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IMMEDIATE RELEASE

50/50 Park Partners Announces New Corporate Sponsors for Public-Private Improvement Initiative

Houston, TX – January 19, 2021 – 50/50 Park Partners is pleased to share the latest updates for the initiative and announce the corporate sponsors who have pledged major gifts in support of the public-private park improvement project. The 50/50 Park Partners initiative was created by Mayor Sylvester Turner. He asked the Greater Houston Partnership (GHP), Houston Parks Board (HPB), and Houston Parks and Recreation Department (H.P.A.R.D), to bring together a city-wide coalition of business partners to provide ideas, monetary contributions, in-kind support, and volunteers to improve neighborhood parks.

Perry Homes has signed on as the program’s Pacesetter with their gift of \$1 million. Other 50/50 Park Partners include Chevron, Valero Energy Foundation, Community Health Choice, Crown Castle, and H-E-B. Park Partners will each provide funding and in-kind volunteer services which in turn will improve and steward neighborhood parks. Additional funding will come from City of Houston.

“I want to thank all of our corporate sponsors for joining the 50/50 Park Partners initiative as we transform 50 neighborhood parks across Houston,” said Mayor Sylvester Turner. “2020 reinforced the importance of parks in healthy, vibrant communities. I am proud to see our city come together to bring long-term improvements to our beloved neighborhood parks.”

50/50 Park Partners has begun hosting community listening sessions on 11 neighborhood parks. As community engagement is a guiding principle of the initiative, these sessions are an opportunity for nearby neighborhoods to provide input on potential projects and work with Park Partners to prioritize funding. Feedback gathered during individual sessions will be used to inform the park improvement plan.

Additionally, construction has officially started on Hartman Park, the first neighborhood park to receive improvements and long-term support as part of the 50/50 Park Partners initiative. Updates to the park include redevelopment of the playground area including the colorful playground units for children ages 2-5 and 5-12, multiple swings and spinners, new concrete border, ramp and walks, new playground surfacing, subsurface drainage, new benches, a new bike rack, and required detention.

The 50/50 Park Partners framework provides an opportunity for corporations to play a leadership role in supporting neighborhood parks and their surrounding communities, catalyzing the process of reinvigorating an under-resourced park. The initiative includes a coordinated process for determining park improvements focused on close collaboration with local communities. Project funds will be invested based on priorities of need and distributed citywide across the identified neighborhood parks operated by H.P.A.R.D.

To learn more about 50/50 Park Partners, please visit Houston5050parkpartners.com.

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Houston Parks and Recreation Department

The Houston Parks and Recreation Department (H.P.A.R.D.) stewards and manages over 37,851 acres of parkland and greenspace for the City of Houston and develops and implements recreational programming for citizens of all abilities. For more information on the Houston Parks and Recreation Department, call (832) 395-7022 or visit www.houstonparks.org.

Houston Parks Board

A nonprofit 501(c)(3) dedicated to providing access to quality parks and greenspace in the Greater Houston region, Houston Parks Board creates, improves, protects and advocates for parks for everyone. Since 1976, the organization has utilized public-private partnerships and its extensive philanthropic, government and community relationships to improve parks large and small. Houston Parks Board is currently leading the transformational \$220 million Bayou Greenways 2020 project to complete a 150-mile network of connected parks and trails along Houston's major waterways. For more information, visit www.houstonparksboard.org.

Greater Houston Partnership

The Greater Houston Partnership works to make Houston one of the best places to live, work and build a business. As the economic development organization for the Houston region, the Partnership champions growth across 12 counties by bringing together business and civic-minded leaders who are dedicated to the area's long-term success. Representing 1,000 member organizations and approximately one-fifth of the region's workforce, the Partnership is the place business leaders come together to make an impact. Learn more at www.Houston.org.