



# FCPA's FY 2023 Annual Accomplishments



**GREAT PARKS, GREAT COMMUNITIES**



# FCPA is An Award-Winning Agency



## **Golf Pass**

- Golfer's Choice – Top 10 Golf Courses in Virginia - Laurel Hill Golf Club

## **Golf Range Magazine – Top 50 Public Golf Ranges in the United States**

- Burke Lake Golf Center
- Oakmont Golf Center

## **Mid-Atlantic Off-Road Enthusiasts**

- Land Manager of the Year – Jai Cole

## **NACPRO**

- New Professional: Luca Twohie

## **National Association of Government Communicators**

- Magazine – Award of Excellence – Parktakes Magazine
- Graphics Brand Awareness – Second Place – FCPA Branded Bike Racks

## **National Recreation and Parks Association**

- 30 Under 30 Award – Luca Twohie

## **Northern Virginia's Best Summer Camps List**

### **USA Today 10 Best Readers' Choice Awards**

- Splash Pad: Our Special Harbor (2<sup>nd</sup> place nationwide)

## **VRPS**

- Best New Health and Wellness Initiative: Sully Community Center Health and Wellness Programs
- Best New Program: Adapted Park Explorers Program
- Best New Renovation (Brick and Mortar): Hidden Oaks Nature Center
- Most Creative Marketing Strategy: Jai Cole's Parks Tour
- Snapshot Moment: Water Mine Family Swimmin' Hole
- Outstanding New Professional: Monical Klock, Adapted Program Specialist
- Distinguished Service Award: Roberta Korzen, Marketing Branch Manager

# Mission and Vision – Master Plan

## Guiding Principles



- *Inspire A Passion For Parks*
- *Advance Park System Excellence*
- *Meet Changing Recreation Needs*
- *Be Equitable & Inclusive*
- *Promote Healthy Lifestyles*
- *Strengthen & Foster Partnerships*
- *Be Great Stewards*

### Guiding Principles

#### Inspire a Passion for Parks

communicate the benefits of parks and recreation; provide great park experiences; create an enduring park system legacy; provide great park destinations that connect and help build community; impart a passion for parks from generation to generation.



#### Meet Changing Recreation Needs

proactively respond to changing needs and trends; proactively manage facilities and program assets; engage and listening to the community.



#### Advance Park System Excellence

provide targeted, high quality programs and services; be mission-focused; maintain system quality and condition; embrace, lead and implement new ideas and best practices; leverage technology, make data-driven decisions and measure performance.



#### Strengthen and Foster Partnerships

collaborate with schools and other public agencies and non-profits; co-locate facilities, programs and services with others; expand relationships with the private sector; contribute to the local economy; empower volunteers and the community.



#### Be Equitable and Inclusive

provide quality facilities, programs and services to all communities; balance the distribution of parks, programs and facilities; ensure these are accessible and affordable.



#### Be Great Stewards

integrate stewardship and sustainability ethics in all plans and actions; raise awareness and appreciation for natural and cultural resources; serve as a model for urban nature conservation; protect and actively manage natural and cultural resources; be transparent, accountable and committed to responsible management.



#### Promote Healthy Lifestyles

provide facilities and programs for all ages to promote life-long activity and wellness; improve park access; expand trail system connections; provide an opportunity to connect with nature.





Inspire a Passion for Parks



# FCPA Team Starts Busy...



## July – September 2022:

- Riverbend Maintenance Facility Opening
- Lake Fairfax Fireworks
- Latino Conservation Festival
- 4-H Fair
- National Public Lands Day
- Sully Community Center Opening
- Oak Hill Open House
- Road-e-o



# And Stays Busy...



## October – December 2022

- Trailblazers
- GW Pickleball Courts
- Lewinsville Pickleball Courts
- Lorton Community Center, Library, and park opening
- Nascow
- Holiday Lights

## January – March 2023

- First Hike Fairfax
- Mt Vernon Groundbreaking
- Ides of Bark



# ...All Year LONG!!!

April – June 2023

- Patriot Park North Ribbon Cutting
- Earth Day Fairfax
- Bluebell at the Bend Festival
- Horse Expo
- Healthy Strides
- Culmore Day
- Hogge Park Ribbon Cutting
- Spring Farm Day
- Wetlands Awareness Day
- Special Olympics VA Golf Clinic at Laurel Hill
- National Trails Day
- Sully Car Show
- Juneteenth



# Enhancing Digital Community Engagement



Followers

**69K**

FY22: 63K



Inbound Messages

(Direct messages, comments, tags, etc.)

**4,100**

FY22: 3,300



Website Clicks

**71K**

FY22: 55K



Email Communications

**2.9 Million**

Messages Sent

**99%**

Delivery Rate

**58.7%**

Open Rate

**0.19%**

Unsubscribe Rate



# Revamped Park News Blog for Employees



# PARKNEWS

FCPA'S EMPLOYEE NEWSLETTER

- Revamped employee blog format for sharing department news
- Blog keeps news relevant, timely and actionable
- Addition of video and links to online resources
- Weekly news distribution to staff through “Park News Weekly” e-mail



EDIT LINKS  
ParkNews Blog

Search this site

#### Categories

- Staff Recognition and Announcements
- Director's Notes
- FCPA Administration and Policies
- Environmental Stewardship
- Park Programs and Facilities
- Career Development and Training
- Fairfax County News

#### Archives

- August
- July
- June

2023  
8/21  
Jobs and Promotional Opportunities  
by Shafiq, Yasmin at 2:10 PM in FCPA Jobs/Careers

## We're Hiring

See below for open employment opportunities within the Park Authority



#### MERIT OPPORTUNITIES

Job Title	Closing	Location
Park Services Division Director	08/25/23	FAIRFAX
Administration and Budget Branch Manager (Management Asst.)	08/25/23	FAIRFAX

#### Blog Tools

- Create a post
- Manage posts
- Manage comments
- Manage categories
- Launch blogging app

#### About this blog



Welcome to the home of ParkNews! Stories posted here cover news from around the Park Authority. Please feel free to comment on anything that moves you and submit new

# National Recognition of FCPA Efforts



Golf Range Association of America – Top 50 Public Facilities

*Burke Lake Golf Center & Oak Marr Golf Center*



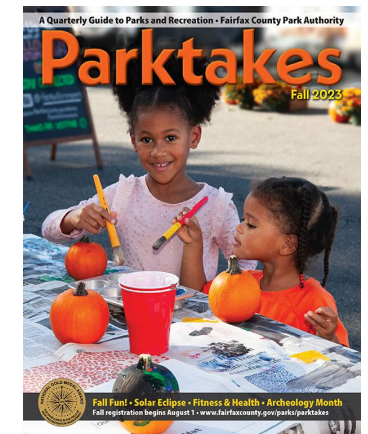
GolfWeek Best Public Courses by State

*Laurel Hill Golf Club - #12*

**Golfweek**

Two awards for excellence in government communications from the National Association of Government Communicators:

- Second Place in the Graphics-Brand Identity Category for new FCPA Logo Bike Rack design
- Award of Excellence in the Print-Magazine Category for Parktakes



# Meet Changing Recreation Needs



# Youth-focused programs & facilities

- Preschool at Spring Hill Rec Center Reopens
- Oak Marr Rec Center Childcare Reopens
- Construction begins on Cub Run Rec Center Childcare
- Drop-in hours at Franconia Rec Center's Soft Play Room
- 36,779 unique customers under age 18
- 13,003 active programs



# Reinvestment in the system



## Golf Renovations Completed Included:

- Restrooms (Greendale & Laurel Hill)
- Maintenance Shops (Greendale & Jefferson)
- Clubhouse (Pinecrest)
- Irrigation (Laurel Hill and Oakmont)

## New or Renovated Park Facilities:

- Patriot Park North
- Wakefield Skate Park
- Boyd A. & Charlotte M. Hogge Park
- North Hill Park



# PICKLEBALL ACCOMPLISHMENTS IN FY23

- Noise Mitigation Study
- 14 New Dedicated Pickleball Courts
- 14 New Shared-Use Pickleball Courts
- FY 24/25 Pickleball Implementation Planning
- Now have 16 Dedicated Pickleball Courts and 6 Shared-Use Pickleball Courts



# Advance Park System Excellence



# Mt. Vernon Rec Center – Closed for renovations

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- Mount Vernon Rec Center was successfully shutdown and prepared for renovation
- Shutdown Goals:
  - Expand hours at GWRC
  - Welcomed MVRC customers to Franconia, GW and other Rec Centers
  - Move Aquatic Programs to Franconia and George Washington
  - Move Land and Fitness Programs
  - Continue Ice Skating programs offsite



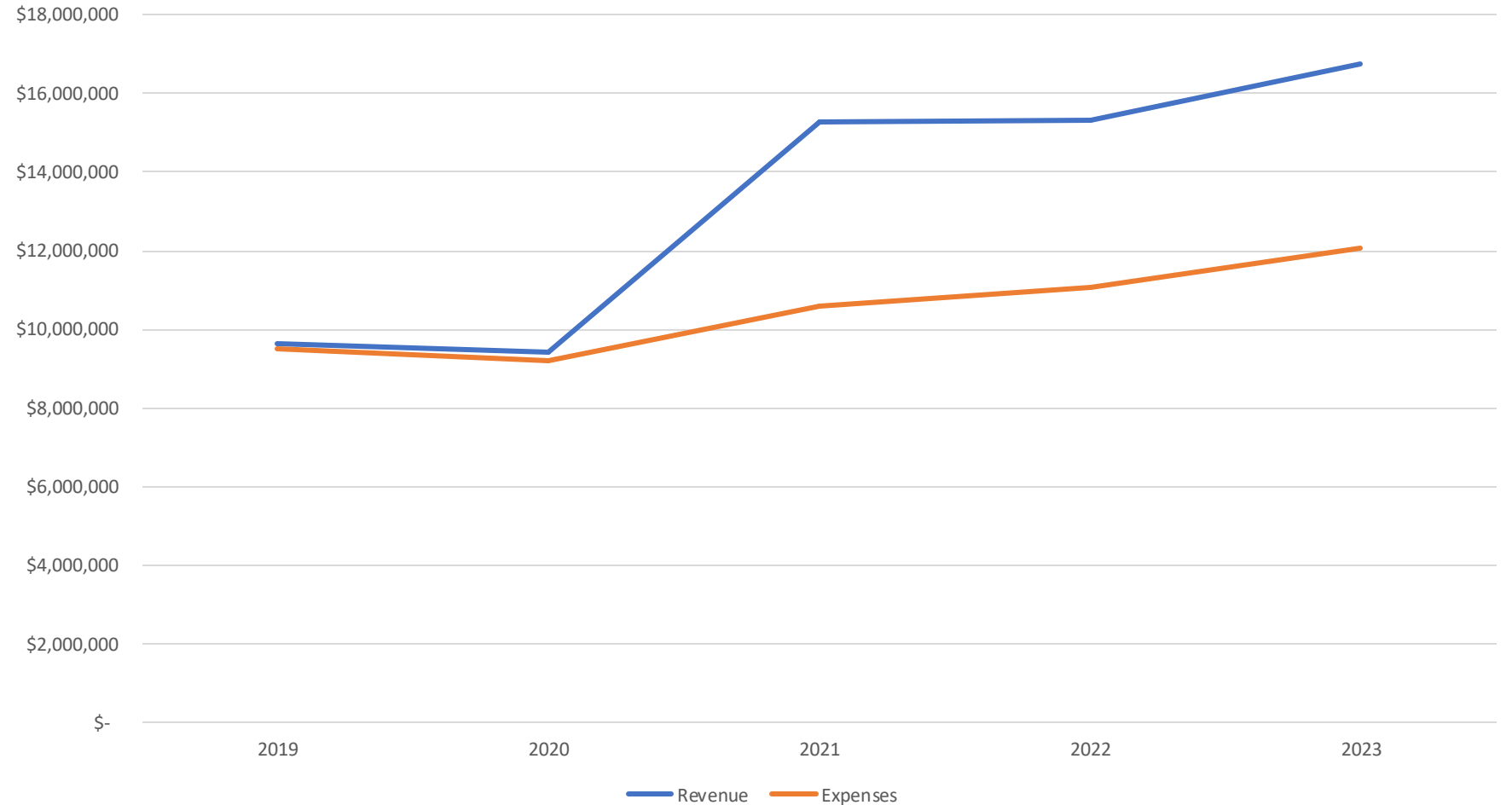




# Golf Enterprises - Exceeded revenue & net goal

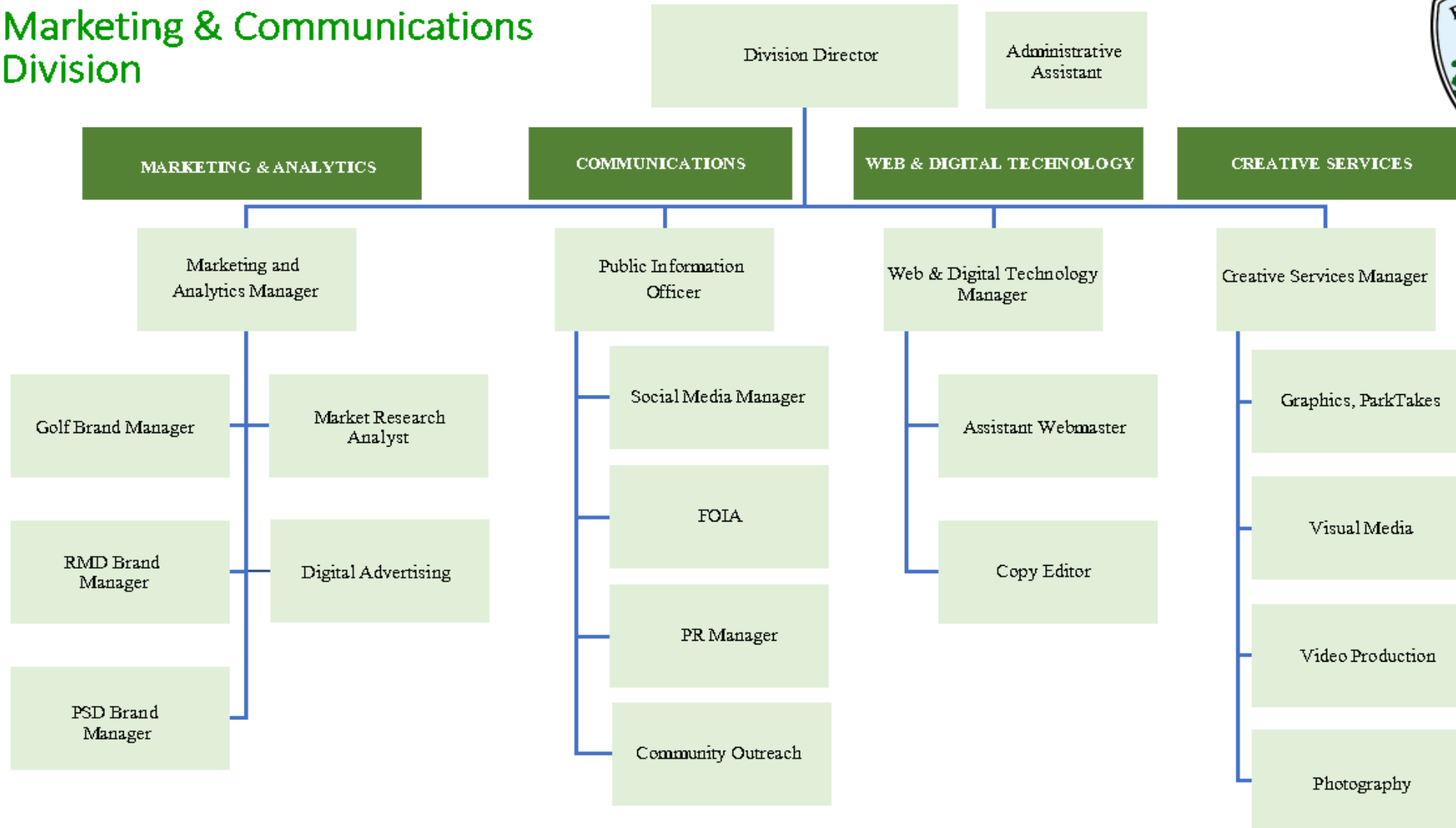


Net Revenue for Golf Enterprises



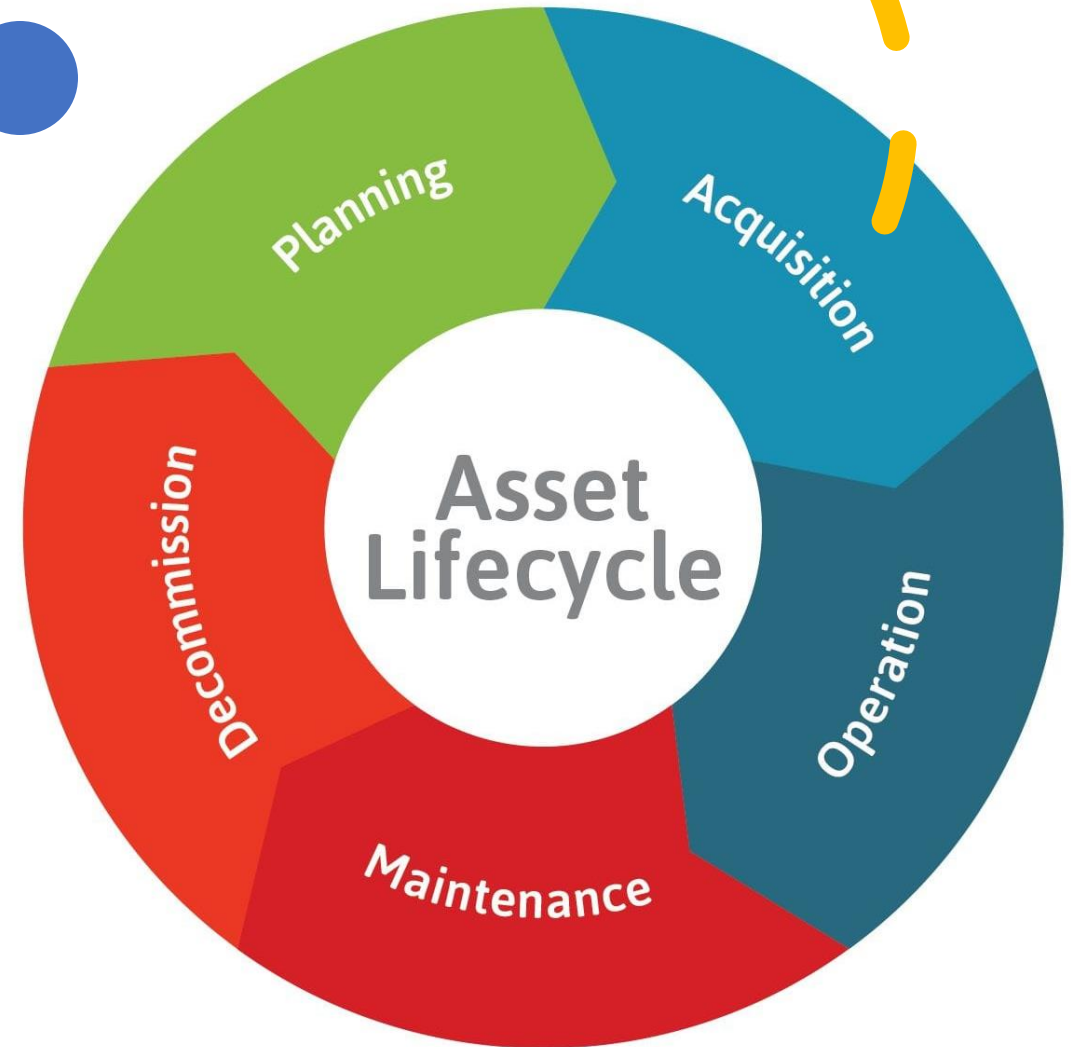
# MarComm Division Coming to Fruition

## Marketing & Communications Division



# Planning for the future of our infrastructure

- Launched Change Management and Building Wellness Initiatives
  - Developing software system, but not standing still...
  - Implementing Project Management initiatives to provide immediate assessment, repair, and upgrades to aging infrastructure.
- Implementing preventative maintenance and lifecycle replacement schedules NOW



# New Technology Tools


- The agency's new public facing **Park Amenity Locator** web application includes more details and amenity filters to provide a variety of ways for our residents to interact with this application based on individual preferences.



## Fairfax County Park Authority Park Amenity Locator

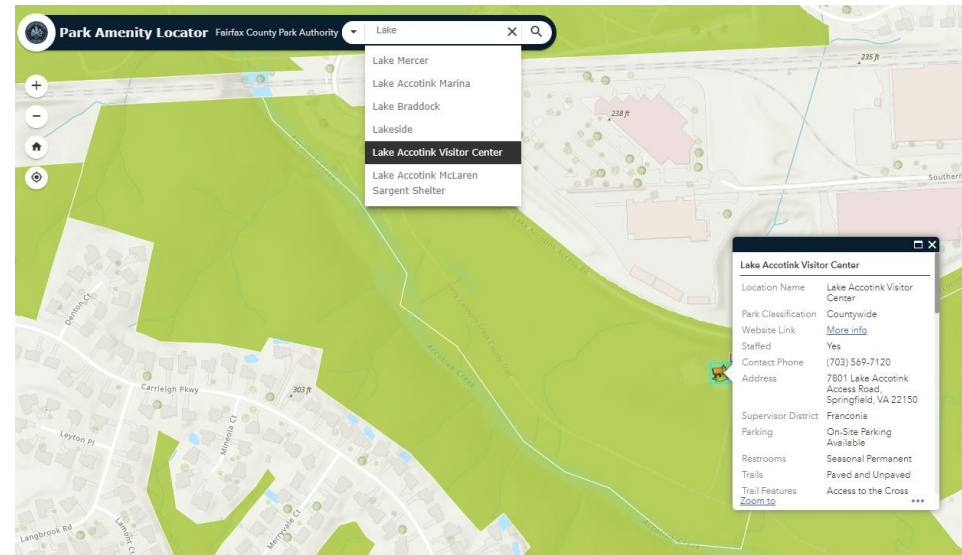
Thank you for your interest in a Fairfax County Park Authority park. This application is designed to assist in locating the amenities available throughout the park system. Each symbol on the map represents a single amenity or cluster of amenities. To search for a park amenity location or address, use the search bar in the upper left hand corner.

For additional information and tips on how to use this web application, click on the  in the bottom toolbar. To interact with this application, there are also four tools available.

 **Filter:** Click the on/off slide next to the type of amenity to

 **Near Me:** Use this to view all park amenity locations

[OK](#)



# Expanding Data Resources



- Continued development of additional data products to enhance analysis of programs & services
  - Program Dashboard for comprehensive view of all program related activity
  - Golf Transaction dashboard for review of all major golf activity
  - **Placer.Ai** for visitation and demographic tracking

Total Parks Visitation Data from Placer.ai (millions)	
FY 19	13.15
FY 20	10.8
FY 21	13.91
FY 22	14.55
FY 23	16.24

# Financial Management



- Awarded Government Finance Officers Association Award for Excellence in Financial Reporting
- Successfully managed a budget process in which the Park Authority received increased General Fund support

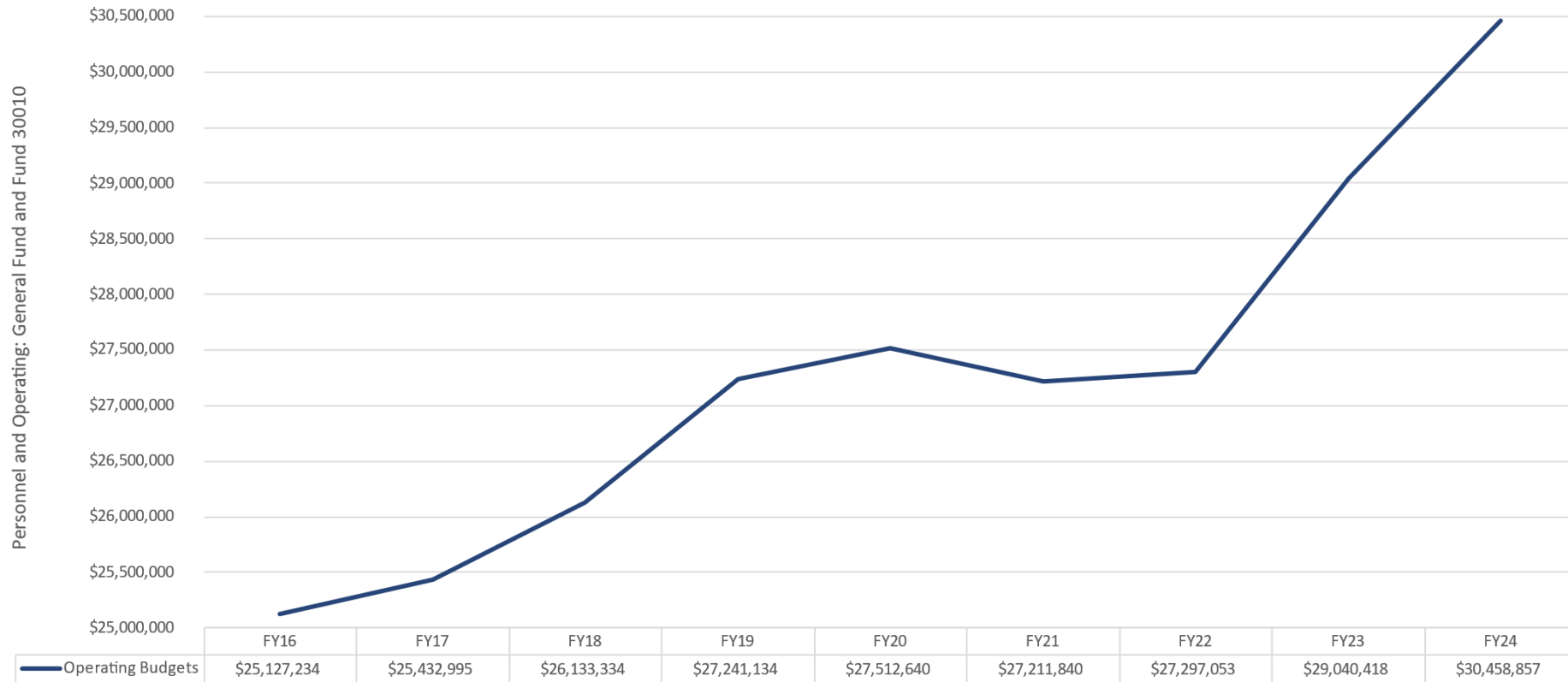
	FY 2023	FY 2024	Total Adjustments
<b>General Fund</b>	\$1,453,365	\$899,443	<b>\$2,352,808</b>
<b>General County Construction Fund</b>	\$378,700 – Park Maintenance & PPN	\$146,000 – Forestry & Patriot Park North	<b>\$524,700</b>
<b>Third Quarter/Carryover (One-Time)</b>	\$10,000,000 for capital project support \$500,000 for forestry operations \$400,000 for bamboo mitigation \$350,000 for confederate name changes at park properties \$492,527 for recruitment bonuses/pay compression impact \$250,000 for Sully Historic Site Education \$175,000 for Justice Park Shelter/Walkways \$600,000 – Gum Springs Trail		<b>\$12,767,527</b>



# Adopted Budgets (General Fund and Fund 30010)



FCPA Adopted Operating Budgets  
No MRA Included



# COURT RENOVATIONS COMPLETED IN FY 2023



- Borge Street Basketball
- Burke Station Basketball
- Hideaway Basketball
- Kendale Woods Basketball
- Lewinsville Basketball
- Olney Basketball
- Lewinsville Pickleball
- George Washington Racquet
- Kendale Woods Racquet
- Lewinsville Racquet
- McLean Central Racquet
- Westgate Racquet
- Lewinsville Tennis
- Olney Tennis
- Rutherford Tennis

**Total Costs: \$1,149,352**







# TRAIL PROJECTS COMPLETED IN FY 2023



- Annandale Road
- Ashgrove
- Broyhill Crest
- Burke Lake
- Cub Run Stream Valley Park – I66 Corridor
- Difficult Run Stream Valley
- Dunn Loring Park
- Fair Oaks
- Frying Pan Stream Valley
- Great Falls Nike
- Grist Mill
- Glasgow
- John Mastenbrook-Greenway Downs Park
- Kendale Woods
- Kent Gardens Park
- Lake Accotink Dam Stream Crossing
- Lewinsville
- Little Pimmit Run Stream Valley
- Rocky Run
- Scotts Run
- South Run Stream Valley
- Springfield Forest Park
- Sugarland Run Stream Valley Bridge Replacement
- Wakefield Park

**Total Miles of Renovated Trails: 5.2 Miles**

**Total Feet of New Trails: 400 LF**

**Total # of Trail Projects Completed: 24**



## PLAYGROUND PROJECTS COMPLETED IN FY 2023

- Lorton Park Playground and Fitness Area
- Horsepen Run Stream Valley Park – Playground and ADA Improvements
- Glasgow Park Playground Renovation
- Manchester Lakes Park Playground Replacement



# Strengthen and Foster Partnerships



# Volunteers in FY 2023

- 9,645 volunteers
- Over 113,000 hours
- Value - \$3.5 million





# FY23 MASTENBROOK GRANT PROGRAM

Provided **\$138,852** in grant funding that was matched by **\$711,446** in donations from community partners. Along with a \$500,000 proffer, these funding sources made **ten** different park improvement projects possible with a total value of **\$1,350,298**.

<b>Park</b>	<b>Project</b>	<b>Partner</b>
Chantilly Park	Expansion of batting facility	Chantilly Youth Association
Churchill Road Park	Habitat Restoration	McLean Trees Foundation
Colvin Run Mill	Family Garden Restoration	Friends of Colvin Run Mill
Frying Pan Farm Park	Fencing Replacement	Friends of FPPF
Great Falls Grange Park	Water Line Installation	Great Falls Grange Foundation
Lewinsville Park	Construction of Restroom/Storage Building	McLean Youth Soccer
Lewinsville Park	Pickleball Court Windscreens	Baroody Camps, Inc.
Linway Terrace Park	Diamond Field Conversion	McLean Little League
McNaughton Fields Park	Construction of Concession/Restroom Building	Woodlawn Little League
Turner Farm	Retrofit Pathway Light Bollards	Analemma Society



Chantilly



Great Falls Grange



# Ice-Skating

## Continuation of Ice-Skating Services

- The St. James
  - 136 ice skaters continued lessons through the Mt. Vernon Rec Center closure. Staff worked hard to finalize working partnerships where Park Authority instructors teach Learn to Skate programs on private property! This established a first of its kind partnership between these sort of Park Authority programs and private businesses.
- Synthetic Ice at Earth Day
- Synthetic Ice was brought to Rec-PAC sites



**Back on the Ice!**  
Same Ice Skating Classes • Same Coaches • New Location!

Classes will be held at:  
**The St. James Ice House**  
6805 Industrial Road, Springfield, Va. 22151

*Spring Session 1 starts Sundays, March 19 • Spring Session 2 starts Mondays, May 8*

<b>Options for All Levels Starting at Age 3</b> <ul style="list-style-type: none"><li>■ Intro to Skate</li><li>■ Basic Skills</li><li>■ Parent/Child</li><li>■ Intro to Free Style</li></ul>	<b>Highlights</b> <ul style="list-style-type: none"><li>■ U.S. Figure Skating Learn to Skate USA® curriculum</li><li>■ Classes run for six weeks</li><li>■ 30 minutes on ice</li><li>■ Skate rental included</li></ul>
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To register visit the Fairfax County Park Authority website at <https://bit.ly/fcpa-iceskating> or call 703-222-4664



SCAN ME

  703-324-8563  
TTY: Va. Relay 711 A publication of Fairfax County, Va. • 3/23



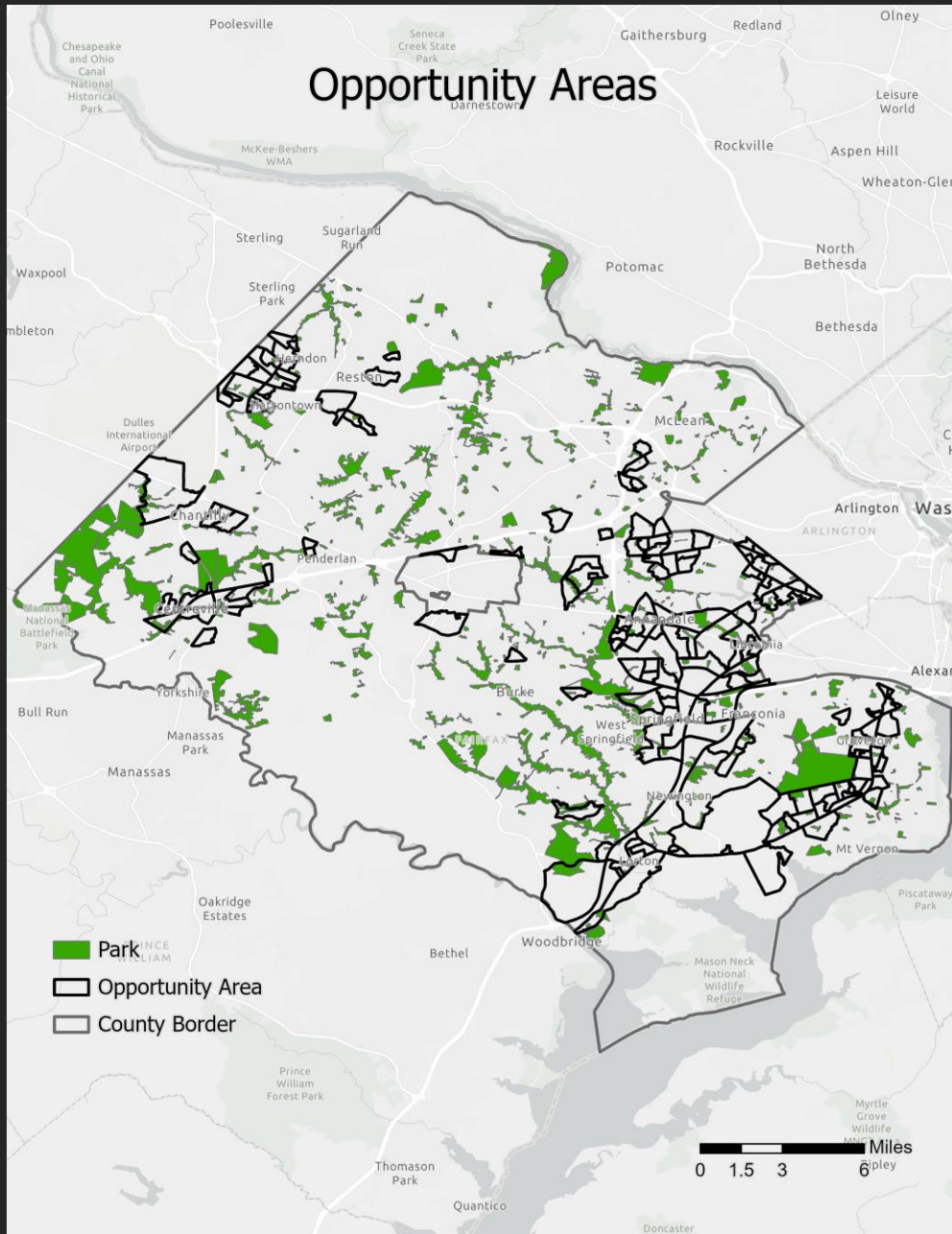


# Partnership With ArtsFairfax Poet Laureate – Danielle Badra

# Be Equitable and Inclusive







# PROSA



## PROSA - The Parks, Recreation, Open Space, and Access Strategy

Building on the 2017 Parks & Recreation System Master Plan, Strategic Plan for Fiscal Years 2019 – 2023, and One Fairfax, the PROSA Strategy will provide a framework for equitable access to FCPA parks and the park system. The tool was approved in September 2023 by the Park Authority Board.



**SULLY SUMMER SPORTS & MORE**

NCS is partnering with the Fairfax County Park Authority to ensure all families have access to summer camp opportunities at the Sully Community Center. Camps are open to children ages 5-12 of all abilities.

CALL TODAY TO INQUIRE ABOUT SCHOLARSHIP OPPORTUNITIES

**June 20 - August 18**

Sully Community Center  
13800 Wall Road  
Herndon, VA

For more information:  
**703-322-4475**  
Kimmie.Alcorn@fairfaxcounty.gov

Camp is a great way to try a new sport or activity, develop fine and gross motor skills, play cooperative and competitive games, and improve or refine techniques. Camps help foster the spirit of teamwork and develop strategies for achieving physical fitness goals. See reverse side for camp offerings.

Fairfax County is committed to nondiscrimination on the basis of disability in all covered employment practices and services. Reasonable accommodations may be required. Call 703-322-4400, TTY 771-1111. A Fairfax County, VA publication. Printed 2/2023

**SULLY SUMMER SPORTS & MORE**

**Weekdays 9 a.m. - 4 p.m.**  
Before 10-9 a.m.) and after care (6-8 p.m.) available for an additional fee.

**Basketball & Sports Camp (6-12 yrs.)**  
1BSC July 02 - 14 (Week 1)  
Join One on One Basketball for a unique camp where focus includes basketball and different sports each day. Campers get to play soccer, kickball, fun ball and flag tag. Camp will be held outdoors as much as possible.

**Hoops & More Basketball & Tennis Camp (6-12 yrs.)**  
1HMH June 20 - 23 (4-day) (Week 1)  
2HMH July 17 - 21 (Week 5)  
3HMH Aug. 7 - 11 (Week 8)  
Players learn the fundamentals of basketball and tennis with 25+ activities. Develop a love for both sports as camp includes confidence-building drills and matches incorporating skills learned. Activities include obstacle tag, hotseat and ultimate knock-out, bony tennis racket, snack, lunch and water bottle. No camp June 19.

**Basketball Summer Hoops Camp (6-12 yrs.)**  
1BSC June 26 - 30 (Week 2)  
One on One has been running camps for over 23 years and this fun program features real game action! Campers, of all skill levels, will participate in drills and contests before daily game play. The week concludes with Championship Friday.

**Gymnastics & Cheer Camp (5 1/2-11 yrs.)**  
1GCC July 5 - 7 (3 day) (Week 3)  
Metro Movement gives kids a lot to cheer about in this camp. Learn jumps, stunts, cheers and a dance routine from former NFL, NBA and collegiate cheerleaders. Build skills using the balance beam, bars, floor and wall taught by USA Gymnastics instructors. Campers receive a free shirt. A signed participation release is due on the first day. No camp July 3-4.

**Ultimate Circus & Magic Camp (6-12 yrs.)**  
1UCM July 24 - 28 (Week 6)  
This Special Camp combines the best of circus arts which includes magic, juggling, balloon twisting and more! Try your hand at popular circus stunts using a variety of apparatus. Learn magic! Tricks to turn your friends, how to juggle different objects and create fascinating balloon sculptures. A signed participation release is due on the first day.

**Gymnastics & Dance Camp (5 1/2-11 yrs.)**  
1GDC July 21 - Aug. 4 (Week 7)  
In this action-packed week with Metro Movement, campers will enjoy gymnastics, rhythm-and-dance movement skills, games and activities. Gymnastics apparatus includes tumbling, inflatable floor, bars, beam, vault. Campers receive a free shirt. A signed participation release is due on the first day.

**Ninja Obstacles & Tumbling Camp (5 1/2-11 yrs.)**  
1NOT Aug. 14 - 18 (Week 9)  
Be a ninja games warrior in this action-packed Metro Movement camp. Learn tumbling skills, jump across the floating steps and compete in our floor-based obstacle course challenge. Campers receive a free shirt. A signed participation release is due on the first day.

**Sully Summer Camp Fee Schedule**

Adjusted Income	106B	206B	306B	105H	10CC	10SC	10PM	10DC	10OT
\$132,500 and above	\$223	\$279	\$279	\$295	\$179	\$295	\$315	\$299	\$299
\$119,250 - \$132,499	\$188	\$233	\$233	\$247	\$150	\$247	\$263	\$250	\$250
\$106,000 - \$119,249	\$153	\$198	\$198	\$198	\$120	\$198	\$212	\$201	\$201
\$92,750 - \$105,999	\$115	\$142	\$142	\$150	\$91	\$150	\$160	\$152	\$152
\$79,500 - \$92,749	\$78	\$96	\$96	\$102	\$62	\$102	\$109	\$103	\$103
\$66,250 - \$79,499	\$41	\$51	\$51	\$54	\$32	\$54	\$57	\$54	\$54
\$53,000 - \$66,249	\$25	\$31	\$31	\$33	\$20	\$33	\$35	\$33	\$33
\$32,999 and below	\$8	\$10	\$10	\$10	\$6	\$10	\$11	\$11	\$11

\*Supporting Documents for Sliding Fee Application  
Pay stubs should be submitted for all adults living in the household who are currently employed; if pay stubs are not provided by the employer, please complete the **Employment Verification Form**. Employment is not required for program registration.  
Additional supporting documents may be needed based on the application.

• **Employment Verification Form** (Submit only if you are currently employed but do not receive pay stubs from your employer. Employment is not required for program eligibility.)  
• **Unemployment Verification Form**  
• **Self-employment Information Form** (Submit only if you have been self-employed for less than 12 months and did not file as self-employed on your most recent taxes.)  
If you filed as self-employed on your most recent taxes, please submit the following:  
• 1040S, first page • **Schedule 1** • **Schedule C**



# Sully Community Center

- Sully Community Center Partnership completes its first summer season!
  - 1107 program registrations
  - 80 programs offered
  - Revenue: \$206,657

# Rec-PAC for everyone!



36 sites

#'s Doubled for registrations and scholarships since 2022

Of the 3,465 individual kids who participated in Rec-PAC, 3,306 reside in Fairfax County

1,086 (33%) reside in opportunity areas

417 (13%) reside in the most vulnerable areas of the county

New online registration option helps support equity initiatives



Join the PAC!  
**Rec-PAC**  
FAIRFAX COUNTY PARK AUTHORITY

**SUMMER 2023**  
June 26 - Aug. 3  
8:30 a.m. - 4 p.m.  
Grades 1-6

**NEW!** Online registration available for everyone!  
No walk-in registrations are allowed at Rec-PAC sites.

A summer program for grades 1-6  
Affordable  
Convenient locations

EXCITING NEW THEMES! (DETAILS INSIDE)

Only \$120 a week!  
Discounts Available!

**REGISTER EARLY AND SAVE \$8!**  
[www.fairfaxcounty.gov/parks/rec-pac](http://www.fairfaxcounty.gov/parks/rec-pac)  
703-222-4664

Register Early!  
Space is Limited.



# Access & Inclusion

## Access & Inclusion

- Team of 15 support over 300 summer accommodation requests
- 148 PA summer staff and over 50 vendors trained
- Facilitated VRPS ADA and Inclusion workshop
- Developed one-page resource sheet for Rec Center staff improving customer service

## 188 Accommodation Plan (high independence)

- 10 Diabetes Management requests for 6 kids
- 3 ASL Interpreters

## 144 Inclusion Specialist Support (all 5-days)

- 18 kids moved from 1:1 support to total independence
- 19 ADA Therapist/Family provided support for 10 kids

## 12 Jump Starts (1-2 days of inclusion support then independence)





# Our Special Harbor

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- Our Special Harbor was named the No. 2 splash pad in the nation in the 2023 USA Today 10 Best Readers' Choice Awards.
- OSH held a sensory-friendly hour every Wednesday between June 21-August 16 that allowed individuals with special considerations and disabilities the opportunity to cool off in a fun, enjoyable and accessible way.





# First Tee of Washington DC expands to Twin Lakes

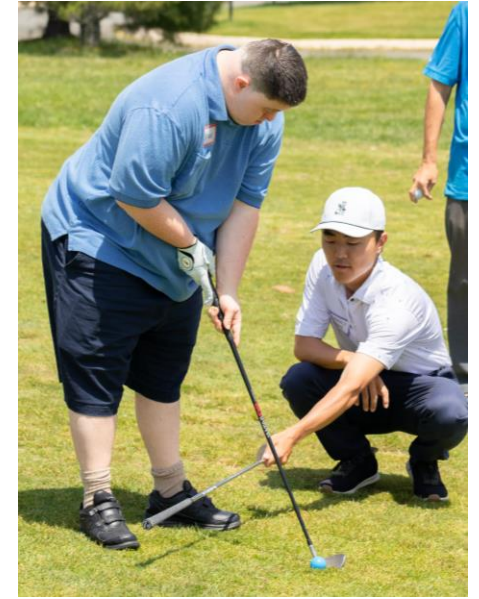
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- First Tee is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. By seamlessly integrating the game of golf with a life skills curriculum, The First Tee creates active learning experiences that build inner strength, self-confidence, and resilience that kids can carry to everything they do.
- Scholarships are available to those who are unable to pay to allow greater participation.
- FCPA courses that host First Tee programming:
  - Laurel Hill Golf Club
  - Oak Marr Golf Center
  - Twin Lakes Golf Course

# Special Olympics Clinic at Laurel Hill with Eisman Golf Academy

30 Special Olympic athletes took part in a golf clinic at Laurel Hill in partnership with Eisman Golf Academy and FCPA Access & Inclusion





# Juneteenth Partnership at Sully Historic site





# Equitable and Inclusive Staffing

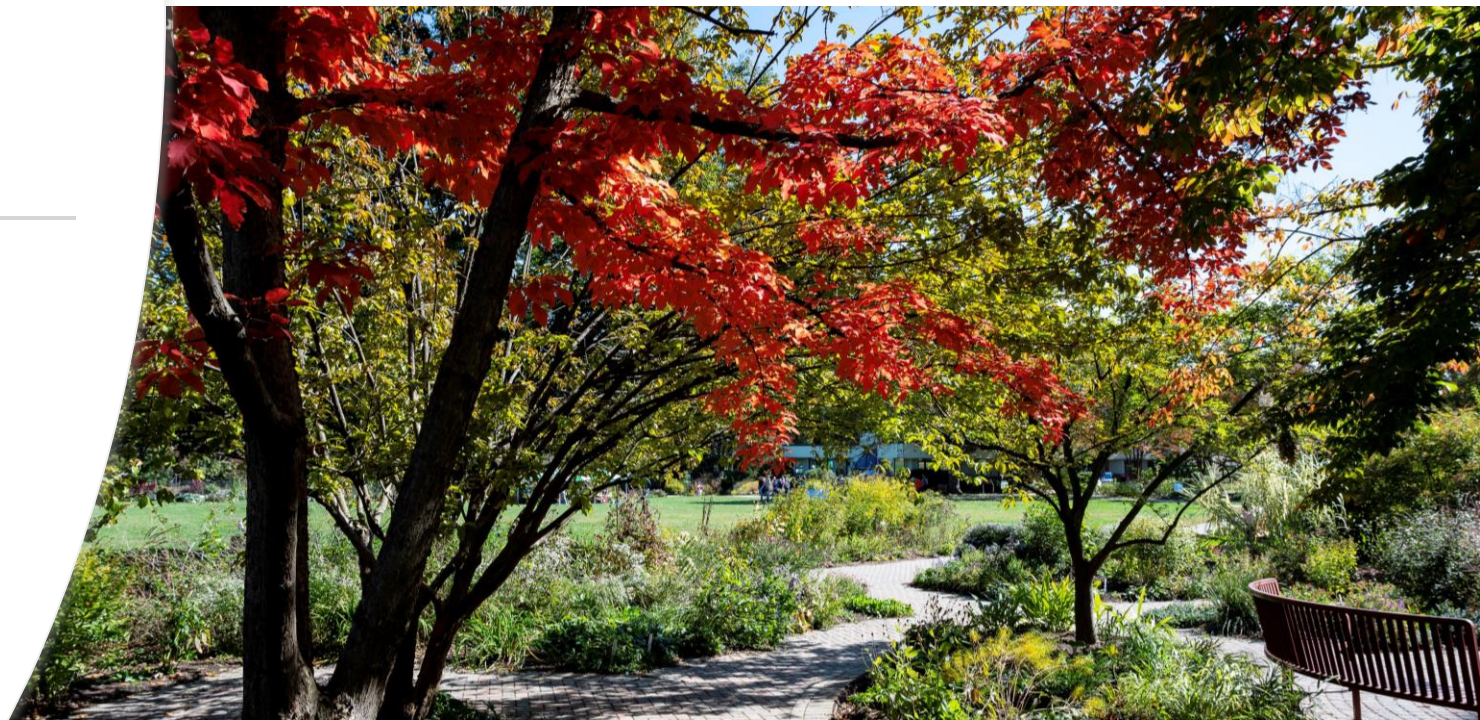


- Established an annual **Training Plan** to oversee agency training budget, ensure accountability and adherence to budget allocation, and coordinate training delivery.
- Twelve sessions of **Unconscious Bias Trainings** were delivered, as well as nine One Fairfax trainings. Currently 80% of merit staff have participated in at least one equity training. The total number of staff training hours for both county-mandated and department led trainings was 7,478.
- Developed and implemented the agency **Knowledge Transfer Protocol** for staff that will be retiring.
- **Internship Program** - a project developed by FCPA HR that provides internship opportunities to minority students with opportunities to gain work experience and opportunities to develop their career at FCPA.



# Be Great Stewards

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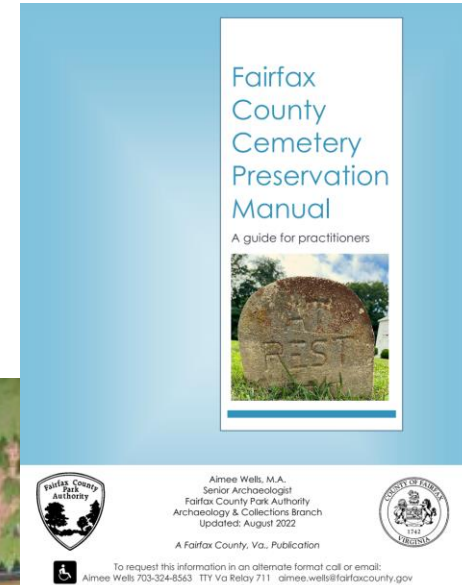
# Archaeology & Collections



Completed Cemetery Guidelines and Initiated Inventory

Gum Springs Museum Collections Assessment Program Grant Award (in coordination with Fairfax County's One Fairfax Office)

- More than 3.5 million archaeological artifacts and more than 10,000 museum objects in the Collection
- 3,888 Archaeological Sites





# Resident Curator Program

- Lahey Lost Valley - Foundation and Mortar Restoration (170K)
  - Re-mortar original brick portion
  - Gravel for drainage around foundation walls
- Dranesville Tavern – Repairs (600K)
  - Remove termite damage in eastern wall & rebuild
  - Roof replacement, porch restoration
- Mount Gilead – RCP Advertisement
  - Open house, two public meetings
  - Application Deadline: September 25, 2023

RCP total curator investment at completion of FY23 – 1.75 million





# Heritage Conservation Branch

## ➤ HSVC projects FY2023 (Highlights)

- February – Brzezinski
- March - Mount Gilead
- June - Lane's Mill

## ➤ National Park Service MOA (Historic Preservation Training Center)

- Five-year Agreement will complete important projects and FCPA training at selected historic sites, such as Sully Historic Site.

## ➤ Responsibilities of NPS HPTC includes:

- Preparing Project Agreements and establishing project teams.
- Providing Project Management Leadership and on-the job training to FCPA.

# Natural Resource Management



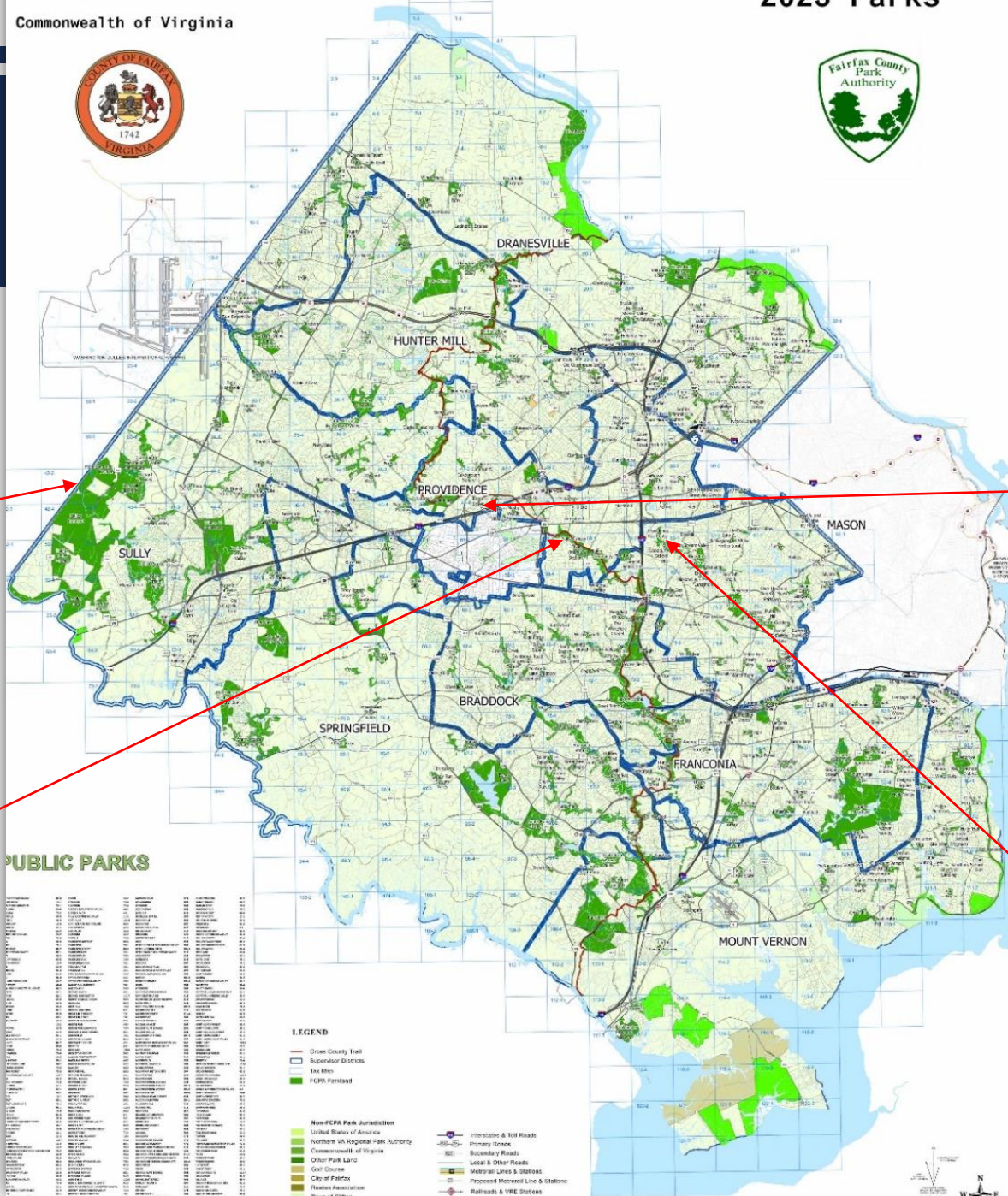
In FY23...

- 1,410 acres of natural vegetation communities classified and mapped
- 63 development plans reviewed
- 65 acres of prescribed fire in nine burn events at four parks.

- Landscape Legacy Program Establishment
- Inventory surveys complete for Northern Region Natural Resources Management Plan
- Bamboo Management Strategy



# LAND ACQUISITION



Elklick Preserve –  
.9921 acres

Accotink Stream  
Valley – 13.6188  
acres

Blake Lane –  
9.5835 acres

Holmes Run –  
21.88 acres

**Total Added Acres in  
FY 2023: 46.0744**

# Promote Healthy Lifestyles

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# Patriot Park North



- Facility includes 6 synthetic turf diamond fields, parking lot, press box, shelter and stormwater management
- Funded with 2012, 2016, and 2020 bond funds – total cost of \$22.7 million
- Batting cages, bullpens, warm up areas, signage, mounds, and flagpole
- For the 2023 Season: 4 camps scheduled, 1 Collegiate developmental clinic, 1 MLB special event, 1 college baseball game (Marymount University), 26 tournaments, and have had over 191,000 visitors.

# CAPITALIZING ON SPORTS TOURISM

- With an emphasis on Sports Tourism in Fairfax County, Park Operations staff have provided outstanding event and maintenance support for 26 baseball and softball tournaments
- Crews at Braddock Park and Wakefield Park worked tirelessly to ready the fields for tournaments rain or shine
- Strike Out Cancer Tournament, hosted by Virginia Glory Fast Pitch Softball, raised more than \$50,000 for Children's National Hospital.





## Rec Center Memberships Rebounding

- 11,176 Active Members
  - 9,270 Active Members in FY22
- \$5,574,864 Memberships & Passes sold
  - \$4,847,346 Memberships & Passes sold in FY 22
- Participation in 8 community events
- 7 significant updates to membership sales initiatives

# Summer Camps

- 1,035 Active programs
- 83.1% fill rate
- 25,190 registrations / 11,730 distinct customers
- 2.15 average enrollments per customer
- Summer Camp Revenue \$8,428,749.66
  - 7% increase from Summer 2022



# Get Set, Get W.E.T.



- Get Set, Get W.E.T. is the Park Authority's water safety program designed for children ages 3-5 years old. Staff read stories about water safety to children, teach them about being safe around water, and show them life jackets, rescue tubes, and other safety materials.
  - 150 presentations
  - 2500 kids across all 9 Rec Centers
  - 112% increase from FY22





# Eisman Golf Academy Expands at Laurel Hill

- Eisman Golf Academy at Laurel Hill Golf Club expanded its business that now includes two indoor structures, one for teaching and one for club fitting.
- Athletes of all skill levels have the opportunity to learn the game, to better their game and to get fitted properly for clubs. Includes the most modern and high-tech golf instruction technology mostly seen at golf resorts and top-tier private clubs.

# Establishing Google Business Profile Pages



- A FREE tool that helps ensure people find your site in their local area on Google Search and Google Maps
- A Google Business Profile improves local search engine optimization
- Manage and update your online site information (such as address, phone numbers, operating hours etc. )
- Build trust through reviews

## GOOGLE BUSINESS PROFILES

*Number of Google Business location listings we manage*

CY 2022	CY 2023 (through September)
15	23

## TOTAL SEARCHES

*Number of times customers found the listings by searching on Google Search or Maps*

31 M	141M
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## DIRECTIONS

*Number of times customers have requested directions for site locations on Google Maps*

512,000	619,000
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## WEBSITE CLICKS

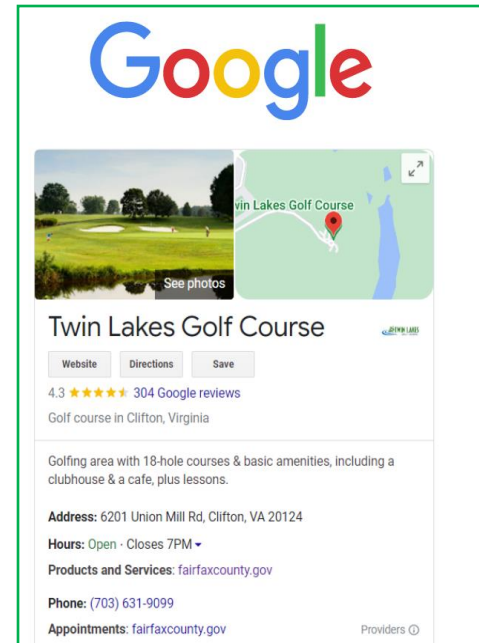
*Number of times customers have visited the website from the listings*

364,000	395,000
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## PHONE CALLS

*Number of times customers have called the business from the listings*

72,900	79,000
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# Participated in Countywide Website Redevelopment

More than 10,000 individual webpages, including 300 with specialized customizations, were successfully transitioned to Fairfax County's new website design.

## The county's website refresh project focused on three areas:

- Improve design and presentation of information.
- Introduce a new color palette and contemporary design changes for all web pages.
- Enhance the Fairfax Virtual Assistant to a bi-lingual chatbot (by adding Spanish language) and exploring live chat functionality.

The screenshot displays the Fairfax County Park Authority website. At the top, there are navigation links for BUSINESS, GOVERNMENT, FAIRFAX COUNTY VIRGINIA, SERVICES, and CONNECT. A search bar is located below the navigation. The main header features the text "Park Authority" and a large blue seal. A yellow alert banner at the top right reads "Alert: Park Alerts, Park Facility Status". Below the alert are two images: one of a water splash and another of a woman speaking at a microphone. Contact information is provided: "CONTACT INFORMATION: Open during regular business hours 8 a.m. - 4:30 p.m., Monday - Friday". A row of icons includes a phone number (703-324-8700), an email address (parkmail@fairfaxcounty.gov), a location pin (12055 Government Center Pkwy., Fairfax, Virginia 22035), a Facebook icon (fairfaxparks), and a person icon (Jai Cole, Executive Director). A dark blue section contains the Fairfax County Park Authority logo and the text "What We Do" with a mission statement and a "LEARN MORE" button. A "Department Resources" menu lists: Department Homepage, Parks, Rec Centers, Golf Courses, Programs and Activities, Natural and Cultural Resources, Trails, and Special Topics. A yellow banner at the bottom right promotes "Fall Class Listings Available" with an image of children at a table and a "VISIT PARKTAKES ONLINE" button.



# New Contract for Parktakes Publication

Creative Services worked with the County Print Shop and Purchasing to find a new vendor to print Parktakes Magazine, resulting in savings of over \$40,000 per issue and close to \$200,000 annually, and improved print quality





Thank you for your support of FCPA!