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.

LEADERSHIP

Inger Erickson, Director
Tracee Crockett, Assistant Director
Cynthia Aguilar, Deputy Director, Special Operations Division
Esther Avila, Deputy Director, South Division
Alonso Avitia, Deputy Director, Natural Resources Division
Cynthia Brown, Deputy Director, Northwest Division
James Orloski, Deputy Director, Downtown Division
Danielle Poveromo, Deputy Director, Northeast Division
Judy Weiss, Deputy Director, Management Services Division

GOVERNANCE

Phoenix City Council
Mayor Kate Gallego
Vice Mayor Betty Guardado (District 5)
Thelda Williams (District 1)
Jim Waring (District 2)
Debra Stark (District 3)
Laura Pastor (District 4)
Sal DiCiccio (District 6)
Michael Nowakowski (District 7)
Carlos Garcia (District 8)

Phoenix Parks and Preserve Initiative (PPPI) Oversight Committee
Tom Chapman (Chair)
Patricia Garcia Duarte
Ira Feldman
John Furniss
Sarah Porter

Phoenix Sonoran Preserve and Mountain Parks/Preserves Committee
John Furniss (Chair)
Vashti "Tice" Supplee (Vice Chair)
Stacie Beute
Bill Fallon
Jerry Waehner
Tamera Zivic
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
Arizona Center for Nature Conservation
Arizona Community Market Support Services, LLC
Arizona Golf Community Foundation
Arizona Humanities Council
Arizona Parks and Recreation Association
Arizona Parks and Recreation Fellowship
Arizona Science Center
Arizona State University
Arizona Zoological Society
Blue Cross Blue Shield of Arizona
Camp Colley Foundation
Canyon Golf, LLC
Central Arts Alliance
Daring Adventures
Desert Botanical Garden
Downtown Phoenix Inc.
Downtown Urban Community Kids
Encanto Adventures, LLC
Friends of Horse Lover’s Park
Hance Park Conservancy
Heritage Square Foundation, Inc. / Rosson House
Irish Cultural and Learning Foundation
Japanese Friendship Garden
National Audubon Society, Inc.
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 Recreation Center
Thunderbird Arts Center
Tonto Creek Camp
Tovrea Carraro Society
Valley Garden Center
Valley of the Sun Quarter Midget Association
POSSIBLE AMENITIES

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
38 outdoor pickleball courts
32 community and recreation centers

4,794,378 hikers counted by city trail counters
7,643 youth sports participants

276,627 hours of sports field reservations on 205 sports fields
268,556 open swim participants
18,440 swim lessons taught

16,964 volunteers
111,336 hours of service
9,000+ followers
6,600+ followers
1,300+

854 teenagers enrolled in programs since 2016 inception

3,875 students participated in codePHX classes

81,336 visitors to Pueblo Grande Museum

$117,113,000 Total annual operating budget for fiscal year 2019-20
2,081 Total # of full and part-time employees

www.phoenix.gov/parks

1,945,017 views of department website

1,500 trees planted on city park property

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1,500 trees planted on city park property
Significant Infrastructure Improvements Made in Mountain Preserves
The multi-year infrastructure improvement plan that started in 2017 continued in both the Phoenix Mountains Preserve and South Mountain Park/Preserve throughout the year. The projects in these areas are funded by the voter-approved Phoenix Parks and Preserve Initiative (PPPI).

► Phoenix Mountains Preserve
Piestewa Peak Trailhead
In October, the grand opening of new and upgraded amenities at Piestewa Peak Trailhead was celebrated. Improvements included reconfigured parking areas that are connected by a new 104-foot-long vehicle/pedestrian bridge to improved traffic flow and access to the popular hiking destination. Trail users can also enjoy a new building with six individual restrooms and a ranger station, drinking fountains and water bottle fill station, four new ramadas and two renovated ramadas, as well as improved sidewalks, curbing, lighting and signage. A new 60-foot-tall concrete and steel entry monument also was constructed.

► South Mountain Park/Preserve
Desert Foothills Trailhead
In June, the hiking community celebrated the opening of the renovated Desert Foothills Trailhead. Upgrades included a new ramada and restrooms, reconfigured parking area, improved sidewalks, curbing, lighting and signage.

Fiesta Bowl Supports Hance Park Revitalization Project
In August, the Fiesta Bowl was announced as the first major financial supporter of the Hance Park Revitalization Project. A $2 million Fiesta Bowl legacy gift will be used specifically for the “Fiesta Bowl Play at Hance Park” children’s play area to be located on the park’s west side. Construction of the play area is scheduled to start in spring 2020 and be completed by December 2020.
Maryvale Baseball Park Renamed American Family Fields of Phoenix
The Milwaukee Brewers held a ribbon-cutting and dedication ceremony in February at its newly renovated Spring Training and Arizona player development complex – American Family Fields of Phoenix, formerly Maryvale Baseball Park. The team invested more than $60 million into an 80,000-square-foot expansion and renovation of the city-owned facility. The project included fan enhancements such as a new entry plaza, concession spaces, retail stores, seating and video board. Attendance at the stadium during Spring Training 2019 had the largest increase in the Cactus League, with a 31 percent jump from 2018.

The public-private partnership between the city and Brewers that led to this renovation was recognized in April by the Alliance for Innovation and honored with the Outstanding Achievement in Local Government Innovation Award.

Lindo Park Ballfield Renovated on MLK Day of Service
In February, the department partnered with the national non-profit Project Evergreen, the Sports Turf Managers Association (STMA) and local businesses to renovate the ballfield at Lindo Park on MLK Day of Service. More than 80 volunteers teamed up to complete the project at the 50-year-old park. Volunteers included sports field managers, lawn care professionals, landscape contractors and groundskeepers who were visiting Phoenix for the STMA's national conference.

Roesley Park Reopens After Extensive Renovation
In November, South Phoenix celebrated the grand reopening of Roesley Park. Community members and students from nearby C.J. Jorgensen Elementary School and Pleasantview Christian Elementary School participated in a ribbon-cutting ceremony. Improvements to the 2.6-acre neighborhood park included a new playground, two new ramadas with picnic tables and grills, a new walking path with fitness stations, new game and play areas for ping pong, cornhole, tetherball and hopscotch, and a resurfaced basketball court. A new restroom building will be added to the park in 2020.

AARP FitLot Comes to Rose Mofford Sports Complex
In November, an AARP-sponsored FitLot opened in Rose Mofford Sports Complex. Located under a large shade structure, the outdoor fitness space features exercise equipment and an area for group programs that can be adapted to meet a wide range of fitness levels and abilities. Over the next several years, AARP plans to sponsor a FitLot in one park in every state in the nation.

1,500 Trees Planted in Park Properties for Third Straight Year
To expand the city’s shade tree canopy, 1,500 trees were planted on city park property during 2019. It marked the third straight year that the department planted 1,500 or more trees (1,510 in 2018, 1,550 in 2017). Additionally, the city of Phoenix was listed on the Arbor Day Foundation’s “Tree City USA” list for the 33rd consecutive year in 2019.
Design of César Chávez Community Center Unveiled
In September, the design of the new César Chávez Community Center was unveiled. Held at Cesar Chavez High School, the event had a “red carpet” movie-premiere theme. Community members watched a “movie trailer” that revealed the design. Construction is scheduled to begin in summer 2020, with a grand opening expected in fall 2021.

Pueblo Grande Museum Celebrates 90th Anniversary
Pueblo Grande Museum kicked off the celebration of its 90th anniversary in October with the opening of a special year-long exhibit titled “The Story Continues: Pueblo Grande at 90.” The exhibit is presented in three parts, with displays located in the museum’s changing gallery, the art gallery in Phoenix City Hall and the art gallery in Sky Harbor Airport’s Terminal 3.

Parks Activated with Daily Programming
Funding made available in the 2019-20 Fiscal Year budget allowed the department to offer free, daily activities in select parks citywide during the fall and winter months. The organized programming led by department staff includes sports, games, and arts and crafts. Park activation is the process of utilizing parks to provide residents with activities that develop a more cohesive community and discourage negative behavior.

“Take a Hike. Do it Right.”
Based off electronic trail counter data, city of Phoenix hiking trails had 4,794,378 visitors in 2019, up from 3,344,638 in 2018. The Phoenix Fire Department responded to 255 mountain rescues this year.

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 2019, for the second straight year, 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.

Clean, Safe, Accessible and Inviting Parks
In October, the Parks and Recreation Board approved a Behavior Policy that will help to promote clean, safe, accessible and inviting parks, facilities and programs. The process to develop the policy started with a series of 13 public meetings during the early part of the year, and continued with department staff working with the Law Department, Police Department, Prosecutor’s Office, other stakeholder city departments and community members to draft the final policy. Following a period of community education, full implementation of the policy is anticipated in 2020.

Special Programs Recognize 60 Years of Papago Park
In recognition of the 60th anniversary of the opening of Papago Park, park rangers offered 30 different recreational programs during October and November. Activities included ranger-led hikes that explained the park’s unique geology and history, a fishing clinic, and classes about flora and fauna, stargazing, orienteering and archery.
Staff Leads Education Session about Teen Programs at National Conference

In September, Parks and Recreation Department staff presented an educational session titled “Rated T for Teens” at the National Recreation and Park Association (NRPA) national convention in Baltimore. The session focused on how to build and maintain teen programs, and included a Q&A panel with teen program participants in Phoenix who joined the session via Skype.

Inclusion Program Provides Recreation Opportunities for Everyone

In the summer, the department partnered with local non-profit Daring Adventures to offer an inclusion recreation program for youth of all abilities at Riverbend Preparatory Academy in Laveen Village. The program included a three-day trip to Camp Colley, an adventure camp on the Mogollon Rim, where more than 40 participants enjoyed outdoor activities such as crawdad fishing, archery, horseback riding and cooking over a camp fire. Thanks to a $115,000 donation by the Phoenix Suns, the program was extended through the fall, with activities held twice a week at Cesar Chavez High School.

Upgrades Made to Golf Courses Lead to Increase in Rounds Played

Aquila, Cave Creek, Encanto and Palo Verde golf courses benefited from several upgrades made throughout the year. Changes included renovated and re-branded restaurants, new golf carts, water and ice machines, and benches and hole signs. Additionally, a bunker restoration project at Encanto and Cave Creek was completed. These improvements contributed to a 12.5 percent increase in rounds played at those facilities (191,807 during fiscal year 2018-19, compared to 170,480 during fiscal year 2017-18).

Including GCU Golf Course (formerly Maryvale Golf Course) and Papago Golf Course, both owned by the city, 293,779 rounds were played at city courses during the 2018-19 fiscal year. GCU and Papago are managed through long-term operating agreements between the city and Grand Canyon University and Arizona State University, respectively.

Fabulous Phoenix 4th of July

More than 100,000 people celebrated Independence Day and showed their patriotism at the annual Fabulous Phoenix 4th of July event held at Steele Indian School Park. The event featured one of the largest fireworks displays in the Southwest.

Walking in a Desert Wonderland

APS Electric Light Parade

Despite rain showers, approximately 100,000 Valley residents lined the streets of Central Phoenix on Saturday, Dec. 7 to watch the 33rd Annual APS Electric Light Parade. Thousands more viewed the parade via a Facebook Live stream produced by media partner ABC15 Arizona. PHXTV (Channel 11) re-aired the telecast of the parade throughout the holiday season and had it available to view on its YouTube channel. The parade featured more than 90 entries that interpreted the theme “Walking in a Desert Wonderland.”
**HONORS AND AWARDS**

**Alliance for Innovation**
In April, the city’s public-private partnership with the Milwaukee Brewers to renovate Maryvale Baseball Park (renamed American Family Fields of Phoenix) was recognized by the Alliance for Innovation and honored with the Outstanding Achievement in Local Government Innovation Award.

**Arizona Parks and Recreation Association**
In August, the department received three awards during the Arizona Parks and Recreation Association’s awards ceremony and banquet.

- The PHXteens program was honored with an Outstanding Program Award in the category of Youth Enrichment.

- The department’s relationship with the Arizona Center for Nature Conservation (ACNC) to operate South Mountain Environmental Education Center (SMEEC) was recognized with the Partnership Award.

  It was the second straight year the department received the Partnership Award, doing so in 2018 for its work with Arizona Public Service (APS) to produce the annual APS Electric Light Parade.

- Volunteer Park Steward Beth Keune received the Volunteer of the Year Award.

**Arizona Forward**

**Environmental Excellence Awards**
In September, the renovation of the Phoenix Indian School Visitor Center in Steele Indian School Park was recognized with a Crescordia Award in the category of Buildings and Structures – Historic Preservation. The 6,000-square-foot building, which is on the National Register of Historic Places, reopened in October 2017 following a $1.5 million renovation project.

**Arbor Day Foundation**
The city of Phoenix was distinguished as “Tree City USA” for the 33rd consecutive year.
GRANTS AND SPONSORSHIPS

Arizona Community Foundation
In October, Pueblo Grande Museum opened the Water Heritage Collective “Portal to the Past.” Funded by Arizona Community Foundation’s Water Public Art Challenge prize of $50,000, this new cut metal gate is adorned with animal and plant designs and welcomes visitors to a new museum entrance from the Canalscape. The gate was designed by local artist Zarco Guerrero.

National Recreation and Park Association
In April, new permanent lawn games were unveiled in University Park. The games include bocce ball, tetherball, four square and cornhole. Construction of these amenities was made possible thanks to a $26,000 “Connecting Communities Through Outdoor Play” grant, supported by the Target Corporation and the National Recreation and Park Association.

Arizona State Parks and Trails
In July, Arizona State Parks and Trails awarded the department $69,323 for invasive plant species removal and interpretive signage in the Rio Salado Habitat Restoration Area. The grant required a match of 25 percent by the department.

Cigna
It was the 27th year of the department’s partnership with Cigna, which sponsors city Aquatics programs. In June, Cigna donated to the department $37,500 to fund free “Cigna Summer” events, including Itty Bitty Beach Parties and Fiesta del Agua. Those community events provide free activities and water safety lessons to hundreds of residents. The funding also supported the annual Lifeguard Olympics and provided discounted water aerobics classes for seniors.

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 “Kool Kids” program at pools citywide. The “Kool Kids” program provides free open swim at select city pools for youth age 17 and younger.

Phoenix Suns
In the summer, the department partnered with local non-profit Daring Adventures to offer an inclusive recreation program for youth of all abilities. A $115,000 donation received in November from the Phoenix Suns extended the program through the fall.

Arizona Diamondbacks
In August, the Arizona Diamondbacks donated $10,000 to the department to support water safety education programs.

Milwaukee Brewers
In March, the Milwaukee Brewers, who call Phoenix’s Maryvale Baseball Park (renamed as American Family Fields of Phoenix) their Spring Training home, made a $50,000 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 age 17 and younger.
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, César Chávez 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 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 Phoenix Parks and Recreation Department 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 2018-19 Fiscal Year PPPI Projects
During fiscal year 2018-19, **$21,688,460** of PPPI funds were spent on parks and recreation improvement projects.

<table>
<thead>
<tr>
<th>Project</th>
<th>PPPI Funds Spent</th>
</tr>
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<tbody>
<tr>
<td>Margaret T. Hance Park Revitalization Project</td>
<td>$4,978,479</td>
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<tr>
<td>Phoenix Mountains Preserve improvements</td>
<td>$3,432,850</td>
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<td>South Mountain Park/Preserve improvements</td>
<td>$2,307,256</td>
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<td>Removal of unofficial trails in preserve land citywide</td>
<td>$1,152,273</td>
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<td>Cave Creek Golf Course improvements</td>
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<td>Cesar Chavez Community Center architectural design work</td>
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<td>Cesar Chavez Park LED lighting replacement</td>
<td>$828,192</td>
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<td>General parks and facilities improvements citywide</td>
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<td>Project staffing costs</td>
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<td>Roesley Park renovation</td>
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<td>Pinnacle Park Dog Park construction</td>
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<tr>
<td>Paradise Valley Community Center roof repair</td>
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<td>Parking lot repairs and replacements citywide</td>
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<td>Paseo Highlands Park sports field LED lighting replacement</td>
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<tr>
<td>Mountain View Community Center tennis court replacement</td>
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<td>Sonoran Preserve edge protection</td>
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<td>Deem Hills East Trailhead improvements</td>
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<td>Irrigation repairs citywide</td>
<td>$306,758</td>
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<td>South Mountain Community Center improvements</td>
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<td>Security LED lighting replacement citywide</td>
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<td>Pools infrastructure improvements citywide</td>
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<td>Norton House exterior improvements</td>
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<td>Desert West Community Center improvements</td>
<td>$167,556</td>
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<td>Phoenix Tennis Center improvements</td>
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<td>Maryvale Community Center cooling tower</td>
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<td>Golf course infrastructure repairs citywide</td>
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<td>Playground replacements citywide</td>
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<tr>
<td>Aguila Golf Course irrigation repairs</td>
<td>$98,487</td>
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<tr>
<td>Apache Wash and Desert Hills trailheads restroom renovation</td>
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<tr>
<td>Other aggregate projects*</td>
<td>$33,488</td>
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**Total**

*Total amount of project costs that are $50,000 or less

**$21,688,460**