



Agenda Item: Presentation Of The Fiscal Year 2022 Parks Programs

Background: Recognizing the importance of programming, the Park Board hosted 20 unique programs at R.A. Apffel Park, Stewart Beach, Seawolf Park, Dellanera RV Park, Seawall Urban Park, and East End Lagoon. In the development of these programs, the primary goal was to provide a trusted gathering place that connected Galveston residents and park visitors to activities, facilities, opportunities, and services that overall enhanced the quality of time spent at the parks.

Throughout the fiscal year, staff developed and executed programs in many capacities. New ideas were generated through group brainstorming sessions, relationships with community partners were cultivated, marketing strategies were developed and executed, and on-site logistics were coordinated between park staff and program participants. In addition to the work of the Park Board staff, the Parks Department developed a fall and spring intern position for a Parks Program Developer. As Parks Program Developers they were provided with a set of deliverables, including a proposed programming calendar for our Parks.

In fiscal year 2023, Park Staff and the Guest Experience Team plan to build on the success of 2022 programs and research best practices and ideas from the National Recreation and Parks Association's concept of Community Wellness Hubs. Program development will include identifying community assets and resources, audience interests, educational gaps, and recreational needs which will enrich experiences at our parks.

Funding Source (if applicable): Program funding is allocated in the annual budget in the Park in which the program is delivered.