



CharacterTowns.org was pleased to find this fine presentation by the City Parks Alliance about the role of city parks in major cities; and the appreciation of community leaders as they discuss the role played by parks in their communities. The lessons and observations apply to small cities and towns. Using parks to establish and maintain the character of your city or town is a tried-and-true method for branding” while providing residents with a great amenity, or infrastructure. A great 4:11 minutes to share with elected and appointed city officials. The other four parts of the series should be equally as interesting and useful.

City Parks: America's New Infrastructure - Overview

Sep 18, 2017

[City Parks Alliance](#)

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“**City Parks: America’s New Infrastructure**” is the first video in a five-part series from City Parks Alliance documenting the multi-functional benefits of urban parks. With growing urban populations and aging infrastructure, local governments and their city planners are taking a fresh look at parks as a wise investment of municipal resources to address our greatest urban challenges—from stormwater management and flood prevention to reducing public health costs to economic revitalization and job growth.

The videos include interviews with local business leaders, real estate developers, elected officials, urban design and park professionals, academics, and others highlighting parks in Atlanta, Chicago, Denver, Houston, Nashville, New York, New Orleans, Oklahoma City, Philadelphia, and Washington, DC. The series includes an overview video and four others focused on Transportation, Resilience, Health, and Economic benefits of city parks. Many of the parks featured in the videos were part of a multi-year study conducted by Georgia Institute of Technology researchers into the economic benefits of U.S. infrastructure investments in collaboration with more than 50 university, industry, and government partners.

VIDEO LINK: <https://www.youtube.com/watch?v=AFFXFeSC75U&feature=youtu.be>