



# Lisa Wolff, MSL, CPRP

Project Consultant



## Work Experience

Lisa is a Certified Park and Recreation Professional (CPRP) with broad experience in the field of local government, primarily in recreation and parks. Spanning a 30-year career, Lisa's foundation within the profession has developed partnership programs throughout her career in both financial giving and facility development across numerous spectrums. With a strong background in this area, Lisa has fostered projects and sponsorships exceeding \$2 million dollars in funding and additional partnerships. Recently, Lisa has worked closely to help develop and maintain community-based initiatives that are focused in the area of health and wellness. Her philosophy begins with building and investing in healthy environments within a community to create new conversations for stronger and more viable change for the quality of life!

In addition to the development of strong partnerships, she also focuses on staff organization and development, planning and programming, trail development, marketing and partnerships, facility operations and overall project management. Her true passion lies in building strategic organizations through innovative and creative leadership and guidance while focusing on internal and external collaboration and communication among all stakeholders.

Lisa has served as President of the North Carolina Recreation & Parks Association (NCRPA) and has been a long-term Senate Appointed Board Member to the North Carolina Parks & Recreation Trust Fund. Her role as Assistant Director of Recreation & Parks with the City of Burlington-NC has included oversight of the programming division including: aquatics, recreation centers, youth programming and specialized recreation services, park maintenance, youth and adult athletics, tennis, athletic turf maintenance, theater, and special events. Her skillset also includes:

- Fostering successful collaboration among teams and communities
- Knowledge of local government administration including Council and Manager format of leadership
- Creating innovative development processes for projects, programs and workforce development
- Developing branding, marketing and multi-media initiatives
- Encouraging employee development, recognizing the strengths and areas for improvement in others by providing opportunities and guidance to build skills and capacity

## Key Consulting, Education, & Leadership Roles

- GreenPlay LLC, Project Consultant
- Elon University-B.S. Leisure & Sport Management; Pfeiffer University-Master of Organizational Change & Leadership; UNC School of Government-Municipal Administration
- Assistant Director, Burlington Recreation & Parks
- Project Lead & Contact - Burlington Greenways & Bikeways Plan
- Project Lead Quick-Hitter Trail Expansion, Burlington, NC
- Project Lead Paramount Theater & Expansion Plan
- NRPA Directors School, 2017
- North Carolina Tennis Association
- Downtown Corporation Board Member- Burlington NC
- North Carolina Recreation & Parks Scholarship Foundation Board

## Education

- Elon University-  
B.S. Leisure & Sport  
Management
- Pfeiffer University-Master  
of  
Organizational Change &  
Leadership
- UNC School of  
Government-  
Municipal Administration

## Accreditations, Awards, and Community

- National Recreation &  
Parks Association
- Certified Parks and  
Recreation Professional,  
National Recreation &  
Parks Association (NRPA)
- North Carolina Recreation  
& Parks Association
  - President 2012
  - 1st Vice President,  
2011
  - 2nd Vice President,  
2010
- Past National Recreation  
& Parks Association  
(NRPA) Representative
- Recipient of the North  
Carolina Recreation  
& Parks Association's  
Meritorious Service  
Award
- State of North Carolina  
Parks & Recreation  
Authority Member  
Appointed by the  
North Carolina General  
Assembly
- Former Leisure & Sports  
Management Search  
Committee Member -  
Elon University