

CITY OF PHOENIX PARKS AND RECREATION DEPARTMENT

ANNUAL REPORT

“BUILDING HEALTHY COMMUNITIES THROUGH
PARKS, PROGRAMS, AND PARTNERSHIPS.”

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2022

In 2022, the future of Phoenix Parks and Recreation was set as the department laid the groundwork for a proactive and productive decade. As the department looks forward to the master plan, which will serve as the department's guide in years to come, 2022 was full of major announcements and openings, as well as crucial improvements to neighborhood parks, trails and services that impact hundreds of thousands of residents every single day.

Parks and Recreation made incredible progress on the Cesar Chavez Community Center, which will be a marquee grand opening event in early 2023. We welcomed back hikers to Camelback Mountain's newly realigned and improved Cholla Trail. Our award-winning Aquatics team embarked on a robust marketing campaign to hire lifeguards while welcoming thousands of swimmers to Phoenix pools this summer. At community recreation centers, staff managed the return to full capacity and our community responded with smiles from kids and families of all ages! South Mountain regained a crucial education resource with the reopening of the South Mountain Environmental Education Center, complete with the support of Arizona tribal leaders. In September, thousands of parks and recreation professionals from across the country experienced the incredible amenities of Phoenix for the National Recreation and Parks Association National Conference, hosted in downtown Phoenix. These major accomplishments are complemented by a year of hard work by staff, who upgraded dozens of playgrounds across every City Council district.

Looking forward to 2023, Phoenix's robust parks and recreation amenities will be put to good use as we welcome Super Bowl LVII in February 2023. Margaret T. Hance Park has been selected to be the hub for the week-long fan festival ahead of the Super Bowl and will be showing off a brand-new garden oasis to visitors from around the globe! After two years of closures and limitations, the Phoenix Parks and Recreation Department was able to fully stretch its wings once again and serve the residents of Phoenix in new and innovative ways!



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 the community with opportunities to improve quality of life through access to local parks, recreation and cultural facilities, sports programming and open spaces.

LEADERSHIP

Cynthia Aguilar, Director

Tracee Hall, Assistant Director

Martin Whitfield, Assistant Director

Alonso Avitia, Deputy Director, Downtown Division

Scott Coughlin, Deputy Director, Special Operations Division

Joe Diaz, Deputy Director, South Division

Theresa Faulk, Deputy Director, Management Services Division

Danielle Poveromo, Deputy Director, Northeast Division

Jarod Rogers, Deputy Director, Natural Resources Division

Todd Shackelford, Deputy Director, Parks Development

Jan Sherwood, Deputy Director, Northwest Division



GOVERNANCE

Phoenix City Council

Mayor Kate Gallego

Vice Mayor Laura Pastor (District 4)

Ann O'Brien (District 1)

Jim Waring (District 2)

Debra Stark (District 3)

Betty Guardado (District 5)

Sal DiCiccio (District 6)

Yassamin Ansari (District 7)

Carlos Garcia (District 8)

Phoenix Parks and Preserve Initiative (PPPI)

Oversight Committee

Tom Chapman (Chair)

Ira Feldman

John Furniss

Patricia Garcia Duarte

Sarah Porter

Phoenix Sonoran Preserve and Mountain Parks/ Preserves Committee

John Furniss (Chair)

Vashti “Tice” Supplee (Vice Chair)

Stacie Beute

Jesse Cuijly

William Fallon

Beth Keune

Tamera Zivic

Phoenix Parks and Recreation Board

Dorina Bustamante (Chair)

Antonio Moya

Aubrey Barnwell

Kelly Dalton

Michael Lieb

Masavi Perea

Sarah Porter

Emma Viera

Ed Zuercher

PARTNERSHIPS

The Phoenix Parks and Recreation Department maintains partnerships with dozens of arts and culture, non-profit and for-profit organizations that operate in a City-owned facility, offer programs and enrichment opportunities to the community, or provide support and advocacy.

AARP Arizona
Ability 360
Arizona Center for Nature Conservation
Arizona Golf Community Foundation
Arizona Humanities Council
Arizona Parks and Recreation Association
Arizona Parks and Recreation Fellowship
Arizona Science Center
Arizona State University
Canyon Golf, LLC
Central Arts Alliance
Chicanos Por La Causa (CPLC)
Desert Botanical Garden
Downtown Phoenix Inc.
Drug Elimination and Family Awareness Program (DEFAP)
Encanto Adventures, LLC
Farmers Market Support Services, LLC
Friends of Horse Lovers Park
Grant Park Barrio Youth Project Corporation
Hance Park Conservancy
Heritage Square Foundation, Inc. / Rosson House
Irish Cultural and Learning Foundation
Japanese Friendship Garden
Maricopa County Parks Rx

National Audubon Society, Inc.
National Recreation and Park Association
Native American Connections / Phoenix Indian Center
Papago Archery Association
Phoenix Center for the Arts
Phoenix Community Alliance
Phoenix Parks Foundation
Phoenix Rod and Gun Club
Pioneer Arizona Foundation
Pioneers Cemetery Association
Ragland Tennis Services
Save Our Mountains
Shemer Art Center and Museum Association
South Ponderosa Stables
Sun Valley Fliers
The Victoria Foundation, Inc. / Grant Park Recreation Center
Thunderbird Arts Center
Tovrea Carraro Society
Valley Garden Center



POPULAR AMENITIES

41,000+ acres of desert parks and mountain preserves

200+ miles of trails and **40** trailheads

186 parks

53 parks featuring a **FitPHX WalkPHX** path

38 outdoor pickleball courts

32 community and recreation centers

29 pools

12 dog parks

8 golf courses

8 lakes stocked for fishing

6 skate plazas and **3** skate parks



3,100,000+

hikers counted by City trail counters



171,151

community/recreation center visits

PHOENIX



395,000
rounds of golf
played in 2022



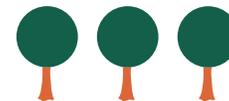
21,163

in-person and **3,110** virtual visitors
attended Pueblo Grande Museum



1,089,054 people used

FitPHX **WALKPHX** paths



1,500 trees

planted throughout 2022

1,202 teenagers enrolled in PHXteens
since its inception in 2016



3.1+ Million views
of department website



8,521 volunteers
53,379 hours of service



8,367

youth sports participants
5,851 league participants
2,516 instructional classes.



12,000+
likes



8,400+
followers



5,400+
followers

\$137,593,365

Total annual operating budget for
fiscal year 2022-23

1,354

Total # of full and part-time
employees



EXCEEDING COMMUNITY EXPECTATIONS



ENHANCING SERVICES IN AN EVER-ADAPTING WORLD

The Parks and Recreation Department has proven it can adapt to ever-changing needs of our community, and still provide essential services in person and in a virtual setting. By working intimately with our community members, the department was able to provide many services such as PHXteens and FitPHX in a virtual manner, while in-person activities such as golf and sports programs as popular as ever!

In 2022, the Phoenix community continued to flood to Phoenix parks, preserves, recreation and community centers, filling up our indoor and outdoor programs, booking tee times at our golf courses and continuing to hike across the City.

Youth sports program enrollment has now surpassed 2019 enrollment and the City's summer camps have bounced back with near-full attendance and the same goes for the department's swim lessons.



RECREATION PROGRAMS PRESENTED ON A VIRTUAL PLATFORM

The department and several of its partner organizations offered a variety of free virtual programs, including:

- PHXPlays at home recreation series
- Adaptive recreation programs
- Chats for seniors
- Speaker series
- FitPHX Fall Into Fitness, fitness boot camp and morning yoga series
- PHXteens, Project BRAVE and Partners programs
- Park ranger programming
- Pueblo Grande Museum expanding back to normal hours while continuing storytelling and enrichment activities
- Self-guiding codePHX resources

More than 2,500 people participated in those programs, which were video streamed using the WebEx and Zoom apps.

SIGNIFICANT INCREASE IN USE OF TRAIL SYSTEM AND GOLF COURSES

With access to public and private indoor recreational options limited during the pandemic, use of City hiking trails and golf courses increased significantly.

- The City's trail system saw 3.1 million visitors in 2022, compared to 3.5 million in 2021.
- Rounds played at City-owned golf courses increased to 395,000, an increase of more than 100,000 from 2019 (293,000)



YOUTH DAY CAMPS

The department offered summer youth day-camps at 25 community and recreation centers. Youth activities included field trips and pool days. Overall, the department welcomed 3,113 youth in summer 2022.



CONTINUED FOCUS ON TRAIL SAFETY



Trails and Heat Safety Program Sees Progress in First Full Year

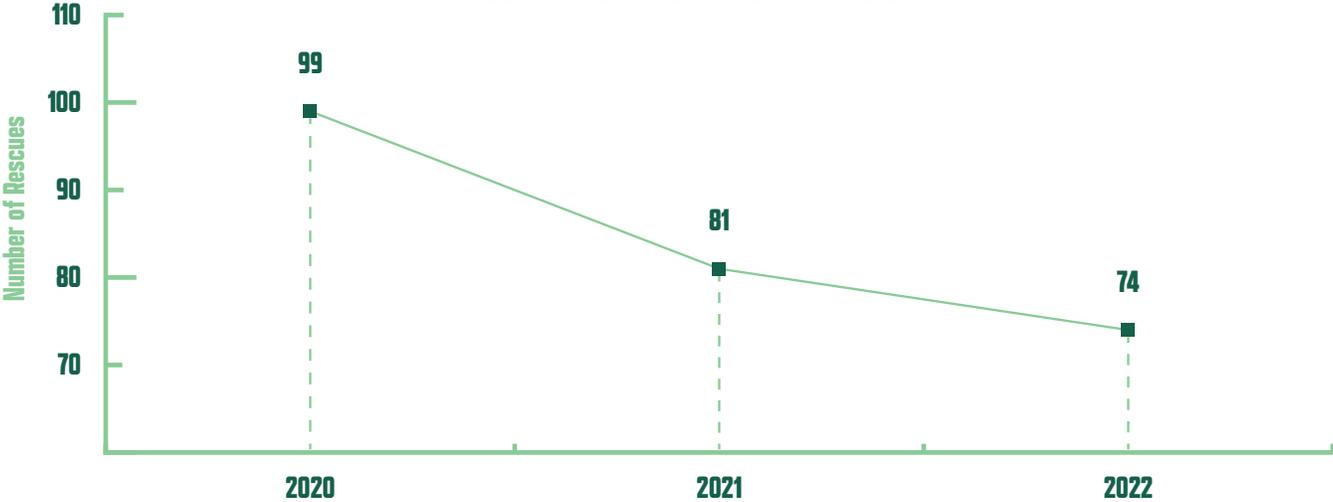
The summer of 2022 was the first full season of the Heat Safety Program approved by the Parks and Recreation Board. Like the pilot during a portion of summer 2021, the following measures were implemented: Trails were closed from 11 a.m. to 5 p.m. at Camelback Mountain Preserve-Echo Canyon (Cholla Trail was previously closed but reopened on Sept. 30) and all associated trails and trailheads at Phoenix Mountains Preserve - Piestewa Peak on Excessive Warning Heat days for the safety of our residents, visitors and first responders. From May 1, 2022, through Sept. 30, 2022, there were a total of 18 days when restrictions were put in place.

The National Weather Service (NWS) is the official agency for providing temperature forecasts when identifying Excessive Heat Warning days on which trail closures are implemented. Information on closures was communicated to the public through published press releases and posting information onsite, online and on social media. Staff also communicated this information as part of the “Take a Hike. Do it Right.” campaign message to local hotels and resorts. Staff close parking lot gates, where gates exist, and post signage noting trail closures between 11 a.m. to 5 p.m. to close affected trails. Park Rangers were also visible at busier trailheads.



Beginning with the year prior to the inception of the Heat Safety program and including the two years the program was in effect, the data shows a decrease in rescues. For the years 2020 to 2022, the number of rescues were as follows:

Annual Hiking Rescues at Camelback Mountain & Piestewa Peak



Phoenix Parks Holds First Hiker Rescue Demonstration

Phoenix residents got a firsthand look at the dangers of unprepared hiking. Park Rangers, Phoenix Firefighters from the Technical Rescue Team and PHXTV helped coordinate, execute and broadcast the Hiker Rescue Demonstration. Safety messaging was provided in both English and Spanish. The Hiker Rescue Demonstration is sure to be an annual event to promote safety on Phoenix trails.



Cholla Trail Reopens

The Phoenix Parks and Recreation Department reopened the popular hiking trail Cholla Trail at Camelback Mountain to the public on Sept. 30, 2022. The trail has been closed for over two years due to construction and a trailhead realignment which moves the trailhead from Cholla Lane to Invergordon Road. Since the closure of Cholla Trail in 2020, Park Rangers, Park Stewards and a trail contractor completed hundreds of hours of trail work to improve the upper reaches of the trail to include the removal of unstable boulders, improving the trail tread and incorporating additional trail posts and wayfinding aids which result in a much safer trail.

The new trailhead offers amenities such as a chilled drinking fountain, restroom facilities, bike racks and a new alignment which provides a more natural hiking experience, away from City streets. Parking is on Invergordon south of Chaparral Road with a new ride share drop off location immediately south of the pedestrian entry gate located on Invergordon.



NATIONAL SPOTLIGHT ON PHOENIX PARKS AND RECREATION



In September, the Parks and Recreation Department served as home for the 2022 National Recreation and Parks Association (NRPA) Conference. More than 7,000 parks and recreation professionals from across the nation attended the three-day conference with the inclusion of 85 City of Phoenix Parks and Recreation Department employees, several of whom presented at the conference. Throughout the conference several Phoenix Parks were featured as part of off-site institute tours including horseback riding at South Mountain Park; a tour of the Rio Salado; and a tour of Margaret T. Hance Park and various partner cultural facilities on the property. Civic Space, Heritage Square and Margaret T. Hance Park hosted events such as paint and sip in the park, esports gaming inside the AE England Building, yoga at the Japanese Friendship Garden, breakfast/coffee food truck series at Heritage Square and free admission into the Arizona Science Center. Lastly, the department also coordinated a 5K run/walk through downtown Phoenix that nearly 200 people participated in..



MAJOR ACCOMPLISHMENTS



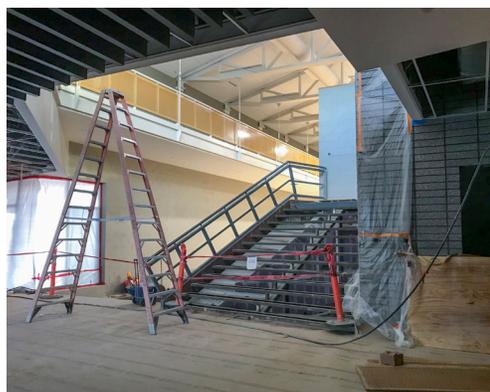
Papago ADA Fishing Dock

The Parks and Recreation Department celebrated the grand opening of Phoenix's first fully floating ADA accessible fishing dock in Papago Park on Sept. 29, 2022. Located near the bus stop in the Phoenix Zoo parking lot with an ADA compliant access ramp and parking, the dock offers beautiful views of Hole-in-the-Rock and Hunt's Tomb. Partially funded by an Arizona Game and Fish Heritage Fund grant, the Papago Fishing Dock is the first dock provided by the Parks and Recreation Department for public use in the City.



Major Improvements Made to Newest Community Center

In 2022, the department made serious progress in the construction of Cesar Chavez Community Center. The \$12 million, 34,000-square-foot facility started in October 2021 and is scheduled for completion early 2023.



Margaret T. Hance Park Breaks Ground on Garden

Major headway was made on Downtown Phoenix's Margaret T. Hance's Park newest addition. Thanks to a \$2 million sponsorship from Republic Services, Inc., the park will be home to a one-acre sustainable garden feature desert plants and shaded walking and seating areas. The projected will be completed in February 2023.

The one-acre Republic Services Garden will be a sustainable oasis featuring 33 native desert plants chosen for their ability to thrive in the Phoenix heat and requiring low water usage. These include nearly 60 trees as well as 4,000 visually striking groundcovers, vines, grasses, perennials, succulents and shrubs. The diverse selection of plants will provide a habitat for pollinators such as butterflies, bees and hummingbirds. The area will include a recycled steel canopy to shade walking paths, seating areas and swings, and energy efficient LED security lighting.



Cool Corridors Tree Planting Cesar Chavez Park

On Apr. 23, the Forestry Division took part in the first City of Phoenix Cool Corridor tree planting event at Cesar Chavez Park. Along with the Parks department, Heat Response and Mitigation Office, the Streets department, American Forests, and the Public Works department planted more than 200 trees on the south side of Baseline Rd., from 35th to 39th Ave. Students from Cesar Chavez High School students and numerous volunteers took part in the event.



John F. and Mary P. Long Homestead Park activated!

Parks and Recreation staff have partnered with Maricopa County Parks Rx and PHX Cares to activate Homestead Park with outdoor programs and events that foster positivity. In February, a new WalkPHX path was unveiled.



South Mountain Environmental Education Center Reopens

The South Mountain Environmental Education Center (SMEEC) celebrated a grand reopening on Nov. 4, 2022. SMEEC serves as an education resource center for many of the City's school children, residents and visitors to South Mountain. This incredible resource center serves as a unique stop for a deeper understanding of the plants, wildlife and culture in the South Mountain Park and Preserve.



HONORS AND AWARDS



Arizona Parks and Recreation Association

On Nov. 8, the Arizona Parks and Recreation Association held the 72nd Annual Awards Event at the Peoria Sports Complex. Several award categories highlighted and recognized the excellence in Parks and Recreations Departments across the state. This year, Recreation Supervisor Tyre Davis was presented with a Special Recognition Award for the work completed while Phoenix hosted the 2022 National Recreation and Parks Association Conference. Tyre and many Parks team members worked tirelessly to welcome, support, program, and present to conference attendees.



Aquatics Division named "Best of Aquatics"

Becky Kirk, Aquatics Supervisor, and Kelly Martinez, Recreation Coordinator III, were named to the 2022 Power List from Aquatics International Magazine. This publication is the leading magazine serving the aquatics industry in the United States and globally, focusing on municipal swimming pools, waterparks, and open beaches. Each year, the magazine looks for and recognized leaders in the industry who are deserving of the title "Best of Aquatics". They were showcased in the February/March 2022 Power Issue of Aquatics international and honored at an awards ceremony at the Association of Aquatic Professionals Conference.



Arbor Day Foundation

The City of Phoenix was distinguished as "Tree City USA" for the 36th consecutive year. The department planted 1,500 trees on City park property during 2022, marking the fourth straight year it has planted at least that many. Also, for the the second consecutive year, the Parks and Recreation Department was recognized as a "Tree City of the World" by the Arbor Day Foundation and the Food and Agricultural Organization of the United Nations.

GRANTS AND SPONSORSHIPS



Pueblo Grande Museum Receives a Salt River Pima-Maricopa Indian Community Gaming Grant Award

Pueblo Grande Museum and Archaeological Park (PGM) was invited to apply for, and subsequently received a \$75,000 gaming grant award from the Salt River Pima-Maricopa Indian Community (SRP-MIC). Owned and operated by the City of Phoenix since 1929, PGM is a national historic landmark located on a 1500-year-old prehistoric Ancestral Sonoran Desert People village site.

These funds will be applied towards stakeholder facilitation and development of an interpretive plan, for two permanent exhibits: Hohokam: The Land and the People, a presentation regarding Hohokam material culture and Dig It! Explore Archaeology, a child-centered exhibit about the science of archaeology.



Milwaukee Brewers

In March, the Milwaukee Brewers, who call the City-owned American Family Fields of Phoenix their Spring Training home, made a \$56,243 donation to help fund the department's "Kool Kids" program. The annual donation by the team funds free open swim at select City pools for youth ages 17 and younger.



Arizona Diamondbacks

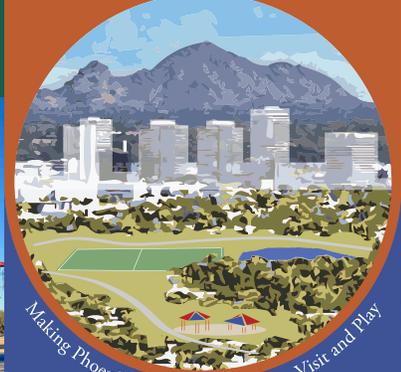
In May, the Arizona Diamondbacks made a \$10,000 donation to the Parks and Recreation Department to help provide affordable swim lessons to Phoenix kids.



PHOENIX PARKS AND PRESERVE INITIATIVE (PPPI) UPDATE

Funded by the
**Phoenix Parks &
Preserve Initiative**

2008-2038



Making Phoenix a Better Place to Live, Visit and Play



City of Phoenix
PARKS AND RECREATION DEPARTMENT



2021-22 FISCAL YEAR REPORT

About the Phoenix Parks and Preserve Initiative (PPPI)

Since 1999, the look of the City of Phoenix Parks and Recreation system changed dramatically thanks to hundreds of development, renovation and improvement projects, and the purchase of thousands of acres of desert park and mountain preserve land.

Most notable during that time was construction of nine regional parks and completion of major renovations to existing parks. Those regional park sites include Cave Creek Recreation Area, Cesar Chavez Park, Desert West Park, Dust Devil Park, Paseo Highlands Park, Pecos Park, Reach 11 Recreation Area, Rio Salado Habitat Restoration Area and Steele Indian School Park.

Additionally, improvement projects were completed to existing parks or recreation sites citywide during that time. These were upgrades made to amenities such as playgrounds, swimming pools, lighting and restrooms. Many of the projects also included Americans with Disabilities Act (ADA) facility improvements, helping to make these sites more accessible to everyone.

This growth and improvement, which will continue for decades to come, was made possible thanks to the Phoenix Parks and Preserves Initiative (PPPI), a 1999 voter-approved one tenth of one-cent sales tax (one cent for every \$10 spent). The tax was renewed by 83 percent of voters for another 30 years in May 2008, showing that residents identify the importance and value of recreation to their way of life in the Valley. This tax generates the main source of funding for all the Phoenix Parks and Recreation Department's capital improvement projects.

PPPI dedicates 60 percent of the funding toward the city's financing of park development, renovation and acquisition, and 40 percent to its expenses related to preserve land acquisition and maintenance. It ensures that residents will consistently receive new and renovated recreation sites and opportunities.

Review of 2021-22 Fiscal Year PPPI Projects

During fiscal year 2021-22, \$30,815,170.80 of PPPI funds were spent on parks and recreation improvement projects.

Project PPPI Funds Spent

South Mountain Park	5,724,116.75
Phoenix Mountain Preserve	4,671,234.40
Phoenix Zoo Parking	3,376,990.26
Building Repairs	2,476,249.04
Cholla Trail Design	1,202,357.26
Parks Development PP	852,651.58
General Park Develop	793,333.60
Nuestro Park Improvements	791,722.73
Protection of Sonora	517,932.15
Aquatic Infrastructure	445,134.42
Playgrounds	430,568.32
Cesar Chavez Community Center	418,942.59
Spider Trails	355,306.94
Sports Field Infrastructure	343,970.70
Sports Field Lighting	335,665.79
Irrigation - Water S	329,956.97
Falcon Park Renovation	244,373.37
Parking Lots	233,238.56
West Plaza Park	210,045.94
Yunya Park Renovations	194,758.69
Security Lights	177,432.36
Encanto Tennis Court	124,718.01
Parking Lots - 2015	70,922.00
Trees - Citywide Planting	67,394.58
John Teets Park Improvements	67,237.33
Momo Park Improvements	64,198.81
Eatoto Park Renovations	44,850.75
Edison Park Improvements	17,382.00
Preserve Land Acquis	13,530.50
Golf Infrastructure	13,060.50
Lenang Park Renovations	12,578.15
Langview Park Playground	12,341.81
Reach 11 Dog Park	9,190.46
Little Canyon Park R	6,493.50
Parks Master Plan	6,084.00
Cave Creek Golf Course	3,885.00
Arizona Science Center	3,159.80
Deem Hills Park Phas	1,036.00
ADA Improvements	892.12
Cesar Chavez Park	777.00
Parks Signage	563.18
Roesely Park Renovations	509.22
South Mountain Community Center	434.91
Band Building-Steele	84.75
Margaret T Hance Park	-1,443,508.44

Total \$23,223,798

Phoenix Parks and Recreation is so grateful to have City Council and community support. We want all residents to know that your tax dollars are going toward creating and maintaining a diverse parks system that provides recreation opportunities everyone can enjoy.



Renovations at **John W. Teets Park** included a new playground, ramadas, walking paths, lighting, exercise equipment and trees!

West Plaza Park was renovated with a brand-new butterfly garden, outdoor sport stations, a fitness equipment plaza, a large ramada complex, four small ramadas with ADA-compliant seating, benches and much more.



Nuestro Park underwent a complete renovation complete with brand new play structures, added ADA Accessible features and a brand-new splash pad!



