

ANNUAL REPORT TO OUR COMMUNITY

FISCAL YEAR 2023/24

[SCOTTSDALEAZ.GOV/PARKS](https://scottsdaleaz.gov/parks)



SCOTTSDALE *plays*

Scottsdale Parks and Recreation provides an abundance of world-class indoor and outdoor activities and adventures. As a destination for visitors from across the globe and home to a very active population of nearly 242,000, the business of Scottsdale is, in part, that of recreation.

As a major provider of parks, facilities, open space, recreation programs, and special events, Scottsdale Parks and Recreation plays an integral role in the success of the City of Scottsdale's business and service brand, and greatly contributes to the health and happiness of its citizens and visitors.

Scottsdale Parks and Recreation Commission

The Parks and Recreation Commission was created in 1960 and is composed of seven members appointed by the City Council. The Commission serves as a citizen advisory committee that advises the Council on the acquisition of lands and facilities for use as parks or recreation centers, as well as the operation, use, care and maintenance of these parks and recreation areas.

FY 2023/24 Parks and Recreation Commission

Kristen Parrish, Chair

Teresa Kim Quale, Vice Chair

Amy Arnold, Commissioner


Sandy Kull, Commissioner

Eric Maschhaupt, Commissioner

Susan McGarry, Commissioner

Michael Vreeland, Commissioner

**Chaparral
Park**



From the Senior Director

Dear Scottsdale Residents and Visitors,

I am pleased to present the Scottsdale Parks and Recreation Department's Annual Report for Fiscal Year 2023/24. This year has been one of collaboration, innovation, and progress as we worked to enhance the parks, facilities, and programs that enrich our community's quality of life.

A major focus of the year was the continued development of our new parks and recreation master plan. The Shape Scottsdale Parks process engaged residents, stakeholders, and staff to envision the future of our parks system. Through unparalleled community engagement, we are shaping priorities that reflect Scottsdale's evolving needs, ensuring that our parks and recreation programs remain vibrant, sustainable, and accessible for generations to come.

While planning for the future, we also celebrated significant achievements in the present. During Drowning Impact Awareness Month, over 200 individuals participated in free swim lessons, furthering our commitment to water safety. We completed the CAPRA re-accreditation assessment process through the National Recreation and Park Association, meeting 97% of the 154 standards, a testament to our excellence in service delivery and operational standards.

Environmental stewardship remained a cornerstone of our efforts. We planted 119 trees and earned our 42nd consecutive Tree City USA designation. The completion of the Reata Sports Complex added world-class facilities and multifunctional space, strengthening our position as a premier destination for sports, recreation, and special events. The awards we received for the design of Scottsdale Civic Center demonstrated our dedication to innovation in public spaces.

Inclusivity was another key theme this year, as participation in our Adaptive Recreation Program and Special Olympics continued to grow. These programs are a testament to the value of creating spaces where everyone feels welcome and empowered. Additionally, we enhanced our connection with residents through an 86% increase in social media engagement, ensuring that our community remains informed and involved.

Looking forward, the Shape Scottsdale Parks Master Plan will guide our work as we expand equitable access to parks, systematically improve our parks and facilities, and develop new programming to meet the needs of our community. We will continue to make valuable contributions to a parks system that reflect the heart and spirit of Scottsdale.

Sincerely,

Nick Molinari

Senior Director, Parks and Recreation and Preserve

Our Vision

A community exercising its spirit of activity and togetherness.

Our Mission

To create remarkable recreation places and experiences that support a healthy, inclusive, and active community.

Values

- Responsiveness
- Professionalism
- Excellence
- Exceptional Customer Service
- Transparency
- Inclusivity
- Optimism
- Innovation
- Listening
- Adaptability



2023-2028 Strategic Plan Priorities

Scottsdale Parks and Recreation’s achievements throughout fiscal year 2023/24 tie directly to its 2023-2028 Strategic Plan and the priorities, goals, and strategies outlined within. This annual report provides a summary of the department’s successes and ongoing efforts to create remarkable recreation places and experiences that support a healthy, inclusive, and active community.

- Inclusive, World-Class Recreation Programs and Events
- Environmental Stewardship
- Marketing and Communications
- Maintenance of Exceptional Parks, Facilities, and Spaces
- Reimagined Parks, Facilities, and Community Spaces
- Tourism and Economic Vitality
- Scottsdale Resident Access and Participation
- Invest in Parks and Recreation Workforce

Finances FY 2023/24

OPERATING BUDGET FUNDING SOURCES

General Fund	\$23,627,317
Grant Funds	\$5,219
Special Programs Fund	\$561,510
Stadium Facility Fund	\$887,919
Transportation Fund	\$2,255,183
Total Adopted Budget	\$27,337,148

OPERATING BUDGET BY EXPENDITURE TYPES

Personnel Services	\$16,709,152
Contractual Services	\$8,036,651
Commodities	\$2,394,345
Capital Outlays	\$197,000
Total Adopted Budget	\$27,337,148

Number of Full-Time Employees: 152

Number of Part-Time Employees: 365

CAPITAL IMPROVEMENT PROJECT (CIP) BUDGET & FUNDING SOURCES

Bond Issue	\$38,561,821
Bond Interest	\$354,078
Tourism & Development Fund	\$8,255,346
Stadiums Concessionaire	\$23,116
General Fund	\$38,635,804
Total Project Budget	\$85,830,165

CAPITAL IMPROVEMENT PROJECT (CIP) EXPENDITURES

Aquatics	\$4,254,399
Scottsdale Stadium	\$13,558,292
Parks-New Facilities/Amenities	\$10,987,300
Parks-Maintenance/Replacement	\$11,649,141
Restrooms	\$784,329
Total Project Expenditures	\$41,233,461

Inclusive, World-Class Recreation Programs and Events

Highlighted Accomplishments



Incorporated **current and forecasted demographics** along with **national recreation participatory trends** when developing the Parks and Recreation Master Plan



Provided **free grant-funded** swim lessons to **201 participants** during Drowning Impact Awareness Month



Hosted **new events and programs** during the **2nd annual** Indian Bend Wash Celebration Month



Implemented **2 new Learn to Swim classes** at all **4 aquatic centers**, and increased programming available to residents at Chaparral Aquatic Center



Partnered with Maricopa County to offer community outings to **promote social engagement** for seniors and adults **with disabilities** following COVID-19



Completed CAPRA assessment process for reaccreditation, meeting **150 of the 154 standards, or 97%.** Scottsdale Parks & Recreation has been an **accredited agency since 1994**

Strategic Plan Achievements

STRATEGY PE1.1

Engage the public in the planning of programs and events to ensure future parks and recreation functions are citizen driven and meet the evolving demands of the public.

STRATEGY PE1.2

Conduct a program-focused community survey every two years.

STRATEGY PE2.1

Leverage existing partnerships and shared services agreements to maximize programmable space for youth after-school and adult sports programs.

STRATEGY PE2.2

Explore new partnerships to expand programming capacity.

STRATEGY PE4.1

Host events and community activities in the Indian Bend Wash.

STRATEGY PE6.2

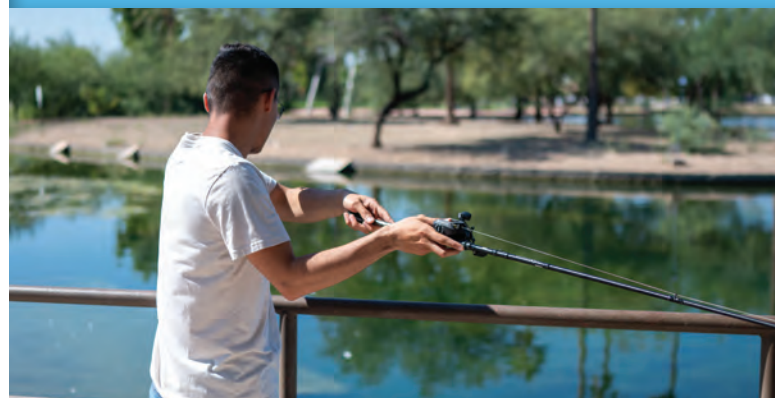
Ensure that event planning meets the needs and interests of a diverse mix of ages, abilities, and community interests.

STRATEGY PE7.1

Expand Learn to Swim programming and opportunities.

LOOKING AHEAD TO FISCAL YEAR 2024/25

- Earn national reaccreditation as a parks and recreation agency through CAPRA
- Host new special events including the National Parks and Rec Month Pool Party and Playground Holiday Jamfest
- Conduct a department-wide cost recovery assessment

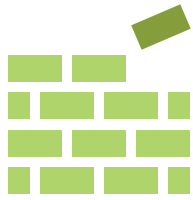


Environmental Stewardship

Highlighted Accomplishments



Managed **21,180 trees** in city-wide inventory, planted **119 trees** and **1,357 shrubs**, and hosted Arizona Tree Council training



Repurposed old pavers from Civic Center remodel project to convert **1,200 square feet** of turf at Chaparral Aquatic Center



Participated on **Blue Zones Project** Scottsdale Built Environment Working Group



Earned **national Tree City USA** community designation for the **42nd year** in a row, longest of any city in Arizona



Partnered with **Office of Environmental Initiatives** on citywide Shade and Tree Plan



Planted more than **40 new trees** throughout Eldorado Park



Strategic Plan Achievements

STRATEGY ES1.1

Explore turf to xeriscape conversions in locations that align environmental and programming priorities of the department for non-functional turf.

STRATEGY ES1.2

Leverage irrigation technology to maximize water savings.

STRATEGY ES1.3

Continuously evaluate water savings at Scottsdale's aquatics centers.

STRATEGY ES2.1

Identify partnership opportunities to increase tree inventory.

STRATEGY PE3.2

Create and launch social media campaigns highlighting specific environmental priorities, work, and accomplishments.

LOOKING AHEAD TO FISCAL YEAR 2024/25

- Add smart irrigation controllers in medians and rights-of-way
- Begin implementing recommendations from the citywide Shade and Tree Plan

Marketing and Communications

Highlighted Accomplishments



Created internal **marketing and communications team**, implemented monthly **calendar** for **social media** posting, and engaged staff in **content creation**



Worked with **new division videographer** to produce **high quality** video content



Hired new **communications specialists** to support **social media outreach**



Added **3.2k social media followers** and increased profile visits by **86%**



Initiated Scottsdale Stadium **branding and website build** with contracted marketing firm



Continuously provided **updates and information** to local leaders and community through **multiple media tools**



Strategic Plan Achievements

STRATEGY MC1.2

Identify resources to support marketing, communications, and storytelling specifically for the Parks & Recreation Department.

STRATEGY MC1.3

Improve Scottsdale Parks and Recreation's brand awareness.

STRATEGY MC2.1

Leverage new and emerging technology resources to provide efficient, effective, and timely communication to residents and visitors.

STRATEGY MC2.3

Improve social media and digital communication.

LOOKING AHEAD TO FISCAL YEAR 2024/25

- Roll out new websites for Scottsdale Parks and Recreation and Scottsdale Stadium
- Reach 10,000 social media followers for the Scottsdale Parks and Recreation Instagram account
- Create high-quality video content to attract new special event sponsors

Maintenance of Exceptional Parks, Facilities, and Spaces

Highlighted Accomplishments



Replaced Apache Park playground utilizing federal community development **block grants**



Collaborated with Scottsdale Police in implementing **new Park Ranger program**, staffed with **3 full time Rangers**. **249 contacts** have been made and **29 citations** issued since inception in September 2023



Installed and replaced **shade structures** at Eldorado Park, Chaparral Aquatic Center, and Civic Center



Installed **66** new benches in Historic Old Town



Replaced **ADA playground surfacing** at Chaparral Park and Florence Ely Nelson Desert Park



Resurfaced **sport courts** at SRP Tennis Center and Northsight Park

Strategic Plan Achievements

STRATEGY FS1.2

Market park rules through available resources, highlighting the most pressing concerns within our parks and facilities.

STRATEGY FS2.2

Improve contracted maintenance and custodial services.

STRATEGY FS2.3

Beautify neighborhoods through the landscape and maintenance of City-owned medians and rights-of-way.

STRATEGY FS2.4

Invest in maintenance staff training, development, and certifications.

LOOKING AHEAD TO FISCAL YEAR 2024/25

- Add shade structures at the Thompson Peak Park sports fields
- Create enhanced maintenance standards and budgets in preparation of Prop 490 funding
- Add and replace playgrounds at Reata Sports Complex, Stonegate Park and Sonoran Hills Park



Highlighted Accomplishments



Began **Roundhouse** project at McCormick-Stillman Railroad Park that includes indoor train-themed play and a new **5,000 sq. ft.** splash pad



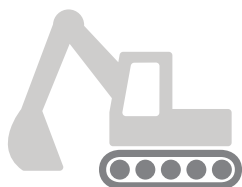
Broke ground on **3.5-acre** dog park at Thompson Peak Park



Began **construction** on Left Field Berm Day Park, **Phase 2** of Scottsdale Stadium CIP



Completed plastering, recoating and heater **renovations** to Eldorado Aquatic Center



Salvaged native plants and began **construction** of Ashler Hills Park, a **17-acre site** containing open turf play areas, shaded playground, lighted sports courts, walking paths and trails, and restrooms



Reimagined Parks, Facilities, and Community Spaces



Strategic Plan Achievements

STRATEGY BR1.1

In collaboration with Capital Projects Management, move approved 2019 Bond projects forward.

STRATEGY BR1.2

In collaboration with Capital Projects Management, move budgeted capital projects (CIP) forward.

STRATEGY BR2.1

Engage the public in strategic and master planning process to ensure future parks and recreation facilities and projects are citizen driven and meet the evolving expectations/needs of the public.

STRATEGY BR3.1

Continuously evaluate and identify improvements to existing parks, facilities, and recreation spaces.

STRATEGY BR3.2

Identify options for pickleball opportunities in south Scottsdale.

STRATEGY BR3.3

Continue to replace aging playgrounds.

LOOKING AHEAD TO FISCAL YEAR 2024/25

- Complete construction on the voter-approved Bond 2019 project at Ashler Hills Park
- Complete capital projects at McCormick-Stillman Railroad Park including the new Roundhouse indoor play area, splash pad, and outdoor playground
- Complete the Left Field Berm Day Park project at Scottsdale Stadium



Tourism and Economic Vitality



Highlighted Accomplishments



Scottsdale Civic Center garnered **3 prestigious awards** for its completed renovation project. The **Crescordia Environmental Excellence award** in Civic Building, Structures, and Landscape Design, **APRA's Outstanding Facility award** and ENR Southwest declared the site **Best Landscape/Urban Development Project** in 2023



Completed **Scottsdale Stadium** First Base Event Plaza project and implemented **new pilot rental fees**



Spring Training at Scottsdale Stadium hosted **2 sell outs** and averaged **9,348** fans per game



Hosted **29 multi-day tournaments** across the Bell94, Reata, and Scottsdale Sports Complexes

Tourism and Economic Vitality

Strategic Plan Achievements

STRATEGY TE1.2

Fully leverage Scottsdale Stadium as a national event venue.

STRATEGY TE1.3

Maximize the use of the Scottsdale Sports Complex, Bell94, and the future WestWorld Sports Complex to host events that support the tourism goals of Scottsdale.

STRATEGY TE1.4

In collaboration with the Tourism & Events Department and Scottsdale Arts, program Civic Center with activities that will draw people to Old Town.

STRATEGY TE3.1

Apply for tourism funds for events and programming.

STRATEGY TE3.2

Program events in collaboration with the Tourism & Events Department.



LOOKING AHEAD TO FISCAL YEAR 2024/25

- Host US Tennis Association's national tournament play in Fall 2024
- Work with Tourism and Events to apply for eligible event and destination marketing funding
- Expand Scottsdale Stadium marketing efforts to reach corporate seminar/retreat clients, concert producers, and private event coordinators



Scottsdale Resident Access and Participation

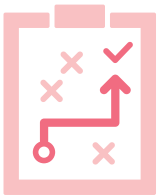
Highlighted Accomplishments



Prioritized resident access during registration processes by moving Scottsdale resident registration from **one day to three days** prior to non-residents



Received **312,841** community inputs during Shape Scottsdale Parks and Recreation Master Plan's **multi-faceted engagement** process



Evaluated resident access and participation **during development** of the Parks and Recreation **Master Plan**



Hosted a **multitude** of in-person master plan public engagement opportunities, including **12** pop-up events and **4** public workshops



Employed multiple methods of **community outreach** and **engagement** during the Indian School Park site master plan process, garnering **64,541 inputs**



Improved **public communications** and increased **public participation** by **incorporating new tools** such as Hello Scottsdale, SpeakUp Scottsdale, and Axios HQ



Strategic Plan Achievements

STRATEGY PR2.1

Expand on prioritized registration opportunities for popular programs, classes, events, and facilities.

STRATEGY PR2.2

Evaluate program registration and facility reservation tools and policies.

STRATEGY PR3.1

Host in-person public meetings at community centers and public recreation facilities.

STRATEGY PR3.2

Utilize virtual engagement tools to involve residents and stakeholders in program and policy planning.

LOOKING AHEAD TO FISCAL YEAR 2024/25

- Receive final approval of the Parks and Recreation Master Plan and begin implementation
- Engage with Scottsdale residents and local organizations to assess and revise the Youth Sports Field Allocation policy

Invest in Parks and Recreation Workforce

Highlighted Accomplishments



Saved \$19,000 by managing lifeguard recruitment campaign **internally** and filled **all positions** before summer



Adaptive Recreation supervisors received **ADA Coordinator Certifications**



Leveraged local partnerships to **enhance youth program staff training** emphasizing inclusion, behavior management, and facilitating fun activities



Special Events Supervisor completed **FEMA safety training** for largescale events



Completed department-wide **staffing assessments** during the Parks and Recreation **Master Plan process**



2 supervisors graduated from the Scottsdale Leadership development program

Strategic Plan Achievements

STRATEGY IW1.1

Implement progressive marketing campaigns for the recruitment of Parks and Recreation Department positions.

STRATEGY IW1.3

Invest in the professional growth and development of employees.

STRATEGY IW1.4

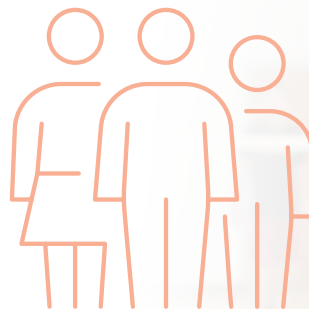
Regularly review and refine the department's compensation and benefits to maintain market competitiveness.

STRATEGY IW4.2

Consider a Parks and Recreation internship program.

LOOKING AHEAD TO FISCAL YEAR 2024/25

- Collaborate with the state and national parks and recreation associations to host a Certified Playground Safety Inspector course
- Partner with Scottsdale Community College on youth program-based training for part-time staff





SCOTTSDALE
**PARKS &
RECREATION**

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