclusive Playgrounds go well beyond accessibility by adding research-based adaptive experiences to help kids of all abilities feel included.

Our inclusive playgrounds have lower access points, more space and a wide range of accessibility and sensory benefits. We also create numerous playground features that allow caregivers and family to lend a hand to encourage and enable multiple children to play at once.

At Miracle Recreation, we want every child to feel like they truly belong on every playground, just as they are. Miracle Recreation is a global leader in the design and manufacturing of commercial playground equipment. We're dedicated to providing inclusive playgrounds that makes children of all abilities and their families feel welcome.



## Best Buddies + Miracle Recreation | *Inclusive Playgrounds Program*

Best Buddies + Miracle Recreation Inclusive Playgrounds are intentionally designed so children of all abilities and their caregivers can play, be challenged and have fun together. Our playgrounds go beyond wheelchair accessibility to include designs and features that support the needs kids with intellectual and developmental disabilities, so everyone has a truly inclusive, inviting and enjoyable playground experience.

The Best Buddies Buddy Bench is the flagship of our inclusive playground program and a must-have asset for schools, parks and businesses who want to support Best Buddies' missions.



## Best Buddies + Miracle Recreation | *Inclusive Play Parks and Rec Program*

### **BEFORE BEST BUDDIES: SPECIAL OLYMPICS WAS FOUNDED IN COLLABORATION WITH THE CHICAGO PARKS DISTRICT**

Best Buddies founder Anthony Kennedy Shriver grew up watching the work his mother Eunice dedicated her life to in founding and developing Special Olympics in collaboration with The Chicago Park District. Today that legacy comes full circle as we make Best Buddies<sup>®</sup> + Miracle<sup>®</sup> Inclusive Playgrounds available to Parks and Recreation districts across the United States and around the world.

In 1968 the first International Special Olympics Summer Games were held at Soldier Field in Chicago, a joint venture between the Kennedy Foundation and *The Chicago Park District*. The advisory committee to the Chicago Special Olympics includes Dr. William Freeberg, Southern Illinois University; Dr. Frank J. Hayden, Joseph P. Kennedy Foundation; Dr. Peavy; William McFetridge, Anne McGlone Burke; Stephen Kelly of the Chicago Park District; and Olympic decathlon champion Rafer Johnson. Eunice Kennedy Shriver is honorary chairman. Dr. Hayden was also executive director of the games.





# Best Buddies + Miracle Recreation | *Inclusive Playgrounds Program*

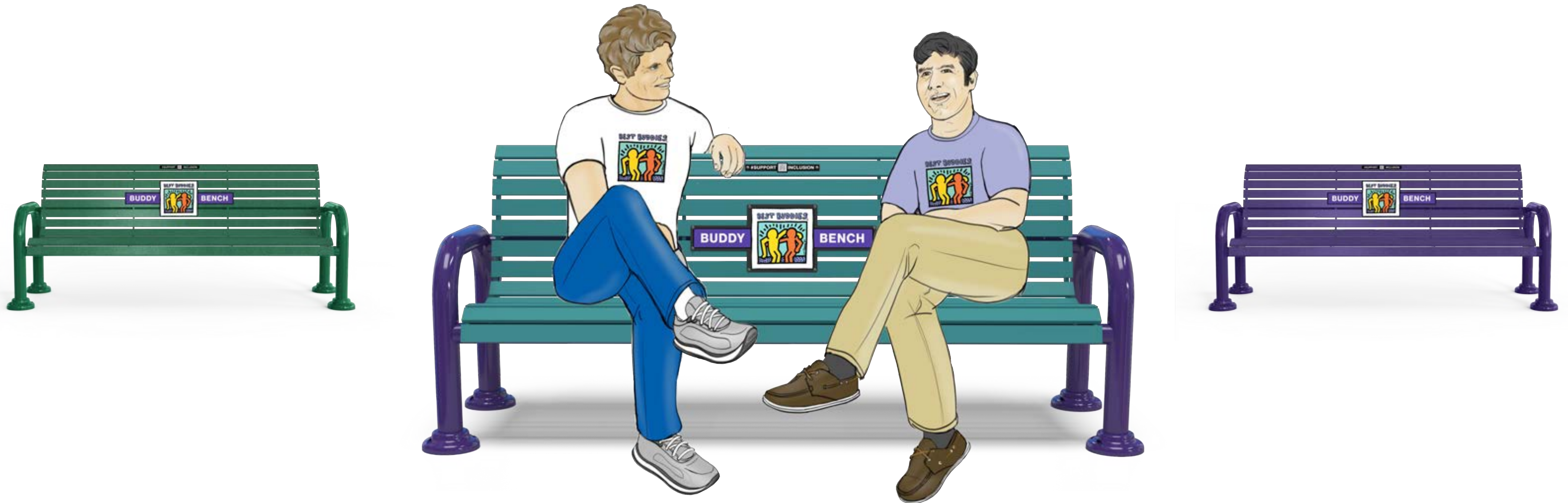
**OUR NEW BEST BUDDIES PARTNERSHIP ANNOUNCEMENT – PRESS RELEASE POSTING SOON**



## **BEST BUDDIES FLAGSHIP *BUDDY BENCH***

THE BEST BUDDIES® BUDDY BENCH IS THE FACE OF OUR BEST BUDDIES + MIRACLE RECREATION INCLUSIVE PLAY PROGRAM AND A SYMBOL OF FRIENDSHIP AND INCLUSION.

**Our Goal** is to make these Buddy Benches synonymous with Best Buddies' mission pillars of friendship and inclusion, and a signal that people of all abilities are welcome here. We encourage all Inclusive Playground developers to make Buddy Benches a feature of their projects, no matter the size and scope.



**BEST BUDDIES + MIRACLE RECREATION INCLUSIVE PLAYGROUNDS AND BUDDY BENCHES**

MIRACLE RECREATION MANUFACTURES THE HIGHEST QUALITY COMMERCIAL INCLUSIVE PLAYGROUNDS AVAILABLE FOR PARKS, SCHOOLS, AND COMMUNITIES. BEST BUDDIES + MIRACLE INCLUSIVE PLAYGROUNDS ARE THE IDEAL CHOICE FOR FOUR KEY REASONS:

- Miracle has nearly 100 YEARS of experience designing, manufacturing, installing, servicing and delivering excellence in commercial playground experiences.
- Best Buddies has 35 YEARS of experience building One-To-One Friendships, Integrated Employment, Leadership Development, Inclusive Living, and Family Support for kids of all abilities and their families.
- Our Inclusive Play Standards & Practices *empower everyone* who wants to specify and build a comprehensively designed inclusive playground that truly serves kids of all abilities and their families.
- Together, Best Buddies and Miracle are dedicated to delivering play experiences that embody true inclusion, starting with kids at the grade-school level, when they're first forming their social awareness and behaviors.



## BEST BUDDIES AMBASSADORS/INFLUENCERS

SHARING AUTHENTIC BEST BUDDIES® BUDDY BENCH MOMENTS ON SOCIAL MEDIA PROMOTES AWARENESS OF INCLUSION AND SIGNALS THAT THERE'S A FRIENDSHIP PROGRAM, FUNDRAISING EVENT OR COMMUNITY PLAYGROUND NEARBY, SUPPORTING BEST BUDDIES.

**Examples:** We're developing plans for Best Buddies COMMUNITY PLAYGROUND BUILDS, integrations with FRIENDSHIP WALKS and other fundraising events and activations across the US. There are many more media opportunities being developed for 2024 and 2025.





# Best Buddies + Miracle Recreation | *Inclusive Playgrounds Program*

## NATIONWIDE MIRACLE SALES AGENCY SUPPORT

MORE THAN 40 MIRACLE RECREATION SALES AGENCIES OFFER BEST BUDDIES + MIRACLE INCLUSIVE PLAYGROUNDS AND BUDDY BENCHES TO COMMUNITIES, PARKS AND RECREATION DISTRICTS AND SCHOOLS ACROSS THE U.S. PROJECT SIZES CAN SCALE TO FIT NEARLY ANY SITE.

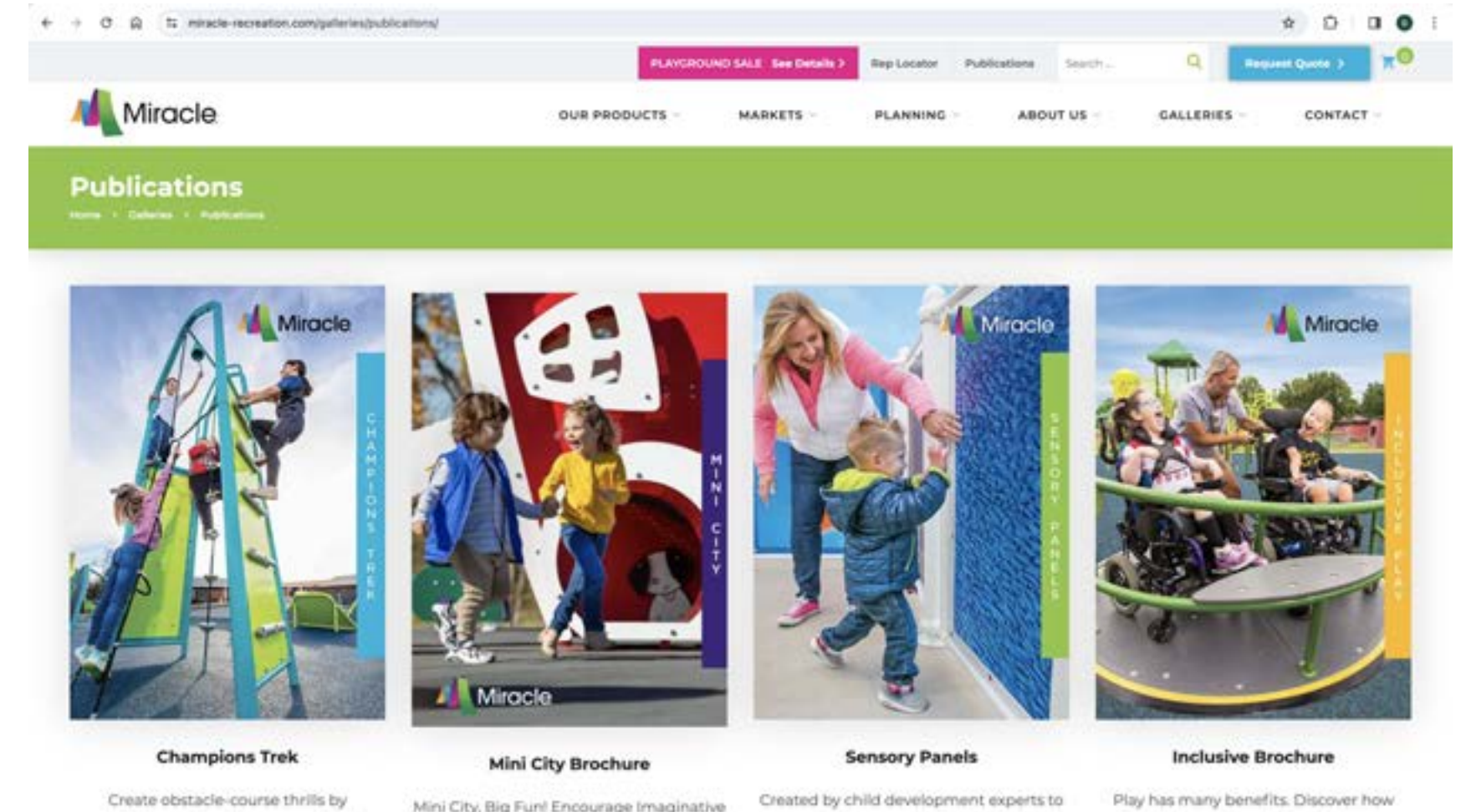
## OUR TOP INCLUSIVE PRODUCTS

The inclusive products found in Playgrounds for All are designed to support the five fundamentals and engage children by challenging them to solve problems, practice social skills, boost self-confidence and explore spatial awareness. Following are several of our top inclusive products, which are designed to help captivate every child's imagination and help them develop their abilities in any playground environment.

### Five Fundamentals of Playgrounds for All

Look for the Fundamental number on each product.

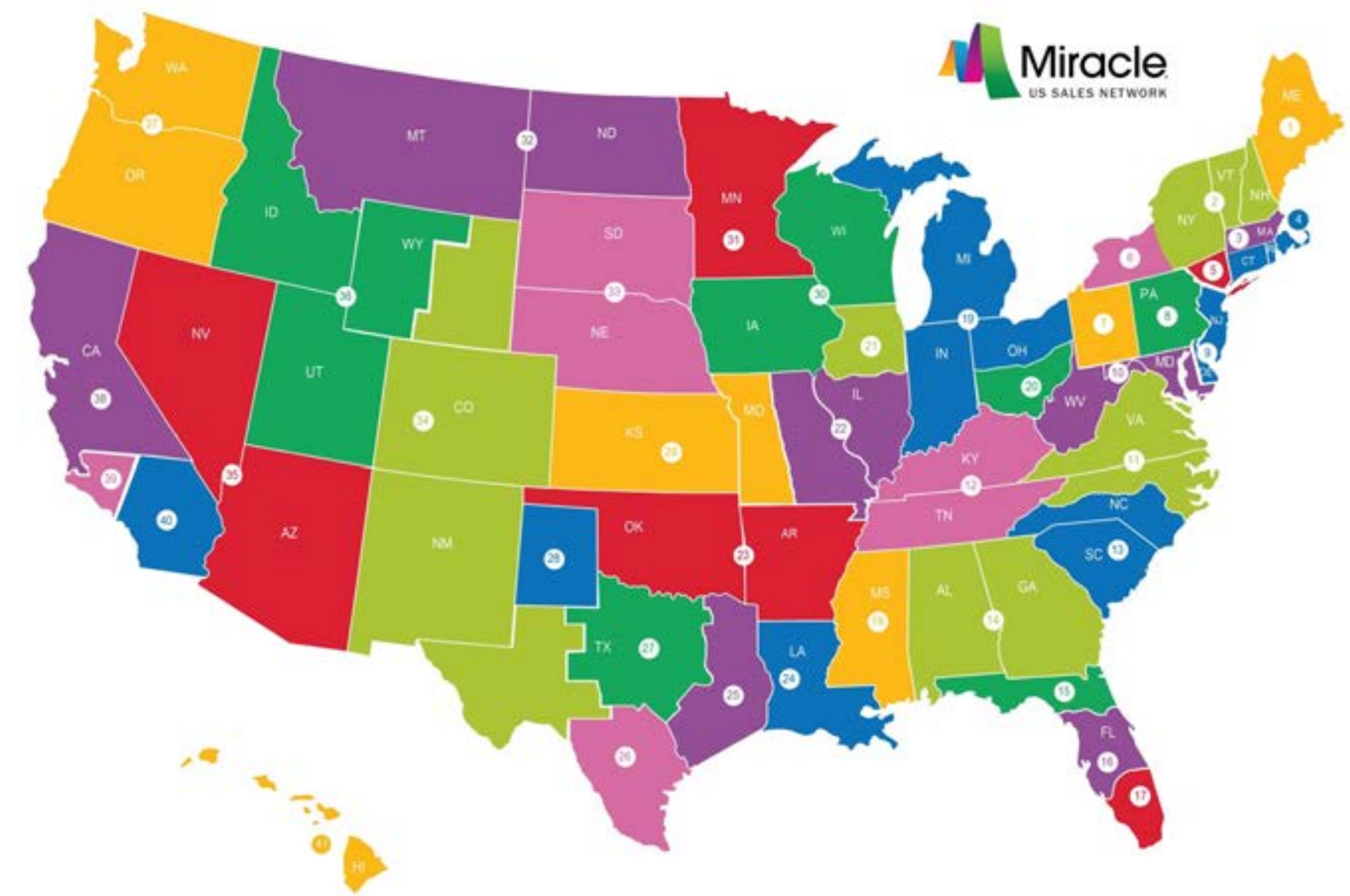
- 1 Provides multi-sensory play experiences
- 2 Encourages all children to play
- 3 Allows greater accessibility
- 4 Ensures kids do not get overwhelmed
- 5 Creates welcoming social environments





# Best Buddies + Miracle Recreation | *Inclusive Playgrounds Program*

**GLOBAL LEADERSHIP. COMPREHENSIVE COVERAGE ACROSS US AND WORLD PARKS AND REC**  
INCLUSIVE PLAYGROUNDS *ARE THE FUTURE* AND MIRACLE RECREATION IS COMMITTED TO BEING THE BEST IN THE BUSINESS! BOTH BEST BUDDIES AND MIRACLE ARE IN EVERY STATE AND HAVE GLOBAL REPRESENTATION IN A FAST-GROWING NUMBER OF COUNTRIES.





# Best Buddies + Miracle Recreation | *Inclusive Playgrounds Program*

## STATE-OF-THE-ART STANDARDS AND PRACTICES FOR DESIGNING INCLUSIVE PLAYGROUNDS

All Best Buddies<sup>®</sup> + Miracle Inclusive Playgrounds are designed, manufactured and installed to meet the highest industry standards and specifications for accessibility and inclusivity. Miracle Recreation and Best Buddies continuously review our products and practices with subject matter experts in the fields of special education, social interaction and disabilities ranging from physical, sensory, intellectual and developmental. No matter the size and scope of project, you can be assured of a truly inclusive playground.



ASTM INTERNATIONAL



INTERNATIONAL PLAY EQUIPMENT MANUFACTURERS ASSOCIATION



UNITED STATES



BEST BUDDIES + MIRACLE RECREATION



Best Buddies + Miracle Recreation  
*Corporate Partnerships, Donations  
and Sponsorship Opportunities*



## Best Buddies + Miracle Recreation | *Inclusive Playgrounds Program*

### **PLAYGROUND SPONSORSHIPS OF BEST BUDDIES INCLUSIVE PLAY SPACES**

Working with Miracle and PlayPower, Agency Shmagency developed the first of its kind playground and parks *brand sponsorship program*. This novel integration of Out of Home media and family recreation was conceived to offer brands a unique opportunity to custom-design community playgrounds and parks around each sponsoring brands, products, services, intellectual property (IP) and charitable causes.

Sponsoring brands can choose to sponsor a Best Buddies Inclusive Playground or Buddy Bench in specific cities, towns and neighborhoods that best fit their out of home media targeting goals across specific geographically target markets.

Branded Play is attracting Fortune 1000 Companies seeking novel OOH opportunities to connect with new and existing audiences, near where they live, work and play. Most importantly, our program is being used by many brands to advance their corporate DEI and CSR initiatives.

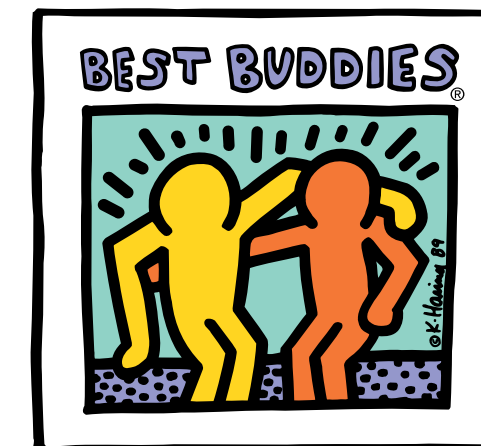
And speaking of INCLUSION (yes, we are), we are excited to welcome *Best Buddies International* to our family of brands that support *truly inclusive play and recreation spaces* that serve people with Intellectual and Developmental Disabilities and their families.

Here's how your brand can join our movement.

# Best Buddies + Miracle Recreation | *Inclusive Playgrounds Program*

## BEST BUDDIES CITIES – THE BENEFITS OF PROGRAM LOYALTY

We are developing a plan to offer cities (and towns) the opportunity to become a Best Buddies City. When a city makes the commitment to our Best Buddies + Miracle recreation inclusive play program, we will provide a marketing and social media playbook to help them promote their support of the IDD community through Best Buddies missions in schools, parks and other community play and recreation facilities.



**CITY**



# Best Buddies + Miracle Recreation | *Inclusive Playgrounds Program*

## OUR BUDDY BENCHES AND PLAYGROUNDS SUPPORT BEST BUDDIES 5 MISSION PILLARS

Many of Best Buddies corporate supporters are also actively involved in supporting their mission pillars of *integrated employment* to enable *independent living*. Installing BEST BUDDIES BUDDY BENCHES lets your community, customers and employees know that your brand supports true inclusion, every day!

### One-To-One Friendships



Builds friendships between people with and without IDD, offering social mentoring while improving the quality of life and level of inclusion.

[LEARN MORE](#)

### Integrated Employment



Secures jobs for people with IDD, allowing them to earn an income, pay taxes, and support themselves.

[LEARN MORE](#)

### Leadership Development



Educates and empowers people with and without IDD, to be leaders, public speakers and advocates.

[LEARN MORE](#)

### Inclusive Living



Providing a vibrant, integrated living opportunity for people with and without IDD.

[LEARN MORE](#)

### Family Support



Family support and resources to raise a child with IDD.

[LEARN MORE](#)



# Best Buddies + Miracle Recreation | *Inclusive Playgrounds Program*

## PROGRAM SOCIAL/MEDIA TAGS



**Best Buddies® + Miracle® Inclusive Playgrounds** are designed to unite kids of all abilities (and their families) through the power of inclusive play. Complete your playground design with **Best Buddies® Buddy Benches** made by Miracle® Recreation or purchase them separately.

**Best Buddies® Buddy Benches** made by Miracle® Recreation, can be purchased by individuals, organizations, and with **Best Buddies® + Miracle® Inclusive Playgrounds**, which are designed to unite kids of all abilities and their families through the power of inclusive play.



Best Buddies + Miracle Recreation | *Inclusive Play* Parks and Rec Program

**Thank you!**