ANNUAL REPORT PRINCE WILLIAM — Parks, Recreation & Tourism

Fiscal Year 2021

pwcva.gov/parks

OUR MISSION

Create recreational and cultural experiences for a more vibrant community.

OUR VISION

Be a lead collaborator in delivering solutions for holistic community transformation.

Front cover: Neabsco Creek Boardwalk



Hello residents, stakeholders and friends. I am honored to serve as your director of Parks, Recreation, and Tourism for beautiful Prince William County, Virginia. Thank you for taking the time to read our Annual Report, which recounts our accomplishments over the last Fiscal Year (July 1, 2020-June 30, 2021).

Our passionate team is proud to steward one of the most robust park systems in the United

States. Each year, millions of visitors partake in our wide array offerings, relying on us to for their quality-of-life pursuits. Fiscal Year 2021 demonstrated the resiliency of our amazing staff to excel in the face of adversity and constant change. The pandemic stirred our nations consciousness about the power of parks. People came to depend on public outdoor spaces as never before and we welcomed masses of new visitors into our system.

The array of services we provide and the sheer number of people we interact with on a daily basis positions our department to make a lasting impact on the lives of others. We provide beautiful spaces that foster independent and cooperative play, which is the foundation of healthy childhood development. We partner with private sports organizations to create opportunities for team-based, competitive play at every level, from beginners to elite on the finest diamond fields and pitches in northern Virginia. We provide hundreds of fitness and instructional classes for all ages and abilities, taught by certified staff that promote physical, mental, and spiritual wellbeing. We provide traditional and nature-based licensed preschool, before and after care, and summer camps. We partner with Prince William County Schools to provide mental wellness training for students and bring their classrooms into our parks and historic sites utilizing state-approved science and history curricula taught by our staff. We partner with conservation groups and volunteers to steward and protect our natural resources to ensure access to open space for future generations.

We are grateful for your support and will continue working hard to build your trust to provide high quality experiences for you and your loved ones.

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mouth of the mighty Potomac River, the magnitude of Prince William County's parks system runs deep ensuring opportunities for residents of all ages, abilities, and interests: 5,000 **12 Historic Sites** Acres of public 4 Outdoor parkland pools 2 Equestrian Rings 55 Developed parks 2 Waterparks 12 Undeveloped parks 1 BMX 50+ Miles 2 18-hole Golf Track of Multi-use Trails Courses: 19-hole **Golf Course** 1 Indoor Ice Rink 2 Aquatic/Fitness 19-hole Centers Disc Golf Course 2 Skate 1 Mini-Golf Course Parks 3 Community Centers 272 Athletic Fields 1 Dog Park 2 Marinas

Focus Areas

All decisions—from budgeting to program planning—are made with consideration of our department's core principles:

Positive Experience for Guests at Every Touchpoint

- Implement the right technology and policies to help guests find and utilize parks and services with ease
- Ensure quality guest-staff interaction
- Provide modern conveniences at facilities and efficient customer service practices

Community Engagement

- Promote the department externally in ways that instill confidence and inspire the next generation of advocates and customers
- Maximize participation of advisory bodies
- Build the participation of under represented populations

Employee Engagement/Leadership at all Levels

- Provide professional development and leadership training opportunities
- Involve employees closest to the operations in shaping the future
- Maximize employee performance and wellbeing
- Listen and communicate abundantly
- Regularly assess work culture and organizational health
- Encourage intra-departmental team building and recognition

Operational, Planning, and Business Excellence

- Embody best-in-industry service delivery
- Maximize new and existing tools to enhance internal service deliverv
- Strengthen working relationships with other County departments
- Embrace data-informed decision-making
- Leverage partnerships
- Proactively address issues without prompting







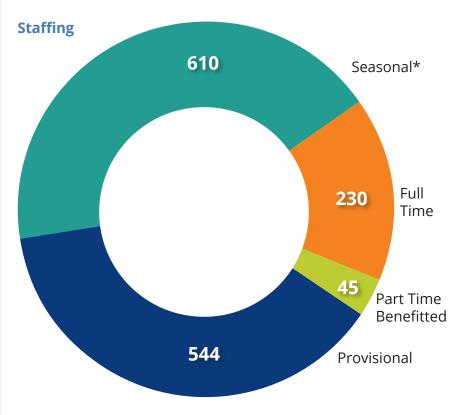


Safety and Environment

- Accelerate environmental and cultural stewardship
- Increase employee ownership of risk and environmental practices
- Increase workplace safety
- Increase safety of public in parks and facilities

Diversity and Inclusion

- Demonstrate an embrace of different viewpoints and backgrounds
- Develop programming that is accessible for everyone
- Seek ways to connect others through the common bond of recreation



*Please note, season employee counts are approximate.

Fiscal Year 2021 Financial Performance*

Expenditure by Program	FY21 Adopted	FY21 Actuals
Administration	\$3,387,871	\$3,511,125
Operations	\$13,846,003	\$13,252,752
Recreation	\$17,395,575	\$12,934,204
Historic Preservation	\$1,181,696	\$965,379
Security Rangers	\$1,204,693	\$1,058,281
Marketing & Communications	\$1,084,460	\$844,891
Planning & Projects Management	\$2,379,050	\$2,556,421
Tourism	\$1,536,412	\$1,192,302
Total Expenditures	\$42,015,758	\$36,315,354

Expenditure by Classification	FY21 Adopted	FY21 Actuals
Salaries & Benefits	\$25,415,766	\$23,131,818
Contractual Services	\$5,893,400	\$4,609,574
Internal Services	\$2,049,933	\$2,732,811
Purchase of Goods & Services	\$6,578,854	\$4,155,507
Debt Maintenance	\$753,555	\$105,026
Capital Outlay	\$1,307,113	\$704,050
Leases & Rentals	\$171,137	\$43,408
Reserves & Contingencies	\$(154,000)	\$(163)
Depreciation Expense	_	\$218,098
Emergency (COVID-19)	_	_
Transfers Out	_	\$615,224
Total Expenditures	\$42,015,758	\$36,315,354

Funding Sources	FY21 Adopted	FY21 Actuals
Use of Money & Property	\$24,600	\$14,250
Revenue from Other Localities	_	_
Miscellaneous Revenue	\$3,000	\$251,178
Non-Revenue Receipts	_	\$70,818
Other Local Taxes	_	_
General Property Taxes	_	\$(182)
Charges for Services	\$13,392,989	\$7,188,397
Revenue from Commonwealth	_	_
Transfers In	\$246,943	\$2,264,415
Total Designated Funding Sources	\$13,667,532	\$9,788,877

(Contribution to)/Use of TOT Funds	\$1,505,792	\$246,943
(Contribution to)/Use of Fund Balance	\$(640,574)	\$1,682,472
Net General Tax Support	\$27,483,009	\$24,597,062
Net General Tax Support	65.41%	67.73%

*These figures are unaudited





Informational talk on the Neabsco Creek Boardwalk



Rippon Lodge Historic Site



Advisory Boards and Commissions

Numerous Board of County Supervisor appointed advisory bodies provide policy guidance for staff and serve as a conduit for resident input.

Parks and Recreation Commission

The Parks and Recreation Commission advises the Board of County Supervisors and the Prince William County Department of Parks, Recreation & Tourism on matters relating to the provision of parks and recreation services to the residents of Prince William County. In doing so, the Commission may be asked to consult with and advise the County Executive and the Department of Parks, Recreation and Tourism Director. In providing advice and consultation, they work closely with the residents of the community to understand and interpret their needs and desires relating to parks and recreation services.

Commissioners

Brodie Freer, Chair (Occoguan District) Jeffery Bergman, Vice Chair (Gainesville District) lane Beyer, Coles District David Miles, Potomac District Nate Murphy, Neabsco District Sharon Richardson, Woodbridge District Erica Tredinnick, Brentsville District Christian Thom, At Large

Prince William Historic Preservation Foundation

The Historic Preservation Foundation is a non-profit organization dedicated to raising funds for the preservation program of Prince William County. The group also strives to increase public awareness of preservation and the steps to make the County's historic treasures available to the public. This organization was founded solely for charitable and educational purposes. Learn more about the group, their mission and their current efforts at www.preservepw.org.

Board of Directors

Meaghan Reddick, President Stan Contrades, Vice President Sharon Pandak, Treasurer lanet Gorn Mike Johnson Cornelia Rutherford Mark Trbovich

Earnie Porta, Secretary Victoria Lee Iohnson Deborah Thompkins-Johnson **Trails & Blueways Council** The Prince William County Trails and Blueways Council is an advisory council established by the Prince William Board of County Supervisors to provide services for the development of trails and blueways in Prince William County. The mission of the Council is to advise the Prince William County Department of Parks, Recreation & Tourism and the Board of County Supervisors on the development of a County-wide trails and blueways system in Prince William County. Learn more about the Prince William County Trails and Blueways Council at www.pwcva.gov/parks under Advisory Groups & Foundations. Michael DePue, Coles District Eric VanNortwick. Coles District Ben Smith, Gainesville District Duane Martin, Gainesville District Aleta Daniels, Neabsco District Neil Nelson, Occoquan District Eileen V. Sheridan, Occoquan District Chris Caseman, Potomac District James O'Malley, Potomac District David G. Brickley, Woodridge District Lynda N. Silverstrand, Woodbridge District Ed Dandar, At-Large Amy Latalladi-Fulton, At-Large **Prince William County Tourism Advisory Board** The Prince William County Tourism Advisory Board includes representatives of the local tourism industry and stakeholders. The Board advises the Board of County Supervisors, the County Executive, and the Director of the Prince William County Office of Tourism on matters related to promoting the George Hellwig Trail

County as a tourism destination and assist staff in identifying and securing new tourism opportunities. Learn more about the Prince William County Tourism Advisory Board at www.visitpwc.com/about

Jennifer Decker, Chair (Hampton Inn Manassas) Michelle DeWitt, Vice Chair (The Farm Brewery at Broad Run) Gwenn Adams (National Museum of the Marine Corps) Maureen Brennan (Prince William Ice Center) Asad Chaudry (Awana Hotels) Bethany Webb (Potomac Mills | Simon Property Group) Monica Harmison (Uptown Alley) Eileen Kennedy (Hylton Performing Arts Center) Jim Larkin (Murlarkey Distilled Spirits) Cathy Madigan (Madigan's Waterfront Restaurant) Bryan Dolieslager (The Inn at Evergreen)

Arts Council

The Arts Council promotes and supports local artists and arts organizations and enlightens and educates audiences about the arts in the Greater Prince William Area.

council

Executive Board:

Susan Landess, Chair Brenda Johnson, Chair At-Large Peter Alten, Vice Chair Treasurer lim Gallagher, Vice Chair Nominations Susan Bardenhagen, Secretary Kelly Haneklau, Vice Chair Program John Wooten, Vice Chair Marketing

Appointees

Catrina Hudson Stroman, Appointed-BOCS, Andrea Bailey, Potomac District

Jay Torres, Appointed- BOCS, Margaret Angela Franklin, Woodbridge District

Ronnie Crigger, Appointed, BOCS, Yesli Vega, Coles District Occoguan (OPEN), Appointed, BOCS, Kenny Boddye Kelly Haneklau, Appointed, BOCS, Jeanine Lawson Wanda Smith, Appointed- BOCS, Victor Angry, Neabsco District Gainesville (OPEN), Appointed, BOCS, Pete Candlad

Fiscal Year 2021 Accomplishments

COVID Response

Fiscal Year 2021 was a trying time for our community due to the COVID-19 pandemic, but our department stepped up in big ways to aid in the county-wide public health response. Adaptability is one of our department's superpowers and all our employees were eager to shift their focus on new tasks in the spirit of community service. • Staff were reassigned to deliver personal protective equipment, transport supplies to the food distribution warehouse, construct safety barriers for customer service areas and elec-

- tion sites, and staff vaccine call centers.
- We converted the Sharron Baucom-Dale City Aquatic and Fitness Center into an overnight shelter and stood up a vaccine clinic at Veteran's Park Recreation Center.
- We filmed hours of virtual educational programming for students who could not gather at our parks and historic sites.
- We partnered with the Woodbridge and Lakeridge Rotary Clubs to create the Movies at the Pfitz drive-in series to provide a safe, family entertainment option.
- We temporarily moved the Dale City Farmer's Market to Mid County Park to allow generous social distancing.
- We ramped up outdoor programming such as yoga on the Neabsco Creek Boardwalk.

By the end of the fiscal year, we were able to bring all programs back on-line, without capacity limits, while maintaining strong COVID mitigation measures.

CAPRA Accreditation

From a professional excellence standpoint, Fiscal Year 2021 was a momentous year for our 44-yearold agency. In October, 2020 we were awarded national accreditation by the Commission for the Accreditation of Parks and Recreation Agencies. Prince William County is now the 13th accredited agency in the Commonwealth. Together with the Office of Tourism and Historic Preservation, the Department boasts three accredited entities under one unified structure!



DC'sCountryside

/isitPWC.com Bristow = Dale City = Dumfries = Gainesville = Haymarket Manassas = Occoguan = Nokesville = Quantico = Woodbridg







COVID19 Vaccine



Overnight shelter

0



8am-1pm

WC Pfitzner Stadium Complex 7 County Complex Court Prince William, VA.



Catharpin Ribbon Cutting



Catharpin Playground



Comprehensive Master Plan and Parks, Recreation Open Space Master Plan

The Board of County Supervisors adopted the new Parks, Recreation, and Tourism Chapter of the Comprehensive Plan and the Parks, Recreation, and Open Space Master Plan. Both guiding documents set a bold course for our future, calling for us to double our public park acreage from 5,000 to 10,000 acres, reinvest in existing parks, and ensure every resident can access a park by a 10-minute walk or bike ride.

Capital Investment for New Development

Unprecedented capital investment by the Board of County Supervisors in Fiscal Year 2021 allowed us to further meet the needs of our residents and sustain our aging assets so that they may serve the next generation of recreation enthusiasts.

- We broke ground on the new auxiliary building at Long Park in the Gainesville District, which will feature bathrooms, changing rooms, and offices for our community partner, the Virginia Soccer Club. The building is now open.
- We broke ground on a 1-mile segment of the Potomac Heritage National Scenic Trail in the Woodbridge District that will connect Veteran's Park to Belmont Bay via an easement along the edge of the Occoquan National Wildlife Refuge. The trail is now open.
- We broke ground on the Harbor Drive Wellness Park in healthy partnership with Kaiser Permanente in the Occoquan District. The 2.5 acre park on Minnieville Road will feature a universal playground, outdoor gym equipment, a pollinator garden, and walking trail. The park will open in late fall.
- We opened the first dedicated pickleball complex in the County at the Ferlazzo building on Cardinal Drive in the Potomac District. The facility features 8 courts and has already hosted two competitions and hundreds of games.
- We completed construction on 5 new rectangular fields and a playground at Catharpin Park in the Gainesville District.
- We celebrated the opening of the new Brentsville Jail Museum Exhibit—a project nearly 2 decades in the making. The museum features written and auditory history and interactive

exhibits that take visitors back to life in 1820 when Brentsville was the county seat for Prince William County.

- The Northern Virginia Soccer Club, our community partner, completed construction of a new artificial turf field at Hellwig Park the Coles district with financial assistance from the County.
- We broke ground on the Warrior Challenge Course at Locust Shade Park in the Potomac District, which features a ninja-warrior style obstacle course, outdoor gym equipment, and play elements. The course is now open.
- We accepted 58 acres of new parkland from the Service Authority on Davis Ford Road in the Occoquan District, which will be master planned as a new community park.

Capital Investment for Maintaining Existing Assets 5 Years (FY18-FY22)

The balance of new investment and re-investment is critical to ensure everyone has a safe and quality experience when visiting our parks and facilities. Over the last 4 years, the Board of County Supervisors has appropriated \$21.5M for deferred maintenance projects at facilities across the County. In addition to building new, we were able to make critical maintenance improvements on existing assets in Fiscal Year 2021:

- Spa reconstruction at the Sharron Baucom-Dale City Aquatic/ Fitness Center in the Neabsco District
- Replacement of artificial turf on field #7 at Hellwig Park in the Coles District with financial participation from the Northern Virginia Soccer Club
- Accessibility improvements at Locust Shade Park and Andrew Leitch Park in the Potomac and Neasbsco Districts
- Court repairs and surfacing at Veterans Park, Brittany Park, Ann Wall Moncure Park, Earl Cunard Park, Ellis Barron Park, Joseph Reading Park, and Lancaster Park in the Woodbridge, Potomac, Gainesville, Brentsville, and Neasbsco Districts
- Paving and stormwater improvements at Hellwig Park and Hammill Mill Park
- Retaining wall replacement and emergency exit gates at WaterWorks Waterpark in the Neabsco District

Harbor Drive



Brentsville Jail



CHALLENGE ***** COURSI



Ferlazzo Pickle Ball Courts



Outdoor Fitness





Disc Golf







- Stormwater detention basin repairs at Rollins Ford Park in the Brentsville District
- Playgrounds replacement at Cloverdale Park in the Neabsco District
- Slide repairs and emergency exit gates at Splashdown Waterpark in the Gainesville District
- Playground repairs at Hellwig Park in the Coles District

New Initiatives Launched in Fiscal Year 2021

We continued to innovate with technology and programs to maximize safety, enhance the customer experience, and meet the recreation needs of the day.

We launched Recreation Mapper, which is an interactive tool for residents to use to locate recreation opportunities throughout the County. From trails and special use facilities to historic sites, and parks, Rec Mapper is the best way to get acquainted with the vast array of facilities that are available for use. Visit www.pwcrecmapper.com to explore your next new adventure.

We launched the PWC Park Project Tool for the public and stakeholders to track our progress on capital investment in new and existing parks and facilities. Visit www.pwcparkprojects.com to learn more.

We launched the Passport to Prince William, a mobile app that provides exclusive access to deals at local restaurants, shops, and attractions, in Prince William County. Visit pass.visitpwc.com to see what's included!

We welcomed the re-birth of the Parks Foundation, which has a mission to inspire and advocate for the maximum use and sustainability of Prince William County parks, trails, and recreational programs that enrich all lives. One of the Foundation's focus areas is raising funds for the new Count Me In Scholarship program so that every child will have access to our quality programs regardless of a family's ability to pay. Learn more about the Parks Foundation at www.pwcparksfoundation.com.

Outdoor fitness classes were introduced in our parks such as Yoga In the Park and trainings were conducted using outdoor gym equipment at Neabsco Regional Park.

Community Engagement

In Fiscal Year 2021 staff and volunteers interacted with the community on several occasions to steward and protect our natural resources and partnered with local organizations to give back to the community. We're thankful to the volunteers who make these events a success.



Bristoe Station Battlefield Park Day





Pizza giveaway with National Coalition of 100 Black Women, Prince William County Chapter



Neabsco Creek Boardwalk Cleanup

Girl Scout Silver Award Project





A Selection of ******** Reviews:

Veterans Memorial Park:

"Beautiful park. I brought my grandchildren there, and I felt confident they would be safe and have fun."

Lake Ridge Park

"Love this place for trail running, meditating, and bird watching. Great place for family and friends to enjoy nature and kick back."

Locust Shade Park

"This has been a family go-to for the last 7 years! Great trails, great playgrounds, batting cages, mini-golf, fishing, canoing, tennis, baseball... the options are many! This place will not let you down."

SplashDown Waterpark

"This is a little great waterpark offering slides both large and small, food and beverages, and most importantly memories that last a lifetime."

Waterworks Waterpark

"Great water park right in the neighborhood & very affordable for families, including senior discount. Priceless!"

Silver Lake Regional Park

"Gorgeous place to relax. Rescued some turtle eggs and some hatched! Brought them back for release. It's peaceful and very quiet yet most importantly of all...lots and lots of butterflies!!"

Neabsco Boardwalk

"Beautiful spot for a walk through nature. Really enjoyed the artwork along the way. Accessible to all and well worth the trip."

Sharron Baucom Dale City Recreation Center

"My family loves this place. Classes are included in our membership, as is the davcare and pool use. Well worth the price of the family membership."

Chinn Aquatics & Fitness Center

"Chin Aquatics Center is my second home, I am a member for about 4 years and I love this place the people and the employees."

Rippon Lodge Historic Site "The staff is full of historic information and oh so friendly!"

Key Performance Indicators of Fiscal Year 2021

We utilize key performance indicators to measure our success in meeting our mission. In Fiscal Year 21 we achieved:

54,956

94,000

Golf rounds played

and over \$200K in

54,402

Aquatic/fitness

center visits

1,102

Summer camp

participants and 88%

capacity

19,000

Youth sport

participants

2,000

Adult sport

participants

101.750

Visitors to

historic sites



\$2.5 million

in Transient Occupancy Tax revenue collected. a 37.5% decrease from FY20 due to the negative travel impacts from the pandemic



160

Total broadcasts, news stories, and earned/owned content created in tourism

12,500

Hotel rooms



18 million

Total advertising impressions through tourism



150+ **Businesses &** organizations participating in the new Passport to Prince William economic recovery program



38

Capital maintenance projects completed



Nearly 250 acres

of new parkland acquired and/or committed.

Department Structure

Recreation Services Division

The Recreation Services Division is DPRT's largest by both operating budget and number of full time employees. The Division is comprised of multiple work units.

- Enterprise Recreation
- Sports Services
- Parks & Community Centers Children's Programs
- Aquatics

Historic Preservation Division

The Historic Preservation Division of DPRT is dedicated to the preservation of Prince William County's historic resources. Our Historic Preservation Division staff serve as the caretakers of County-owned historic structures, interiors, archaeological resources, natural resources, artifacts and collections, and 500 acres of historic landscapes.

Grounds & Maintenance Division

DPRT's Grounds & Maintenance Division is responsible for grounds upkeep and building maintenance for DPRT's 50+ developed park properties.

Planning & Capital Projects Division

The Planning & Capital Projects Division within DPRT is responsible for the agency's long-range planning functions and capital construction.

Administrative Services Division

The Administrative Services Division houses DPRT's human resources, finance, budget and other administrative functions.

Office of Tourism

DPRT's Office of Tourism promotes tourist visitation to the County and assists with the development of new tourism products within the community. The team markets the community to visitors from across the globe and maintains a robust sales outreach program to attract group tours, sporting tournaments, and large-scale special events.







generated



Social Media Presence

Followers:

Facebook 22,509

Instagram

1,839

WELLNESS WEDNESDAY

C EARTH DAY 2021

FULL MOO YOGA ON THE

OARDWAL

witter 3,190

Park Ranger Division

DPRT's team of Park Rangers ensure the safety and security of our parks, facilities, and the school athletic sites scheduled by the Department. Our Park Ranger Division achieves these goals by providing oversight of facility security practices, managing the security systems at Agency facilities, providing training to DPRT staff, and making regular patrols of sites within our park system.

Communication Services Division

DPRT maintains a marketing function to support revenue generating programs and to promote public awareness of DPRT programs and services. The Communication Services Division provides marketing and public information support for operations across the Department. Functioning as an in-house agency, the marketing and communications team provides services including advertising, graphic design, event coordination, web development, videography, and public relations.

DPRT Partners

Prince William Dogs Boys & Girls Club Green Associates Trails and Streams Coalition Miracle Field First Tee® Clarke Boone

Sports Leagues Indigo Golf NOVA Disc Golf Assoc. Prince William Ice Center FOR PWC **Conservation Alliance**

NOVA BMX

Keep Prince William Beautiful

Prince William County Public Schools Lake Ridge Parks & Recreation Association

Connect YOUR Prince William

PWCparks.org facebook.com/PWCparks instagram.com/PWCparks twitter.com/PWCparks **#PWCparks**

CELEBRATING

JUNETEENTH

FREEDOM DAY



Contact Us

Should you have any questions or suggestions, our passionate and professional staff is always available to help. Please email us at genparkscsd@pwcgov.org.

Hellwig Administraton Office 14420 Bristow Road Manassas, VA 20112

