

**For Immediate Release****Contact:**

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**Birmingham Parks and Rec Master Plan Process Kick-Off: Engage, Envision and Shape the Future**

BIRMINGHAM, MI, June 27, 2023 –The City of Birmingham is thrilled to announce the official kick-off of the Parks and Recreation Master Plan process for 2024-2028. This comprehensive plan aims to continue to enhance our world-class parks and recreation system by ensuring it caters to the diverse needs and desires of our community.

To ensure that every resident has an opportunity to participate and make their voice heard, the City of Birmingham has partnered with McKenna to develop a range of engagement opportunities that will be accessible to all. Learn about the engagement process and share your feedback online via the city's public engagement platform, Engage Birmingham, at <https://engage.bhamgov.org/parks-recreation-master-plan>. The site features a variety of customizable interaction opportunities, including surveys, parks comment map, and more. Additionally, it will soon provide updates on upcoming in-person public engagement opportunities and draft plans for the public to review, keeping everyone informed and engaged throughout the process.

Four "field days" have been scheduled to engage the community at various stages of the planning process. These field days will play a pivotal role in establishing goals, objectives, and the overall vision and direction of the Parks and Recreation Master Plan. Join us for the following in-person engagement opportunities:

- Shain Park – In the Park Summer Concert on June 28, 2023 from 5-7 p.m.
- Booth Park - Movies in the Park on July 14, 2023 from 5-8 p.m.
- Kenning Park - Saturday in the Park on August 5, 2023 from noon – 4 p.m.
- Farmers Market - Market Day on September 10, 2023 from 9 a.m. – 2 p.m.

Residents are also encouraged to join us on Instagram and share park feedback. Take a photo in any Birmingham Park, tag @bhamgov, and use the hashtag #MyBhamParks to share your favorite moments and help us understand your favorite parts of our parks and where improvements might be needed.

Scott Zielinski, Department of Public Services Director, expressed enthusiasm for the engagement process, stating, "We are excited to involve our community in the planning process for our parks and recreation system. Your input will shape the future of our city, creating vibrant spaces that reflect the needs and desires of our residents."

Together, let's engage, envision, and shape the future of Birmingham's parks and recreation system. Join us in this exciting journey to create a world-class experience that will enhance the quality of life for all residents. For more information and to stay updated on the Parks and Recreation Master Plan process, visit <https://engage.bhamgov.org/parks-recreation-master-plan> and subscribe to the Parks & Recreation Projects Constant Contact group at [www.bhamgov.org/enews](http://www.bhamgov.org/enews).

*City of Birmingham – A Walkable Community. Visit the city's web site at [www.bhamgov.org](http://www.bhamgov.org).*

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