



AUSTIN PARKS & RECREATION | FY17 ANNUAL REPORT

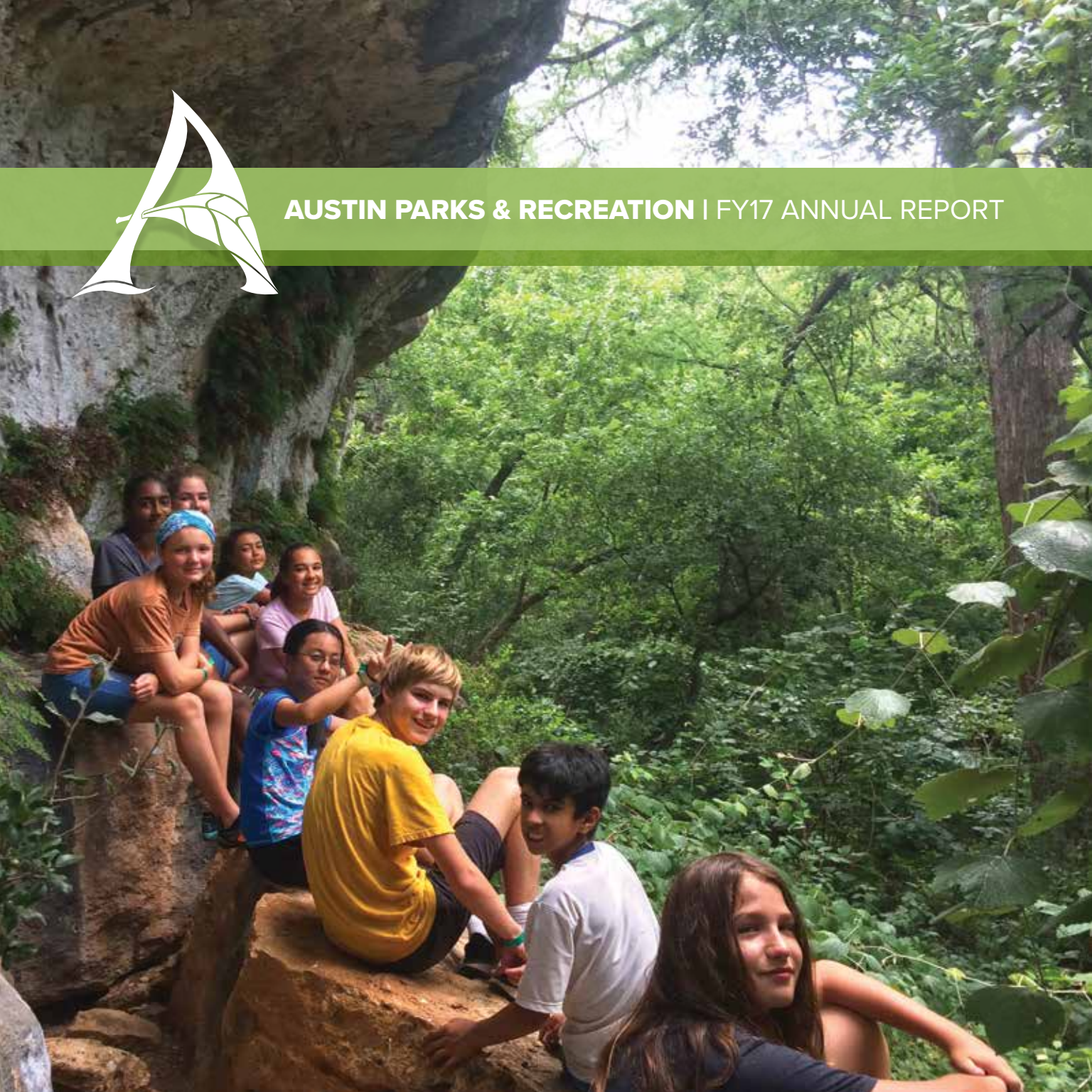


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A NOTE FROM OUR LEADERSHIP



A handwritten signature in black ink that reads "Kimberly A. McNealey".

KIMBERLY A. MCNEELEY, CPRP

ACTING DIRECTOR, AUSTIN PARKS AND RECREATION DEPARTMENT

With every acre of green space and mile of trail, the Austin Parks and Recreation Department reminds Austinites that nature and recreation are essential to vibrant, fulfilled, and connected communities. Our city's parks and natural spaces give residents and visitors a restorative space to play, unwind, and reconnect with each other and nature. Year-round, our staff maintains and improves buildings and parkland for public use, creating a welcoming space for the community to gather. Our recreation centers deliver diverse programming for youth and adults, while our museums and cultural centers offer enriching experiences in the arts and inclusive spaces for Austin's diverse communities. In the spring and summer, our camps offer unique learning opportunities for young people, while our aquatic facilities provide a safe and cool respite from the Texas heat. This year, I hope you take time to get outside and make use of the many cultural places and natural spaces within your community. Thousands of people enjoy and support Austin's park system every day, and our city is made infinitely better because of it.



A handwritten signature in black ink that reads "Jane Rivera, Ph.D.".

JANE RIVERA

CHAIR, AUSTIN PARKS AND RECREATION BOARD

As the Chair of the Austin Parks and Recreation Board, I see our park system through the eyes of both our Austin community and the dedicated Parks and Recreation staff that cares for it. Every day, I watch generations of Austinites visit our city's outdoor spaces to enrich their lives and improve their health through active play. I celebrate the continued partnerships between city employees, residents, and partner agencies in ensuring that our parks remain beautiful and accessible to everyone. But most of all, I witness the immeasurable, positive impact that our park system has within our community, and it is my honor to advocate for their continued improvement, development, and preservation.

WHO WE ARE

The Austin Parks and Recreation Department has been the trusted steward of the city's parkland since 1928 when the population was approximately 50,000. More than 85 years later with a community of almost one million, the Department continues to serve the public by providing, protecting and preserving a park system that promotes quality recreational, cultural and outdoor experiences. Over the years, our mission has not changed, but the way we practice our profession has evolved to keep pace with Austin's exponential growth.

The Department is recognized for excellence in operation and service by the Commission for Accreditation of Park and Recreation Agencies (CAPRA), and aligns itself with the industry values defined by the National Recreation and Park Association (NRPA), the leading non-profit organization dedicated to the advancement of public parks, recreation and conservation. Adhering to best practices, we offer an essential public service and demonstrate our economic value, health and environmental benefits, and social importance by improving the overall quality of life for Austin residents and visitors.

2017 CAPRA ACCREDITATION

In 2017, the Austin Parks and Recreation Department met all 151 standards associated with CAPRA Accreditation, which recognizes park and recreation agencies for excellence in operation and service.



TEAM SNAPSHOT



694.75

BUDGETED FTES



1,000+

TEMPORARY AND
PART-TIME EMPLOYEES



113

EMPLOYEE UNITS
AND 14 DIVISIONS



16,447

HOURS OF EMPLOYEE
TRAINING



MISSION

To inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

EXECUTIVE LEADERSHIP

AUSTIN PARKS AND RECREATION DEPARTMENT

Kimberly A. McNeeley, CPRP, Acting Director
Liana Kallivoka, PhD, PE, Assistant Director
John R. Nixon, MPA, Acting Assistant Director
Iliana Venegas, SPHR, SHRM-SCP, Acting Assistant Director

BOARD LEADERSHIP

PARKS AND RECREATION BOARD

Jane Rivera, Chair
Richard DePalma, Vice Chair
Michael Casias, Board Member
Rick Cofer, Board Member
Tom Donovan, Board Member
Romteen Farasat, Board Member
Dawn Lewis, Board Member
Francoise Luca, Board Member
Randy Mann, Board Member
Fred Morgan, Board Member
Frank Ward, Board Member

WHAT WE DO

300
PARKS

13

OFF-LEASH
AREAS

18,714

ACRES OF GREEN
SPACE

40

SWIMMING
POOLS

11

SPLASH PADS

227

MILES OF TRAIL

10

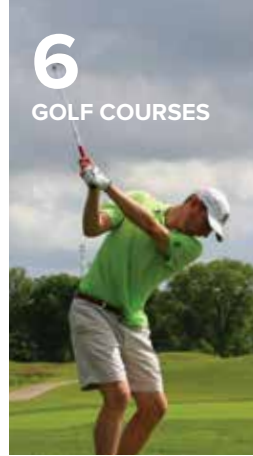
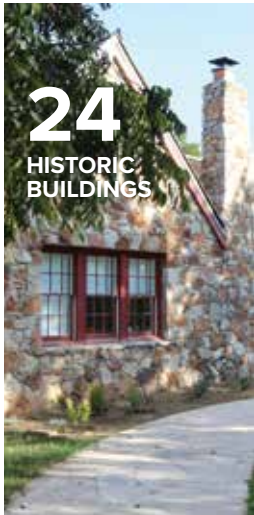
EXTREME SPORTS
FACILITIES &
TRACKS

147

PLAYGROUNDS

11

MUSEUMS, ARTS,
& CULTURAL
CENTERS



OUR FINANCIALS

GENERAL FUND

Revenue	\$11,228,071
Budget Requirements	\$80,504,938
Full-Time Equivalents	651.75

GOLF FUND

Revenue	\$7,522,067
Transfers in	\$500,000
Budget Requirements	\$8,206,213
Full-Time Equivalents	41.00

SPECIAL EVENTS FUND

Revenue	\$1,883,637
Budget Requirements	\$1,883,637

EXPENSE REFUNDS \$3,769,894

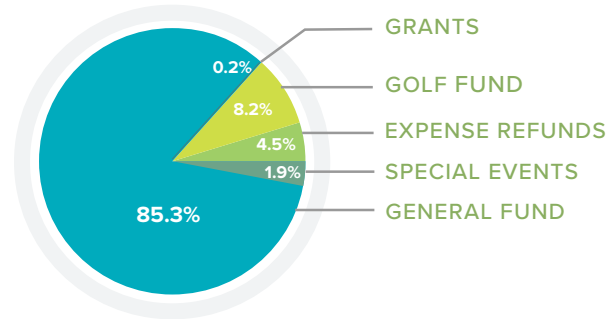
GRANTS

Budget Requirements	\$271,000
Full-Time Equivalents	3.00

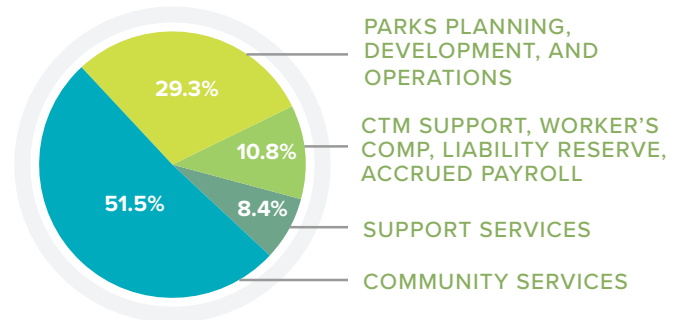
TOTAL BUDGET \$94,635,682

*TOTAL BUDGET = BUDGET REQUIREMENTS + EXPENSE REFUNDS

FUNDING SOURCES



FUNDING USES



85.3%

OF AUSTIN PARKS & RECREATION FUNDING COMES FROM CITY GENERAL FUND



PARK PLANNING



PARKLAND DEDICATION

On January 28, 2016, Austin City Council adopted a new Parkland Dedication Ordinance allowing Park Planning to acquire 66 acres of parkland. This Ordinance requires new residential and hotel development to provide land or the payment of fees in lieu of land dedication.



ZONING PARKLAND

Planning rezoned 400 acres of Onion Creek Metro Park and an additional 175 acres of Onion Creek Greenbelt. An additional 210 acres of parkland are in the process of being rezoned to facilitate recreational development of Georgian Acres Neighborhood Park and Little Walnut Creek Greenbelt.



NEW HISTORICAL MARKERS

- Lions Municipal Golf Course
- Hancock Golf Course and Recreation Center
- Zilker Caretaker Cottage
- Norwood House
- Parque Zaragoza Neighborhood Park
- Downs Field



IMPROVING DOWNS FIELD

Through a public-private partnership, improvements at Austin's historic Downs Field were completed in June 2017. Partners in this initiative included Six Square: Austin's African American Cultural Historic District, the Public Works Department's Neighborhood Partnering Program, and the Austin Parks and Recreation Department.

2017 IMPROVEMENTS

- New entry gateway
- New fencing
- New mosaic art walls

PARK MASTER PLANS

BULL CREEK DISTRICT PARK MASTER PLAN

The Austin Parks and Recreation Department has created a Park Master Plan for Bull Creek District Park, located in northwest Austin on the banks of Bull Creek. With community input, the Master Plan for the 48 acre district park proposes improvements that include: restoration of the existing restrooms, trail and trailhead enhancements, drainage/riparian enhancements, ADA access, and pedestrian safety along Lakewood Drive.



LAMAR BEACH MASTER PLAN

Lamar Beach at Town Lake Metro Park is a 65 acre park along the shores of Lady Bird Lake just west of downtown Austin. Uses of the park include youth sports programs administered by the West Austin Youth Association, Austin High School sports programs, Lance Armstrong Bikeway, Austin Pets Alive Adoption Center, Roy and Ann Butler Hike and Bike Trail and the Texas Rowing Center. The master plan, adopted by City Council in December 2016, envisions a redevelopment of the park and relocation of Cesar Chavez Boulevard to accommodate all the current park users and provide more open parkland for use by the general public.



AWARDS

PRESERVATION AUSTIN 2017 STEWARDSHIP AWARD

Improvements to Downs Field were recognized by Preservation Austin with a 2017 Stewardship Award. The Austin Parks and Recreation Department was honored along with Six Square, the City of Austin Public Works Department, Huston Tillotson University, and the Rosewood Neighborhood Contact Team.

NATIONAL PLANNING ACHIEVEMENT AWARD FOR URBAN DESIGN

The award from the American Planning Association recognizes Austin's Historic Cemeteries Master Plan, which provides a framework for rehabilitating and transforming five cemetery properties into community open spaces. Austin is one of 12 APA Achievement Award recipients in 2017.

FUNDS FOR HISTORIC PRESERVATION PROJECTS

The Austin Parks and Recreation Department received a direct allocation of nearly \$1 million in Hotel Occupancy Tax (HOT) Revenue in Fiscal Year 2017. The funding was directed to restoration projects at the Oakwood Cemetery Chapel, Elisabet Ney Museum, O. Henry Museum, and Mayfield Park. HOT revenue is an important tool for the promotion of tourism, and PARD is an important partner in this effort as public parks, museums, and cultural centers are among the top tourist attractions in the city.

PARK DEVELOPMENT

SHIPE AND GOVALLE POOLS

Shipe Pool at Shipe Park represents one of the oldest aquatic facilities in the City of Austin, and it is a contributing element to the Hyde Park Historic District. Govalle Pool was built in 1954, and it is representative of pool facilities built in east Austin during the era of segregation.

As a response to the completion of the Aquatic Assessment in the fall of 2014, City Council provided a one-time allocation of funding for the rebuilding of Shipe and Govalle Pools. In the Aquatic Assessment, both facilities were identified as ‘critical pools’ within the aquatic system. This designation defines aquatic facilities that would functionally fail due to overall deteriorating mechanical and structural conditions.

The project designs were shaped by extensive public engagement processes and newly-formed design guidelines for the Aquatic Unit’s Neighborhood Pools. Features of each new facility include a recreational/lap pool, a zero-depth entry activity pool for toddlers, a unique gender and family restroom bathhouse, robust shade structures and ample deck space. All of these features have been thoughtfully designed to work within the existing park context. In addition, the facility design conforms to the latest building and landscape sustainability requirements of the City of Austin and PARD. Each project is expected to begin construction in Spring/Summer 2018.



SHIPE POOL



GOVALLE POOL



AUSTIN CONNECTING CHILDREN TO NATURE

The installation of an outdoor classroom, a nature walking trail, and two rain gardens provide environmental learning opportunities to children at Barrington Elementary School. This project represents the first phase of improvements resulting from the Cities Connecting Children to Nature implementation grant and the City of Austin's partnership with AISD and local non-governmental organizations, such as the Children in Nature Collaborative of Austin.



DOVE SPRINGS RECREATION CENTER PROJECT

With funding allocated from the 2012 Bond, the Austin Parks and Recreation Department plans to renovate existing spaces and add a multi-purpose fitness room to meet the desires for new and expanded programming at Dove Springs Recreation Center. Other project features include the construction of a new commercial kitchen, enhancements to circulation at the lobby, a mobile study area, upgrades to existing building systems, and a connective, covered patio that opens to the outdoor playscape area. The project is currently on track for LEED Silver certification and has received supplemental construction funding from the Texas Parks and Wildlife Urban Indoor grant in the amount of \$500,000.

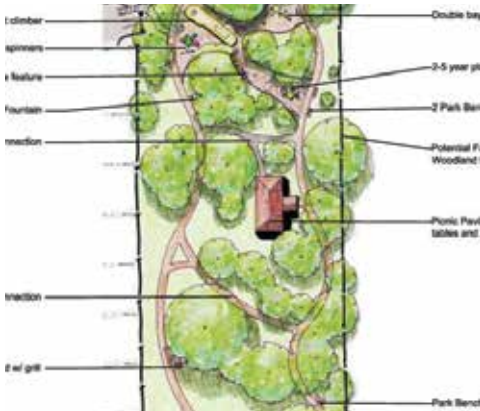


DOWNTOWN SQUARES INTERPRETIVE PLAN

The Austin Parks and Recreation Department, in partnership with the Downtown Austin Alliance, developed a comprehensive interpretive strategy for the three historic city squares: Brush, Republic, and Wooldridge.

The project resulted in:

- Stories and storylines for Brush, Republic, and Wooldridge Squares
- Content for signs at Republic Square



GEORGIAN ACRES NEIGHBORHOOD PARK MASTER PLAN

The Austin Parks and Recreation Department received a one-time allocation of funding from City Council through the 2015-16 budget cycle to develop Georgian Acres Park. This park was identified as in need of development to fill a recreation gap in the area. Austin Parks and Recreation staff worked in partnership with the Council District 4 Office and the Georgian Acres Neighborhood Association on a collaborative community engagement process to develop a plan for the park. The master plan includes a loop trail, picnic tables and gathering spaces, improved accessibility, and play areas for children.

PARK DEVELOPMENT AWARDS

- **Emma Long Metropolitan Park:** recipient of \$1 million Urban Outdoor grant from the Texas Parks and Wildlife Department
- **Dove Springs Recreation Center:** recipient of \$500,000 Urban Indoor grant from the Texas Parks and Wildlife Department
- **Vic Mathias Shores at Town Lake Metro Park:** recipient of the 2017 Impact Award for Public Spaces from the Urban Land Institute

COLONY PARK DISTRICT PARK

The Colony Park District Park Improvements Project develops approximately 9 acres of underutilized parkland to provide the following amenities: a baseball and multi-sport field, a large play area with elements of nature-based play, fitness equipment, two pavilions, picnic tables, drinking fountains, and a portion of hike-and-bike trail network to connect the adjacent communities to the park facilities and elementary school. Under a first phase of the improvements project, PARD Facility Construction teams completed the installation of a ½ mile loop fitness trail with three exercise plazas in early 2017. The balance of the project is in the final phase of design and permitting processes, and construction is projected to begin in early 2018.



SHOAL CREEK GREENBELT TRAIL

This project is designed to provide ADA-compliant trail connectivity and support multi-modal means of alternative transportation in conjunction with the City of Austin Urban Trails Master Plan. This project spans over 20 blocks and includes significant bank stabilization efforts, improved trail surfacing and creek access points, installation of four new creek crossings, enhancements to stormwater runoff measures and re-establishment of native creekside vegetation. When complete, it will allow for continuous bicycle and pedestrian access across Shoal Creek and along the Shoal Creek Trail between downtown and Pease Park. This project is a partnership between Watershed Protection, Austin Energy, Austin Water Utility and Public Works.



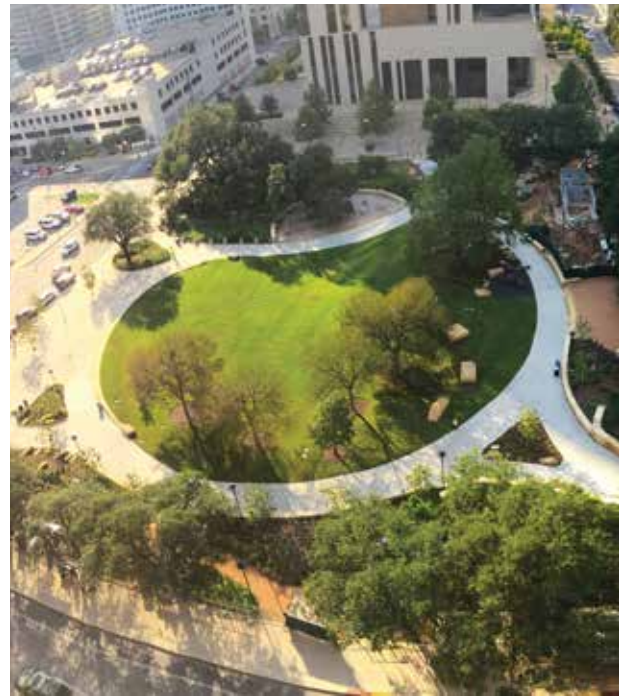
ALLIANCE CHILDREN'S GARDEN

A 2-acre recreational environment within Butler Park, the Alliance Children's Garden represents the fulfillment of a multi-year master plan effort to provide Austin residents with a multi-purpose cultural park. The garden design, which included extensive public input, is tailored for children while providing a variety of play and recreational experiences - including promotion of wellness and education for visitors of all ages. The Alliance Children's Garden will become one of the city's premier play environments within downtown Austin and represent the unique culture of Austin through contextual forms, imaginative play and strong aesthetics. Design development is currently underway, and construction is anticipated to begin in late 2018.



REPUBLIC SQUARE PARK

The park known today as Republic Square is one of four downtown squares laid out for the new capital city in 1839. Since that time, the square and its renowned Auction Oaks have seen dramatic changes. Most recently, the development of the Republic Square Master Plan in 2010 and approval by City of Austin Council in 2012, laid the foundation for a unique partnering agreement between The Austin Parks Foundation, Downtown Austin Alliance and the City of Austin Parks and Recreation Department. Under this partnership, construction improvements identified in the master plan began in late 2016 and were opened to the public in October 2017. The design of the square is intended to better serve the many public events that occur here, including the weekly Farmers Market. The new design addresses the pressures of mass transit on the eastern edge, improves pedestrian circulation patterns, provides a large green lawn, and preserves the historic Auction Oaks along the park's southwest edge. In addition, the square will boast an urban café and a unique art piece made possible by a partnership with the Art in Public Places program.



VELOWAY RESURFACING

The Veloway, a 3.1 mile long paved asphalt track in southwest Austin, was built in 1993 with grant funding from the Texas Parks and Wildlife Department. Utilizing an Interlocal Agreement with Travis County, PARD completed a significant resurfacing project in February 2017, vastly improving the Veloway for bicyclists and inline skaters.



JOSLIN PLAYScape

Through 2015 block funding, the Austin Parks and Recreation Department had the opportunity to develop a new playground at Joslin Neighborhood Park. This project provided a nature-themed playscape shaded by nearby Live Oak trees and ADA access to all park amenities.



KEALING RENOVATION

The new playground at Kealing School Park is tailored for the local neighborhood and nearby Middle School. It offers climbing elements for children, a basketball goal, and an outdoor learning environment focused on earth sciences. Children can explore the wildflower area and teachers can program learning lessons in the outdoor classroom.



WALLER CREEK PARKS

The Waller Creek District is undergoing a major transformation as envisioned through the public-private partnership between the City of Austin and the Waller Creek Conservancy. On September 20, 2017, the Waller Creek District reached a major milestone with the initiation of construction of Waterloo Park. The structured lawn is the first phase of work to be completed and will allow for the full park construction to commence in Spring 2018. It is currently anticipated that construction of Waterloo Park will be completed by the end of 2019.

MONTOPOLIS RECREATION CENTER

The Montopolis Recreation + Community Center will jointly replace two aging facilities and be co-operated by the Austin Parks and Recreation Department and Austin Public Health Department. This building will be rebuilt to provide over 33,000 sq ft of new space, including a commercial kitchen, gymnasium, fitness room, computer lab, conference rooms and educational programming areas. The building's design seeks to support the initiatives of each partnering department by fostering mental and physical well-being through community recreation and the pursuit of healthy lifestyles.



AQUATIC UNIT



KEEPING AUSTIN SWIMMING

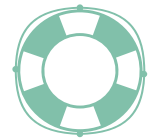
The Austin Parks and Recreation Department's Aquatic Unit is a dedicated team whose passion is to keep Austin swimming. The Aquatic Unit operates 51 public pool facilities, which includes 7 municipal pools, 28 neighborhood pools, 3 wading pools, Barton Springs Pool, 11 splash pads and 1 rental facility (Commons Ford Ranch).

Each year, the division offers instructional programs for all ages, with a variety of swim lessons for students 6 months to adults. In addition to swim lessons, the Aquatic Unit manages a year-round lifeguard program that recruits and trains aquatics professionals. Each summer, nearly 700 lifeguards are hired to keep Austin's pools fun and safe for public use.

Behind the scenes, the Aquatics Maintenance team operates, services, and repairs, each of the aquatic facilities, including 5 pools and 1 splash pad that remain operational and open to the public year-round.



40
POOLS



760
LIFEGUARDS



500
SWIM CLASSES



11
SPLASH PADS

BARTHOLOMEW SWIMS

My Park, My Pool, My City is a three-year artistic collaboration between the Austin Parks and Recreation Department's Aquatic Unit and Forklift Danceworks. Bartholomew Swims was the first in what will be a series of performances aimed at telling the stories of the pools and highlighting their values to the community. The event had a total of 2,200 attendees over the course of six performances.



SWIM PROGRAM

This year, the Instructional Swim Program taught nearly 3,000 people the lifesaving skill of swimming. The team continued partnerships with Colin's Hope and the Austin American Statesman to increase access to affordable swim lessons. Additionally, nearly 850 swimmers participated in the 2017 Summer Swim Team with 54 swimmers competing in TAAF Summer Games of Texas.



BARTON SPRINGS

The crown jewel of Austin, Barton Springs Pool, experienced a record setting year with 774,941 visits in FY17 - the second highest year in the pool's history. The three-acre, spring-fed pool is home to two endangered species of salamander including the Barton Springs Salamander and Austin Blind Salamander.



NATURE BASED PROGRAMS



CONNECTING YOUTH TO NATURE

The Austin Parks and Recreation Department's Nature Based programs include the Austin Nature & Science Center and the Camacho Activity Center. Together, the programs served more than 48,000 participants in 2017. Austin Nature & Science Center exhibits included the Texas Colorado River Rolling exhibit, a Human Sunclock, Masters of the Night bat exhibit, the Curiosity Cube and Science exhibit, Our Desired Future exhibit, and the One Square Foot exhibit.



230,553

VISITORS AT AUSTIN
NATURE & SCIENCE CENTER



450

VOLUNTEERS AT CAMACHO
ACTIVITY CENTER AND AUSTIN
NATURE & SCIENCE CENTER

BEST SCIENCE OASIS

In November 2016, the Austin Chronicle named the Austin Nature & Science Center the "Best Secret Science Oasis". In FY17, ANSC hosted more than 25 new programs, events, and exhibits.





SOLAR ECLIPSE VIEWING

In August, the Austin Nature & Science Center hosted more than 2,000 visitors to watch the 2017 solar eclipse. Guests of all ages joined staff in the meadow to view the event and learn more about the science behind solar eclipses.



OUTPOST CLIMBING WALL

Through generous funding from the Austin Parks Foundation, Disney, ABC, and ESPN, the Austin Nature & Science Center completed the installment of a free, 20-foot outdoor climbing wall for youth visitors.



DIRT DIVAS AT CAMACHO

Dirt Divas is an all-girls, outdoor adventure club that connects local youth with their natural environment. Through environmental education and fun outdoor activities, the Dirt Divas program strives to create strong female stewards of the great outdoors. This year, the Camacho Activity Center developed a partnership with Bertha Sadler Means and hosted the first session of Dirt Divas' all-girls leadership academy on the east side. The session ended with our very first all-female, staff-led camping trip to Emma Long Park. Participants learned how to pitch a tent, start a campfire, and fish, many for the first time ever.



MUSEUMS & CULTURAL PROGRAMS



MORE VISITORS AT MUSEUMS AND CULTURAL CENTERS

Total visitation rose 16% year over year for the Museums and Cultural Programs Division, an unprecedented jump. The rise in visitation coincided with new funding from Hotel Occupancy Tax revenue providing for statewide distribution of the Division's History, Arts and Nature brochure. The Division also launched a successful community engagement program through its first outdoor concert produced by Museums and Cultural Program sites and a series of community engagement meetings to solicit public input on programming.

356,389

TOTAL VISITS TO MUSEUMS & CULTURAL CENTERS

16%

INCREASE IN TOTAL VISITS

14,842

ARTISTS EMPLOYED AT

957

PROGRAM VOLUNTEERS

34,864

YOUTH INVOLVED IN OUT OF SCHOOL TIME ACTIVITIES

404,917

HOURS OF PROGRAMMING ATTENDED BY COMMUNITY

97%

OF VISITORS REPORT AN INCREASE IN THEIR KNOWLEDGE OF ARTS/CULTURE

3,049

NUMBER OF PROGRAMS PROVIDED (FREE & FEE-BASED)

\$5,940,865

ANNUAL BUDGET FOR MUSEUMS & CULTURAL PROGRAMS



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER: TEN YEAR ANNIVERSARY

The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) celebrated its 10th Anniversary on September 16, 2017 with 2,000 in attendance. The event featured the unveiling of a new mural completed by ESB-MACC's first teen leadership program, CAMINOS. Other highlights included a blessing performed by Aztec dancers and a children's concert performed by internationally Renowned Colombian artist, Andres 123. Council Member Pool gave a proclamation followed by a traditional "grito" by Council Members Garza, Casar, Renteria, Pool, and Tovo. In addition, master planning for the ESB-MACC's next 10 years added an extra air of excitement and enthusiasm to the event.

The Caminantes unveil their mural, created as part of the CAMINOS teen leadership program at the ESB-MACC.





KUNIYUKI SASHIHARA

Visiting Master Ceramicist from Oita Japan

FIRST CULTURAL EXCHANGE AT THE DOUGHERTY ARTS CENTER

The Dougherty Arts Center held its first Cultural Exchange program, bringing American and Japanese cultures together, both united in their devotion to clay.

Kuniyuki Sashihara, a master ceramicist from Oita, Japan, crossed the ocean to provide three exhibitions, three workshops, and three special events. He exchanged artistic techniques, tools and wisdom with Austin's ceramics community, forever impacting the way Austin's ceramics community collaborates and explores in pottery. Produced in collaboration with the Austin Oita Sister City Committee, their efforts promoted visual arts and Japanese culture within the greater Austin community.



“After visiting the United States, my life has changed, and this visit will fundamentally change my pottery career in Japan.” -- Kuniyuki Sashihara



WALL AND GATE RESTORATION AT THE ELISABET NEY MUSEUM

The wall along the south circumference of the Elisabet Ney Museum was installed in 1939 by the Violet Crown Garden Club of Austin, an influential ladies' civic organization. Over its long life, the wall shifted considerably, and tree roots took their toll. Thanks to a grant from the Visit Austin Heritage Grant program, matched with city funds from the Hotel Occupancy Tax, the wall's restoration was completed in August, 2017. The distinctive wrought-iron gate, said to be a Fortunat Wiegler Iron Works original, was also restored. Finally, a new matching mortar cap was placed over the entire wall, and the stones were carefully washed. The wall is now better built than it was originally, matching the efforts undertaken to beautify and preserve the main building and site overall.



ASIAN AMERICAN RESOURCE CENTER (AARC) KITCHEN

A commercial kitchen was installed at the AARC to provide catering facilities for the senior meal program and facility rentals. The new kitchen features commercial grade refrigerators, freezer, oven, stove, ice machine, dishwashing system and rice cookers. The total cost was \$600,000 in bond funding, and the AARC is planning culinary classes from multiple Asian cultures in the near future.

NEW ARTIFACTS AT THE O. HENRY MUSEUM

The O. Henry Museum acquired handwritten sheet music featuring 16 bars of the song "Little Old Main Street," composed by William S. Porter (O. Henry) in 1909. This acquisition is an example of Porters' musical talent. The song was from the Off Broadway musical comedy "Lo," co-written by O. Henry and Franklin P. Adams, a fellow newspaper columnist.



BOYD VANCE THEATER UPGRADES

All 134 seats at the Carver's Boyd Vance Theater have fresh, new upholstery and seat labels. The new upholstery is purple with yellow accents, sticking with the Carver's signature colors of purple and gold. The carpet in the house was replaced as well, featuring a lighter mixture of purple and yellow hues. After nearly 12 years of use, the seats were showing some wear - a sign of how popular the theater had become. Community response has been positive about the new look of the Boyd Vance Theater.

COMMUNITY PROGRAMS

APD BASKETBALL AT DOVE SPRINGS

Dove Springs Recreation Center partnered with the Austin Police Department (APD) to host a basketball league between APD and teens in the community. 50 participants played on the last Friday of each month, and the teams faced off in an all-day tournament at the end of the season.



NOTES FOR NOTES

Through a partnership with national nonprofit organization Notes for Notes, Delores Duffie Recreation Center launched a professional recording studio inside Doris Miller Auditorium. The studio, complete with professional recording equipment, a full range of musical instruments, and an indoor stage, provides free music education and recording to youth in the community.

CONLEY-GUERRERO GOLDEN ROLLERS

Conley-Guerrero's Golden Rollers received the SXSW "Faces of Austin 2017 Judges Choice Award" for the short film *Like Riding a Bike*. The film showcased the Golden Rollers program, all of its incredible participants, and the many diverse faces, voices, and experiences of Austin.





35,261

YOUTH PARTICIPANTS
IN COMMUNITY PROGRAMS

4,914

TEEN PARTICIPANTS
IN COMMUNITY PROGRAMS

41,533

ATTENDEES AT COMMUNITY
PROGRAM EVENTS



282,174

TOTAL VISITORS AT
RECREATION CENTERS

1,026

VOLUNTEERS WHO MADE
ACTIVITIES POSSIBLE



5,069

SENIOR PARTICIPANTS

75,799

SENIOR MEALS PROVIDED

6,913

SENIOR ATTENDEES AT
COMMUNITY PROGRAM EVENTS



CENTRALIZED PROGRAMS

COMMUNITY INITIATIVES

The Austin Parks and Recreation Department's Community Initiatives promote lifelong recreation, education, and cultural opportunities for all ages through direct services and support services.



FITNESS IN THE PARKS

With the support of the Austin Parks Foundation and participating instructors, the Austin Parks and Recreation Department offers free fitness classes and walking programs at recreation facilities and parks across the city. Classes are designed for all skill levels and fitness abilities, including yoga, boot camps, Zumba, MixxFitt and more. Over 600 participants enjoyed 800 hours of free fitness programs throughout the year.



INCLUSION UNIT

Inclusion Unit staff are experienced recreation therapists who perform individual assessments and develop recommendations that allow all community members to successfully participate in park programs and activities. Inclusion therapists provided 15,738 hours of direct hands-on assistance to 143 youth and 21 adults and seniors. Assessments and modification plans serve adults and youth of all abilities and disabilities.



TOTALLY COOL TOTALLY ART

Totally Cool, Totally Art (TCTA) emphasizes the importance of creation. In FY17, 278 teens explored their creative side through hands-on learning from professional artists in mixed media, urban painting, videography, culinary arts and theater. Over 1,500 individuals attended two gallery displays at the Mexic-Arte Museum and the Dougherty Art Center as well as two theatrical performances hosted at Doris Miller Auditorium.

1,453

YOUTH

received a 50% discount toward youth program registration costs through the Youth Financial Aid Program



500

HOURS

of enrichment programming in Science, Technology, and Math offered to 1,000 youth participants



113

TEENS

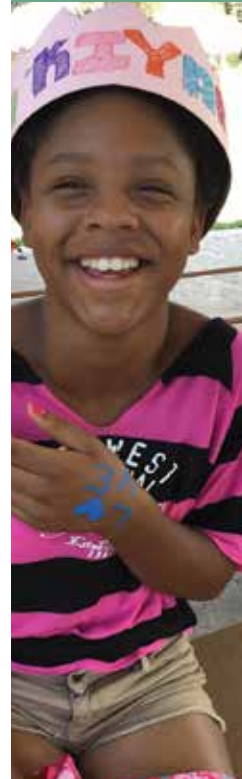
learning life and leadership skills during Roving Leaders outreach group



1,545

YOUTH

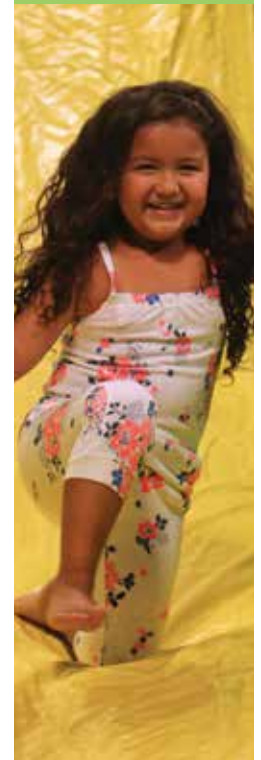
participating in free, supervised active play, games, and art during Summer Playgrounds Program



3,716

KIDS & ADULTS

at Keep Austin Playing - an interactive playdate event encouraging active play and healthy lifestyle changes



ATHLETIC PROGRAMS

Athletics is more than just physical activity – the Austin Parks and Recreation Department’s athletic facilities and programs provide a place for cross-cultural interaction, teamwork, relationship building, healthy competition and a place to find mind-body balance.



ASSOCIATION OF VOLLEYBALL PROFESSIONALS (AVP) 2017 PRO BEACH VOLLEYBALL TOUR

The Austin Parks and Recreation Department hosted the Association of Volleyball Professionals (AVP) 2017 Pro Beach Volleyball Tour. AVP is the premier U.S. pro beach volleyball league, featuring the very best players from across the country. The AVP Pro Beach Volleyball Tour at Krieg Complex welcomed 248 professional sand volleyball athletes and over 3,500 people from the Austin community to spectate for free. This event was also televised nationwide on NBC Sports Nation, featuring Krieg Complex.



YOUTH SPORTS

Athletic Programs supported 17 Youth Sports Organizations serving over 13,000 youth in the Austin area. Youth sports organizations logged over 300 volunteer hours working as coaches, concession stand operators, ball field maintenance workers, and team parents to support youth sports in the Austin community.



ADULT SPORTS

The Austin Parks and Recreation Department's Athletic Programs registered 1,565 adult teams in FY17. Adult Sports teams played in 18 different seasons of flag football, softball, basketball, and volleyball. In FY17, Athletic Programs began implementing a new sportsmanship rating system for Adult Sport Leagues.



SPECIALIZED PROGRAMMING

Athletic Programs partnered with 74 contract instructors to provide specialized programming at recreation facilities and parks all over Austin. Program selections included yoga, water polo, photography, music lessons, martial arts, visual and performing arts, continuing education, and gardening.

GOLF ATX



WHERE AUSTINITES COME TO PLAY

Golf ATX, the City of Austin's Golf Division, operates six public golf courses and one short course which serve a large and diverse golf community. Golfers of all ages and skill levels visit the Golf ATX courses each week to play recreationally and competitively. In FY17, over 255,000 total rounds of golf were played on Golf ATX courses, an increase of 5% over FY16.

900

PAGA PLAYERS

The Pan American Golf Association brought their national conference and golf tournament to Austin in July which brought 900 players of all ages from across the U.S to Lions, Morris Williams and Clay/Kizer.

300

HOSTED EVENTS

In FY17, over 300 events were hosted on the Golf ATX courses ranging from golf tournaments, charity events, wedding parties, middle and high school matches, and company outings.

360

JUNIOR GOLF CAMPERS

Golf ATX promotes junior golf among youth players by organizing the Austin Junior Golf Camp which hosts more than 360 campers annually.

280

JUNIOR GOLFERS

Golf ATX partners with the Southern Texas PGA's junior program, supporting four tournaments and 280 junior players on Golf ATX courses each year.

100

GOLF CLINICS

Player Development continued to be one of the main focuses for FY17. Over 100 Range Grinder and free public clinics were conducted

850

CLINIC PARTICIPANTS

Nearly 850 individuals participated in Golf ATX's Range Grinder program and free public clinics - a growth rate of 17% from the previous year.



255,000
ROUNDS OF GOLF PLAYED

↑ 5%
INCREASE OVER FY16



NEW GOLF ATX WEBSITE AND BRAND

After months of planning, the Golf Division went through an extensive rebranding process. This involved the creation of a new Golf ATX logo and a redesigned city website that is easier to navigate and more accessible on mobile devices. The new Golf ATX brand and website were launched in mid-2017 and both have received positive feedback from the Austin golf community.



TEXAS GOLF HALL OF FAME

Lions Golf Course was selected by the Texas Golf Hall of Fame and added to the Texas Registry of Historic Golf Courses. The purpose of the Texas Registry of Historic Golf Courses is to foster interest in and respect for the science and art of golf course history and architecture.

NATURAL RESOURCES

PROTECTING AUSTIN'S NATURAL SPACES

The purpose of the Natural Resources Division is to care for and encourage responsible recreation, enjoyment and stewardship of natural park spaces through the Urban Forestry, Gardens and Preserves, and Park Ranger groups.



ZILKER BOTANICAL GARDEN

A green oasis in central Austin, the Zilker Botanical Garden attracts locals and visitors of all ages, with 25% visiting from outside Austin.

131,416

TOTAL VISITS WITH
121,311 TOTAL GUESTS

782

VOLUNTEER HOURS
AND 144 TOURS

27

PROGRAMS AND EVENTS
AND 751 PARTICIPANTS



FORESTRY

The Forestry team maintains and enhances Austin's urban forest, providing social, economic, and environmental benefits to Austin's residents.

288,000

TREES WITHIN AUSTIN
PARKLAND

4,061

TREES PLANTED IN
AUSTIN PARKLAND

4,279

TREES RECEIVING
SPECIAL MAINTENANCE



PRESERVES

Austin's preserve land provides essential endangered species habitat while protecting unique natural features like caves or streams.

5,800

ACRES MAINTAINED
WITH 1 FULL TIME
EMPLOYEE

264

CUBIC TONS OF
INVASIVE PLANTS
REMOVED

687

VOLUNTEERS GAVE
3,554 HOURS OF TIME
THROUGH SERVICE
PROJECTS



560



**PROGRAMS ON NATURE
AND CONSERVATION**

In 2017, Park Rangers held 560 programs with 20,911 total contacts. Programs focused on the conservation of native habitat and wildlife, such as snakes, bats, and native flora. Rangers additionally led hikes, climbs, archery, fishing, and Leave No Trace programming.

60



**LEAVE NO TRACE
TABLING EVENTS**

Park Rangers are the face of Austin's Leave No Trace initiative, which aims to educate Austin residents and visitors about their recreational impact on nature. By adopting the Leave No Trace Seven Principles, individuals can prevent and minimize such impacts.

2,727



**DOGS OFF LEASH
CONTACTS**

Park Rangers made a total of 2,727 individual contacts with pet owners on keeping pets, wildlife, and the public safe by keeping dogs on leash in public spaces.

Every Ranger-led activity is focused on conserving Austin's natural spaces through responsible recreation.



CEMETERY OPERATIONS

CITY OF AUSTIN CEMETERIES

The Austin Parks and Recreation Department manages five historic cemeteries: Austin Memorial Park Cemetery, Evergreen Cemetery, Oakwood Cemetery, Oakwood Annex Cemetery, and Plummers Cemetery. Austin's cemeteries are important historic and cultural sites within the City of Austin, and the Austin Parks and Recreation Department invites residents and visitors to enjoy and reflect in these open public spaces.

In FY17, the Austin Parks and Recreation Department carried forth efforts to revise current Cemetery Rules with the aim of respecting the beliefs of grieving families as well as protect the public's health, safety, comfort and welfare.

Cemetery Operations worked tirelessly within the community to gather input from stakeholders of different backgrounds and communities. After substantial community engagement efforts, the updated Cemetery Rules and Regulations were finalized. The final version of the Cemetery Rules is expected to be adopted in early 2018.

PLUMMERS CEMETERY

The Austin Parks and Recreation Department implemented Phase 1 improvements to Plummers Cemetery. Landscape boulders were placed along the perimeter bordering Springdale Road to better protect the historic cemetery and to improve vehicular circulation.

OPERATIONS & MAINTENANCE

The Operations & Maintenance team maintains Austin's vast expanse of parks, trails, and recreational facilities. From landscaping, mowing, and mulching trees to graffiti removal and building repair, they maintain and beautify the outdoor spaces and recreational facilities that Austin residents and visitors love.

PROTECTING ZILKER PARK'S TREES

The Austin Parks and Recreation Department and the Austin Parks Foundation have joined forces on a year-long project of organic tree mulching.

Organic mulch provides many long-term benefits:

- Helps the trees' soil retain moisture
- Improves soil fertility, aeration, and drainage
- Protects the trees from fluctuating temperatures
- Keeps weeds and grass out
- Protects the trees from maintenance equipment
- Reduces tree diseases



NEW PLANTING BEDS AT BARTON SPRINGS POOL

Through a joint effort between staff and volunteers of the Austin Parks and Recreation Department, the Austin Parks Foundation, and the Austin Watershed Department, the planting beds at Barton Springs pool received a much needed facelift.

In addition to renewing the stonework around the beds, staff and volunteers replaced mulching and added new vegetation around the trees, improving the appearance and long-term health of the bedding area.





HELPING AFTER HURRICANE HARVEY

After Hurricane Harvey, Operation & Maintenance staff and employees from across PARD worked tirelessly at various locations to help prepare shelter space, coordinate media information requests, and act as dedicated public servants for those affected by the hurricane. This team effort ensured smooth deployment of services and a safe and welcoming experience for guests.



GRAFFITI ABATEMENT

Graffiti consumes two to three hours of staff time on a daily basis. Once graffiti is reported, the Operations and Maintenance team attempts to remove it within 24 hours to deter other artists from joining in. Removal includes painting or powerwashing, both with and without chemical application.

MANAGEMENT SERVICES



BUILDING A STRONGER PARKS AND RECREATION TEAM

The Austin Parks and Recreation Department strives to advance the professional and personal development of its employees. The Management Services team assists in this commitment to excellence by coordinating enrollment and participation in leadership academies, conducting supervisor reviews, and facilitating team assessments.



FINANCIAL SERVICES

CONTRACTS, PROCUREMENTS, AND GRANTS

PARD maintained partnerships with 20 local nonprofit groups, and added agreements with KLRU TV's Learn to Play program and the Sustainable Food Center Farm Stand at Dove Springs Recreation Center. In addition to these nonprofit partnerships, Austin residents and visitors benefited from the services of 66 parks and recreation professionals at no added cost to the Austin Parks and Recreation Department.



\$1.65
MILLION IN REVENUE

SPECIAL EVENTS

The Austin Parks and Recreation Department's Office of Special Events recorded over 3,000 reservations for outdoor spaces and facilities, hosting more than 300,000 visitors in FY17. This resulted in revenue of \$1.65 M for the Austin Parks and Recreation Department.

MARKETING & COMMUNICATIONS



ENGAGING OUR COMMUNITY

The Marketing and Communications Unit envisions an Austin community connected to its parks and recreation system through meaningful stories, collaborative dialogue, and community engagement. In fiscal year 2017, the Marketing and Communications team worked with community members, the media, and partner organizations to inform and educate residents about Austin's parks system.

30

ACTIVE COMMUNITY
ENGAGEMENT PROJECTS

372

GRAPHIC DESIGN
PIECES CREATED

195

SPECIAL EVENTS, RIBBON
CUTTINGS, AND DEDICATIONS

26

MARKETING CAMPAIGNS
AND INITIATIVES

613

MEDIA STORIES COVERING
AUSTIN PARKS & RECREATION

200

STAFF TRAINED ON
COMMUNITY ENGAGEMENT



19,966
FACEBOOK FOLLOWERS

2016: 17,557



4,925
TWITTER FOLLOWERS

2016: 4,043



2,304
INSTAGRAM FOLLOWERS

2016: 1,188

AWARDS

- **2016 Annual Report**

Awarded the Blue Pencil & Gold Screen Award from the National Association of Government Communicators

- **In the Parks Video Series**

Awarded 1st Place award for Magazine Format Programming at the Texas Association of Telecommunications Officers and Advisors (TATO)





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