



# **Department Overview**

**Enriching the Quality of Life.  
Stimulating Economic Development.**



**Council Presentation**  
**January 30, 2018**



# Vision



Empowering our  
community to live,  
learn and play.

## The Gospel of Play



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# Management Team Structure



**Total Budget : \$26,112,931**

56 Operating Budgets

7 Grants

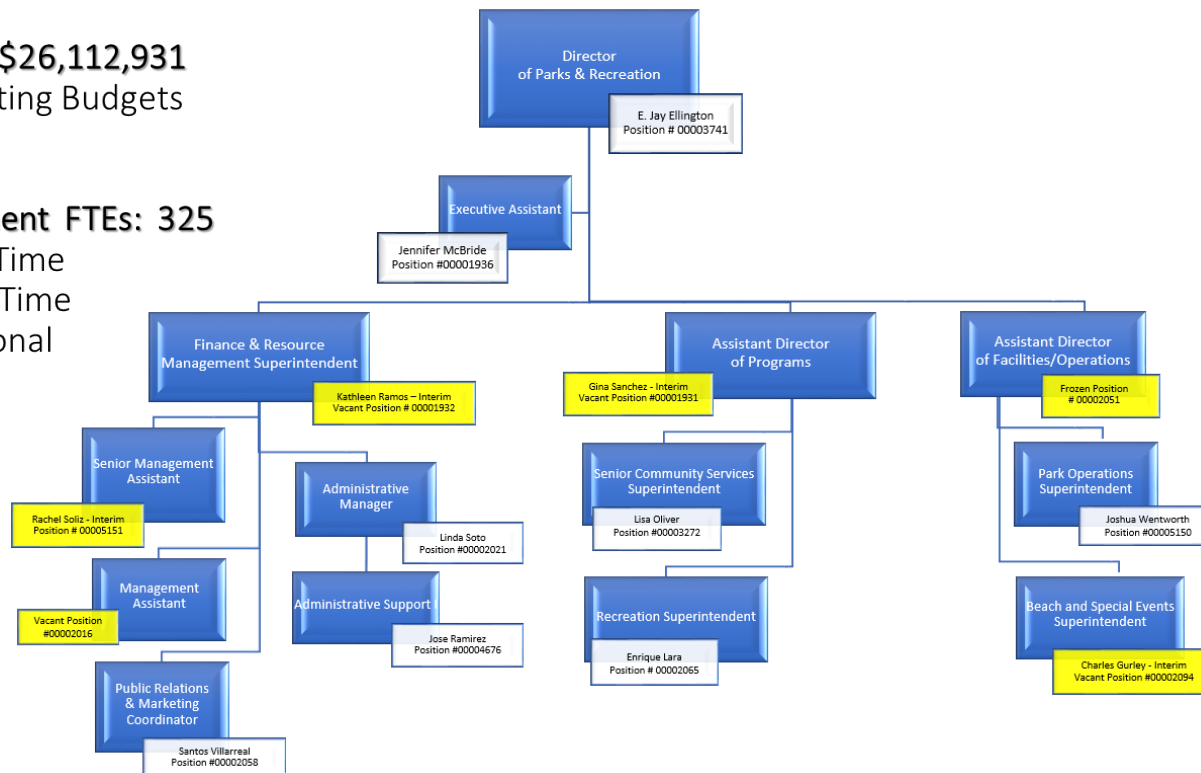
**Total Department FTEs: 325**

224 Full Time

17 Part Time

81 Seasonal

3 Frozen





# Commissions & Committees



1. Parks and Recreation Advisory Committee *(11 members)*
2. Arts & Cultural Commission *(9 members)*
3. City Council's Youth Advisory Committee *(26 members)*
4. Commission on Children & Youth *(10 members)*
5. Committee for Persons with Disabilities *(9 members)*
6. Community Youth Development "78415" Program Steering Committee *(9 members)*
7. Mayor's Fitness Council *(9 members)*
8. Leadership Committee for Senior Services *(15 members)*
9. Mayor's Council on Aging *(15 members)*
10. Retired and Senior Volunteer Program Advisory Committee *(7 members)*
11. Senior Companion Program Advisory Committee *(7 members)*
12. Tree Advisory Committee *(5 members)*
13. Watershore and Beach Advisory Committee *(9 members)*

141 Total  
Appointed  
Members



# Key Partnerships & Community Supporters



*(list not inclusive)*

- Corpus Christi ISD
- Flour Bluff ISD
- Calallen ISD
- West Oso ISD
- Nueces County
- Nueces County Historical Society
- Corpus Christi Convention & Visitors Bureau
- WellMed Charitable Foundation
- H-E-B Foundation
- Coastal Bend Community Foundation
- Corpus Christi Tennis Association
- Friends of Old Bayview Cemetery
- Padre Island Property Owners Association
- Local Donations (park benches, trees, etc.)
- Metropolitan Planning Organization
- Nueces Master Gardeners & Grow Local (pending)





# Adopt-a-Park

Building vibrant communities through volunteers & parks



55 Active Groups

952 Volunteer Hours  
Reported

Valued at \$21,078  
based on \$22.14/hour







# Program Services



**Aquatics**  
(7 sites –  
9,593 participants)

**Latchkey**  
(27 sites –  
31,384 participants)

**78415 Community  
Youth Development**  
(Served 1,128 with  
5 service providers)





# Program Services



**Youth Meals & Snacks**  
(Served 196,329)

**Athletics**  
(4,846 participants)

**Recreation Centers**  
(2,340 participants –  
4 Sites)







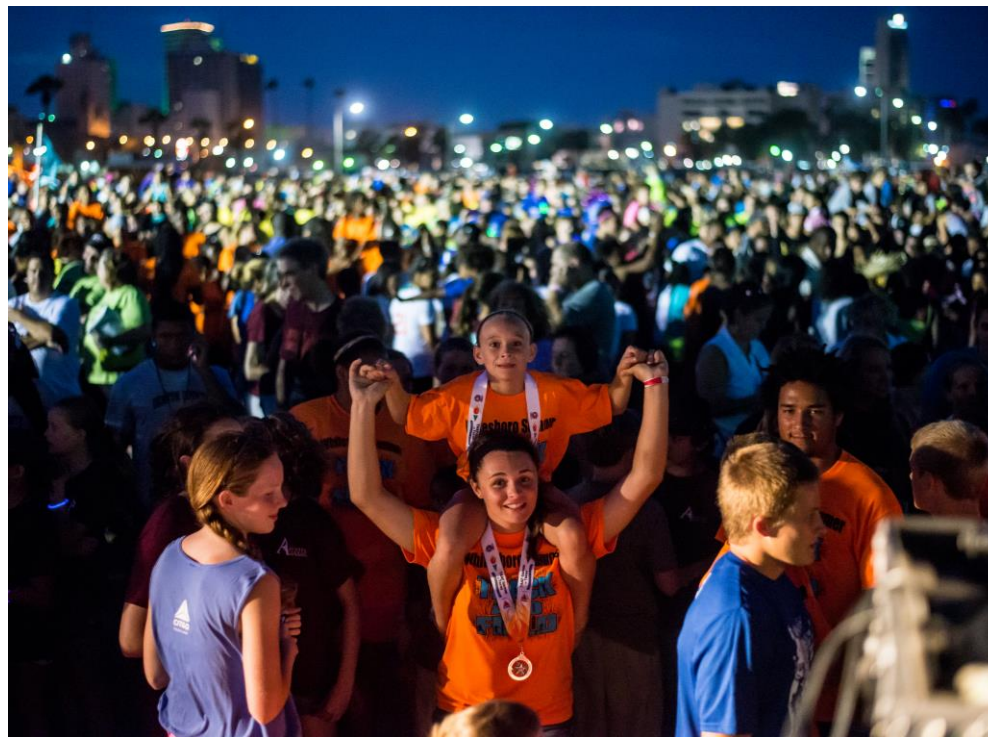
# Economic Benefits



TAAF Games of Texas  
Summer 2012-2013:

- Over 15,000 Visitors
- \$15 Million Local Economic Impact

Hosting the  
TAAF Games of Texas  
Summer 2020-2021!





# Senior Community Services



## Senior Community Services

Community Centers  
(8 sites)

Elderly Nutrition  
Program  
(FY 16: 232,656  
Served)





# Senior Community Services



## Senior Community Services (continued)

Retired & Senior Volunteer Program  
(RSVP - 334 Volunteers  
43,237 Hours  
Valued at \$1,087,410.55)

Senior Companion Program  
(SCP - 79 Volunteers  
83,076 Hours  
Valued at \$2,089,361.40)







# Beach & Natural Resources



## Beach

Maintain 8 miles of Beach

Staff Certified at the  
Highest Standard of  
Beach Rescue

Removed 560 tons trash  
with more Efficient System  
(250 trash cans maintained)

38 Water Rescues





# Beach & Natural Resources



## Oso Bay Wetlands Preserve

162 ACRES

Grand Opening  
June 10, 2016  
(30,000 visitors)







# Park Operations



Sanitation Management

Horticulture

Turf Management

Storm Water Mowing &

Street Medians

Construction – Project Management

Playground Inspections & Installs





# Park Operations



Irrigation  
Contract Administration  
Tourist District Operations  
Bayfront Beaches  
FY 17 – Planted 703 Trees





# Park Operations



Core Business	Defined Tasks	Level A	Level B	Level C	Level D	Natural Areas
Inspections	Mow	Daily	Daily (Mon-Fri)	Weekly	Monthly	Monthly
		7 Day	14 Day	21 Day	Seasonally (trails, playgrounds, picnic units)	Seasonally (trails, interpretive center)
	Aerify	Annual	Annual	Annual	N/A	N/A
	Seed/Sod Cycle	Winter overseed (with rye grass)	Native grass seed	Wildflowers every other year	Wildflowers every third year	Wildflowers once
	Pest Control	Annual pre-emerge, preventive spray program	IPM spot treatment	IPM spot treatment	Selective grass suppression in wildflower zones	Selective grass suppression in wildflower zones
	Fertility	MicroLife Biological Fertilizer twice per year, or as determined by soil analysis	MicroLife Biological Fertilizer once per year, or as determined by soil analysis	Minimal macronutrients	N/A	N/A
Sanitation	Irrigation	Smart automated	Automated	No irrigation	N/A	N/A
	Litter	Daily	Daily (Mon-Fri)	Bi Weekly	Weekly	Public areas daily, wildscapes by volunteers
	Receptacles	Daily	Daily (Mon-Fri)	Bi Weekly	Weekly	Public areas daily, wildscapes by volunteers
Horticultural	Facilities	Daily	N/A	N/A	N/A	N/A
	Shade Trees	Annual attention	Three year rotation	Five year rotation	Ordinance driven	None
	Palms	Twice annual	Annual	Annual	Every other year	Never
	Pest Control	Preventive and reactive IPM	Preventive and reactive IPM	Reactive	Reactive	None
	Fertility	Liquid foliar feed, complete with trace elements, monthly	Time released complete, quarterly	None	None	None
	Horticultural Displays	Annuals with 3 rotations, perennials including tropicals	Native perennials	Wildflowers	Wildflowers	Wildflowers
	Care of Displays	Weekly	Monthly	None	None	None





# Parks & Facilities



48 Niche Parks  
76 Neighborhood Parks  
10 Community Parks  
10 Beach Parks  
12 Special Use Parks  
14 Nature Parks  
11 Esplanades / Medians  
1 Boat Ramp  
(Packery Channel)  
  
149 Buildings





# Parks & Facilities



City of Corpus Christi P... 🔍 ⋮

▼ These are all the parks in Corpus Christi with amenities. Thank you to City of Corpus Christi for an updated list! 3,964 views [SHARE](#)

☒ City of Corpus Christi Parks

^ 

🌳 All items

Academy

Airline

Airport

Almanza

Antonio E. Garcia

Aquarius

Artesian

Austin

Barclay

Bayfront Arts & Science

Bayfront Park

Bayview Cemetery

Interactive  
Online Parks  
Map/Guide  
Parks & Amenities





# Community Special Events



**FY 17: 201 Permits**  
Small Event  
(up to 500)  
Medium Event  
(501-1,000)  
Large Event (1,000 +)





# Initiatives



## Park Development

Bond 2008 –  
\$21.6 million

Bond 2012 –  
\$16 million

Bond 2014 –  
\$4.7 million

Bond 2016 –  
\$0

Bond 2018 –  
\$ 2.5 million  
(proposed)

- National Accreditation
- New:
  - Oso Bay Wetlands Preserve
  - The Water's Edge
  - (2) New Hike & Bike Trails
- Revitalizing Pools & Parks
- Reinvestment of Parkland Sales
- Updating Park Master Plan





# Park Development Resources



Community Enrichment Fund  
Parkland Development Fees  
Parkland Revenue Sales  
Donations  
Bonds  
Grants  
Hotel Occupancy Tax (HOT)  
State Hotel Occupancy Tax (SHOT)







# Challenges



## Challenges

- ▶ Funding Shortfalls
- ▶ Aging Infrastructure
- ▶ Litter & Vandalism
- ▶ Community Expectations
- ▶ Tennis





# City Budget Facts



General Fund \$239.5 million FY 2018



Parks generates approximately \$7 million in revenue for the General Fund.





*Enriching our  
Quality of Life  
is Good  
for the People,  
the Environment  
&  
the Economy*



**Live. Learn. Play!**

[www.ccparkandrec.com](http://www.ccparkandrec.com)