

annual report

FY 2023 / 2024



MESA CITY COUNCIL

Mesa operates under a charter form of government with citizens electing a mayor and six councilmembers to set policy for the City.

The Mesa City Council believes that its people, not leaders, are what makes a city great and actively works to encourage citizen participation in the decision-making process. Whether it is through neighborhood meetings, advisory boards and committees, telephone calls and letters, or email, the Mesa City Council sets policies based on the input and needs of its citizens.



Mayor
John Giles



Vice Mayor
Francisco Heredia
District 3



Councilmember
Mark Freeman
District 1



Councilmember
Julie Spilsbury
District 2



Councilmember
Jenn Duff
District 4



Councilmember
Alicia Goforth
District 5



Councilmember
Scott Somers
District 6

PARKS AND RECREATION ADVISORY BOARD

The Parks and Recreation Board is composed of eleven (11) people appointed by the Mayor with the approval of the Council for staggered terms of three (3) years each. The Parks and Recreation Advisory Board shall advise the Council on the operation and development of all City parks and recreational facilities and on the recreational programs of the City.

Troy Campbell (Chair)

Robert Ingram (Vice-Chair)

Jacob Martinez

Nina Fader

Benjamin Manning

Brent Maldonado

Melanie Narish

Orchidia Peterson

Amelia Romney

Jeff Rush

Michelle Streeter



MISSION

We contribute to a healthy and vibrant community by providing exceptional experiences and services to those who live, work and play in Mesa.

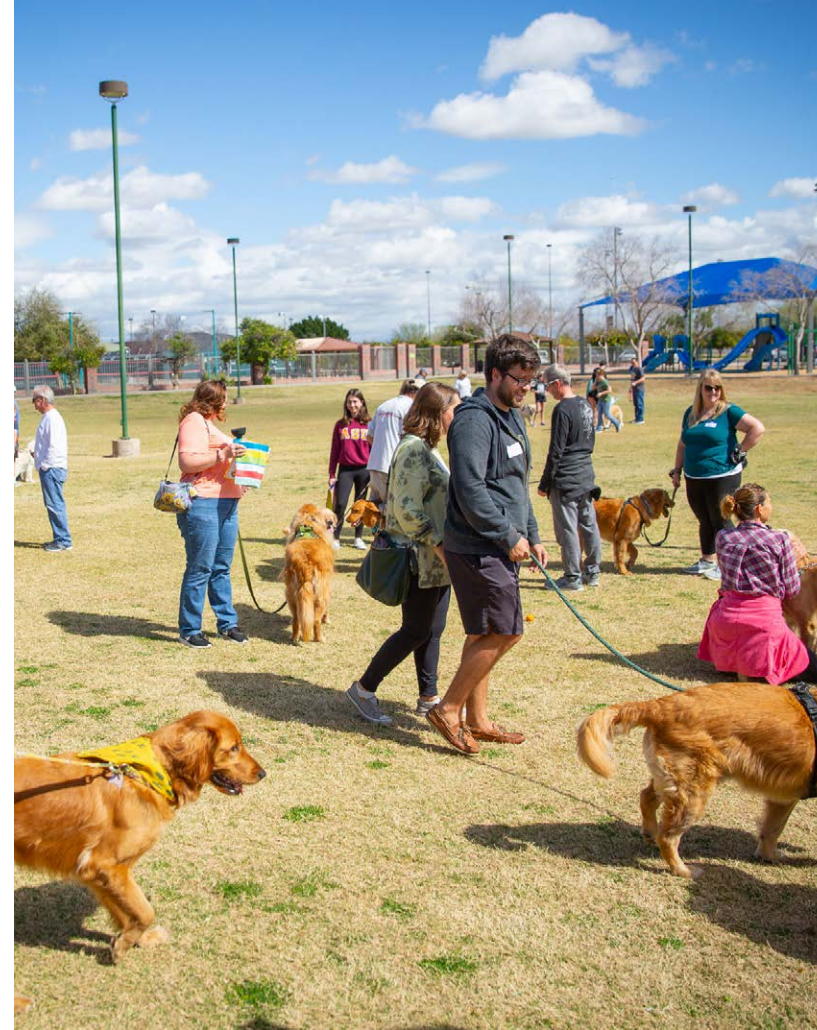


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COMMITMENT

- Being responsible stewards of parklands, facilities and finances, and transparent in how we manage these resources.
- Providing safe spaces and places for people to enjoy and recreate.
- Working together to focus on services that meet the ever-changing needs of our community.



ANOTHER YEAR OF GROWTH

It has been an exciting year of expansion in recreation programs and park facilities as outlined in this annual report. In FY 23/24, Mesa Parks, Recreation and Community Facilities Department (PRCF) added more opportunities for youth and adult sports and teen programs. We grew our mobile recreation Fun 'N' Fitness program to run three locations at any time with regular schedules at parks most weeknights after school. We were able to increase the number of Park Rangers to total 16, they lead community reinforcement of park rules, park engagement, and environmental education. These positive efforts by the Park Rangers were recognized with the presentation of the prestigious Platinum Excellence Award from the Park Law Enforcement Association.

We grew our facilities and amenities, including adding 20 more pickleball courts at Mesa Tennis and Pickleball Center and Monterey Park to meet the growing demand for this popular sport. We also added four new youth ballfields and partnered with the Mesa Library

to build the first Mesa Express Library through the expansion of Monterey Park with 2018 Parks Bond funding. The project to expand the park was recognized by the American Public Works Association-Arizona Chapter as the 2023 Project of the Year-\$5-\$25 Million. We opened a new Downtown Mesa event venue called The Post in the historic former post office for the City with 2012 and 2018 Parks Bond funding. This renovation was recognized by Arizona Forward with the coveted Crescordia Environmental Excellence Award in the category of Buildings Structures and Landscape Design, Historic Preservation. Our team strives to provide great services, exciting programs and beautiful parks for our community members to enjoy throughout Mesa.

Please join me in feeling pride in the department's accomplishments this year as detailed in the following pages. The commitment from staff, volunteers, and program participants illustrates the important part we all play in supporting our community.

Andrea Moore
Andrea Moore
 Director

OUR NUMBERS

Adult Sports Teams Registered

1,103



After School Program Visits

37,462

Completed Work Orders for Facilities

10,943

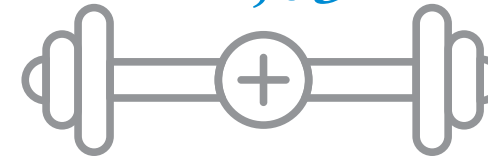


Completed Work Orders for Parks

6,830

Recreation Center Fitness Visits

144,032



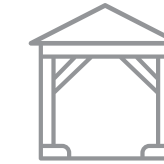
Gallons of Water in Our Pools

5,571,212



Swim Lessons Taught

10,348



Park Ramada Reservations

2,792

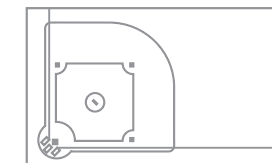
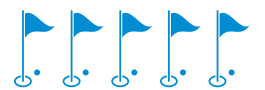


Park Ranger Visits to Parks

41,487

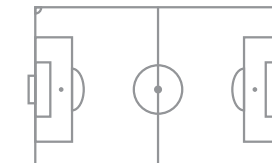
Rounds of Golf at Dobson Ranch

90,937



Sports Field Rentals

9,712



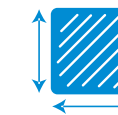
Summer Camp Visits

1,492



Tennis/Pickleball/Volleyball Visits

91,300



Total Building Sq Footage Maintained

7,254,513

Total Developed Park Acres

2,166



Volunteer Hours

31,572



Volunteers

1,336



Youth Sports Participants

1,632

Fun 'N' Fit Mobile Recreation Visitors

12,896



Attendance at City Special Events

101,000

WHO WE ARE



We are the stewards of five community recreation centers, nine aquatic facilities, four fishing lakes, three dog parks, two professional baseball stadiums, as well as the Convention Center, Amphitheater, Tennis and Pickleball Center, Golf Course, Cemetery, and new event venue, The Post. We maintain over 2,000 acres of developed parks and open space which includes 209 city parks and retention basins. Over 400 City buildings are maintained by our staff which total 7 million square feet of space.

DEPARTMENT WORK GROUPS

The Parks, Recreation and Community Facilities (PRCF) Department is comprised of five divisions including the administrative team. These work teams provide comprehensive year-round support, programming, and maintenance for a wide variety of facilities throughout the City of Mesa.

ADMINISTRATION

The Administration Division manages critical business support functions such as finance, public outreach, social media platforms, information technology systems, grant writing and implementation, and human resources.

PLANNING AND OPERATIONS

The Planning and Operations Division is responsible for being the stewards of City recreational facilities by laying the framework for and executing projects and maintaining park facilities to standards. The division is comprised of planning and development and aquatics, landscape, parks, and sports fields maintenance teams.

FACILITIES MAINTENANCE

The Facilities Maintenance division provides asset management, building maintenance, custodial and landscape services, and contract management to the City of Mesa's vertical footprint.

RECREATION

Our Recreation Division offers year-round opportunities including aquatics, tennis and pickleball, fitness and outdoor programs, fishing, inclusion services, adaptive programs, community events, Park Rangers, adult and youth sports programs, afterschool programs, and day camps when school is out of session.

COMMERCIAL FACILITIES

Our Commercial Facilities Division manages our Convention Center, Amphitheatre, Cemetery, The Post, and, along with the management company Paradigm, oversees the Dobson Ranch Golf Course. This division also contains the Citywide Special Events Office that oversees special events in parks and across the City of Mesa.



AQUATICS

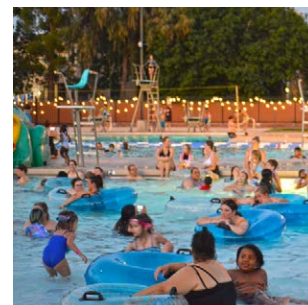
The aquatics program area experienced an impressive retention rate of nearly 90% of staff returning from 2023, enabling a focus on refining skills and establishing mentor groups for new lifeguards. This spring was marked by increased participation in training courses. Staff were able to provide lifeguard certification training to 167 new participants and 72 coaches and teachers from youth sports teams and Mesa Public Schools. Certification for water safety instruction was provided for 97 new participants.

We welcomed 118,627 visits from patrons to the pools during public swim hours. Instructors were able to provide over 10,340 learn-to-swim, FlowRider and water exercise lessons to individuals looking to

improve their water safety and swimming skills. There were 2,716 youth participants across swimming, diving, artistic swimming, and water polo recreational teams. Preparing for the next generation of water safety lifeguards, 279 youth volunteers participated in the Junior Lifeguard program.

The City of Mesa hosted several high-profile competitions from all four major aquatic sports. In May, Skyline Aquatic Center was the host of the USA Swimming Inaugural Spring Cup event for aspiring youth athletes. In partnership with local youth sports teams, Mesa pools welcomed over 20 major competitions with 15,000 spectators and participants from across the nation and internationally.

Mesa pools also hosted fun public events, including a Dive-in movie in June with over 300 participants. The famous Pumpkin Splash floating pumpkin patch in October was held with nearly 700 happy pumpkin toting participants. Summer season weekly special events at the pools, continued to bring variety to the public swimming experience. Thanks to the City's partnership with Salt River Project, the free hispanic-themed water safety event called Pachanga en la Piscina provided over 200 people free swimming lessons and lifejackets. In addition to general public swimming events, over 162 private pool party rentals were held over the last year.





ATHLETICS

YOUTH SPORTS

City of Mesa Youth Sports programs experienced tremendous growth this year, with 75% of existing programs seeing an increase in the number of participants. Programs were added in youth lacrosse, football, and baseball sports. Staff elevated their game by becoming “Certified Youth Sports Administrators.”

The Major League Baseball Pitch, Hit, and Run program returned this year. There were over 150 young MLB hopefuls participating in a variety of skill challenges for the opportunity to advance to the regional program at Chase Field.

This is the third year in the City’s partnership with the Phoenix Suns for the Jr. Suns Basketball program which had 297 youth, ages 6-14 registered. Increased trainings for officials, staff, and volunteer coaches continue to elevate the participant experience. Customer survey results show over 95% satisfaction with the program.

Youth Sports entered into the third consecutive season as a Jr. NFL Football program with 262 youth, ages 6-13. This is a recreation based, non-contact program. One of the major highlights was a six-team highly competitive playoff in each division.

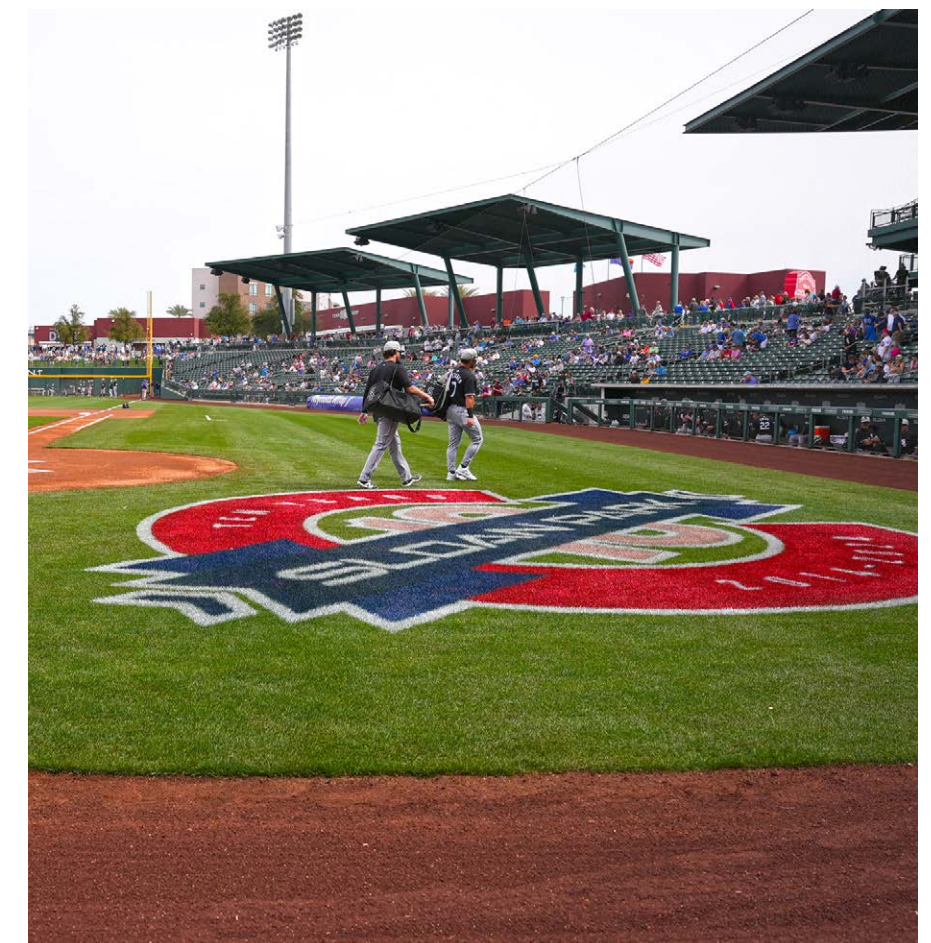
The Youth Sports “Playball” program continued to be popular with over 200 youth enrolled in the various clinic-based sessions.



ADULT SPORTS

City of Mesa Adult Sports programs continue to provide Mesa residents with dynamic and affordable programming. Due to the hard-work, innovation, and customer service focus of adult sports staff, the total number of teams more than doubled this year with 1,103 registered teams comprised of over 46,000 participants.

The fastest growing sport in the City of Mesa is the Adult Volleyball program. An increase of 25% in team registration this year made it necessary to open an additional evening and site for games. Adult Volleyball features competitive and recreational based leagues, and the competitive division attracted numerous former Division One athletes.



MESA TENNIS & PICKLEBALL CENTER

The Mesa Tennis & Pickleball Center (MTPC) experienced a year of growth and success. On October 25, the long-awaited addition of eight new pickleball courts opened. Since that time, it is rare to find available space, as the pickleball drop-in program has been a tremendous success.

MTPC staff continue to create a first-class environment for guests, residents, and tournament visitors. A few highlights this year included welcoming 64,517 players, a 15% increase and 15,131 courts booked, a 17% increase.

Based on survey results from the previous year, MTPC staff offered additional family experiences as part of their program offering. The “Family Tennis Doubles Tournament” was a huge success with 34 pairs who competed. MTPC collaborated with Arizona Pickleball Players League (APPL) for the first time this year. The partnership resulted in 14 tournament rentals sponsored by APPL, several of which included players visiting from outside the state of Arizona.

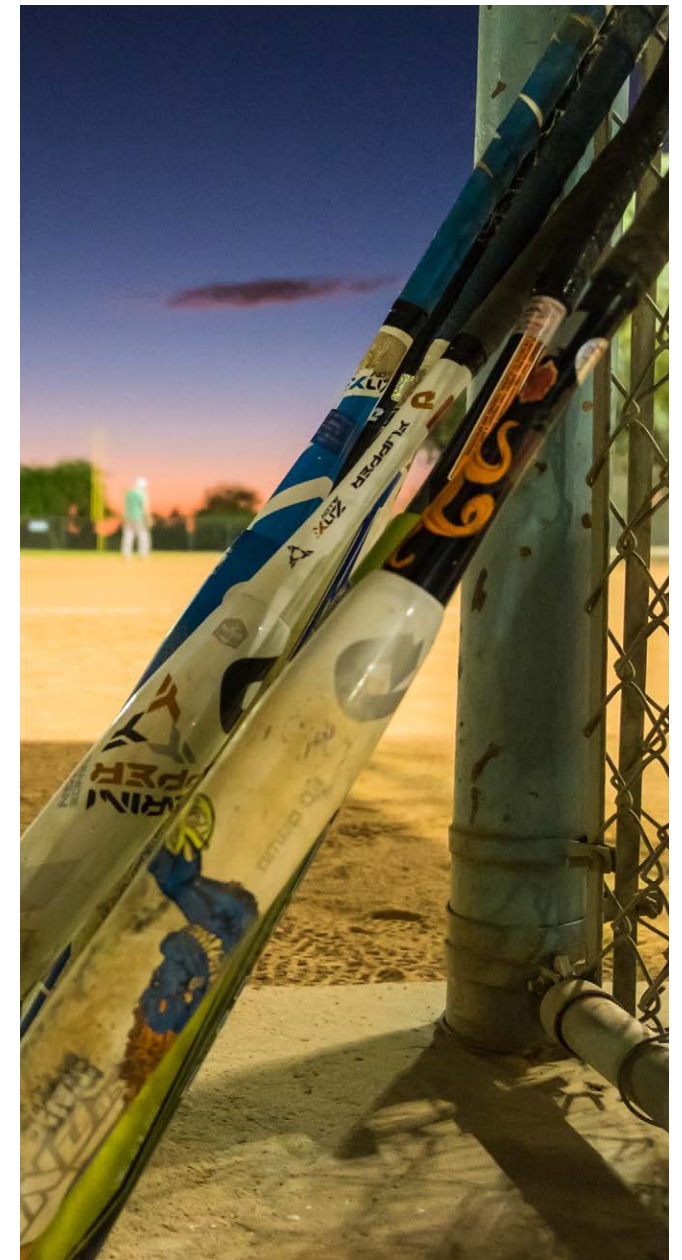


ATHLETIC FIELD RENTALS

Mesa Parks, Recreation and Community Facilities Department takes great pride in having some of the most well-maintained sports complexes in the Valley. The popularity of the sports complexes continues to grow, a testament to the professional effort the Sports Fields Maintenance Team puts into daily grooming, repairing, and preparing the fields. During FY 23/24, City of Mesa hosted a record breaking 92 tournament rentals with revenue over \$375,000 and attendance of over 18,400. A few noteworthy tournaments included:

- Lynn Lewis Foundation Sll Ladies Flag Football Tournament at Lehi Sports Complex,
- Western Athletic Conference Baseball Tournament at Hohokam Stadium,
- Western Region Lacrosse Showcase held at Lehi Sports Complex,
- Little League Region 7 Baseball Tournament at Fiesta Sports Complex,
- Youth Rugby tournament at Red Mountain Sports Complex, and,
- AIA Division 4a/5a Girls Softball Championship at Quail Run.

Excellence in facility standards and customer service has resulted in 95% of baseball tournament directors submitting requests for repeat events in FY 24/25. Additionally, local sports organizations booked fields 9,712 times this year with over \$600,000 in revenue.



YOUTH PROGRAMS

FUN 'N' FITNESS

Fun 'N' Fitness expanded this year to have three mobile recreation units focused on positively impacting parks and communities. They engage neighborhoods and create a fun and safe environment in Mesa parks for all ages to promote community connection.

- Fun 'N' Fitness has a regular rotation with theme weeks and events at the following parks: Pioneer, Kleinman, Escobedo, Guerrero, Reed, Beverly, and Sherwood.

- Fun 'N' Fitness participated in various special events, including the MLK Parade and Festival, Fun at Escobedo, Red Mountain Center's 25th Anniversary, Celebrate Mesa, and the Webster Carnival. Fun 'N' Fitness started visiting Youth Programs Summer Camps, providing activities coordinating with their theme weeks.
- Total participation at parks for the year was 12,896 engaged visitors.

YOUTH PROGRAMS

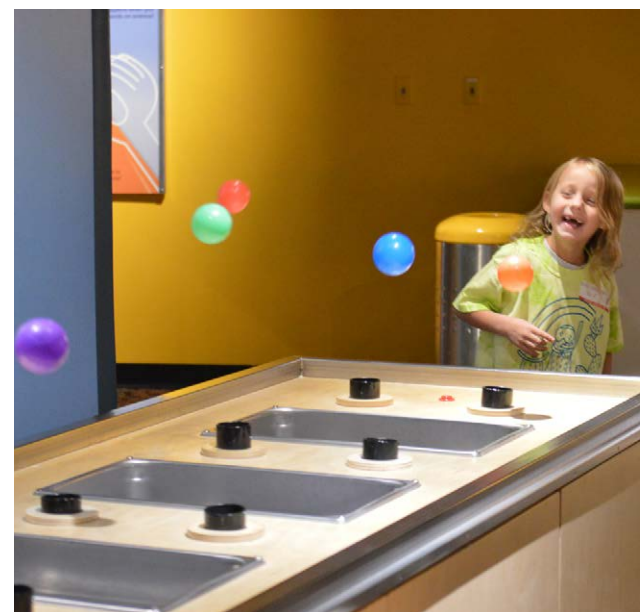
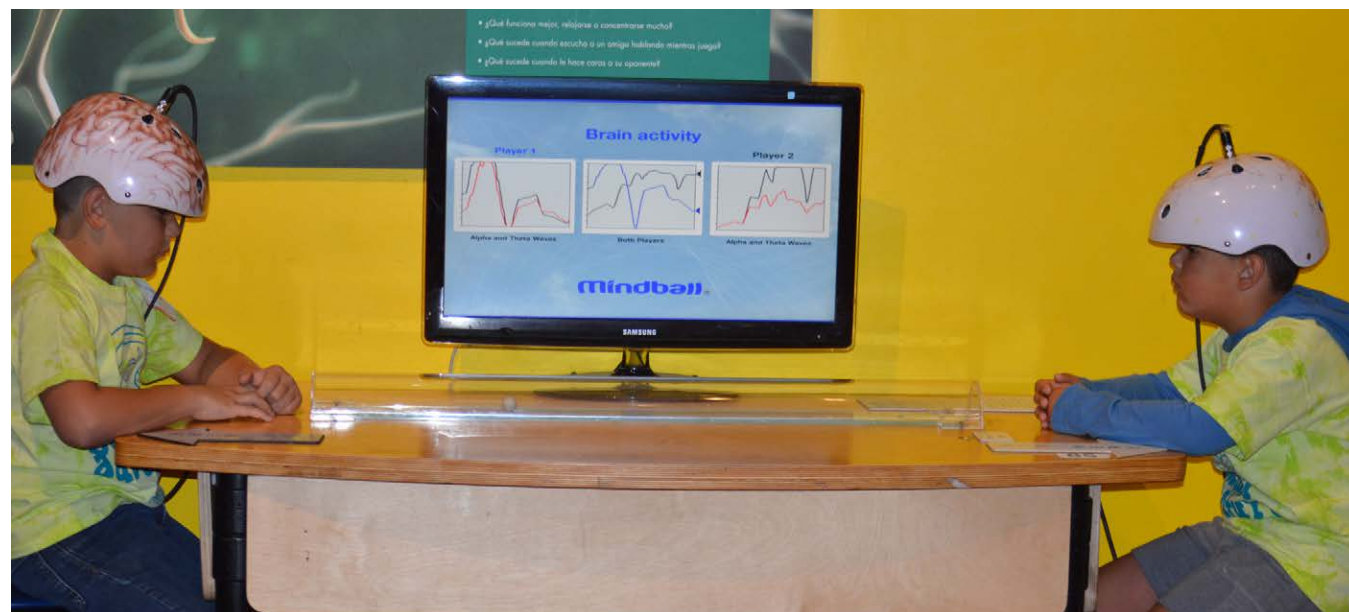
The Teen Leadership Training (TLT) program aims to bridge the gap between camper and employee by providing participants with training, work experience, and opportunities to both learn and practice life skills. Returning participants were invited to join the new mentoring program, Helping Youth Produce Excellence (HYPE), with a focus on skill development, service, and social interaction.

- 90 total TLT participants, including 17 in HYPE, across 13 summer camps
- 30% of 2024 TLTs returned from 2023
- 3 previous TLTs were hired as Recreation Trainees for the 2024 summer season
- 89% of TLTs reported wanting to return next summer
- Total TLT volunteer hours: 11,047.5

SUMMER CAMPS

The City of Mesa hosted 15 different summer camps for youth, ages 3-21 years, in full day and half day schedules. Youth Programs provided eight of those summer camps, partnering with Mesa Public Schools, to deliver them on different school campuses across the City. Adaptive also partnered with Mesa Public Schools to provide Wiggles and Giggles and Camp

Fiesta that were specially designed for individuals with developmental disabilities. Four camps were offered for full days at Mesa's Jefferson, Eagles, and Webster Recreation Centers. An end of summer sports camp was offered through Athletics programming at a Mesa Public School location. Total enrollment for summer camps: 4,357.





RECREATION CENTERS

RED MOUNTAIN CENTER

Mesa's premier recreation center had a banner year welcoming visitors over 300 days this year.

- Membership packages sold: **20,596**
- Daily Visits: **143,806** (87% are member visits)
- Private rentals: **311**
- Rental Attendees: **11,526**
- Total number of people enrolled in special interest classes: **4,120**
- Tenant Partner attendance
 - o Oakwood Creative Care adult dementia hub total attendance: **4,764**
 - o Aster Aging senior center total attendance: **24,237**
- Total number of visitors to RMC: **201,920**



EAGLES COMMUNITY CENTER

Our central city center continues to be a hub of activity serving the people of Mesa. Major programs welcomed thousands through the door this year.

- After school monthly average enrollment: **63**
- Summer Escape weekly average enrollment: **50**
- Private rentals: **227**
- Daily Visits: **2,224**
- Total number of visits to Eagles: **35,448**



JEFFERSON RECREATION CENTER

This neighborhood recreation center serves East Mesa. JRC's major programs are the afterschool "Jefferson Jungle", out-of-school time camps and rentals.

- After school monthly average enrollment: **106**
- Summer Escape weekly average enrollment: **50**
- Total number of visits to JRC: **21,168**



WEBSTER RECREATION CENTER

This recreation center serves West Mesa with afterschool and out-of-school time programs and rentals.

- After school monthly average enrollment: **67**
- Summer Escape weekly average enrollment: **50**
- Total number of visits to WRC: **29,101**



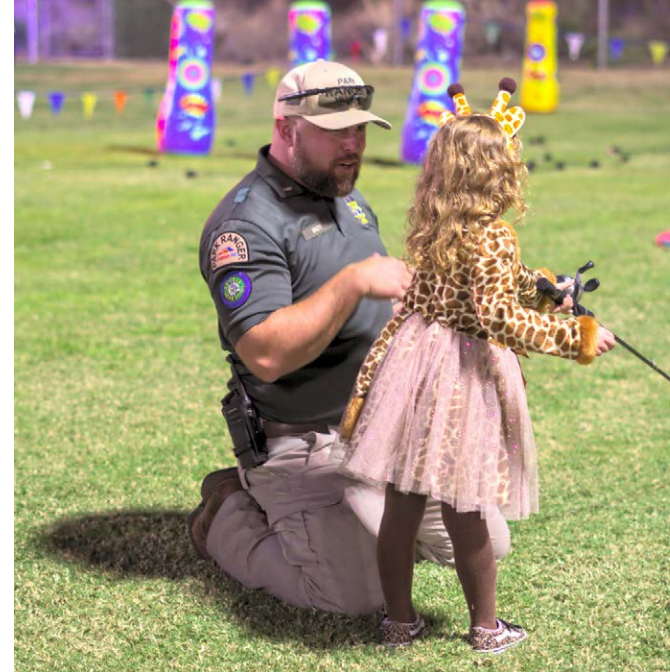


ADAPTIVE

Mesa's Adaptive Recreation, serving individuals with cognitive and physical challenges, had another exceptional year! There were over 180 adaptive activities offered with 3,075 participants in attendance. New program offerings included Sunday morning yoga sessions to set good intentions for the week ahead, disc golf, which is one of the fastest-growing outdoor activities, and a new indoor sport floor curling which is similar to ice curling.

The Off-Broadway Theater Production hit its all-time high of 58 registered participants in the performance of Madagascar Jr. The show would not have been made possible without the 38 Red Mountain High School theater students who volunteered for over 4 months to prepare for the event. There was a 58% increase in youth participants in the fall soccer program. Camp Fiesta Summer Camp, and Wiggles and Giggles Preschool Inclusion Program served over 110 individuals with developmental disabilities.

There was substantial growth in inclusion services and requests. The Adaptive team oversaw an average of 50 requests per month ranging from sign language interpretation, adaptive equipment, inclusion/trained support staff for lower ratios, and behavior/sensory needs. The team renewed PRCF's IBCCES Autism Center certification. This milestone marks PRCF's fifth year of being certified. This demonstrates our commitment to serving everyone in our community. As part of this, individual team members received new training or received refresher training for autism awareness and sensitivity.



PARK RANGERS

In FY 23/24, the Mesa Park Rangers were able to increase their staffing to 16 and visited parks, facilities and open spaces 41,487 times. The Rangers issued 1,037 total citations, cleared 237 warrants, and lead the City in homeless related referrals to the "Off the Streets Program." The Rangers helped over 150 individuals experiencing homelessness find housing and job-related resources through agency partners.

The Rangers also expanded their outdoor educational programs largely thanks to funding from the Foundation for Mesa Parks and Recreation. They offered four additional fishing clinics including multiple Cops and Bobbers Fishing events in collaboration with the Mesa Police Department. Youth and Teen archery sessions led by the Park Rangers continued to be the most popular outdoor educational program in the City. The Mesa Park Rangers are now Certified Interpretive Guides to improve interpretive hikes including the ever-popular Scorpion Night Hike program.

Rangers conducted habitat building workshops where they joined the community to build aquatic habitats to place across community fishing waters in Mesa. These habitats were built using recycled materials from City departments. Rangers successfully built and placed 200 habitat structures.

The Mesa Park Rangers were awarded the prestigious Platinum Excellence Award from The Park Law Enforcement Association for their efforts in improving safety and engagement in parks experiencing pressure from negative behaviors in the downtown area.



FY 2023 / 2024

FRONT DESK

SPECIAL EVENTS

The Special Events Office produced 26 City-sponsored events with a total attendance of over 101,000 people. Highlights include the Arizona Celebration of Freedom, Celebrate Mesa, East Valley Veterans Day Parade, MLK Parade and Festival, I Love Mesa Day, and Merry Main Street. New for FY 23/24, the Special Events Office collaborated on the production of the Art In The Park event series, as well as the All-America City Celebration.

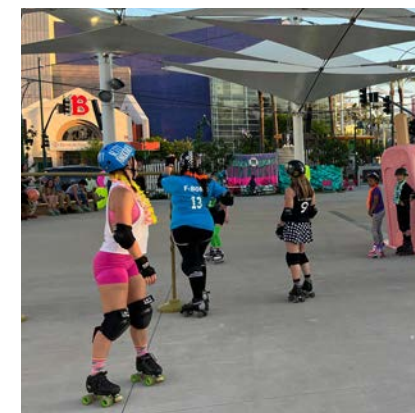
The Winter Wonderland Ice Rink attracted over 19,317 skaters, generating nearly \$195,000 in revenue.

The Special Events Office generated over \$260,000 in sponsorship funding to help produce City-sponsored events.

The Special Events Office also provided support to 7 City-supported events, attracting over 25,000 attendees. Highlights include the Mesa Pow Wow, Mesa Marathon, Mesa Turkey Trot and the Mesa Sprint Triathlon. The Special Events Office provided logistical support to an additional 66 City activities and meetings.

KEY METRICS

- Total Events: **296**
- Licensing Revenue: **\$19,700**
- Park Rental Revenue: **\$54,508**
- Food Truck Festivals Revenue at Pioneer Park: **\$3,650**
- New Licenses Issued: **202** (a 17% increase)



The Registration and Reservation team continued to support the Mesa community by helping customers book a park ramada, rent a pool, or sign up for one of the many activities offered by PRCF. The Front Desk team facilitates all phone, email and walk-in customers looking for information about department programs and services. They are the main point of contact for access to the Mesa Recreational Scholarship designed to reduce cost barriers to participation. These are some of the amazing numbers the front office team accomplished in FY 23/24.

- Responded to over **12,500** emails
- Responded to over **16,000** phone calls
- Reserved ramadas **2,850** times throughout Mesa
- Booked over **1,300** pickleball court reservations at Monterey Park
- Helped with over **236,000** activity registrations
- Awarded over **1,500** Mesa Recreation Scholarships



COMMERCIAL

MESA CONVENTION CENTER / AMPHITHEATRE

In FY 23/24, the Mesa Convention Center and Amphitheatre remained dedicated to providing exceptional services, maintaining consistent attendance numbers and event bookings that matched the strong performance of FY 22/23.

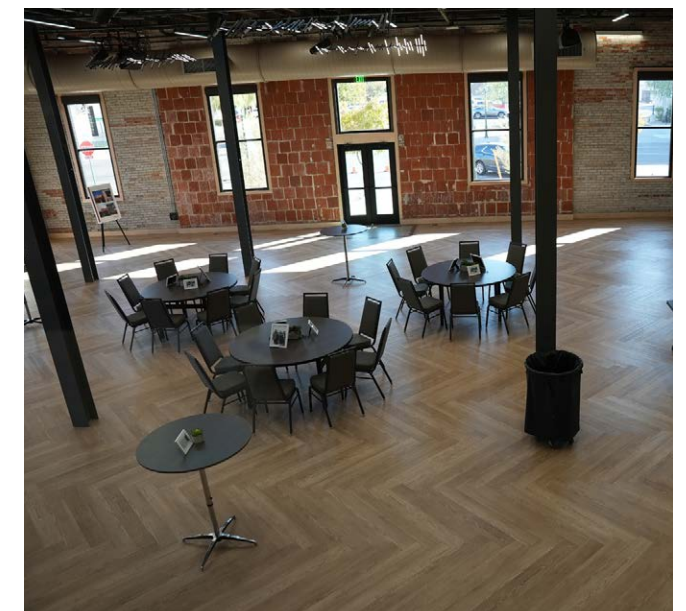
Convention Center/Amphitheatre Revenues: **\$5,964,748**
Number of Events: **172**
Number of Concerts: **13**
Total Use Days: **672**
Total Attendance: **360,298**



THE POST

The grand opening of The Post in November 2023 marked an exciting addition to PRCF. This new venue, blending modern amenities with historic charm, enhances the City's event hosting capabilities. The renovation project included the installation of modern building systems, an elevator, and restrooms, along with updated interior finishes. Advanced sound and lighting technology was integrated to meet contemporary code requirements. Despite these significant upgrades, many of the building's original 1930's features were preserved, successfully blending historic charm with modern functionality.

The Post (opened in November)
Number of Events: **106**
Total Attendance: **10,265**



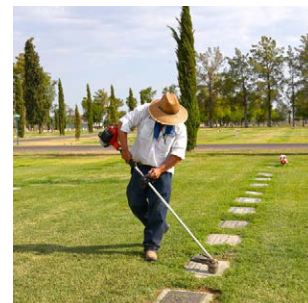
CEMETERY

LANDSCAPING RENOVATIONS

- Planted **30** new Cypress trees
- Installed **10,600** ft of sprinkler pipe, **30** sprinkler valves, and **193** sprinklers

REVENUE FOR FY 23/24 \$1,829,583

- Sold **359** graves
- Installed **427** monuments
- Provided care for **544** burials





GOLF COURSE

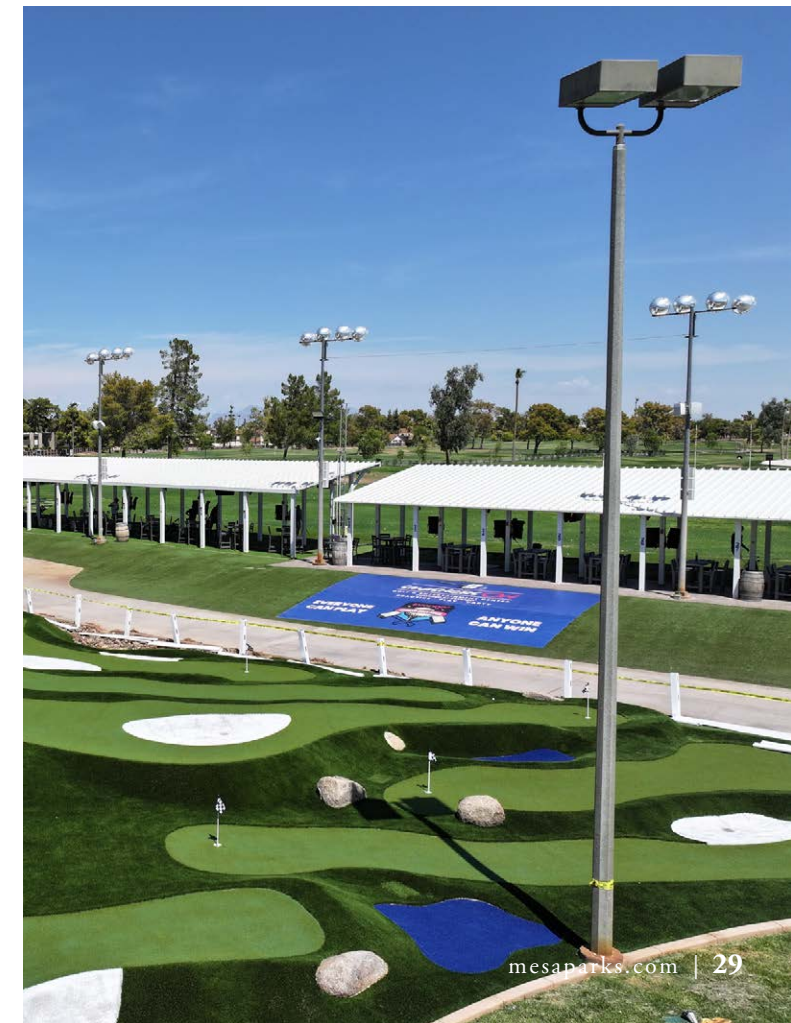
Under the continued management of Paradigm Golf, which began in 2019, the Dobson Ranch Golf Course continues to be one of the busiest golf courses in the Valley. The shaded driving range bays were upgraded in the spring to the Inrange driving range system, providing a more accurate and diverse gameplay experience. The Cheyenne Short Course was also opened in the fall to help introduce youth to the game of golf. Both attractions contribute to the course's mission to make golf fun and fair for everyone. Paradigm Golf continues to invest in the property and infrastructure, improve upon food and beverage opportunities, and implement popular updates to the customer experience.

Green Fees Revenue: **\$4.33** million (up 4.7% from FY 22/23)

Range Revenue: **\$2.04** million (up 37% from FY 22/23)

Total Operations Revenue: **\$9.04** million (up 13.7% from FY 22/23)

Total number of rounds: **90,937** (on par with FY 22/23)



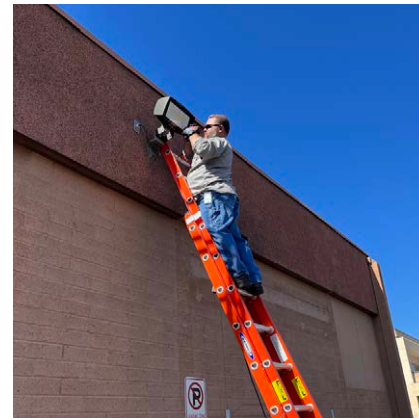
FACILITIES MAINTENANCE

Work Orders Completed: **10,943**
 Preventative Maintenance Completed: **536**

Over the past year, the Facilities Maintenance team has successfully maintained and improved City buildings through both proactive and reactive efforts. Among the highlights, electricians completed a significant lighting upgrade at Mesa City Plaza, replacing outdated fixtures with energy-efficient LEDs to improve both functionality and sustainability. Proactively, the team carried out comprehensive shutdown and preventative maintenance of all electrical gear at 21 Fire Stations and 3 Police Department substations, ensuring the continued reliability and safety of these essential facilities. Our HVAC team embarked on a District Cooling study and completed the rebuild of the Central Plant cooling towers. This project will significantly boost the efficiency of our downtown chillers, leading to greater energy conservation and cost savings. As part of our asset management program, the Facilities asset team collected 3,323 new assets, marking notable progress in our ongoing asset collection efforts.

The Contracts Team made significant strides in enhancing the City's green spaces by planting 154 trees throughout City properties. Additionally, they redesigned and installed a new landscape irrigation system at the Police Department's Special Operations Building, improving water efficiency, and supporting the new landscaping. Facilities Maintenance completed key painting projects, including the exterior painting of the Downtown Mesa Association building and Sirrine House, as well as perimeter fence painting at Hohokam Stadium. The team completed the lighting and flooring upgrades for the Channel 11 space, enhancing its functionality for both staff and operations. In response to the storm damage in September, Facilities Maintenance played a key role in assisting with the cleanup efforts at Falcon Field.

After nine years of being part of the Parks, Recreation, and Community Facilities Department, the Facilities Maintenance group will transition to an independent department. The new Facilities Management Department is set to be fully operational by July 1, 2024.



PARKS MAINTENANCE

Parks Maintenance (PM) worked hard this year to continue efforts in reducing landscape water use as a result of the drought affecting the Colorado River. PM was able to reduce watering by 13% from May 2023 to April 2024.

A total of 1,750 trees were planted in parks in support of the City's Climate Action Plan.

After the large storm in September, cooperative efforts by the City's maintenance teams resulted in the closure of Falcon Field Park only lasting two days. The same storm severely damaged the Red Mountain Softball Complex which had to be closed for several months for repairs.

Riverview staff worked very hard this year to ensure a successful spring training season. Although their team was operating at 65 percent staffing levels, they were able to meet the demands of each event.

PM's ongoing efforts in the collection of assets and the implementation of tracking work order history against them is proving to be successful with a total of 14,927 assets that have been collected. Asset collection is projected to continue over the next four years.

Total Parks Acres: **2,516**
 (Developed and Future Parks)
 Work Orders Completed: **7,174**
 Total Cost for work completed: **\$2,997,368**
 Sports Field Preps: **7,546**
 Environmental Inspections: **10,647**
 Facility Inspections: **3,528**

PRCF PROJECT MANAGEMENT

PROJECT NAME:	COMPLETION DATE	TOTAL PROJECT COST
Transportation Auto Gate Replacement	Winter 2024	\$145,810
Sloan Park Interior Fence Replacement	Winter 2024	\$111,496
New Window Treatments for City Hall's 2nd and 3rd Floors	Winter 2024	\$33,666
Main Library Admin Door Replacement	Summer 2024	\$16,454
Eagles Gym Floor Replacement	Spring 2024	\$237,209
Fire Station 210 Kitchen Renovations	Fall 2023	\$188,759
Installation of Security Cameras at the Convention Center	Summer 2024	\$163,234
Facilities Maintenance Shop Improvements	Fall 2023	\$299,398
Red Mountain and Skyline Sports Complex Scoreboard Replacements	Fall 2023	\$242,805
Red Mountain Center Gym Curtain Replacement	Fall 2023	\$32,377
Red Mountain Park LED Light Replacements	Summer 2024	\$2,388,000
MAC Ikeda Theater Parapet Assessment & Repair	Summer 2024	\$28,300
Kleinman Park Softball Wiring Replacement	Summer 2024	\$307,600
Mesa Tennis & Pickleball Center Addition of 8 Pickleball Courts	Fall 2023	\$1,735,144
Red Mountain Park Expansion of 80 Acres	Summer 2024	\$33,932,186
Monterey Park Expansion of 20 Acres	Fall 2023	\$16,510,736



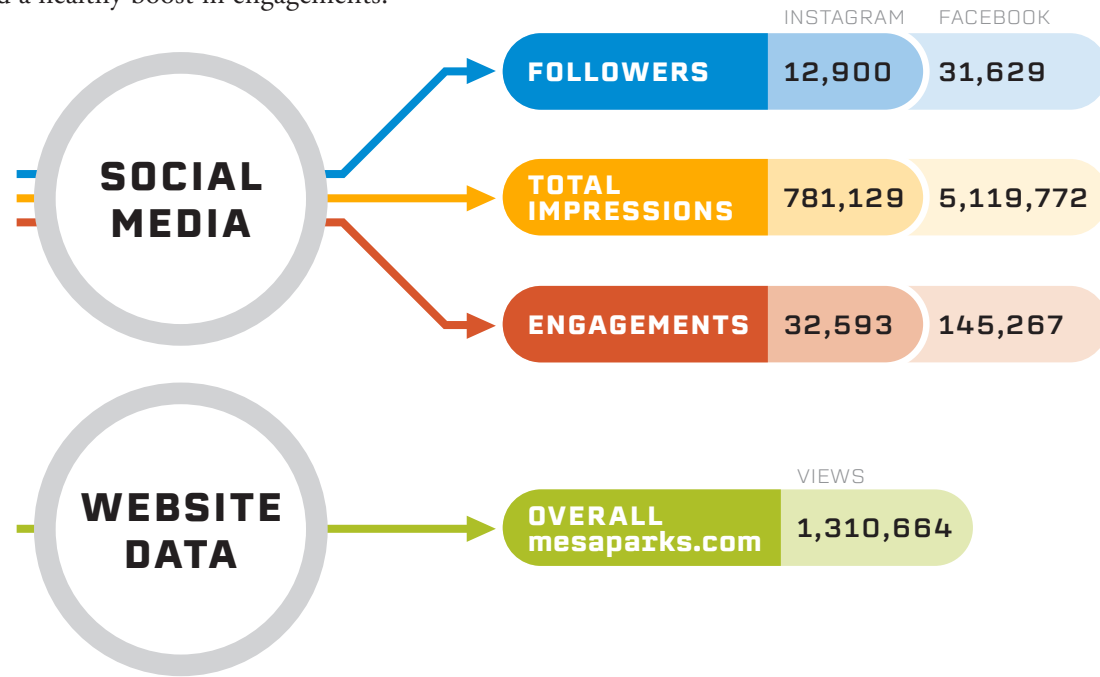
MARKETING

The PRCF Marketing Team produces the seasonal activity guides, rebranded this year as the Mesa PLAYBOOK and captures photos and videos of programs, facilities, and events.

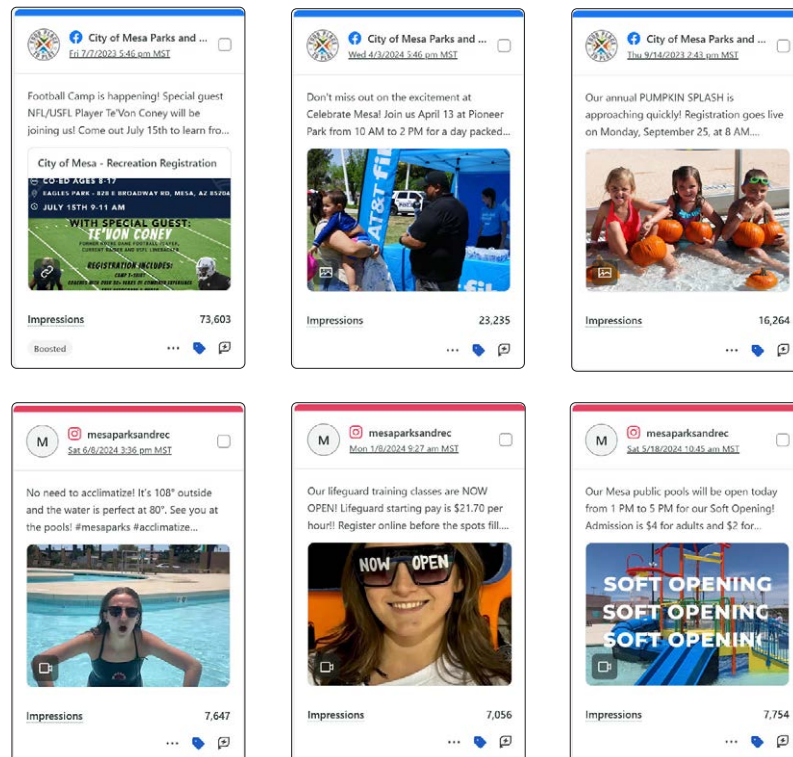
Mesa Parks and Recreation maintains a social media presence on Instagram and Facebook. Instagram saw a significant increase in followers accompanied by impressive increases in both total impressions and video views, and a healthy boost in engagements.

The Mesa Parks and Recreation monthly newsletter saw consistent growth with over 200 new email addresses added to the mailing list each month.

The website traffic for MesaParks.com recorded over 1.3 million views and attracted more than 456,000 unique users.



MOST IMPRESSIONS



GRANTS / SPONSORSHIPS

FOUNDATION FOR MESA PARKS AND RECREATION \$40,100:

This funding provided making waves and positive play scholarships, supported an adaptive outdoor family desert adventure club and the continued renovation of the Red Mountain Center Game Room, expanded Park Ranger engagement programming, contributed to transportation and event costs at summer camps, and more!

GILA RIVER INDIAN COMMUNITY \$65,888:

This grant was awarded to install a gymnasium curtain divider at Eagles Recreation Center, which will improve safety, meet the needs of the community in offering more recreation opportunities, and maximize the space.

NRPA HELPING YOUTH PRODUCE EXCELLENCE (HYPE) GRANT \$50,000:

The purpose of the grant is to enhance and expand the City of Mesa's youth mentoring programs under the HYPE initiative, aiming to improve teen leadership, skill development, and community engagement while addressing challenges such as low self-confidence, substance abuse, and social media impacts among local youth.

SALT RIVER PROJECT \$14,500:

This grant funded Making Waves swim lesson scholarships and the printing of pool maps and summer passports to help spread the word about the importance of water safety.

NRPA NIAGARA BOTTLING-REFRESH AT PALO VERDE PARK \$10,000:

This grant funded additional refreshes at Palo Verde Park in partnership with Niagara Bottling, LLC. The refreshes included replacing four picnic tables, two benches, and two trash receptacles, and installing a sign recognizing NRPA and Niagara Cares.

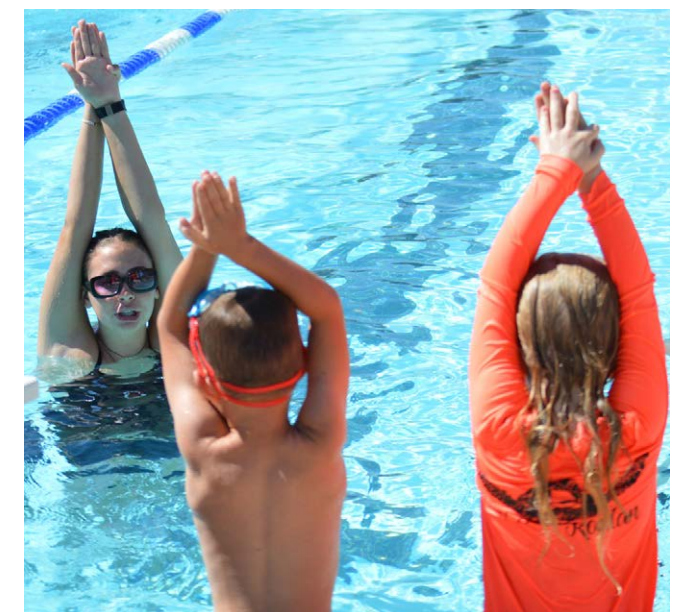
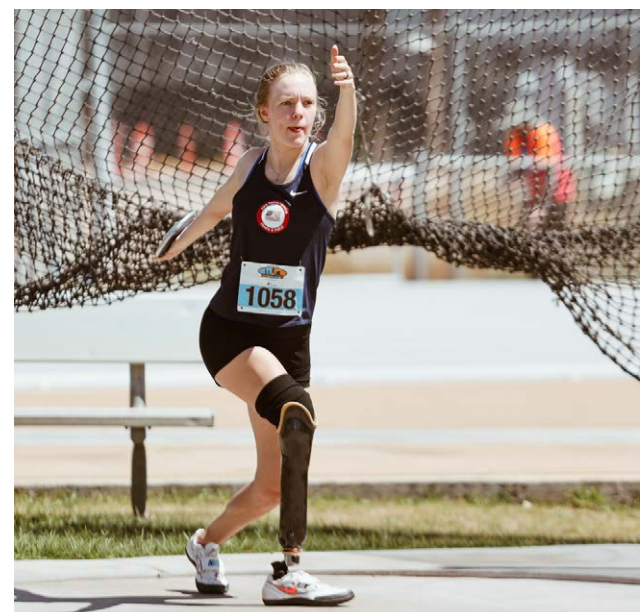
OAKLAND A'S SPONSORSHIP \$100,000:

The Oakland A's provided this funding for the new, high-tech scoreboards that are part of the new ball fields at Red Mountain Park.

WATER INFRASTRUCTURE FINANCE AUTHORITY OF ARIZONA (WIFA)

\$1,061,626:

This grant funded a water conservation program intended to remove approximately 221,000 square feet of non-playable turf in over 50 City owned parks and basins. This non-playable turf removal project will result in an estimated savings of 5,750,472 gallons of water. This is a multi-year project which will be completed by Summer 2026.





FINANCE

PARKS RECREATION AND COMMUNITY FACILITIES

Annual Budget

	FY21-22	FY22-23	FY23-24
General Fund	40,770,000	44,843,850	48,032,224
Enterprise Fund	829,000	877,433	888,032
Restricted Fund	16,417,100	18,412,852	19,554,690
Total Operating Budget	58,016,100	64,134,135	68,474,946
Capital and Bond Funds	40,267,502	54,757,869	57,091,380
Program Income	15,753,378	13,647,525	13,952,410
Citywide Budget	2,100,000,000	2,300,000,000	2,560,000,000
PRCF Total	98,283,602	118,892,004	125,566,326
PRCF as % of City Budget	4.7%	5.2%	4.9%

Full-time Staff: **219**
 Part-time Staff: **834**
 Full-time FTE: **250.55**
 Part-time FTE: **112.65**

annual report

FY 2023 / 2024



MESA PARKS, RECREATION & COMMUNITY FACILITIES

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