

# **Application of Michael McCrea**

*Your name: Michael McCrea*

**Section 3. Questions for you to complete.** (If you need more space, you may attach additional pages.)

**A. Please review the following requirements from the Home Rule Charter for serving on the Commission on Parks and Recreation. How do you meet those qualifications?**

“Qualifications. The members shall have demonstrated experience or skills relevant to the powers and duties of the Commission including, but not limited to: sports, recreation and athletic programming; natural lands management, watershed management, and environmental protection; tourism, marketing and public relations; business and finance; neighborhood revitalization; community leadership; historical and architectural preservation; landscaping and horticulture; and fundraising. The Commission shall also be reflective of the geographic, racial, ethnic, and gender diversity within the City.”

I have 27 years of experience as a community leader in my North Philadelphia Community and the Feltonville Recreation Center, raising funds through several Public / Private Partnerships. Most recently, in Partnership with the Recreation Department we facilitated the procurement of over \$200,000 from Shire Pharmaceuticals; while also leveraging those funds to include Capital Funding from our Councilwoman, Maria Quinones Sanchez, and Streetscape funding to create a pool of almost \$600,000 for a total renovation of our outside Playground Area that included the planting of 18 new trees.

I am also President of a Citywide Non Profit Organization that is made up of and supports over 180 volunteer organizations, each representing a different local Park, Playground or Recreation Facility. During the recent financial crisis, when the City planned on closing some swimming pools, we partnered with the City and in one year raised over \$150,000 on our own to support the opening of every swimming pool.

Additionally, through my job as a Civil Engineer, I have acquired over 25 years of experience in Environmental Site Assessments, Open Space & Land Management in Commercial and Residential Development, Water Quality Management & Conservation, and Permit Compliance.

Your name: **Michael McCrea**

**B. In these difficult economic times, what do you think the Commission on Parks and Recreation should do to support, promote, and invest in the City's park and recreation system? As a member of the Commission, what would you do to assist the Commission in achieving these goals?**

The Primary concern should be the merger of the Recreation Department and Fairmount Park. One of the more difficult tasks has been maintaining the existing level of Program and Maintenance services during the transition. We need to advocate for both Parks and Recreation and support a consistent level of dedicated funding.

I also believe that as a commission, we need to work on finding and accessing additional funding streams and support investing it in both Parks and Recreation. While working on the Revenue Enhancement Committee for the last two years, it is clear that we need to identify the shortcomings within the existing funding process and continue to research additional revenue opportunities in areas that it may not be practical for the City to fund. All processes must be examined to determine the best uses of existing resources.

Promoting Philadelphia's excellent Parks and Recreation System should be an ongoing goal of the Commission, including hosting several events throughout the year. Also, the creation of an interactive website highlighting local events and programs at individual facilities, including a calendar of events should be another priority.

**C. Please review the role and responsibilities of the Commission, which are set forth in Part I of this application. Then, please attach a statement of no more than 500 words explaining why you want to serve on the Commission Parks and Recreation and why you believe you should be nominated to do so.**

**Section 4. Resume:** Please attach to this application an up-to-date resume. Include your name, but do not include any personal contact information (street address, phone number, e-mail address) that you do not wish to be publicly available. On the resume, please provide the following information:

- Your employment history – employers, job titles and responsibilities, and dates of employment. If you have been self-employed, include that information.

To be successful, the Commission on Parks and Recreation has to be able to stand on its own and achieve an individual identity, taking on the difficult issues that have continually retarded the growth of both the Park system and the Recreation Department.

Credibility and Independence are two of the most important qualities needed to serve on this commission, and both are qualities that I have exhibited for many years. As vice president and president of both my local Advisory Council and the citywide Philadelphia Recreation Advisory Council, the folks I represent continue to rely on us and that we will stand up for and support what is in their best interest. Otherwise we would not have continued to hold these positions for so long. The fact that we have served for this length of time should speak for itself. It is about standing up for what is right, regardless of popularity or personal gain.

I also believe I possess an intimate knowledge of Philadelphia's Parks and Recreation systems, mostly from a volunteer perspective but also from a management perspective having worked with the Administration of both on many issues. In addition, I understand the effort it takes to provide these vital services both from an administrative and a volunteer perspective, balancing the expectations with the ability to provide basic services and bridging the gap between them.

The Land Management and Environmental experiences I bring from my job are also key points in considering my qualifications. I believe that these and the previously stated characteristics qualify me to sit as a new member of the Commission on Parks and Recreation.

# Michael McCrea

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**Objective** Philadelphia Commission on Parks and Recreation Board Member

**Employment** 1986 – Present Gannett Fleming, Inc. Camp Hill, Pa.  
Construction Management  
Design and Management of Construction Projects.  
Site supervisor for Construction Projects involving underground utility installation, water quality management, water and wastewater treatment, environmental site assessments and impact, roadway reconstruction, Commercial and Residential development, and permit compliance.

**Experience** 2009 – Present Revenue Enhancement Committee  
Commission on Parks and Recreation  
Committee working on, researching, and making recommendations to Parks and Recreation concerning Concessions, Event Permits, and new Revenue Opportunities.

1998–Present Philadelphia Recreation Advisory (President)  
1994 – 1998 Philadelphia Recreation Advisory (Vice Pres.)

Represent 180 to 200 volunteer organizations committed to serving their local park, playground, or recreation center. Partner with Recreation Department to assist in the delivery of vitally needed services to every community across the City of Philadelphia. Worked to revise Policies and Procedures Manual allowing for enhanced financial and personal accountability. Worked with previous administration and City Council to create the Philadelphia Activities Fund.

2000 – Present Feltonville Recreation Center Advisory (President)  
1987 – 2000 Feltonville Recreation Center Advisory (Vice Pres.)

Supported community recreation programming. Work with the staff to enhance the delivery of vital services to our local community. Instrumental in the facility elevation to a Youth Access Center in 1996, and a Teen Center in 2006, helping to acquire State Grant Funding and planning programs and activities that best served the targeted population within our community. Worked with City Council Representative and City to solicit matching private funding for Capital Reconstruction of outdoor facilities (playground, basketball court, handball court, tree planting, etc.) which procured \$200,000 in private funding, with a commitment for additional funds.

**Education** 1978 – 1980 American Institute of Design Philadelphia, Pa.  
▪ Associates Degree Specialized Technology (Mech. & Struct. Design)

**Interests****1995 – Present Fox Chase & Manatwona / Saul 4h Club Leader**

Partnered with other Parents & Families to run a Co Op Farm and provide experiences in agriculture and animal sciences to youth from ages 8 to 19. Worked with children to take care of sheep, pigs, beef, and dairy cattle, taking animals to various shows throughout Pennsylvania, including the Pennsylvania Farm Show in Harrisburg every January. Also helped to organize trips to National Shows in Montana, Wisconsin, Oklahoma, Kansas City, and Denver.

Have been the Swine Club Leader (Pig Farmer) from 1999 to Present, Raising 12 to 15 pigs every year and assisting youth in raising, feeding, caring for, showing, and selling Pigs at Farm Show. As an FDA requirement, the children also have to acquire quality assurance certification which tests their knowledge in areas of medication, feed, and proper care. This is necessary because the pigs are shown and sold as market swine and become pork products sold to the public.

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**Section 5. Optional supporting materials.** You are invited to submit up to three letters of recommendation. You may submit them along with your application or separately. If you have not submitted them by the time that Council holds its public hearing for applicants, please bring the letters with you and submit them when your name is called.

**Section 6. Signature.** Please sign on the line immediately below. If you are submitting your application by e-mail directly from your computer, type your name instead.

Michael McCrea

**Section 7. Date.** Indicate the date that you are submitting this application:

5/9/2012

If you are selected to serve on the Commission on Parks and Recreation, you will be required to file the City's annual financial disclosure form. You will also be subject to ethics laws applicable to City boards and commissions (and to the jurisdiction of the Philadelphia Board of Ethics). In addition, the Mayor's Executive Order No. 3-10 requires that appointees to City boards and commissions be in compliance with tax laws and all City fines and fees; in that connection, you will be required to complete a "Tax Clearance Application," which will authorize the City's Department of Revenue to confirm that you are in compliance (or have entered into a voluntary payment agreement).

If you have questions about the application process, please contact  
Theresa Brunson at 215-686-3424 or  
Hal Fichandler at 215-686-7667.

**This is the last page of the application.**