



TOWN HALL

Organizational Updates and
Community Discussion

United States Parkour Association

2020-12-28 20:00 EST



AGENDA

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Introductions & Mission

Additional information

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Areas of Action

Our 2021 strategic priorities

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Ways to Get Involved

Additional information

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Community Workshops

focused on specific issue areas

OUR MISSION

To advance the growth and development of parkour in the United States through advocacy, education, community, and governance.

USPK is a 501(c) non-profit organization overseen by a board of elected and appointed volunteer directors composed of community members and industry experts.



USPK BOARD OF DIRECTORS & STAFF



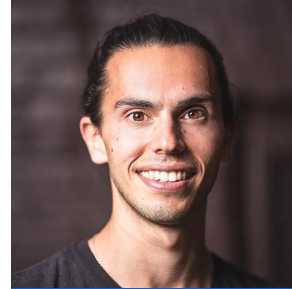
Caitlin Pontrella
Chair



Alan Tran
Vice Chair



Mark Toorock
Treasurer



Blake Evitt
Secretary



Adam Kozy
Executive Director

AREAS OF ACTION

ADVOCACY

Further the legitimacy and awareness of parkour and its benefits through **national advocacy efforts**. We aim to provide a steadfast voice that supports the values of parkour and its communities.

- International/national representation
- Public park advocacy
- Diversity & Inclusion
- Public speaking
- Leave no trace

EDUCATION

Promote **education that advances** the needs of students and educators, improves the quality of the built and natural environments, and **protects the health, safety, and welfare of the practitioners**.

- Certification accreditation
- Parkour in public schools
- Public outreach
- Stewardship & governance education

COMMUNITY

Mobilize the national parkour community to **improve interstate cooperation, expand reach, and affect change**. Our organization will serve as the connection for parkour practitioners.

- Industry research
- National calendar
- Community directory
- Event, jam, & program sponsorships

GOVERNANCE

Protect the health, safety, and welfare of practitioners and the public through thoughtful oversight and focused regulation. We value transparency and accountability in our efforts.

- Industry standards
- Materials & construction guidelines
- Competition safety regulations
- Professional ethics
- Insurance

KEY 2021 STRATEGIC ACTIVITIES

Expand Membership

Release Industry Standards

Insurance

**Expand Committees & KC
Activity**

Economic Survey

Election Preparedness

1 | Expand Membership

Ensure everyone has an opportunity to participate and contribute to the growth of parkour; Create resources that reflect the needs of the community through active feedback processes.

2021 Goal

- *Reach 75 organizational members and 500 individual members*

2 | Create Industry Standards

Protect the health, safety, and welfare of practitioners by establishing the first round of industry standards for critical areas including competition, certifications, gym design-build, risk management, and park design.

2021 Goal

- *Evaluate 5+ Existing Major Parkour Certification Programs*
- *Launch Competition Outreach Platform*
- *Begin Releasing Quarterly Business Best Practices*

3 | Insurance

Ensuring organizations and individuals teaching parkour have access to high quality, low cost insurance

2021 Goal

- *Collect industry & injury data to reduce insurance costs*
- *Establish lasting relationships with insurance industry*

4 | Expand Committees, Task Forces & Communities

Committees & Knowledge Communities help create resources and are the heart of USPK action!

2021 Goal

- *Fill critical committee positions with community volunteers*
- *Establish committee charters & work plans*

5 | Industry / Economic Survey

Survey of financial performance & activities of organizations and communities around the country

2021 Goal

- *Release survey by July 2021*
- *Process & release data by December 2021*

6 | Election Preparedness

The USPK Board of Directors is composed of independent and elected directors, many who are leaders in the parkour community. 2022 is our first round of elections for 4 positions.

2021 Goal

- *Establish voting / nomination process*
- *Build out back-end of website*
- *Launch educational campaign*

+ | FIG Response

Current Situation

- Parkour not in 2024 Paris Olympics under FIG! Gives us time, but the work is far from done. PKE bid rejected, IPF nixes MOU w/ USA Gymnastics and signs one with OCR.

Our Actions

- Joined Parkour Earth May 2020 - int'l representation
- Had discussions w/ other NGBs - USA Skateboarding, USA Synchro, etc
- Established initial contact w/ USA Gymnastics
- Be an example for good governance & fair representation of PK
- Expand membership and sports industry relationships



HOW TO GET INVOLVED

1

Become a Member

2

Task Forces

3

Knowledge Committees

4

Community Editorials

5

Volunteer Roles

6

Stay in the Know

1 | Become A Member

Two Types of Membership: Organizational & Individual

- *Vote in elections*
- *Insurance*
- *Run for a Board position*
- *Access industry data*
- *Support & access to resources*

Hardship waiver option for early 2021

2 | Join a Task Force

- *Build*
- *Certification*
- *Competition*
- *Marketing*

3 | Create a Knowledge Community

What is a KC?:

*Member-driven groups that **knowledge-share and explore key topics, professional interests, and identities.***

They create community-curated resources and participate in developing strategies and tactics to advance key issues.

4 | Community Editorials

USPK welcomes submissions of opinion articles on any subject related to the practice and profession of parkour for publication online. Share your perspective, skill, insight, or an experience you had with the community.

- *Limited to 800 words.*
- *Published on a bi-weekly basis*
- *Shared with our membership and social channels*

Email us at contact@uspk.org

5 | Volunteer Roles

Volunteers are the lifeblood of USPK! We are constantly looking for community members willing to volunteer their time and talents, especially those with marketing, legal, photography/videography, editorial, and IT skills. If you're interested, please see <https://www.uspk.org/get-involved/volunteer/>

We are also currently looking to fulfill three critical volunteer staff positions.

- *Marketing Coordinator*
- *Membership Coordinator*
- *IT Administrator*

If you're interested in any of these please send us an email with the position you're applying for in the subject line at contact@uspk.org

6 | Stay in the know

Newsletter: www.uspk.org/membership/#newsletter

Facebook: www.facebook.com/uspka

Instagram: www.instagram.com/uspka

Website: www.uspk.org



Questions?
(Please use the raise hand function in Zoom!)



Part 2 | Community Workshops

Breakout sessions for you to get involved, ask questions, and raise your voice to the most important issues of parkour today.

1 | Business Practices

What are the foundations to building a strong organization? Do you have written procedures? What process did you wish you had a clear step for? We'll examine better business strategies with one of the best parkour-industry leaders.

Joined by Mark Toorock.

2 | Competitions

What kind of competitions do you enjoy? How can we ensure events are managed responsibly? What actions can competitions take to represent parkour fairly? We'll discuss sports governance with our Competition Committee lead.

Joined by Alan Tran.

3 | Park Advocacy

Is there an active initiative in your town to build a parkour park? What kind of expertise do you wish you had access to? We'll brainstorm solutions with a public park advocate that has implemented parks here in the US.

Joined by Caitlin Pontrella.



BECOME A USPK MEMBER TODAY!

<https://uspk.org/membership>



USPK
UNITED STATES
PARKOUR ASSOCIATION