



PARKS, RECREATION, OPEN SPACE, AND EVENTS

2024 YEAR IN REVIEW NEWSLETTER



PROSE Staff group photo

As 2024 comes to a close, I am filled with pride as I reflect on the incredible achievements of our PROSE team this year. It has been a year of growth, innovation, and dedication, and I'm excited to highlight the many milestones we've reached together.

Thank you to the PROSE team for your tireless efforts and for making this a truly memorable year. Your dedication inspires me every day!

-Rebecca Sayers, PROSE Director

New Mission and Values

The entire Division gathered for a day to work with Julie Lancaster with Lancaster Leadership to decide on a new mission and vision statement as well as a list of values. The day was full of exercises to foster the team culture and deliver results in creating a new mission, vision and values statement. The results are:

Mission:

Connecting our community through people, parks, natural areas and programs.

Vision:

Creating unique experiences and places to play.

Values:

- Community enrichment
- Conservation
- All inclusive
- Authenticity

Parks' float for the Parade of Lights



PARKS - HIGHLIGHTS



Float feature

Parade of Lights

Parks staff got in the holiday spirit by participating in the Chamber of Commerce Parade of Lights. A small team of staff designed and decorated a float, based on the Island of Misfit Toys, utilizing retired playground equipment. This was a great way to connect with the community and have some fun.



Parks staff on their float



Parade of Lights

Continental Park Playground

Parks installed a new playground structure at Continental Park. The new structure is designed for children ages two to five. It is located with a view of the three main fields so families can enjoy the new amenities while watching youth sports.



Continental Park Playground

Ponderosa Trails Playground

The new playground at Ponderosa Trails Park has been a huge hit with the community. The Parks Section completed the installation in August. The previous structure was twenty-five years old and due for replacement. The new playground offers opportunities for climbing, sliding, dangling, and more in a relatively small space.

Ponderosa Trails playground



Ponderosa Trails playground aerial view



New park kiosk sign at Thorpe Park



Park Kiosk Signs

Parks is excited to have begun the process of replacing existing park kiosk signs with new metal signs designed by Parks staff themselves. These signs are a much-needed improvement from the previous signs, which break down over time due to sun exposure. This year, the Parks team upgraded seven signs throughout Flagstaff.



Laying the new sod

Thorpe Park Sod Project

In cooperation with the Flagstaff Soccer Club, Parks was able to implement a full closure of the Thorpe Multi-Purpose Field in order to establish a healthy new layer of sod. This project successfully replaced over 6,000 square feet and the field reopened in time for fall activities.



Snow Operations

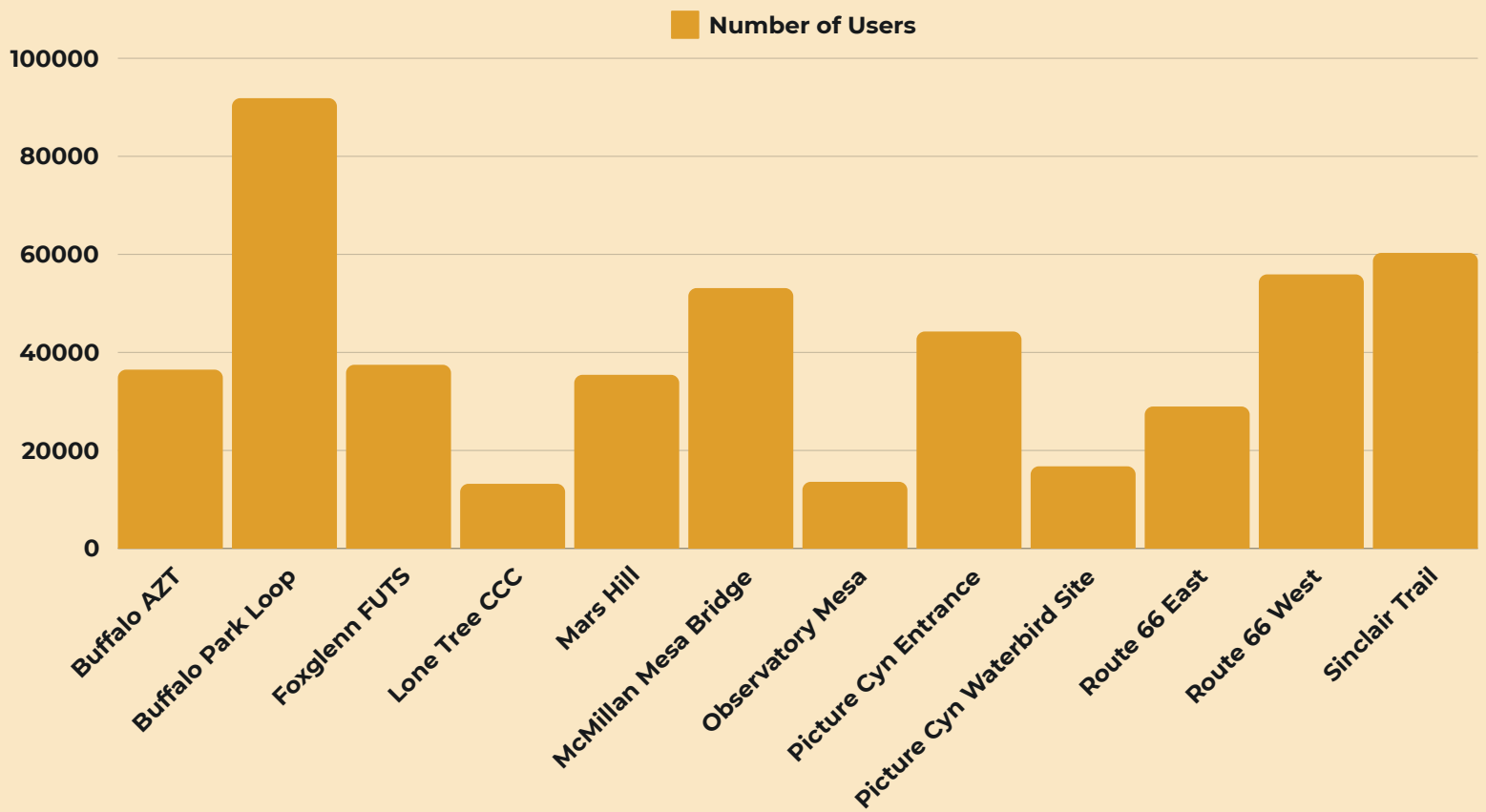
During the month of January, there were 1,090 labor hours spent on snow operations with 70% of those hours on equipment and the rest with performing handwork, i.e. shoveling or snow throwing. During the month, 61.4 inches of snow accumulation occurred becoming the third largest on record for Flagstaff! When using the standard of an inch of snow per square foot weighs 1.25 pounds, Parks estimates that over 87 million pounds of snow were moved during the month.



Snow removal at Heritage Square



2024 Year Total Trail Counts





Pumpkin Plunge event

RECREATION HIGHLIGHTS

Halloween Events

October was packed with Halloween events for the whole family. The Aquaplex introduced a new event called the Pumpkin Plunge where participants could swim in a pool full of floating pumpkins and take one home. Hal Jensen Recreation Center hosted a Halloween Carnival with over one hundred visitors through the door, and Jay Lively Activity Center hosted their annual Spooky Skate event that saw more attendees than any other year.



Girl painting pumpkin



Spooky Skate event



Halloween Carnival event

Youth Basketball Skills and Drills

Hal Jensen Recreation Center teamed up with the NAU Basketball team to kick off the Youth Basketball season with one-hundred and eighty participants.



Skills and Drills event

Joe C. Montoya Programs New and Old Running Strong

This year Joe C. Montoya Community and Senior Center introduced several new programs and reintroduced some old ones. Among some of the most popular programs this year have been Mahjongg Club, Bridge, Chair Yoga, and Tai Chi.



Mahjongg club



Chair Yoga class

Jay Lively Activity Center Ice Removal and Maintenance

Jay Lively Activity Center managed to complete many large projects during the annual cleaning and maintenance closure, including the removal of the entire sheet of ice in order to fix cracks in the surface. This project was a tremendous undertaking and could not have been done without the hard work of all the staff at Jay Lively who went above and beyond their normal duties. Sincere gratitude goes out to staff from JLAC as well as City Facilities for assisting with the complex projects. The fresh ice and clean facility have been appreciated by all.



Removing the ice



People enjoying the fresh new sheet of ice



Staff at JLAC on an iceless rink



Touch a Truck event

Parks and Recreation Month

This year, the events during Parks and Recreation Month were better than ever. The month of July was packed with unique and enriching activities for all ages. Hal Jensen Recreation Center hosted their annual Touch a Truck event that saw over seven-hundred people. The Aquaplex hosted a Carnival with games, an obstacle course, balloon animals, and offered an opportunity to explore all that the Aquaplex has to offer. Joe C Montoya Community and Senior Center hosted an Open House event with sample classes and programs that the Center offers. Each event ran smoothly and exceeded attendance expectations. Each year, these events get more popular, creative, and ultimately reach the community in a meaningful way.



Touch a Truck event



Aquaplex Carnival event





OPEN SPACE HIGHLIGHTS

Outdoor Education Program

This year, the Open Space outdoor education program continued with great momentum thanks to the AmeriCorps Environmental Literacy Corps intern, Desert Mulford, and the continuation of the Heritage Grant position which was filled by Ashlee Fliney. The team provided educational programming to 1,378 youth and 1,749 adults. This program continues to grow strong with new and existing partnerships.



Stream sampling at Picture Canyon



Bug Out event



Hal Jensen Rec Center kids at Picture Canyon

Full Moon Hikes and New Events

The monthly Full Moon Hikes saw more attendees this year than any other. These monthly evening hikes not only offer an opportunity for people to explore Open Space, but also create an avenue for people to meet, form community, and have a unique and memorable experience with nature. Open Space also hosted several new events including a neighborhood Tree Walk for Arbor Day, a Plein Air Painting event for ArtX, and participation in several new tabling events.



ArtX Event



Arbor Day Tree Walk



Full Moon Hike

Trail Restoration at Picture Canyon

Over the course of the year, four miles of restoration work was completed at Picture Canyon with the help of the Arizona Conservation Corps and one hundred and eighty-five people who volunteered a total of 589 hours of work. The Arizona Conservation Corps also completed installing stone steps at the Petroglyph Overlook and re-routed the trail at the Waterbird Petroglyph Site so that it is no longer right up against the boulders with petroglyphs, which invited scratched graffiti.



Picture Canyon restoration work



Restoration in progress



Volunteer Events and Weed Pulls

Open Space continued to host another successful round of Wednesday Weed Pull events at Picture Canyon over the summer. They also introduced a new Volunteer Weed Pull and Workshops Series in partnership with the City of Flagstaff Sustainability Community Stewards Program. This event series tackled weeds on other City properties, urban trails, and along the Rio de Flag. In addition to these new educational series, Open Space hosted many other groups to conduct volunteer work on all three Open Space properties throughout the year.



Invasive Weed Workshop



Bagging weeds

Winter Wonderland event



EVENTS, MARKETING & ATHLETICS - HIGHLIGHTS

Winter Wonderland

Another successful Winter Wonderland for the books! Thanks to the partnership with the Downtown Business Alliance and sponsors, around 6,500 people attended this event.



Winter Wonderland event

First Lady at Pride in the Pines Event

The First Lady of the United States, Jill Biden, made a guest appearance at the Pride in the Pines festival on June 15th. Her attendance at this festival was unexpected and demonstrated positive collaboration across the organization.



First Lady at Pride in the Pines event



Concerts in the Park

Over the summer, the Events and Marketing team hosted another successful round of Concerts in the Park. We estimate 7,000 people came out to enjoy one of the concerts in our various parks. Staff received a number of people expressing their gratitude for these events and excitement for next summer.



Concerts in the Park



Ramada Rentals Online

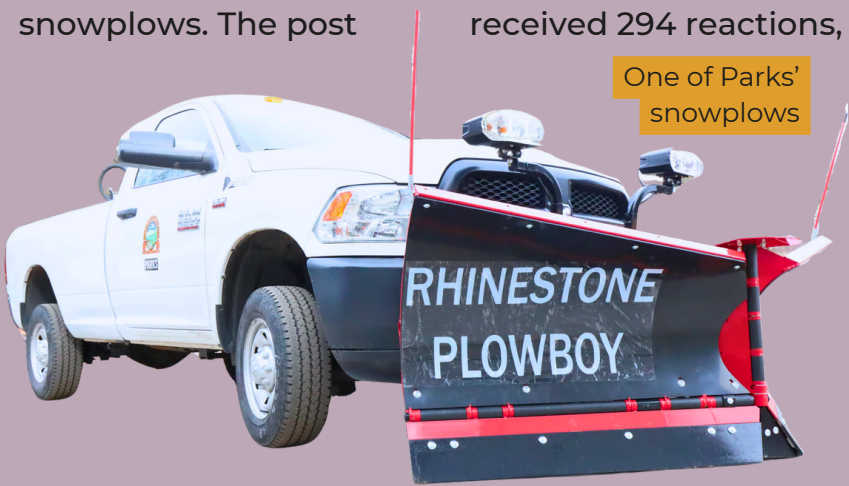
The Events and Marketing team worked alongside Information Technology to implement an online reservation system including mapping through ArcGIS. The switch to online reservations has been years in the making and is finally able to be successful due to software updates. This system has performed incredibly well this year and has made the process for reserving ramadas in the parks easier for both the public and staff.



Ramada

Snow Plow Naming Social Media Campaign

Events and Marketing managed one of their highest engagement social media posts. The team created a way for the public to submit their ideas for naming Parks snowplows. The post received 294 reactions, 43 shares, 30,843 impressions and reached



One of Parks' snowplows

30,181 accounts through social media. The names included: The Berminator, Holy Sleet, Panda, Dwight D. Eisenplower, DARTH Blader, Scoop Dog, Rhinestone Plow Boy, and Tater Tot. The team is excited to continue to increase engagement on social media through new and creative ways that both inform and entertain in a meaningful way.