

DIRECTOR STANTON'S FIRST

# 100

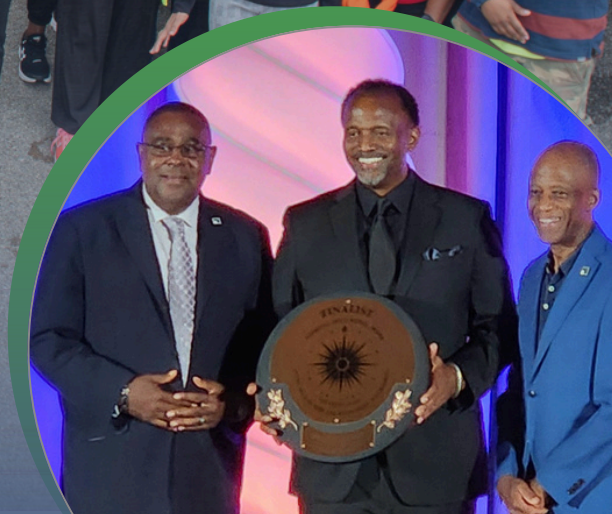
*live more,  
play more*



*A New Era of  
Purposeful  
Progress*



*live more, play more*  
pgparks.com





# LETTER FROM THE DIRECTOR

It has been my honor to serve the community as Director of The Maryland-National Capital Park and Planning Commission, Department of Parks and Recreation, Prince George's County. I am deeply grateful to be part of the impactful work happening across our Department to serve this vibrant and diverse community. As I reflect on my first 100 days, my commitment to family, community, and gold-medal customer care remains unwavering. As Muhammad Ali said, "Don't count the days, make the days count"—and that has guided every step of this journey.

As we embark on this journey together, I am focused on listening, learning, building relationships, and strengthening systems that support sustainable efficiency. Together with our leadership team and 5,400 dedicated employees, we will continue creating wins for our communities and families. Through our parks, museums, programs, and events, we aim to position Prince George's County as a destination that offers first-class recreational, cultural, and wellness experiences.



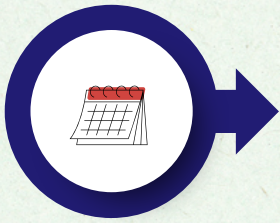
PEACE  
AND  
*Love*

This work is never done alone. It takes unity, collaboration, and a shared commitment. Let us continue finding new ways to LIVE MORE, PLAY MORE. I look forward to bringing this same energy and passion into every day we serve—because we are the #1 Department of Parks and Recreation in the nation.

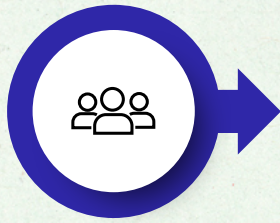
**Peace and Love,  
Darius A. Stanton**



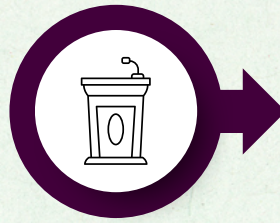
# ACCOMPLISHMENTS AT A GLANCE



Appointed on July 17  
and officially starting  
on July 21.



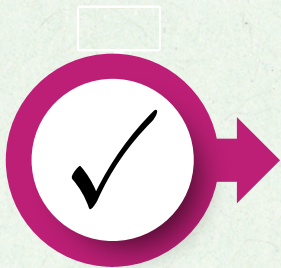
Met residents and  
Chairman Barnes at the  
Community FUN Day at the  
Southern Regional  
Technology and  
Recreation Complex.



Held division meetings  
with the Recreation  
& Leisure Services  
& Parks and Facilities  
Management clusters.



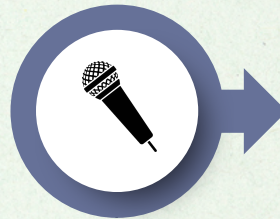
Introduced to the  
community on the Fox 5  
"Field Trip" held at Prince  
George's Publick  
Playhouse.



Redesigned and  
streamlined the project  
charge process to enhance  
efficiency and  
accountability.



Created the Financial  
Management Division to  
oversee the Department's  
operating budget, project  
charges, cost recovery,  
resource development, and  
the development and  
implementation of the  
annual budget.



Represented the  
Department at the annual  
National Recreation and  
Parks Association  
(NRPA) Conference, where  
we were named a finalist.  
Met with the NRPA Board  
of Directors chair and  
discuss the impact, goals,  
and growth of the  
Department.



Held an All Staff Town  
Hall, providing staff the  
opportunity to hear  
important updates, learn  
about Department  
priorities, and introduced  
the chair of the Prince  
George's County Planning  
Board.



Started the Human  
Services Master Plan to  
identify gaps in service  
and align with strategic  
partners to meet KPIs.



Toured Northern and  
Central area facilities and  
programs to assess  
operations, engage with  
staff, and identify  
opportunities for  
enhancement.



# EXECUTIVE SUMMARY

Director Darius A. Stanton's first 100 days leading The Maryland-National Capital Park and Planning Commission, Department of Parks and Recreation, Prince George's County, have set a dynamic and forward-moving trajectory for excellence, community connection, and operational alignment. Through transparent communication and strategic relationship-building, Director Stanton has unified staff, community partners, and County leadership around a shared vision rooted in equity, sustainability, and service.

## KEY ACHIEVEMENTS INCLUDE:

- **Strengthening fiscal oversight** through the establishment of the Financial Management Division.
- **Reorganizing the Human Resource Division** to focus on people first, purpose always.
- **Investing in Strategic Marketing initiatives** to enhance community engagement and increase patron participation in programs and services.
- **Creating a new enterprise and monetization role** to promote long-term financial sustainability.
- **Delivering major projects** such as the WB&A Trail Patuxent River Bridge and expanding youth sports offerings.
- **Launching the Youth Trail Ambassador Program** to cultivate youth leadership in outdoor recreation.

Looking ahead, our team will continue leading systems-based transformation and partnership expansion. Upcoming initiatives include revitalizing the Parks and Recreation Foundation, developing the Prince George's Plaza Multi-Generation Center, and launching the Leadership Institute. These efforts will support sustainable growth, measurable impact, and continued national excellence.

Director Stanton's first 100 days have laid the foundation for a future defined by innovation, equity, and community pride—ensuring every resident has opportunities to live more and play more.





# DAILY OPERATIONS



A consistent daily rhythm keeps me connected, aligned, and future-focused. Each morning begins with intentional communication—checking in with leadership and support teams to coordinate priorities, address challenges, and maintain organizational momentum. Maintaining a strong field presence through a robust tour schedule allows me to visit facilities, meet staff, and engage directly with the community.

This balanced approach grounds me in both the immediate needs of our Department and our long-term strategic goals.



## DAILY ACHIEVEMENTS INCLUDE:

- **Held and attended over 300 meetings** with staff and community partners.
- **Attended over 20 events** advancing cultural and recreational engagement.
- **Visited more than 40 facilities**, including community centers, historic sites, playgrounds, and parks.
- **Engaged** with the State's Attorney's office, Sherriff's Department and PGCPs to support truancy prevention, facilitate programs addressing domestic and youth violence, and strengthen partnerships with the school system.
- **Established an enterprise and monetization position** to support self-sustaining revenue streams.
- **Represented** the Department at The Maryland Association of Counties (MACO) & the National Recreation and Parks Association (NRPA) conferences.





# SYSTEM ASSESSMENTS & DEVELOPMENTS



## TARGETED FOCUS AREAS

Strengthening the Department's core system, including human resources, financial operations, and organizational processes—has been a top priority. Through comprehensive evaluation and strategic realignment, these efforts reinforce our foundation and enhance service delivery.



### CORE SYSTEMS

- Human Resources Reconstruction
- Development of Financial Services Division
- Project Charges Analytics & Alignment
- Fiscal Sustainability and Innovation
- Organizational Capacity Assessment
- IT Contract Review
- Executive Leadership Team Dashboard
- Park Police Equipment Upgrades
- Budget Contingency Planning







# SYSTEM ASSESSMENTS & DEVELOPMENTS

## INTERNAL COLLABORATION

Strategic meetings with internal stakeholders—including the Attorney General's Office, Inspector General's Office, Executive Director, Deputies, Chiefs, and Assistant Chiefs—have focused on aligning operations, programs, messaging, and resources to strengthen mission delivery. Town Halls, staff engagements, and site assessments have continued providing real-time insights that support continuous improvement and a culture of operational excellence.

## COMMUNITY ENGAGEMENT

Externally, I continue prioritizing strong partnerships with elected officials, community leaders, and regional partners. These relationships support cross-sector collaboration and ensure alignment with County and Commission goals.

## KEY HIGHLIGHTS INCLUDE:

- **Ongoing sessions** with M-NCPPC leadership, County Executive, County Council, Planning Board, and Chairman Barnes.
- **Strengthening collaboration** with the Prince George's County Federation of Parks & Recreation Councils.
- **Presenting to the Prince George's County Boys & Girls Club** to highlight programs and expand youth participation.

Collectively, these partnerships enhance transparency, accountability, and impact across the Department.



# DIVISIONAL OBSERVATIONS

Under my leadership, the Department continues advancing major initiatives that strengthen organizational health and expand community impact. These include the Recreation and Parks Ecosystem, HRX Report, Park Police infrastructure upgrades, the Largo Headquarters relocation, and revitalization of the Parks and Recreation Foundation.

## key

### OBSERVATIONS

learning,  
collaboration,  
accountability

Stronger  
delegation,  
restructuring,

Financial  
deep dives

## KEY OBSERVATIONS INCLUDE:

- **A growing culture** of continuous learning, collaboration, and accountability.
- **Stronger** delegation, restructuring, and communication practices.
- **A shift from traditional meetings** to collaborative work sessions focused on innovation and outcomes.
- **Improved event staffing** models and action-tracking systems.
- **Financial deep dives** and strengthened fiscal review processes that support informed decision-making.
- **Progress** toward a more formalized financial structure that enhances transparency and resource allocation.





# DEPARTMENT PRIORITIES



As the Department moves forward, our vision remains grounded in unity, driven by innovation, and defined by excellence.

These guiding principles are embodied in six key priorities that chart the course for our continued progress and distinction:



**People, Family,  
and Culture**



**Gold Standard  
Customer Care**



**Strategic Branding**



**Fiscal Sustainability  
and Innovation**



**Asset Stewardship  
& Maintenance  
Safety Capacity**





AWARD-WINNING



COMMUNITY



PASSION



DEDICATION

## PEOPLE, FAMILY, AND CULTURE

Building relationships with the community is a foundational element of public service and organizational success--fostering trust and transparency.



- **Met with staff and toured work locations** to understand the organizational structure, work programs, and departmental operations.



- **Visited summer camps and community centers** across the County in an effort to actively listen to staff's concerns and ensure their contributions are valued and appreciated.



- **Toured the County with Division Chiefs** to learn In the spirit of building relationships and learning more about the work of the Department, I hosted a bus tour with the division chiefs of northern area facilities.



- **Created brave spaces** to encourage open dialogue and innovation by promoting a work environment centered around empathy, reflection, and inclusion.
- **Reinforced a culture** that values balance, care, and overall well-being by placing strong emphasis on health, wellness, and putting family first.
- **Launched a series of weekly "Winning" video messages** to staff, offering updates, inspiration, and encouragement to strengthen connection, reinforcing Department values, and engagement.





# GOLD STANDARD CUSTOMER CARE

Implemented 'Learning Day' sessions to enhance leadership development, foster staff growth, and ensure strategic alignment across the organization.



# Gold Standard Review

## GOLD STANDARD CUSTOMER CARE



“As promised, I am writing to express my appreciation for the Project Charges Kickoff meeting you sponsored yesterday to provide clarification, enlightenment, resources and opportunities for partnerships. My exposure to Project Charges began in 2003 when I volunteered in my husband’s office when he served as the Council Member representing the 6<sup>th</sup> Councilmanic District. My view was from the budgetary approval perspective. My exposure to the Project Charges from the recipient standpoint covered 2012 –2014, and 2016 to present, the latter time frame as the reimbursement submitter/Treasurer for the Lake Arbor Foundation, Inc. (The LAFI).

Today’s meeting was an example of the relationship, in my view, which should exist between a government entity and the citizens it serves. I didn’t mention this in the public statement I made but even in the exchange regarding the meeting’s announcement and clarification regarding in-person vs virtual, both you and Ms. [Joyner] were warm, welcoming, responsive and confirmed my decision that I wanted to be in an in-person meeting so I could interact directly with the individuals involved with, in this instance, Project Charges. From your opening remarks describing your preparation and readiness to perform this role as servant-leader, sharing and introducing Mr. Enoch and his clarifying walk-through of the process/timeframes, having the Legal, Budget and Finance Teams available for immediate response to questions, and acknowledgment and transparency regarding the need to be in a better place process-wise with accountability, all were refreshing and comforting. As a retired Federal HR Manager, the designation of Ms. McCullough and Ms. Potts as hands-on, point persons to support the awardees, as well as Ms. [Joyner], signaled that you are committed to the improvement you recognize is needed to better serve your constituents. Therefore, I am pleased to reduce to writing my positive and unsolicited evaluation of the Project Charges Kickoff meeting which exceeded my expectations. Unknown to you, I have a basis of comparison as I attended a similar meeting in 2023; my commentary for that meeting was, at best, unfavorable.

I look forward to working with you and your staff as you move forward on the model of service you discussed and the sincerity and openness of your expressed message.”

In service and thanks,

“Individually we are one drop but together we are an ocean.” Ryunosuke Satoro

**Donna J. Dean**

Treasurer, Lake Arbor Foundation, Inc.



# STRATEGIC BRANDING

## SHOWCASING THE DEPARTMENT



*By unifying our brand and highlighting customer care, innovative programming, and our world-class spaces, we're positioning the Department and Prince George's County as a premier destination to live more, play more and thrive together.*



- Secured a five-year partnership agreement with the Washington International Horse Show, strengthening the Department's regional collaborations.



- Conducted media interviews highlighting some of our signature events, including Celebrate Africa, Latinas in Aviation, and the UnWine Festival.



- Met with community members to listen to their feedback and gain insight into their customer experience.
- Elevated community partners—such as Boys & Girls Clubs, civic groups, and nonprofits—to amplify reach and impact.



- Launched Branding study focus groups to understand how community residents relate to us, our mission, and our values.



# BRAND STUDY INSIGHTS

## key

### DATA ANALYSIS

**61%** of participants are female

**10.3%** enrolled in courses

**69%** engaged with the Department in some capacity

**16.7%** visited a Department facility

## BRANDING STUDY PURPOSE:

- **Learn more** about existing patrons and identify underserved populations
- **Understand** how residents relate to our mission and values
- **Use findings to enhance** programming, services, communications and marketing, and patron attendance

## AUDIENCE ENGAGEMENT INSIGHTS:

- **Adults 25–59** are currently underserved
- **Youth engagement dominates** course and pass visits
- **Seniors show strong engagement** (up to 15%)
- **8,295** active FREE youth IDs and **7,134** active FREE senior IDs, expanding access to Department services.
- **Maintain** a workforce of over 5,400 employees, with 50% career staff and 75% seasonal staff.







live more, play more  
with us! [pgparks.com](http://pgparks.com)



6 Gold Medals



## Find your FUN!

With over 30,000 acres of parkland, M-NCPPC, Department of Parks and Recreation, Prince George's County has something for everyone!

Find your passion at [pgparks.com](http://pgparks.com)



\*Includes Public Private Partnerships on MNCPPC land. Information is accurate as of 10/2025.



...and adding more every day!



# FISCAL SUSTAINABILITY AND INNOVATION

- **Established the Finance Division** to better align with and support the Department's expanding operational needs.
- **Participating in regional planning** for the \$25M RAISE grant focused on transportation infrastructure.
- **Update the Department's Formula 2040 Master Plan** to guide future growth and strategic investment.
- **Created financial contingency plan** to support the Department's services and programs throughout economic changes.



- **Implementing** Statusfy Athletic Field Software.
- **Engaging** the Maryland Aviation Administration and Nonprofit Prince George's County to expand partnerships.
- **Advancing** the Prince George's Plaza Multi-Generation Center concept.
- **Expanding** Roots to Rocks and launching the Youth Trail Ambassador Program.



# ASSET STEWARDSHIP & MAINTENANCE SAFETY CAPACITY



## MAJOR ACCOMPLISHMENTS INCLUDE:

- **Completing the WB&A Patuxent River Bridge**, creating 13 miles of continuous trail.
- **Completed 20 additional Capital Improvement Program (CIP) projects**, including the development of new multigenerational centers.
- **Continued collaboration with Prince George's County Public Schools (PGCPS)** to maintain eight synthetic athletic fields, supported by a \$375,000 investment.
- **Completed community-designed playgrounds** through our innovative partnership with the KABOOM! 5 in 25 program.
- **Expanding pickleball** programming throughout the County.
- **Strengthening partnerships** with County leadership and local stakeholders to support infrastructure improvements.



# FUTURE INITIATIVES



The future of our programs and campaigns is vibrant, forward-thinking, and deeply rooted in community. We're launching a dynamic mix of initiatives that speak to both strategy and spirit by reimagining how we connect, engage, and grow together.

Picture neighborhoods buzzing with chess and pickleball tournaments, healing stations that offer moments of mindfulness, and "Talk Solutions with the Director" gatherings where real conversations spark new ideas and understanding.

The Leadership Institute will nurture emerging talent and empower the next generation of leaders, while grassroots efforts like community cleanups will inspire civic pride and strengthen neighborhood bonds.

At the center of it all is the revival of the Parks and Recreation Foundation, reigniting a powerful engine for innovation, sustainability, and lasting community impact.

*“I've felt a wave of energetic inspiration flow across the Department since Director Stanton's first address to us. I personally love the fact that he uses the phrase "Peace and Love", for to me, that means he's coming from a place of Peace and Leading with Love. Looking forward to our future!”*



# THE ROAD AHEAD



The first 100 days have served as a launchpad for transformation, building momentum and unity. As we continue to elevate and amplify Prince George's County, key initiatives include preparing for the Parks and Recreation Summit, expanding external messaging, and assessing structural improvements to reinforce fairness and enhance performance.

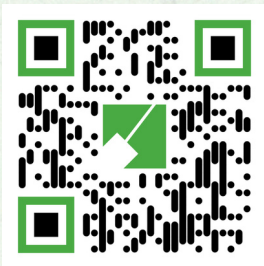


As proud recipients of six national Gold Medals, we're not just celebrating our legacy—we're striving for a seventh, reaffirming Prince George's County's place as a national destination for excellence in parks, recreation, and community engagement. Together, we are writing the next chapter of what it means to *live more, play more*, and thrive in Prince George's County.

Looking ahead, we will continue building a future rooted in collaboration, innovation, and opportunity. Through strategic planning, contingency budgeting, expanded nonprofit partnerships, and increased awareness efforts—particularly around the Prince George's County Boys & Girls Clubs—we are shaping a stronger tomorrow for all who call Prince George's County home.







It has been an extraordinary first 100 days and beyond. Take a look at what we have accomplished together and hear how we will move forward with a "A New Era of Purposeful Progress."



*live more, play more*  
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» 100 + *live more. play more*