

## Directors Message

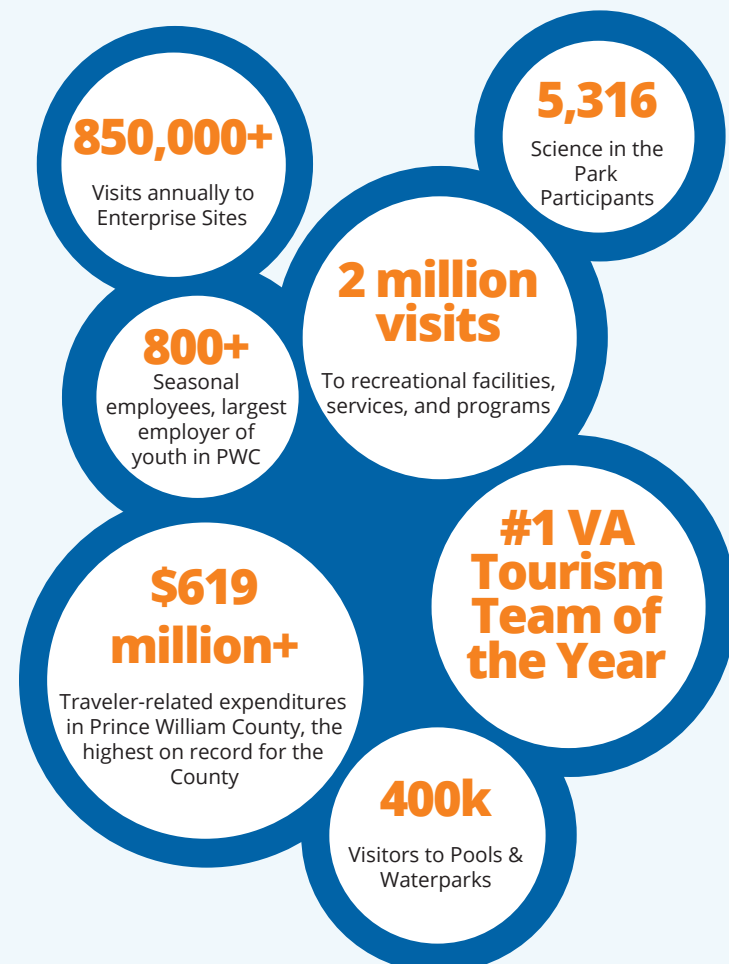
The Department of Parks, Recreation, & Tourism exists to create recreational and cultural experiences for a more vibrant community. Like the industry as a whole, our department is committed to championing health and wellness, conservation, and social equity. We are also playing a greater role in advancing the County's economic development goals. Such a far-reaching and holistic mission makes us an essential service provider in the Prince William County government.

2019 was a tremendous year for our agency. We cut the ribbon on Neabsco Regional Park, expanded Dove's Landing Park by 75 acres, broke ground on five new rectangular fields at Catharpin Park, and hosted Tough Mudder, which drew thousands of visitors to the County. The Tourism division was recognized as Team of the Year by the Virginia Association of Destination Marketing Organizations. Most significantly, voters approved a \$41 million bond referendum for new parks, trails, and open space. We are currently updating the Parks chapter of the County's Comprehensive Plan and associated Master Plan, which together will set policy guidelines and tactical direction for meeting our mission. We are also seeking national accreditation from the Commission for the Accreditation of Parks and Recreation Agencies, preparing to host the USA BMX East Coast Nationals, and advancing a multitude of new capital projects for delivery over the next year.

We are grateful for the trust the tax-payers and elected leaders place in us to deliver exceptional services as well as the partners and volunteers we rely on accelerate our impact. Thank you for taking the time to get to know us. May you strive to be your best self with Prince William County Parks, Recreation, & Tourism as your partner!

Seth Hendler-Voss

## COMMUNITY IMPACT



## Park Ranger Division

**Reports through:** Chief Park Ranger  
**Budget:** \$845,341  
**FTEs:** 12.43

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

**Reports through:** Assistant Director for Communication  
**Budget:** \$889,650  
**FTEs:** 7

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  
Lake Ridge Parks & Recreation Association  
Prince William County Arts Council  
Sports Leagues  
Boys & Girls Club  
Billy Casper Golf  
Green Associates  
George Mason Freedom Aquatic & Fitness Center  
Trails and Streams Coalition  
Prince William Ice Center  
Nova Disc Golf  
Nova BMX  
Conservation Alliance  
Keep Prince William Beautiful

**PRINCE WILLIAM**  
— Parks, Recreation & Tourism

George Hellwig Memorial Park  
14420 Bristow Rd, Manassas, VA 20112  
(703) 792-7060 • pwcparcs.org

# Prince William Parks, Recreation & Tourism

## DEPARTMENT PROFILE

## MISSION

Create recreational and cultural experiences for a more vibrant community.

## VISION

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

Pictured: Doves Landing Park

## INTRODUCTION

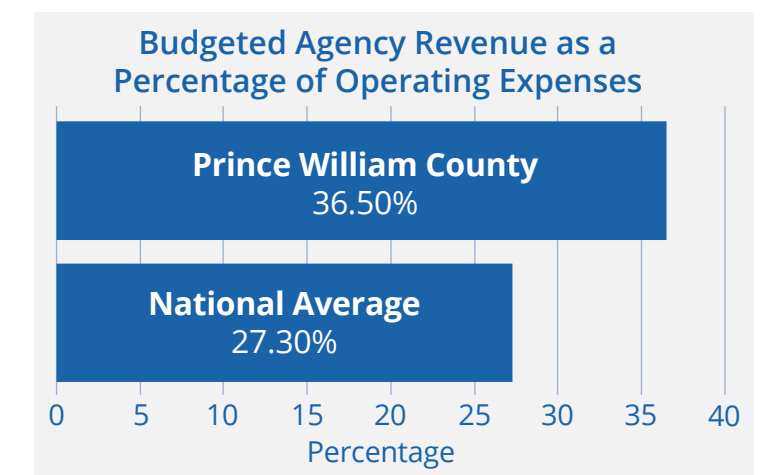
The Prince William County Department of Parks, Recreation and Tourism (DPRT) operates a 4,400+ acre park system comprised of 81 properties and 60+ trail miles. Our staff operates a diverse portfolio of recreational facilities, services, and programs, hosting over 2 million visits annually and providing unique leisure experiences for residents of all ages, abilities, and recreational interests.

## GUIDING PRINCIPLES

- Positive Experience for Guests at Every Touch Point
- Community Engagement
- Employee Engagement/Leadership at All Levels
- Operational, Planning, and Business Excellence
- Safety and Environment
- Equity

## FUNDING & REVENUE

DPRT's FY20 operating budget is \$40,702,641. Sixty percent (60%) of this budget comes from the County's General Fund, while 40% is budgeted as revenues from fees-for-services (37%), and Transient Occupancy Taxes (3%). DPRT recovers 34% more of our expenses as revenue than the average parks agency.







## AGENCY STRUCTURE

DPRT is organized into eight (8) operational units under the leadership of our Director, Seth Hendler-Voss and Deputy Director, Tracy Hannigan.

- Recreation Services
- Historic Preservation
- Park Rangers
- Office of Tourism

The remaining four (4) divisions provide fewer services directly to park patrons and focus principally on activities supporting general departmental operations and providing internal services:

- Administrative Services
- Grounds & Facilities Maintenance
- Planning & Capital Projects
- Communication Services

DPRT also relies on a number of advisory bodies to stay connected to the recreational needs of the community. These include the:

- Parks and Recreation Commission
- Trails and Blueways Council
- Tourism Advisory Board
- The First Tee

## Recreation Services Division

**Reports through:** Assistant Director for Recreation  
**Budget:** \$18,033,845  
**FTEs:** 232.64

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

### Enterprise Recreation

DPRT's Enterprise facilities, which offset a high portion of their expenses with revenue, are our recreation centers and waterparks. These facilities accommodate over 850,000 annual visits cumulatively.

## Parks & Community Centers

Prince William County's six (6) Regional Parks are true hubs of community, offering diverse amenities like sports fields, trails, pavilions, pools, marinas, and many others.

### Sports Services

The Sports Services Team within the Recreation Division of DPRT manages the complex process of scheduling field time for numerous sports leagues, large-scale tournaments, and community user groups at 28 DPRT park sites and 70 Prince William County Public Schools (PWPCS).

### Children's Programs

Children's programming within the Recreation Division includes offerings that range from state licensed preschools, sports programs, specialty classes, before and after school programs, summer camps, to our Science in the Park program operated in partnership with PWPCS.

### Aquatics

Our Aquatics Team holds responsibility for the safe and continuous operation of nearly 2 million gallons of water within our two (2) waterparks, two (2) indoor pools, and four (4) seasonal outdoor pools. Lifeguards, swim instructors, aquatics attendants, pool operators and aquatics managers report to the management of the facility where they work, but also receive guidance from our Aquatics Team leadership.

## Historic Preservation Division

**Reports through:** Historic Preservation Manager  
**Budget:** \$1,564,176  
**FTEs:** 8.75

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

**Reports through:** Assistant Director for Grounds & Maintenance  
**Budget:** \$13,808,331  
**FTEs:** 151

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

### Grounds Services

The Grounds Services team's work includes everything from decorative landscaping, to mowing, to sports field preparation and upkeep for 1,048 acres of active parkland and 274 acres owned by PWPCS.

### Facility Maintenance

The Division's maintenance team includes skilled trades workers such as plumbers, electricians, carpenters, HVAC technicians, and historic preservation specialists who keep the agency's diverse inventory of buildings and facilities ready to safely and efficiently accommodate our guests and staff. The maintenance team completes nearly 2,000 work orders annually.

## Planning & Capital Projects Division

**Reports through:** Assistant Director for Planning & Capital Projects  
**Budget:** \$2,747,336  
**FTEs:** 10

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

### Long Range Planning

The planning team helps shape the future of public recreation in Prince William County. Our planning staff develops the methodology for determining appropriate levels of service, and work to inform the County's Capital Improvement Plan and Comprehensive Plan. They also review all development plans for conformance with the Parks and Open Space chapter of the Comprehensive Plan.

## Capital Projects

DPRT oversees capital construction projects for the renovation of recreation facilities and the development of new amenities for the community. The Department's Capital Projects team regularly executes as many as 50 Capital Maintenance projects, 20 Capital Improvement projects, and 60 plan reviews each year.

## Administrative Services Division

**Reports through:** Assistant Director for Administration & Finance  
**Budget:** \$3,366,036  
**FTEs:** 17.85

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

### Human Resources

The DPRT Human Resources team provides policy guidance and administrative support related to the management of the Agency's 441 year-round FTEs and 800+ seasonal employees (DPRT is the single largest employer of youth in Prince William County).

### Finance & Budget

DPRT's Finance Team provides guidance, oversight, and support regarding purchasing, cash handling, asset management, payroll processing, budgeting, audits, grants, financial reporting, and adherence to Countywide policies.

## Office of Tourism

**Reports through:** Director, Office of Tourism  
**Budget:** \$1,472,574  
**FTEs:** 8.50

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.