



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

VIA: Jai Cole, Executive Director

FROM: Ben Boxer, Public Information Officer
Marketing and Communications Office

DATE: January 10, 2024

Agenda

**Communications and Community Engagement Committee
(Committee of the Whole)**

Wednesday, January 10, 2024 – 6:30 pm

Boardroom, Herrity Building

Chairman: William G. Bouie

Vice Chair: Mike Thompson

1. FY 2023 Park Authority Annual Accomplishments (with presentation) – Presentation



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

Board Agenda Item
January 10, 2024

PRESENTATION – 1

FY 2023 Park Authority Annual Accomplishments

FY 2023 brought challenges and achievements across all aspects of the Park Authority. Staff will present highlights from FY 2023. An expanded version of this presentation will be posted on the Park Authority Board's webpage following the January 10, 2024 board meeting.

STAFF:

Jai Cole, Executive Director, Park Authority

Sara K. Baldwin, Deputy Director, Chief Operating Officer, Park Authority

Aimee L. Vosper, Deputy Director, Chief of Business and Development, Park Authority

Ryan Carmen, Division Director, Golf Enterprises

Josh Colman, Division Director, Park Services

Kim Eckert, Division Director, Park Operations

Laura Grape, Division Director, Resource Management

Brendon Hanafin, Division Director, Planning and Development

Michael Peter, Division Director, Business Administration

Allison Rankin, Management Analyst



FCPA's FY 2023 Annual Accomplishments



GREAT PARKS, GREAT COMMUNITIES





FCPA is An Award-Winning Agency

Golf Pass

- Golfer's Choice – Top 10 Golf Courses in Virginia - Laurel Hill Golf Club

Golf Range Magazine – Top 50 Public Golf Ranges in the United States

- Burke Lake Golf Center
- Oakmont Golf Center

Mid-Atlantic Off-Road Enthusiasts

- Land Manager of the Year – Jai Cole

NACPRO

- New Professional: Luca Twohie

National Association of Government Communicators

- Magazine – Award of Excellence – Parktakes Magazine
- Graphics Brand Awareness – Second Place – FCPA Branded Bike Racks

National Recreation and Parks Association

- 30 Under 30 Award – Luca Twohie

Northern Virginia's Best Summer Camps List

USA Today 10 Best Readers' Choice Awards

- Splash Pad: Our Special Harbor (2nd place nationwide)

VRPS

- Best New Health and Wellness Initiative: Sully Community Center Health and Wellness Programs
- Best New Program: Adapted Park Explorers Program
- Best New Renovation (Brick and Mortar): Hidden Oaks Nature Center
- Most Creative Marketing Strategy: Jai Cole's Parks Tour
- Snapshot Moment: Water Mine Family Swimmin' Hole
- Outstanding New Professional: Monical Klock, Adapted Program Specialist
- Distinguished Service Award: Roberta Korzen, Marketing Branch Manager

Mission and Vision – Master Plan

Guiding Principles



- *Inspire A Passion For Parks*
- *Advance Park System Excellence*
- *Meet Changing Recreation Needs*
- *Be Equitable & Inclusive*
- *Promote Healthy Lifestyles*
- *Strengthen & Foster Partnerships*
- *Be Great Stewards*

Guiding Principles

Inspire a Passion for Parks

communicate the benefits of parks and recreation; provide great park experiences; create an enduring park system legacy; provide great park destinations that connect and help build community; impart a passion for parks from generation to generation.



Meet Changing Recreation Needs

proactively respond to changing needs and trends; proactively manage facilities and program assets; engage and listening to the community.



Advance Park System Excellence

provide targeted, high quality programs and services; be mission-focused; maintain system quality and condition; embrace, lead and implement new ideas and best practices; leverage technology, make data-driven decisions and measure performance.



Strengthen and Foster Partnerships

collaborate with schools and other public agencies and non-profits; co-locate facilities, programs and services with others; expand relationships with the private sector; contribute to the local economy; empower volunteers and the community.



Be Equitable and Inclusive

provide quality facilities, programs and services to all communities; balance the distribution of parks, programs and facilities; ensure these are accessible and affordable.



Be Great Stewards

integrate stewardship and sustainability ethics in all plans and actions; raise awareness and appreciation for natural and cultural resources; serve as a model for urban nature conservation; protect and actively manage natural and cultural resources; be transparent, accountable and committed to responsible management.



Promote Healthy Lifestyles

provide facilities and programs for all ages to promote life-long activity and wellness; improve park access; expand trail system connections; provide an opportunity to connect with nature.





Inspire a Passion for Parks



FCPA Team Starts Busy...



July – September 2022:

- Riverbend Maintenance Facility Opening
- Lake Fairfax Fireworks
- Latino Conservation Festival
- 4-H Fair
- National Public Lands Day
- Sully Community Center Opening
- Oak Hill Open House
- Road-e-o



And Stays Busy...



October – December 2022

- Trailblazers
- GW Pickleball Courts
- Lewinsville Pickleball Courts
- Lorton Community Center, Library, and park opening
- Nascow
- Holiday Lights

January – March 2023

- First Hike Fairfax
- Mt Vernon Groundbreaking
- Ides of Bark



...All Year LONG!!!

April – June 2023

- Patriot Park North Ribbon Cutting
- Earth Day Fairfax
- Bluebell at the Bend Festival
- Horse Expo
- Healthy Strides
- Culmore Day
- Hogge Park Ribbon Cutting
- Spring Farm Day
- Wetlands Awareness Day
- Special Olympics VA Golf Clinic at Laurel Hill
- National Trails Day
- Sully Car Show
- Juneteenth



Meet Changing Recreation Needs



Youth-focused programs & facilities

- Preschool at Spring Hill Rec Center Reopens
- Oak Marr Rec Center Childcare Reopens
- Construction begins on Cub Run Rec Center Childcare
- Drop-in hours at Franconia Rec Center's Soft Play Room
- 36,779 unique customers under age 18
- 13,003 active programs



PICKLEBALL ACCOMPLISHMENTS IN FY23

- Noise Mitigation Study
- 14 New Dedicated Pickleball Courts
- 14 New Shared-Use Pickleball Courts
- FY 24/25 Pickleball Implementation Planning
- Now have 16 Dedicated Pickleball Courts and 6 Shared-Use Pickleball Courts



COURT RENOVATIONS COMPLETED IN FY 2023



- Borge Street Basketball
- Burke Station Basketball
- Hideaway Basketball
- Kendale Woods Basketball
- Lewinsville Basketball
- Olney Basketball
- Lewinsville Pickleball
- George Washington Racquet
- Kendale Woods Racquet
- Lewinsville Racquet
- McLean Central Racquet
- Westgate Racquet
- Lewinsville Tennis
- Olney Tennis
- Rutherford Tennis

Total Costs: \$1,149,352



Advance Park System Excellence





Patriot Park North



- Facility includes 6 synthetic turf diamond fields, parking lot, press box, shelter and stormwater management
- Funded with 2012, 2016, and 2020 bond funds – total cost of \$22.7 million
- Batting cages, bullpens, warm up areas, signage, mounds, and flagpole
- For the 2023 Season: 4 camps scheduled, 1 Collegiate developmental clinic, 1 MLB special event, 1 college baseball game (Marymount University), 26 tournaments, and have had over 191,000 visitors.


CAPITALIZING ON SPORTS TOURISM

- With an emphasis on Sports Tourism in Fairfax County, Park Operations staff have provided outstanding event and maintenance support for 26 baseball and softball tournaments
- Crews at Braddock Park and Wakefield Park worked tirelessly to ready the fields for tournaments rain or shine
- Strike Out Cancer Tournament, hosted by Virginia Glory Fast Pitch Softball, raised more than \$50,000 for Children's National Hospital.




New Technology Tools


- The agency's new public facing **Park Amenity Locator** web application includes more details and amenity filters to provide a variety of ways for our residents to interact with this application based on individual preferences.



Fairfax County Park Authority Park Amenity Locator

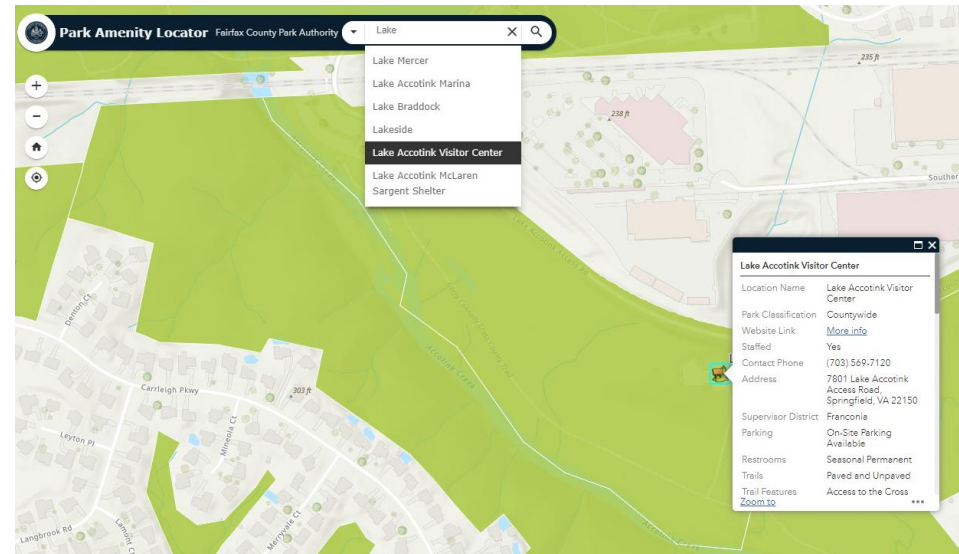
Thank you for your interest in a Fairfax County Park Authority park. This application is designed to assist in locating the amenities available throughout the park system. Each symbol on the map represents a single amenity or cluster of amenities. To search for a park amenity location or address, use the search bar in the upper left hand corner.

For additional information and tips on how to use this web application, click on the  in the bottom toolbar. To interact with this application, there are also four tools available.

 **Filter:** Click the on/off slide next to the type of amenity to

 **Near Me:** Use this to view all park amenity locations

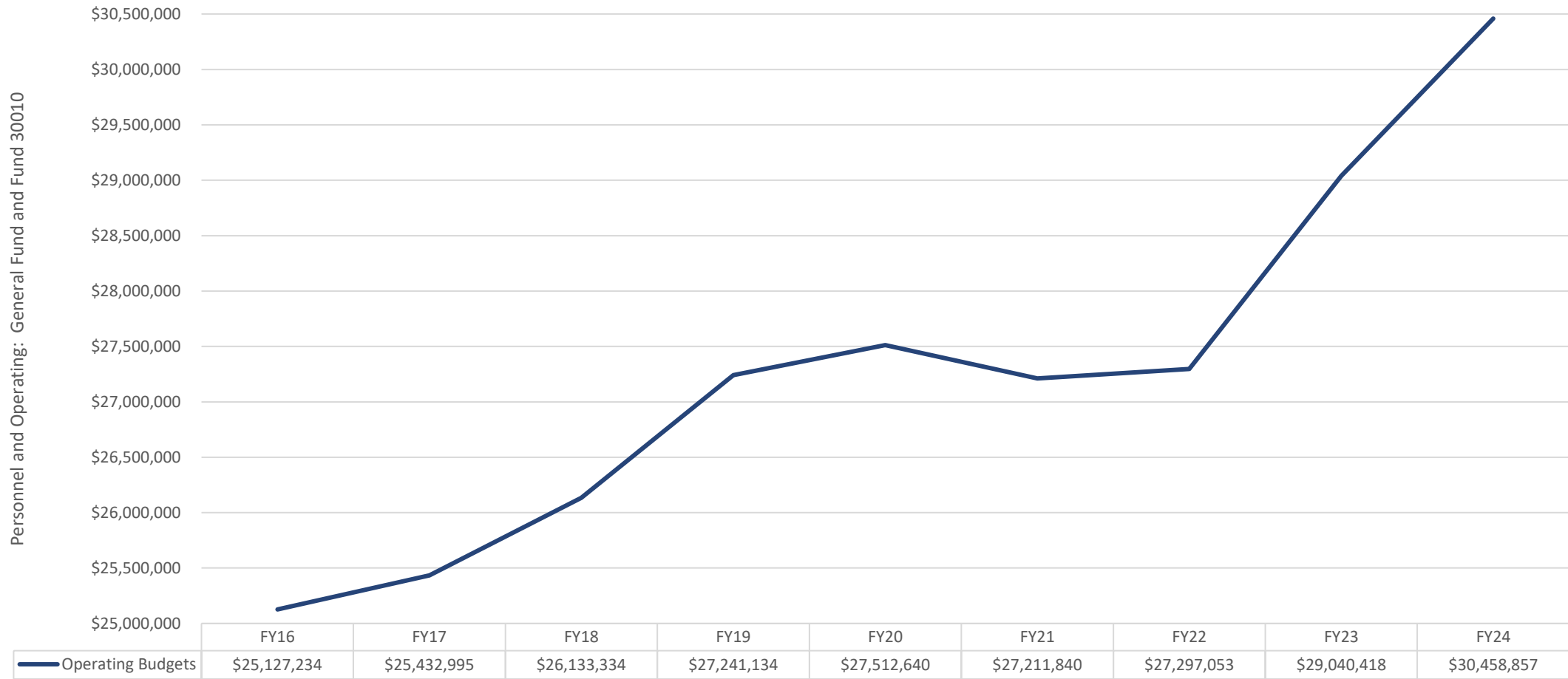
[OK](#)





Adopted Budgets (General Fund and Fund 30010)

FCPA Adopted Operating Budgets
No MRA Included



Strengthen and Foster Partnerships





Ice-Skating

Continuation of Ice-Skating Services

- The St. James
 - 136 ice skaters continued lessons through the Mt. Vernon Rec Center closure. Staff worked hard to finalize working partnerships where Park Authority instructors teach Learn to Skate programs on private property! This established a first of its kind partnership between these sort of Park Authority programs and private businesses.
- Synthetic Ice at Earth Day
- Synthetic Ice was brought to Rec-PAC sites



Back on the Ice!

Same Ice Skating Classes • Same Coaches • New Location!

Classes will be held at:
The St. James Ice House
6805 Industrial Road, Springfield, Va. 22151



Spring Session 1 starts Sundays, March 19 • Spring Session 2 starts Mondays, May 8

Options for All Levels Starting at Age 3	Highlights
<ul style="list-style-type: none">■ Intro to Skate■ Basic Skills■ Parent/Child■ Intro to Free Style	<ul style="list-style-type: none">■ U.S. Figure Skating Learn to Skate USA® curriculum■ Classes run for six weeks■ 30 minutes on ice■ Skate rental included

To register visit the Fairfax County Park Authority website at <https://bit.ly/fcpa-iceskating> or call 703-222-4664



SCAN ME



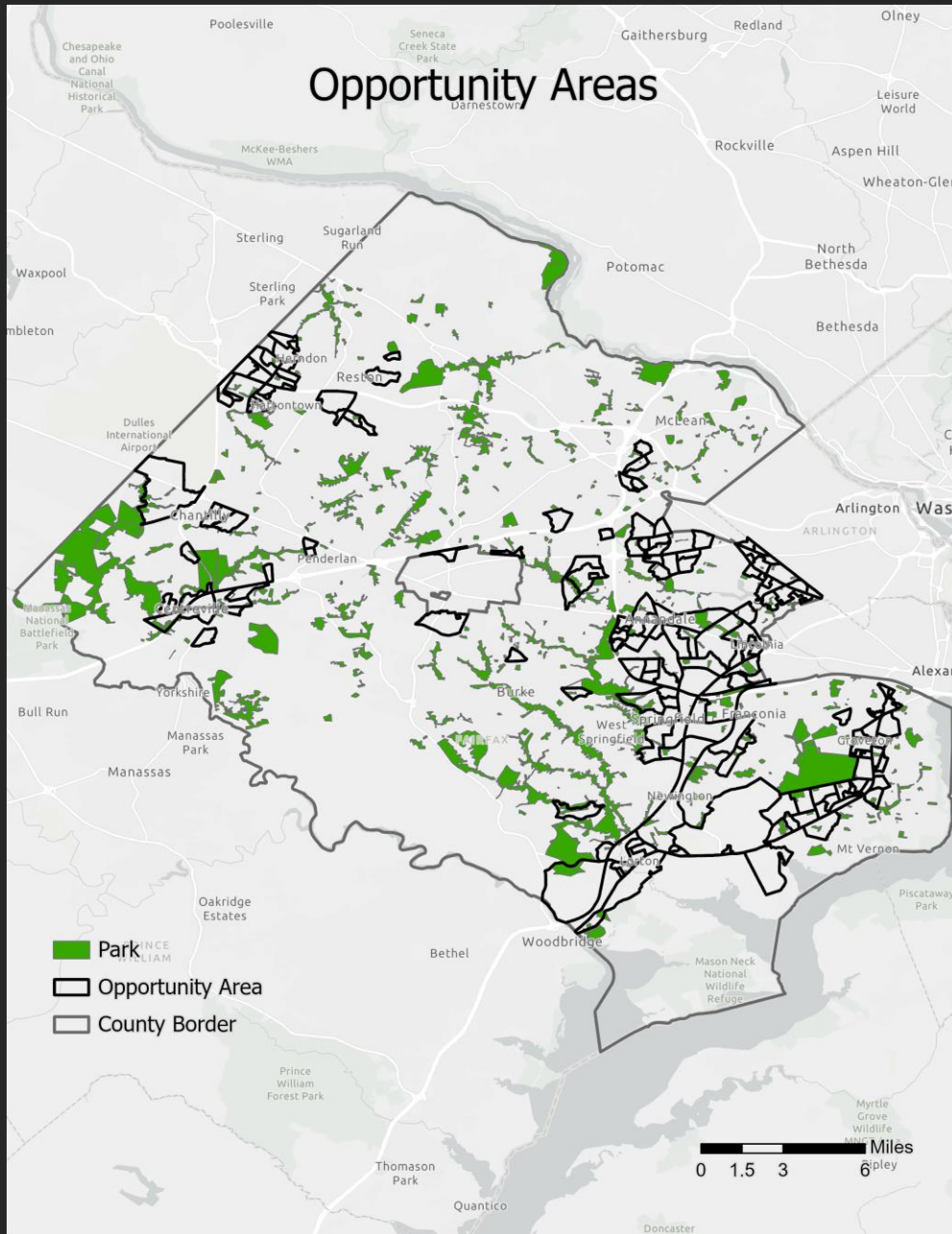
703-324-8563
TTY: Va. Relay 711

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Be Equitable and Inclusive





PROSA



PROSA - The Parks, Recreation, Open Space, and Access Strategy

Building on the 2017 Parks & Recreation System Master Plan, Strategic Plan for Fiscal Years 2019 – 2023, and One Fairfax, the PROSA Strategy will provide a framework for equitable access to FCPA parks and the park system. The tool was approved in September 2023 by the Park Authority Board.



SULLY SUMMER SPORTS & MORE

NCS is partnering with the Fairfax County Park Authority to ensure all families have access to summer camp opportunities at the Sully Community Center. Camps are open to children ages 5-12 of all abilities.

CALL TODAY TO INQUIRE ABOUT SCHOLARSHIP OPPORTUNITIES

June 20 - August 18

Sully Community Center
13800 Wall Road
Herndon, VA

For more information:
703-322-4475
Kimmie.Aicorn@fairfaxcounty.gov

Fairfax County is committed to nondiscrimination on the basis of disability in all county programs and services. Call 703-226-1100, TDD 703-226-1101. A Fairfax County, VA publication. Printed 2/2023

SULLY SUMMER SPORTS & MORE

Weekdays 9 a.m. - 4 p.m.
Before 10-9 a.m. and after care (6-8 p.m.) available for an additional fee.

Hoops & More Basketball & Tennis Camp (6-12 yrs.)
18HMB June 20 - 23 (4-day) (Week 1)
21HMB July 17 - 21 (Week 5)
21HMB Aug. 7 - 11 (Week 8)
Players learn the fundamentals of basketball and tennis with 257 Athletics. Develop a love for both sports as camp includes confidence-building drills and matches incorporating skills learned. Activities include obstacle tag, hopscotch and ultimate knock-out. Bring tennis racket, snack, lunch and water bottle. No camp June 19.

Basketball Summer Hoops Camp (6-12 yrs.)
18BSH June 26 - 30 (Week 2)
One on One has been running camps for over 23 years and this fun program features real game action! Campers, of all skill levels, will participate in drills and contests before daily game play. The week concludes with Championship Friday.

Gymnastics & Cheer Camp (5 1/2-11 yrs.)
1GCCC July 5 - 7 (3 day) (Week 3)
Metro Movement gives kids a lot to cheer about in this camp. Learn jumps, stunts, cheers and a dance routine from former NFL, NBA, and collegiate cheerleaders. Build skills using the balance beam, bars, floor and vault taught by USA Gymnastics instructors. Campers receive a free shirt. A signed participation release is due on the first day. No camp July 3-4.

Ultimate Circus & Magic Camp (6-12 yrs.)
1UCM July 24 - 28 (Week 6)
This Sully Summer Camp combines the best of circus arts which includes magic, juggling, balloon sculpting and more! Try your hand at popular circus stunts using a variety of apparatus. Learn magic tricks to impress your friends, how to juggle different objects and create fascinating balloon sculptures. A signed participation release is due on the first day.

Gymnastics & Dance Camp (5 1/2-11 yrs.)
1GDC July 31 - Aug. 4 (Week 7)
In this action-packed week with Metro Movement, campers will enjoy gymnastics, rhythm-and-dance movement skills, games and activities. Gymnastics apparatus includes tumbling, inflatable floor, bars, beam, vault. Campers receive a free shirt. A signed participation release is due on the first day.

Ninja Obstacles & Tumbling Camp (5 1/2-11 yrs.)
1NOT Aug. 14 - 18 (Week 9)
Be a ninja games warrior in this action-packed Metro Movement camp. Learn tumbling skills, jump across the floating steps and compete in our floor-based obstacle course challenge. Campers receive a free shirt. A signed participation release is due on the first day.

Sully Summer Camp Fee Schedule	19MB	20MB	21MB	25H	1GDC	1BSC	190M	1GDC	1NOT
\$132,500 and above	\$225	\$279	\$279	\$295	\$179	\$295	\$315	\$299	\$299
\$119,250 - \$132,499	\$188	\$233	\$233	\$247	\$150	\$247	\$263	\$250	\$250
\$106,000 - \$119,249	\$151	\$188	\$188	\$198	\$120	\$198	\$212	\$201	\$201
\$92,750 - \$105,999	\$115	\$142	\$142	\$150	\$91	\$150	\$160	\$152	\$152
\$79,500 - \$92,749	\$78	\$96	\$96	\$102	\$62	\$102	\$109	\$103	\$103
\$66,250 - \$79,499	\$41	\$51	\$51	\$54	\$32	\$54	\$57	\$54	\$54
\$53,000 - \$66,249	\$25	\$31	\$31	\$33	\$20	\$33	\$35	\$33	\$33
\$52,999 and below	\$8	\$10	\$10	\$10	\$6	\$10	\$11	\$11	\$11

***Supporting Documents for Sliding Fee Application**
Pay stubs should be submitted for all adults living in the household who are currently employed. If pay stubs are not provided by the employer, please complete the **Employment Verification Form**. Employment is not required for program registration. Additional supporting documents may be needed based on the application.

Employment Verification Form (Submit only if you are currently employed but do not receive pay stubs from your employer. Employment is not required for program eligibility)

- Unemployment Verification Form**
- Self-employment Information Form** (Submit only if you have been self-employed for less than 12 months and did not file as self-employed on your most recent taxes.)

If you filed as self-employed on your most recent taxes, please submit the following:

- 1049, first page
- Schedule 1
- Schedule C



Sully Community Center

- Sully Community Center Partnership completes its first summer season!
 - 1107 program registrations
 - 80 programs offered
 - Revenue: \$206,657



Be Great Stewards





Resident Curator Program

- Lahey Lost Valley - Foundation and Mortar Restoration (170K)
 - Re-mortar original brick portion
 - Gravel for drainage around foundation walls
- Dranesville Tavern – Repairs (600K)
 - Remove termite damage in eastern wall & rebuild
 - Roof replacement, porch restoration
- Mount Gilead – RCP Advertisement
 - Open house, two public meetings
 - Application Deadline: September 25, 2023

RCP total curator investment at completion
of FY23 – 1.75 million



Promote Healthy Lifestyles



Get Set, Get W.E.T.



- Get Set, Get W.E.T. is the Park Authority's water safety program designed for children ages 3-5 years old. Staff read stories about water safety to children, teach them about being safe around water, and show them life jackets, rescue tubes, and other safety materials.
 - 150 presentations
 - 2500 kids across all 9 Rec Centers
 - 112% increase from FY22

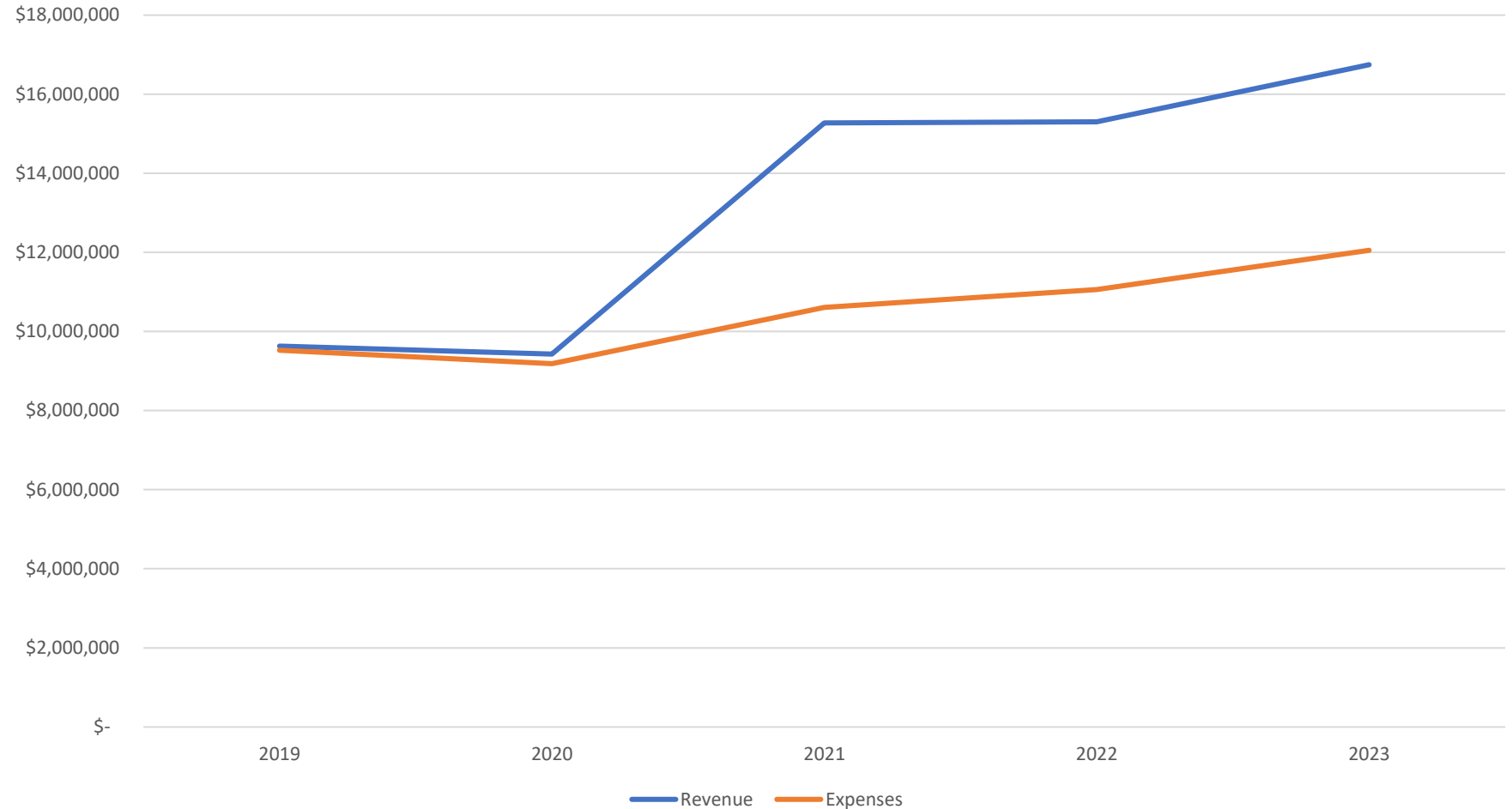




Golf Enterprises - Exceeded revenue & net goal



Net Revenue for Golf Enterprises





Thank you for your support of FCPA!