

»»»»»»»»»»2018»»»»»»»»»»

ANNUAL REPORT

City of Phoenix Parks and Recreation Department



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MISSION AND GOALS



The Phoenix Parks and Recreation Department builds healthy communities through parks, programs and partnerships; and makes the city a better place to live, visit and play.

Using the "Power of Parks" the department promotes health, wellness, conservation and social equity by providing everyone with opportunities to improve quality of life through access to local parks, recreation and cultural facilities, sports programming and open spaces.

41,000+ acres of desert parks and mountain preserves

200+ miles of trails and **41** trailheads

185 parks

47 parks featuring a FitPHX WalkPHX path

32 community and recreation centers

29 pools

12 dog parks

8 golf courses

8 lakes stocked for fishing

7 skate plazas and **3** skate parks

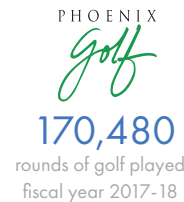


hikers counted via our trail counters



255,851 open swim participants

18,428 swim lessons taught



\$108,597,000

Total annual operating budget for fiscal year 2017-18

1,990

Total # of full and part-time employees



LEADERSHIP

Administration:

Inger Erickson, Director

Tracee Crockett, Assistant Director

Cynthia Aquilar, Deputy Director, Downtown Division

Esther Avila, Deputy Director, South Division

Alonso Avitia, Deputy Director, Natural Resources Division

Cynthia Brown, Deputy Director, Northwest Division

Tim Merritt, Deputy Director, Special Operations Division

James Orloski, Deputy Director (Acting), Downtown Division

Danielle Poveromo, Deputy Director, Northeast Division

Judy Weiss, Deputy Director, Management Services Division

GOVERNANCE

Phoenix Parks and Recreation Board:

Sarah Porter (Chair)

Aubrey Barnwell

Dorina Bustamante

Michael Lieb

Antonio Moya

Peggy Neely (term started Oct. 2018)

Masavi Perea

Charlene Tarver (term ended Sept. 2018)

Phoenix Parks and Preserve Initiative (PPPI)

Oversight Committee:

Tom Chapman (Chair)

Patricia Garcia Duarte

John Furniss

Sarah Porter

Bob Rink

Phoenix Sonoran Preserve and

Mountain Parks/Preserves Committee:

John Furniss (Chair)

Vashti "Tice" Supplee (Vice Chair)

Stacie Beute

Bill Fallon

Lori Pearce

Jerry Waehner

Tamera Zivic

PARTNERSHIPS

During 2018, the Phoenix Parks and Recreation Department maintained a partnership with **39** non-profit or cultural organizations that operate in a city-owned facility. Those organizations provide a variety of programming and enrichment opportunities to the community.

- Arizona Community Market Support Services, LLC
- Arizona Humanities Council
- Arizona Science Center
- Arizona State University
- Arizona Zoological Society
- Arizona Golf Community Foundation
- Arizona Center for Nature Conservation
- Arizona Parks and Recreation Fellowship
- Camp Colley Foundation
- Canyon Golf, LLC
- Central Arts Alliance
- Daring Adventures
- Desert Botanical Garden
- Downtown Urban Community Kids
- Encanto Adventures, LLC
- Friends of Horse Lover's Park
- Heritage Square Foundation, Inc. / Rosson House
- Irish Cultural and Learning Foundation
- Matt's Tennis Center
- National Audubon Society, Inc.
- Native American Connections / Phoenix Indian Center
- Papago Archery Association
- Phoenix Center for the Arts
- Phoenix Parks Foundation
- Phoenix Rod and Gun Club
- Pioneer Arizona Foundation
- Pioneers Cemetery Association
- Save Our Mountains
- Shemer Art Center and Museum Association
- South Ponderosa Stables
- Sun Valley Fliers
- The Friendly House
- The Victoria Foundation, Inc. / Grant Park Recreation Center
- Thunderbird Arts Center
- Tonto Creek Camp
- Tovrea Carraro Society
- Valley Garden Center
- Valley of the Sun Quarter Midget Association



ACCOMPLISHMENTS

Infrastructure Improvements to Phoenix's Mountain Preserve Land Continue

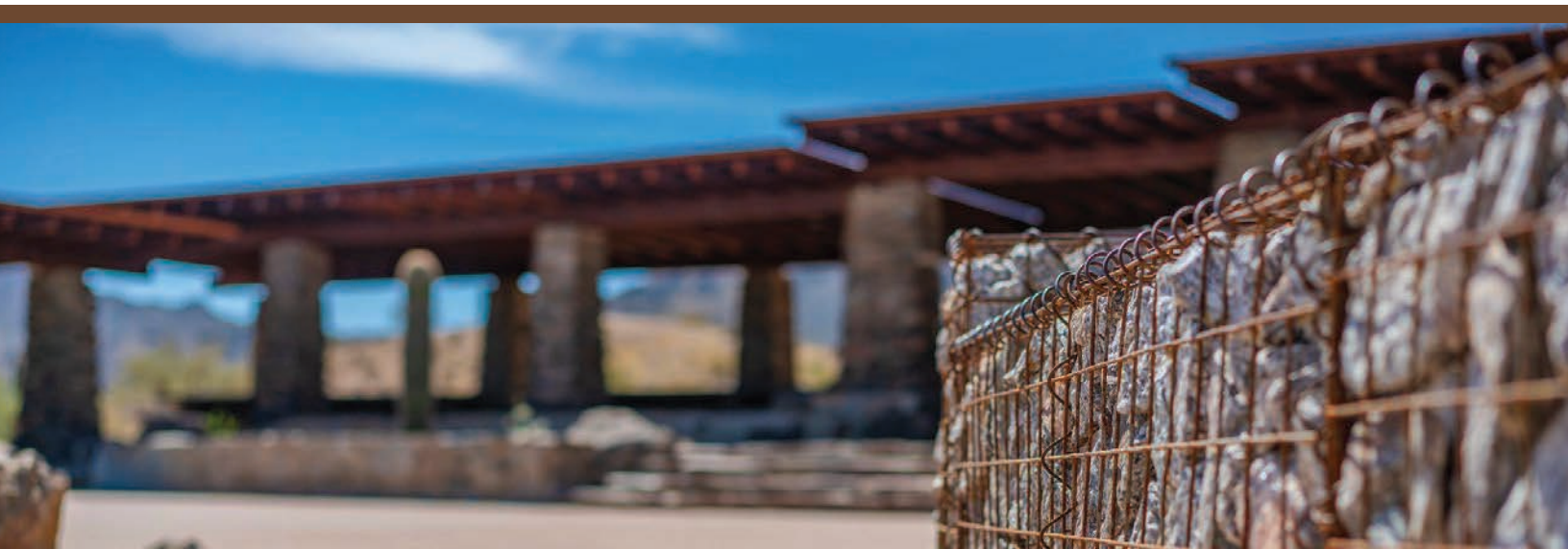


A multi-year infrastructure improvement plan in South Mountain Park/Preserve achieved several significant milestones.

- In January, the hiking community celebrated the grand re-opening of the Pima Canyon Trailhead. The \$2 million renovation added new restrooms with flush toilets, ramadas, drinking fountains and a reconfigured parking lot to this popular facility and access point.
- In April, a new gatehouse and 60-foot-tall entry monument was unveiled at the park's Central Avenue main entrance.
- In the spring, the Big Ramada Restoration Project was completed. The project rehabilitated an historically significant structure that was built by the Civilian Conservation Corps during the Great Depression, and included restoring the ramada's stone piers and replacing the wooden roof with steel framing and trim. In October, the project received an Award of Distinction from Arizona Forward.
- Implementation of the Trails Master Plan also began. The plan identifies 51 miles of existing designated trails to be protected or improved and adopts 38 miles of existing non-designated trails into the designated trail system. More than 20 miles of non-designated trails have been restored since it was adopted. The plan also adds 11 miles of new trails for connectivity and identifies 80 miles of non-designated trails to be revegetated back to natural condition. In October, the master plan received the Crescordia Award from Arizona Forward.

The multi-year implementation of the Phoenix Mountains Preserve Access and Adaptive Management Plan continued with infrastructure improvements at the popular Piestewa Peak Trailhead.

- In October, the parking lots for the Summit and Navajo trails were closed for a project that will improve and connect those areas.



Updated Hance Park Design Concepts Unveiled



The revitalization project for Margaret T. Hance Park took an important step forward in May, when updated design concepts were unveiled during a public open house.

The project is a public-private partnership led by the Hance Park Partner Coalition, consisting of the Phoenix Parks and Recreation Department, Phoenix Community Alliance and Hance Park Conservancy. Funding for the estimated \$100 million project will come from public and private sources, and a fundraising campaign is underway.

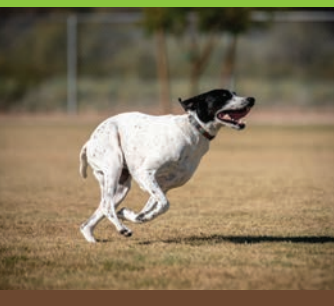


Phoenix Parks and Preserve Initiative (PPPI) Funds Infrastructure Improvements



Funds from the voter-approved Phoenix Parks and Preserve Initiative (PPPI) sales tax helped fund important infrastructure projects citywide, such as miscellaneous repairs to pools, roofs, sewer lines, parking lots, ramadas and fences. The funding supported LED upgrades to area lights in 12 parks and sports field lights in six parks; and improvements or repairs to 12 playgrounds, 11 courts and dozens of miles of hiking trails. PPPI sets aside one cent of sales tax for every \$10 of purchases to improve and renovate existing parks and recreation facilities, and to expand and improve the city's mountain preserve land.

Newest Park Opens in North Phoenix with Dog Park as Phase I



In December, Phoenix celebrated the opening of its 12th dog park. Pinnacle Dog Park, located in the north Valley, is three acres and features separate areas for large and small dogs, and a section that can be rotated into use when another area needs to be closed for maintenance. Amenities also include shade trees, turf and decomposed granite surfaces, drinking fountains, ramadas and LED lighting.

Pickleball Facilities Added Citywide



The department added 25 new pickleball courts citywide, including at Pecos Park, Rose Mofford Sports Complex and Paseo Highlands Park. The project at Pecos Park saw the addition of 16 courts as well as LED lighting, ramadas and picnic tables. A ribbon-cutting ceremony and tournament to celebrate the grand-opening of the courts in Pecos Park was held in April.

Remodel of Phoenix Tennis Center Finalized



The final phase of renovations to Phoenix Tennis Center was completed in the fall. A new pro-shop building on the west side of the facility will serve as the main entrance and offices for the center. The existing building's restrooms were remodeled, including new showers, tile walls, counters, fixtures, stalls, lavatories and lighting. The large multi-purpose room was remodeled to create an area for tournament meetings and other public functions.

More Than 1,500 Trees Planted in Park Properties for Second Straight Year



To expand the city's shade tree canopy, 1,510 trees were planted on city park property during 2018. It marked the second straight year that the department planted 1000-plus trees (1,550 in 2017). Additionally, the city of Phoenix was listed on the Arbor Day Foundation's "Tree City USA" list for the 32nd consecutive year in 2018.



Renovation at Maryvale Baseball Park Thru a Mutually Beneficial Partnership



An 80,000-square-foot expansion and renovation of Maryvale Baseball Park began in March, and the facility was renamed to American Family Fields of Phoenix. In August, a “Topping Out” ceremony was held, which is a traditional celebration of placing the last steel beam during a construction project. The majority of the trades workers on the project are from the Phoenix metro area, with about 10 percent being from the Maryvale neighborhood.

The Milwaukee Brewers, who call the complex their Spring Training home, are investing over \$60 million into the construction project, which is on schedule for substantial completion in time for the start of Spring Training 2019.

The renovation comes as part of a 25-year agreement between the team and the city that keeps the Brewers in Maryvale through at least the year 2042. The agreement, which was approved by City Council in November 2017, takes the ongoing capital improvement plan burden for the facility off the city.

Unique Agreement Garner Improvements for Papago Baseball Complex



In April, City Council approved a 35-year Intergovernmental Agreement with the city of Scottsdale to take on the operation and maintenance costs of Papago Baseball Complex. Through that agreement and in partnership with the San Francisco Giants, Scottsdale will invest \$35 million to expand the clubhouse, improve the playing fields and batting tunnels, and make other upgrades.

Once the renovation is complete, the Giants will move their player development program from Scottsdale’s Indian School Park to Papago Baseball Complex. After the move, Scottsdale will make four lighted fields currently utilized by the Giants in Indian School Park, as well as Scottsdale Stadium and Papago Baseball Complex, available for public use. Additionally, Scottsdale will pay to develop a shared-use parking lot and trail improvements around this area of Papago Park.

Over the term, this agreement will result in approximately \$61 million in savings for the city of Phoenix and generate approximately \$2 million in rental income for the Parks and Recreation Department.

Significant Upgrades Made to Papago Golf Course



During the fall, construction was completed on a new clubhouse, event pavilion and practice facility improvements for the Arizona State University men's and women's golf teams at Papago Golf Course. In October, the Lou Grubb Clubhouse and Lou's Bar and Grill opened to the public. In November, Arizona State University unveiled a new 7,000-square-foot, state-of-the-art practice facility for its golf teams. In July 2014, the City entered into a 30-year agreement with Arizona State University, through which it manages the course and is responsible for operating and capital expenses.

New Coffelt-Lamoreaux Recreation Center and Park Dedicated



An Intergovernmental Agreement was developed with the Housing Authority of Maricopa County to support the programming and maintenance of the newly-constructed Coffelt-Lamoreaux Recreation Center and Coffelt Park. The agreement created a unique partnership between the city and county to operate the recreation center and park for the community. In April, the opening of the new recreation center was celebrated at a dedication ceremony for the Coffelt-Lamoreaux Apartment Homes.

Pierce Park Playground Named in Honor of Community Advocate



In January, a new playground at Pierce Park was dedicated in honor of community advocate Mary Moore. Moore received the city of Phoenix Impact Volunteer Award in 2013. Among her many contributions to the community was spearheading a gardening program at Brunson Lee Elementary School and securing grant funds for programming at Balsz School District. Moore participated in the dedication and ribbon-cutting ceremony for the playground. She passed away in March.

Aya Mini Park Renamed in Memory of Bishop Alexis A. Thomas



In May, Aya Mini Park was dedicated and renamed in memory of the late Bishop Alexis A. Thomas. A ceremony was held at Pilgrim Rest Baptist Church. Bishop Thomas, who served as senior pastor at Pilgrim Rest for 33 years, passed away earlier in the year. In his sermons, he often referenced growing up in the neighborhood near the park.

"Take a Hike. Do it Right."



Based off trail counter data, city of Phoenix hiking trails had 3,344,638 visitors in 2018. The Phoenix Fire Department responded to 250 mountain rescues in 2018, compared to 255 in 2017 and 272 in 2016.

Phoenix Park Rangers continually work to educate trail users about safety by presenting the "Take a Hike. Do it Right." message and guidelines. The city's trail system is popular with locals and tourists, and through the Concierge Education Program, which started in 2016, city park rangers work with staff at hotels and resorts to educate guests about hiking safety.

In summer 2018, the department extended parking hours until 9 p.m. from June 1 to September 30 at Piestewa Peak Trailhead, North Mountain Park and Pima Canyon Trailhead in South Mountain Park/Preserve. The two additional hours promote trail use at night when it is cooler.



Mobile Recreation Program Provides Citywide Outreach



Mobile Recreation provided programming to youth of all ages in 16 parks citywide. The park locations are strategically chosen to ensure opportunities for youth in areas of the city that do not have a nearby recreation or community center. Four themed vans – Sports, MAC (Music, Arts, Culture), Gaming, and STEM (Science, Technology, Engineering, Math) – present programming on a monthly schedule in each park. The vans also are deployed to special events around the community.

Doing What Matters to Help Phoenix Parents



During the six-day statewide teacher and education staff walk-out in late April and early May, 24 city recreation centers operated on extended hours from 7 a.m. to 7 p.m. to provide a safe and free option for families with children affected by the school closures. More than 2,000 children benefited from it. The department responded with speed and flexibility to provide this important need.

Fabulous Phoenix 4th of July Celebration



Thousands of people celebrated the nation's birthday and showed their patriotism at the annual Fabulous Phoenix 4th of July event held at Steele Indian School Park. The event features one of the largest fireworks displays in the Southwest.



Magic of the Holidays - APS Electric Light Parade



More than 200,000 Valley residents lined the streets of Central Phoenix on the first Saturday night in December to get into the holiday spirit by watching the 32nd annual APS Electric Light Parade. Thousands more viewed the parade via a Facebook Live event streamed by media partner ABC 15 Arizona. PHXTV (Channel 11) replayed a telecast of the parade throughout the holiday season.

In July, the Phoenix Parks and Recreation Department and Arizona Public Service (APS) received the Arizona Parks and Recreation Association's (APRA) Partnership Award for their work producing this popular annual event. The award recognizes the collaborations of public/private groups or agencies that have made significant contributions to the field of parks, recreation, and/or cultural services.



HONORS AND AWARDS

Arizona Parks and Recreation Association



In July, the APS Electric Light Parade was honored with the **Partnership Award**, which recognizes the collaborations of public/private groups or agencies that have made significant contributions to the field of parks, recreation and/or cultural services.

Arizona Forward Environmental Excellence Awards



In October, the South Mountain Park/Preserve Trails Master Plan received a **Crescordia Award** in the category of Healthy Communities – Public Policy/Plans, and the South Mountain Park/Preserve Big Ramada Restoration Project earn an Award of Distinction in the category of Buildings and Structures – Civic and Historic Preservation.

Arbor Day Foundation



The city of Phoenix was distinguished as **"Tree City USA"** for the 32nd consecutive year.

SPONSORSHIPS AND GRANTS



Community Development Block Grant

Throughout the year, in partnership with the city's Neighborhood Services Department, Community Development Block Grant (CDBG) funds were used to upgrade parks, community and recreation centers, and playgrounds; and install energy-efficient LEDs and make Americans with Disability Act (ADA) enhancements.



Gila River Indian Community

In October, the Gila River Indian Community awarded \$87,020 to Pueblo Grande Museum for interpretive trails and signs.



Tohono O'odham Nation

In October, the Tohono O'odham Nation awarded the department \$37,150 for the Circle of Life interpretive columns in Steele Indian School Park, as well as \$8,340 for Pueblo Grande Museum's Ancient Art and Technology program series.



Cigna

It was the 26th year of the department's partnership with Cigna, which sponsors city Aquatics programs. In June, Cigna gave the department \$37,500 to fund free "Cigna Summer" events, including Itty Bitty Beach parties, Fiesta del Agua and the annual Lifeguard Olympics. Those community events provide free activities and water safety lessons to hundreds of residents.



Phoenix Suns

As part of their 50th season celebration, the Phoenix Suns refurbished, restored and built 50 basketball courts throughout the state of Arizona. Eight of the courts selected to be refurbished were in city of Phoenix parks and done at a value of \$100,000. The parks that benefited from new courts were Cactus, Cesar Chavez, Cortez, Marivue, Nuestro, Palomino, Sunnyslope and Washington. During March and April, a community celebration was held for the grand re-opening of each court.



Arizona Diamondbacks / Mattamy Homes / Safelite

In April, the Arizona Diamondbacks and Safelite partnered to donate \$25,000 to the department to support water safety education programs.

In November, the Arizona Diamondbacks and Mattamy Homes partnered to donate 80 trees to the department as part of the "Break a Bat, Plant a Tree" initiative. Volunteers planted 50 trees in Washington Park and 30 trees in Mariposa Park. Each time a D-backs pitcher breaks the bat of an opposing player, one tree is given to city parks in the Phoenix metro area.



Milwaukee Brewers

In March, the Milwaukee Brewers, who call Phoenix's Maryvale Baseball Park their Spring Training home, made a \$20,000 donation to help fund the department's Aquatics "Kool Kids" program. The annual donation by the team funds free open swim at select city pools for youth age 17 and younger.



Salt River Project

SRP continued its annual sponsorship of \$20,000 to fund discounted swimming lessons, the life jacket loaner program and the department's Aquatics "Kool Kids" program at pools citywide. The "Kool Kids" program provides free open swim at select city pools for youth age 17 and younger.



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