



KINGSBURY COMMONS AT PEASE PARK

Austin, Texas

2022 Impact Report

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Reflecting on 2022

After reopening Kingsbury Commons in July of 2021, in partnership with the City of Austin, Pease Park Conservancy assumed additional responsibilities for operations, maintenance, and programming in the southernmost 7 acres of Pease Park. In order to welcome the entire Austin community to this redesigned space, the Conservancy created diverse programming that would appeal to, and be free and accessible to, a wide range of community members.

Ongoing Programming

By January of 2022, through partnerships with local businesses, talent, and educators, the Conservancy offered several activities each month that provided opportunities for wellness, learning, interactions with art, and helping with the conservation of the park.



Learning: monthly storytimes in partnership with Book People



Wellness: monthly Keeping the Pease yoga by Vivian Lee

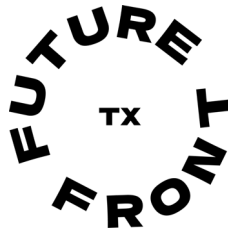
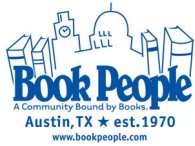


Art: The Blue Trees by Konstantin Dimopoulos

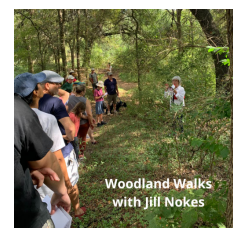
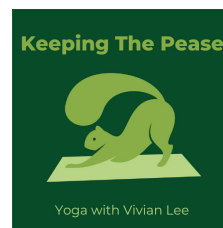


Conservation: Installation of Pollinator Plants

Programming Partners



**Small Wonders
Puppet Theater**



**Woodland Walks
with Jill Nokes**

Recognition Events

Additionally, throughout the year the Conservancy brought the community together in recognition of special days and months to honor people and cultures from the past and present.



MLK, Jr. Day Food Drive for CTFB. The community donated over 2,000 lbs of nonperishable food.



Native American Heritage Month, Of The Earth with Marika Alvarado

Special Events

Festivals and special events featured a multitude of programming at once and provided a safe and accessible space for individuals and families to come together to enjoy music, food, art, and community. Kingsbury Commons remained open during Squirrel Fest, Pride Picnic, and Southern Lights and these events were free and open to all. Luminarium was a ticketed event, with Kingsbury Commons minimally open during the event, and was the annual fundraiser for the Conservancy.



Squirrel Fest, a Celebration of Spring



Pease Park Pride Picnic, LGBTQ+ Pride Month



Luminarium, Pease Love & Funk



Southern Lights

Austin Showed Up!

The community responded enthusiastically to the programming events in Kingsbury Commons throughout the year. More than 12,000 people attended the ongoing programming events and special events in 2022. We anticipate this number will grow as the Conservancy refines program offerings in response to feedback from the community in 2023.

	Art	Wellness	Learning	Conservation	Special Events
Attendance	3,342	858	625	1,475	5,926
# of Events	34	43	14	167	4
Average Attendance	98	20	45	9	1,482

Reservable Amenities Within Kingsbury Commons

Several amenities within Kingsbury Commons were available for reservations for events such as weddings, parties, meetings, performances and presentations. During these reservations, the Conservancy ensured that the main features of the park were open to the general public the vast majority of the time. Below is a summary of the number of hours and number of events by each park feature throughout 2022.

Space Reserved	Hours Reserved	# of Events
Basketball Court	Community: 0 Reserved: 11	Community: 0 Reserved: 1
Great Lawn / Fitness Groups	Community: 202 Reserved: 38	Community: 41 Reserved: 13
Tudor Cottage/Terrace	Community: 301 Reserved: 338	Community: 103 Reserved: 59
Picnic Tables	Community: 177 Reserved: 891	Community: 53 Reserved: 220
Video / Photo Permits	Community: 23 Reserved: 20	Community: 3 Reserved: 4

Reservable Amenities for Public Benefit

The reservable amenities were offered for free or at a discounted rate to nonprofit organizations and City of Austin Departments for public benefit.

In 2022, there were 255 instances of donated free use of amenities with a monetary value of \$74,300.

Organizations That Used Tudor Cottage/Terrace For Free or Discounted Rate in 2022

Nonprofits	Governmental entities
National Association of Women Business Owners	Travis County District Attorney Office
Explore Austin	City of Austin Office of Sustainability
Austin Outside	Travis County Parks Foundation
Mama Bears	Austin ISD SEL and CP&I
ATX Theater	
Zanny Adornments	
Conspirare	
Informal Science Education Association	
Boy Scouts	
West Austin Park	
The Phoenix	
Broadway Brunch- Austin Artists Project Program	
Families In Nature	

Hill Country Ride For Aids	
Communities in Schools of Central Texas	
EcoRise	
Ukrainian Community	
Texas Water Foundation	
Dell Medical School	
Safe Streets Austin	
Girls Outside Program	
Under The Radar	
ICC Austin: Affordable Student Housing	
Horns Helping Horns	
Austin Area Homeschoolers	
Hillcrest Elementary	
The Daily Texan	
Panda Bear Films	
Austin Soundwaves	
Bryker Woods Elementary	
TreeFolks	
The Other One's Foundation	
Ascent Action Academy	
Summer Stock Austin	

Total Revenue Earned in 2021 (July to December) from Feature Rentals/Reservations: \$35,871.

Year to Date Revenue Earned in 2022 (January to November) from Feature Rentals/Reservations: \$88,544.

Concessionaires in the Park

SnoRide and Brother Friend commenced as seasonal concessions in Pease Park through the Parks & Recreation Department in 2022. Upon execution of a Park Operations and Maintenance Agreement, this relationship will transition to Pease Park Conservancy in the 4th quarter of the year, and they continue to serve park goers each week.

Pease Rx

In accordance with the City of Austin's Park Rx goals, Pease Park Conservancy started Pease Rx in 2022, a program that aims to improve community-wide physical and mental health by increasing people's time spent outdoors. The Conservancy is partnering with like-minded organizations that will bring wellness programs to the park and healthcare providers who will prescribe time in nature for their patients and clients.

The Phoenix

The Phoenix, a national sober active community, became the Conservancy's first Pease Rx partner. The Phoenix offered sober, active events in the park, including hikes, yoga classes, sober socials, kickball parties, and the annual sober New Year's Eve party. This partnership provided the Pease Park community with healthy, outdoor activities several times per month.

Outdoor Workspaces

Another pillar of Pease Rx is allowing for the Austin workforce to accomplish their work outside from time to time. In 2022, the Conservancy made it easier for Austinites to do their work in Pease Park by offering free Wi-Fi from the Tudor Cottage, tables and chairs under the shade trees, and an in-park coffee vendor, Brother Friend, operating as a seasonal concessionaire.



Brother Friend sells out nearly every day they are in the park

Progress with the Pease Park Interpretive Plan

In 2019, Pease Park Conservancy worked in partnership with the Parks and Recreation Department and specialists from MuseWork and RECLAIM to create the Pease Park Interpretive Plan. This plan provided a framework for interpretation in the park. One of the themes identified in the Interpretive Plan is that Pease Park is emblematic of racial and economic injustice in Austin and presents a unique opportunity to acknowledge our history of slavery, segregation, and exclusion in order to create a public space that is welcoming and accessible to all.

With the understanding that Governor Elisha Pease enslaved Black people in the 1800s on his land that now includes Pease Park and that there is important history to be shared and acknowledged about Black history in Austin, the Conservancy engaged Civic Arts in 2022 to lead a Community Engagement project. The project focused on:

- uncovering the stories of the Black Freedom Colonies that thrived in the area after Emancipation, specifically the Duval/Moore, Wheatville, and Clarksville communities.
- obtaining input from Austin's Black communities about how to best tell these stories in the park so they celebrate the story of Black settlements, Black agency, and Black resistance in the face of oppression.

Along The Water

The Civic Arts team and community advisors invited Black Austinites to participate in an event called *Along The Water*. During this event, the stories of the Black Freedom Colonies along Shoal Creek were shared in a non-traditional way. Historians, poets, and griots served as guides through time and space utilizing the terrain of Pease Park and its relationship to Shoal Creek as symbolism for the many Freedom Colonies that developed on and near the shores of the creek. Participants were surveyed and a film of the *Along The Water* event was [created](#).



Recommendations

Civic Arts delivered the following recommendations to the Conservancy as a result of this work.

- As the Conservancy shares stories of Black history along Shoal Creek, the focus should be on early Black Freedom Colonies that were the residences of Black Austinites. The history shared should focus on Duval/Moore, Wheatville, and Clarksville communities.
- The focus should be on celebrating the story of Black settlements, Black agency, and Black resistance in the face of oppression.
- Relationships need to be formed between Pease Park Conservancy staff/board members and Black community members. All future storytelling efforts need to be done in collaboration with the Black communities of Austin.
- Information about enslaved people and people in the Freedom Colonies should be made available to the public within the park.
- The feedback provided indicated that this information should be shared through physical markers, programs & events, and through partnerships with other organizations.

Environmental Education in Pease

The Conservancy hosted the inaugural Dynamic Environments Symposium in June of 2022. This event brought together geologists from the University of Texas at Austin, landscape architects, and experts from the City's Watershed Protection Department to present about the unique geology of Austin and Central Texas and the implications on urban design, public spaces, and landscaping.

This intimate and informative event brought together 50 attendees who gathered in the park to hear the presentations, network, and learn from a walk and talk through Pease Park where they could see examples of the geological forces on a public green space.

The Conservancy envisions the Symposium to be an annual recurring activity with an environmental focus expanding beyond geology.





KINGSBURY COMMONS AT PEASE PARK

Austin, Texas

2023 Community Engagement Plan

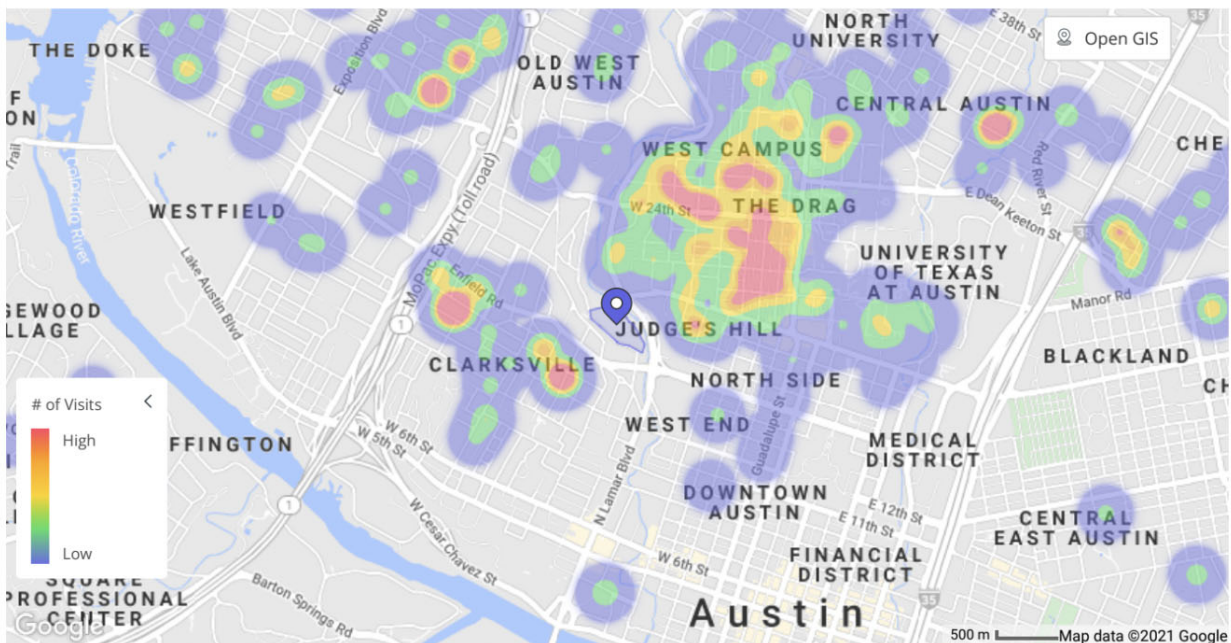
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Survey Data from 2022

The Conservancy surveyed park visitors and park event program participants about their experiences with the park, in-park events, and their desires for future program offerings. The Conservancy also received data on who is visiting the park from Visit Austin & Lincoln Ventures. Key findings indicate:

- Visitors are coming from all over the city, but very often from the University of Texas campus, Clarksville, South Austin, Pemberton, and Tarrytown.
- Visitors are happy overall with in-park experiences and are enjoying the events offered.
- For the most part, desired programming is being offered. However, based on feedback and attendance at past events, the Conservancy will look into bringing more of the following types of events to the park:
 - Farmers Market
 - Ecology experiences / nature walks
 - Concerts
- The Conservancy must continue to find new ways to encourage park visitors to take public transportation, walk, bike, rideshare, or carpool to get to the park to help alleviate traffic congestion and parking issues.

Data from Visit Austin & Lincoln Ventures indicates that the largest park user group is coming from area code 78705 (University of Texas). Frequent visits are happening among people coming from the University of Texas, Clarksville, Pemberton, and Tarrytown areas.

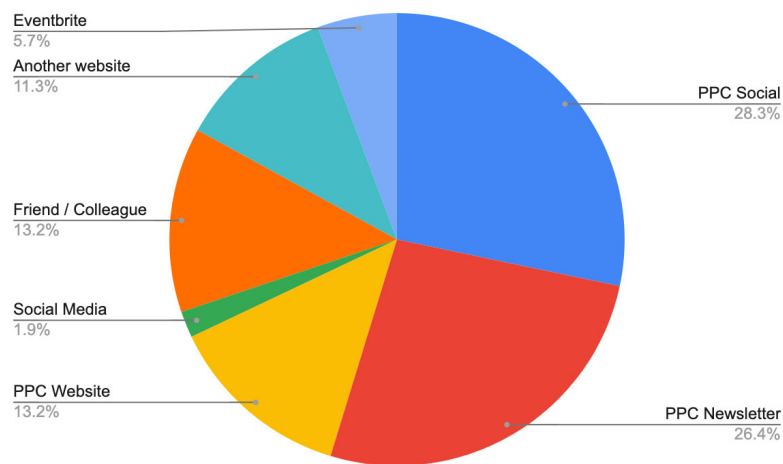


Top Zip Codes

Pease District Park			
	Zip Code	City, State	% of Visitors
1	78705	Austin, TX	8.03%
2	78741	Austin, TX	4.86%
3	78745	Austin, TX	4.40%
4	78703	Austin, TX	3.75%
5	78704	Austin, TX	3.71%
6	78731	Austin, TX	2.86%
7	78751	Austin, TX	2.51%

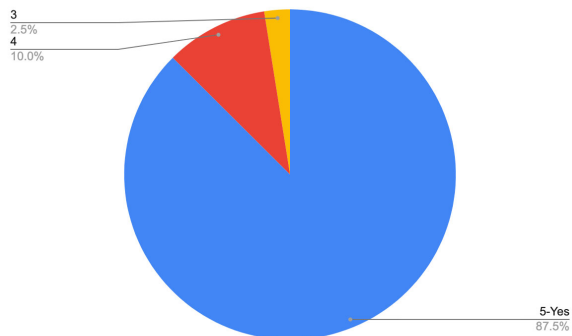
Post Event Findings

Visitors are mostly finding events through PPC social, newsletters, the website, and friends.

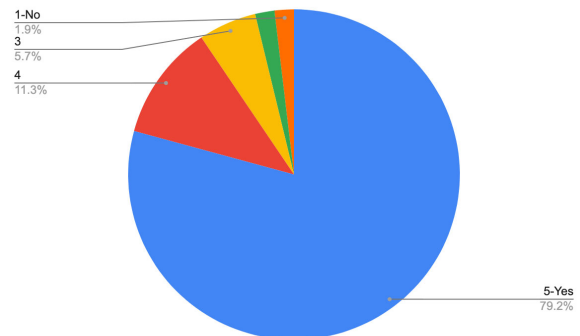


Participants expect to join future PPC events (scale of 1-5, 5 = Very Likely To Attend, 1 = Not Likely To Attend)

Same Type of Event



Other PPC Events

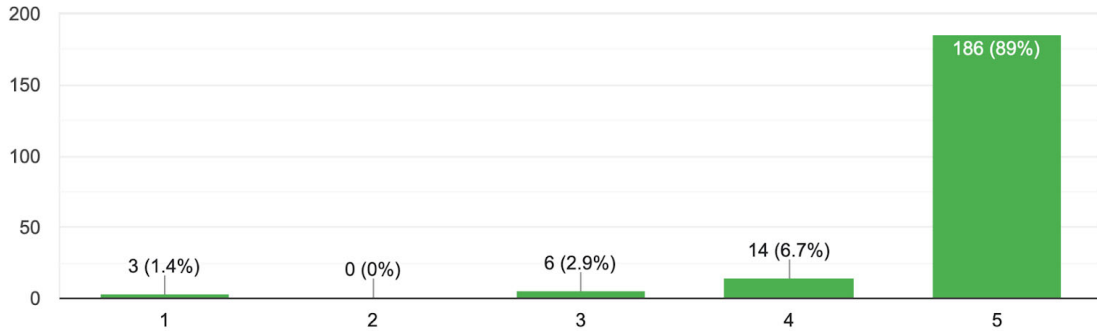


Park Visitor Survey Findings

Park Visitors are pleased with the park overall.

On a scale of 1-5, how would you describe your most recent experience visiting Pease Park?

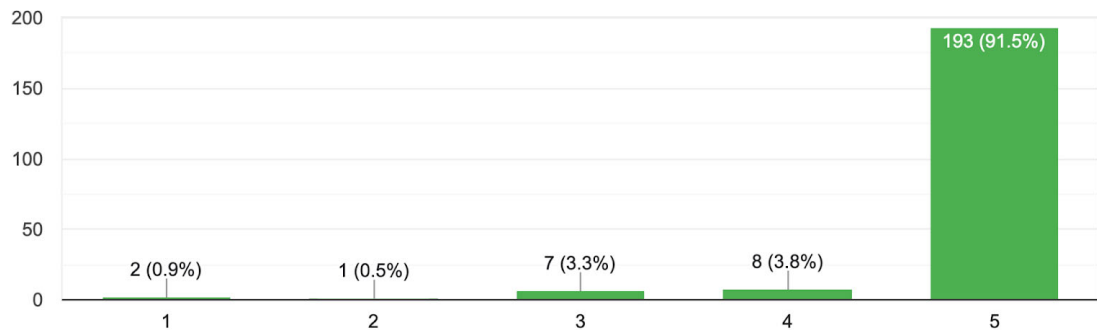
209 responses



Visitors will recommend Pease Park to their friends and family.

On a scale of 1-5, how likely are you to recommend Pease Park to a friend or family member?

211 responses



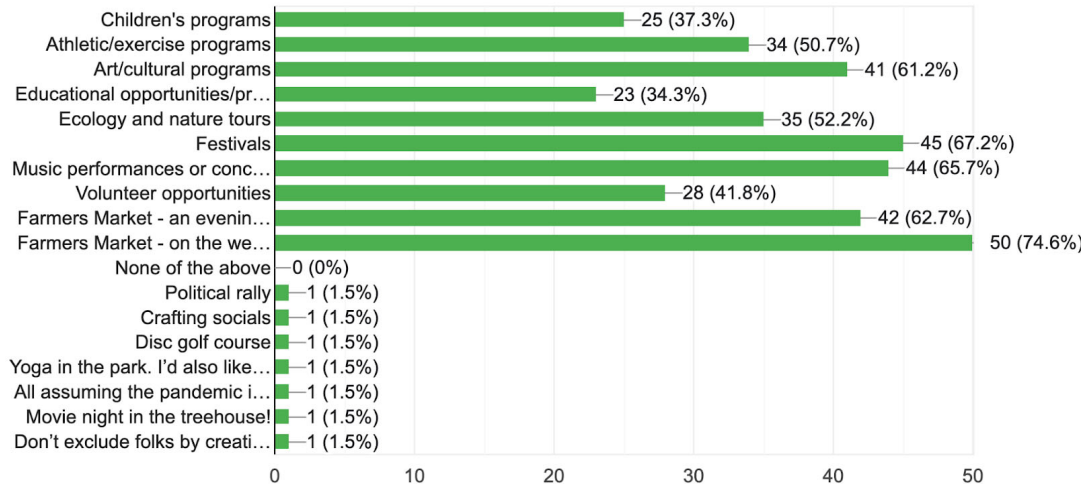
Overall, visits to Pease Park are bringing about positive feelings for park visitors.



Visitor wishes for in-park programming generally align with what is being offered. Based on feedback, the Conservancy will pursue a Farmers Market and more Ecology/Nature Tours.

Which types of programs and events would you like to attend at Pease Park? (Check all that apply)

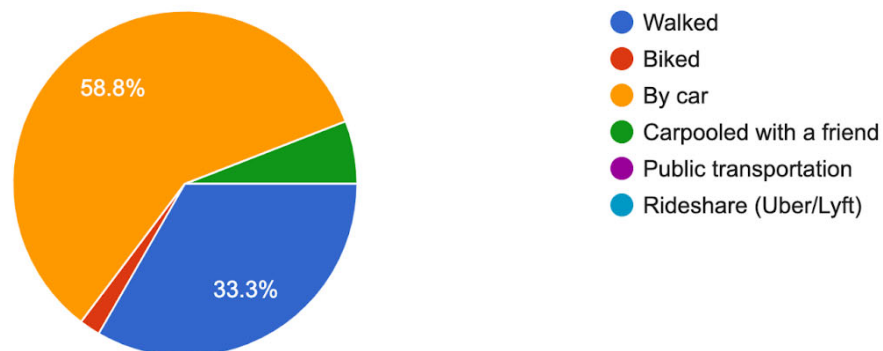
67 responses



Visitors are arriving by their own car most of the time. The Conservancy will increase efforts to encourage visitors to take public transportation, walk, bike, rideshare, or carpool to alleviate traffic/parking issues.

On your most recent visit, how did you get to Pease Park?

51 responses



2023 Community Engagement

The Conservancy plans to increase Community Engagement efforts to make sure feedback is coming from the broader Austin community. A plan has been developed to bring more community input into future programming decisions.

[Post Event Surveys](#)

Channel: Tabling & email

Timing: Continue offering at and after each programming event

Content: Event specific feedback

Wi-Fi Landing Page Survey

Channel: Website pop up

Timing: After logging into the in park wi-fi

Incentive: Coupon for coffee from Brother Friend

Content: Obtain email address, zip code, demographics, a couple of questions about in park experience

[In-Park Visitor Survey \(Short\)](#)

Channel: In park QR codes on signs and face to face at table

Timing: Fall & Spring

Incentive: swag give-away

Content: Feedback on park experience and programming desires

[Park Visitor Survey \(Long\)](#)

Channel: Website promo bar, newsletters, social media

Timing: Fall & Spring

Incentive: Complete for a chance to win a \$100 gift card

Content: Feedback on park experience, programming desires, demographic data

Your Parks Survey

Channel: Tabling at events outside of Pease Park (Juneteenth, Pride, University of Texas), shared by partner organizations

Timing: Spring

Incentive: Swag and complete for a chance to win a \$100 gift card

Content: Programming desires, how to feel welcome at Pease

The Conservancy also intends to request periodic monitoring and updates to the park user data identified through Visit Austin and Lincoln Ventures.



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2023 Programming Plan

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Pease Park. Your Place For...



Ongoing, free, accessible, diverse programming will continue to be developed to draw visits and participation from people with a wide range of cultures, backgrounds, and interests. Austinites can find opportunities in all of these programming categories throughout the year.

Learning

- Storytimes for kids
- Book clubs for teens & adults
- Plant and seed swaps
- Planting for pollinators
- Writing workshops

Art

- Murals & exhibitions
- Musical performances
- Movie screenings
- Dance performances
- Theatrical performances

Wellness

- Dance classes
- Yoga classes
- Meditation
- Pease Rx & partnerships
- Hikes
- Runs
- Bike rides
- Farmers Market

Conservation

- Pease Corps volunteer events
- Dynamic Environments Symposium
- Nature walks



Storytime with Book People



Dance lessons with Esquina Tango



Austin Soundwaves music appreciation



Small Wonders Puppet Show



Sound Bath in the Treehouse



Movie Night on the Great Lawn



Flood debris cleanup



Seasonal mulching

Special Events Hosted by Pease Park Conservancy

SPECIAL EVENTS OVERVIEW

Closure Types (as defined by Austin Center for Events Planning Guide):

“Closed” (no access to public - ticketed event, maintenance, recovery etc.)

“In Use” (no fences, no barriers - significant portion of the park is reserved or impacted by event)

“Minimally Open” (more than 50% of park closed to the public - only available to ticketed patrons)

“Partially Open” (more than 50% of park accessible without a ticket - unfenced)

“Open” (full access to public - no events)

The list of Conservancy Programs and Community Events presented herein complies with the limit of five special events with more than 1,000 attendees within Kingsbury Commons and three potential events with more than 1,000 attendees outside of Kingsbury Commons, as agreed upon in the Park Operations and Maintenance Agreement (POMA). The Conservancy may increase the number of allowable special events if approved by the PARD Director as part of a Phase Plan for park-wide operations & maintenance, as provided in the POMA.

Under no scenario does Pease Park Conservancy ever envision a full closure at Kingsbury Commons. Our community engagement efforts suggested limited support for such closures. Additionally, trail access through Kingsbury Commons will never be closed in accordance with the terms of the Park Operations and Maintenance Agreement (POMA).

The vast majority of the time, Kingsbury Commons will be “Open,” with occasional “Partially Open” designations. For any special events that warrant an “In Use” designation, PPC will ensure that the public benefit will outweigh the perceived impact to the community.

Pease Park Conservancy plans to offer six special events in the park that will encompass all of the features of Kingsbury Commons. Five of these events will be free and open to the public; one will be a ticketed event with attendance less than 1,000.

Squirrel Fest

3rd Saturday of April

In celebration of spring, this family friendly festival brings together a marketplace that prioritizes BIPOC and LGBTQ+ vendors, music, food, and kid-friendly programming. Throughout the afternoon, families can participate in puppet shows, yoga classes, art and music experiences, learning opportunities about conservation, and time outside together. The event ends with a family movie night on the Great Lawn.



Pease Park Pride Picnic

4th Sunday of June

In recognition of Pride Month, the Conservancy hosts a Pride Picnic as a safe, welcoming space for all individuals and families to come together for a picnic in Pease Park. This event offers food vendors, a marketplace that prioritizes BIPOC and LGBTQ+ vendors, a community art project, music, book readings, and dance classes.



Pease Nights

Friday Evenings in Summer

Pease Nights is a concert series in partnership with Brother Friend that took place on the Tudor Terrace in 2022, and interest from the community was very high. In 2023, this event will likely grow to accommodate a larger audience. It is planned to take place on the Great Lawn.



Freedom Communities Festival (new)

Timing TBD

One of the recommendations from the Civic Arts Community Engagement project in 2022 was to incorporate conversations and stories about Black history in Austin into the Conservancy's programming. In 2023, this event will celebrate the story of Black settlements, Black agency, and Black resistance in the face of oppression in Austin.

Luminarium

First Saturday of November

Luminarium is the Conservancy's only fundraising event that requires guests to have a paid ticket to attend and that results in Kingsbury Commons being "Minimally Open" to the general public for the evening.



Southern Lights

2nd Weekend of December

This event celebrates the Winter Solstice and the holiday season. Families can come to the park to enjoy the lights, sounds, and feel of the season. There will be a marketplace for holiday shopping, a snowy hill for sledding, dancing winter-themed lights, photos with a holiday squirrel, hot cocoa, and s'mores to draw guests to join in the fun.



Third Party Special Events

Eeyore's Birthday Party

Last Saturday of April

Hosted in Pease Park by Friends of the Forest Foundation, Eeyore's Birthday Party is an annual tradition that dates back to 1963. It is a festival that is open to the public and takes place in Kingsbury Commons. Attendance is estimated to be 5,000.



Austin Film Festival BBQ

Last Friday of October

For Producer-level badgeholders, this dinner party in Pease Park kicks off the Austin Film Festival Weekend for 800 attendees.

Black Swan Yoga Event (new)

This event will most likely occur in May of 2023 on the Kingsbury Commons Great Lawn.

Puptopia Festival Austin (new)

Puptopia Austin has made a deposit for Pease Park to be the location for its 2023 festival. .

Event Summary

Event	Closure Type	Attendance
Eeyore's Birthday	In Use	> 1000
PPC Squirrel Fest	In Use	> 1000
PPC Pride Picnic	In Use	> 1000
PPC Southern Lights	In Use	> 1000
PPC Luminarium	Minimally Open	< 1000
PPC Pease Nights	In Use	< 1000
PPC Freedom Communities	Open	< 1000
Austin Film Festival BBQ	Partially Open	< 1000
Black Swan Yoga Event	Partially Open	> 1000
Puptopia	Partially Open	< 1000

2023 Reservable Amenities

As the Conservancy learns and grows in developing an earned revenue model, PPC highlights these premises by which it has created this structure:

1. Prior to redevelopment, the Tudor Cottage had no public use and was used solely for maintenance storage. As restored, the Tudor Cottage provides a venue suitable for weddings, reunions, educational workshops, community gatherings, and City of Austin departmental meetings. The Tudor Cottage and Terrace are isolated enough from the rest of Kingsbury Commons that rentals in this area do not impede the general public's use of the remainder of Kingsbury Commons. The Conservancy seeks to utilize this area as much as possible for Community Events, while also offering free reservations of the space to local nonprofits and City of Austin Departments. This space is used for fee-based reservations or free community event reservations more often than any other feature or amenity in Kingsbury Commons.
2. Available rental times on any given day are 8:00 a.m. to 10:00 p.m.

3. Determinants of any free reservations throughout the rentable/reservable features in Kingsbury Commons are weighted to include but are not limited to a) nonprofit status, b) mission alignment with Pease Park Conservancy, c) clear commitment to Justice, Equity, Diversity, and Inclusion (JEDI), and d) organizations with budgets of less than \$1M.

Several amenities in Kingsbury Commons will be available for reservation in 2023. During these reservations, the Conservancy will ensure that the main features of the park will be open to the general public the vast majority of the time.

All rental rates for 2023 have stayed constant from 2022 with the exception of the rental rate for the Tudor Cottage and Terrace. The hourly rate for the Tudor Cottage and Terrace for a full day weekend rental has been reduced from \$300/hour in 2022 to \$250/hour in 2023, and the number of hours allotted for a weekend rental has increased. Half day rentals of the Cottage & Terrace on weekends have been eliminated.

TUDOR COTTAGE & TERRACE

Rates:

\$3,000: Weekend Full Day (Friday, Saturday, Sunday, 12 hours at \$250/hour)

\$260/hour: only available Monday-Thursday

The hourly rate for the Tudor Cottage and Terrace for a full day weekend rental has been reduced from \$300/hour in 2022 to \$250/hour in 2023. Half day rentals of this space on the weekends have been eliminated.

Availability:

Maximum of two distinct renters per day Monday through Thursday, and one renter per day Friday through Sunday.

Capacity:

Cottage/Terrace seated: 120 people

Cottage/Terrace standing: 200 people

Cottage only seated: 24 people

Cottage only standing: 55 people

Terrace only seated: 100 people

Terrace only standing: 200 people

Justifications:

- The restoration of the Tudor Cottage has transformed it from a non-public storage facility to an award-winning, historically-preserved community gathering space.
- PPC considers the Cottage/Terrace the most readily reservable feature at Kingsbury Commons and aims to leverage this rental space for the maximum number of rentable days.

- The majority of PPC's rental revenue comes from the rental of the Cottage/Terrace with a goal of \$90,000 in revenue in 2023.
- Event types include small parties up to 200 people standing, weddings, meetings, and small performances.



PICNIC TABLES

Rates:

\$40: Four Hours For One Table For 50 People

\$250: Four Hours For All Four Tables For 200 People

\$800: Corporate Rate For Four Hours For All Four Tables For 200 People

Availability:

Only three of the four picnic tables will be reserved at any given time. This leaves at least one picnic table open to the public on a first come first serve basis. The maximum number of days that all of the picnic tables would not be available for public reservations is 8 days per year.

Capacity:

50 people per picnic table row

200 people for the entire picnic table area

Justifications:

- The picnic tables are the most widely used amenity space by the public.
- Picnic table reservations were offered at \$65 per reservation prior to the revitalization of Kingsbury Commons. The Conservancy has reduced that rate to ensure that more members of the general public will have access to renting them.
- One row of picnic tables is always left open and available for free on a first come first serve basis.
- There is no deposit required for a picnic table reservation so this reservation process is very simple.





TREEHOUSE

Rates:

\$1,000 Per Hour

Availability:

Available for rent to the public 8 days per year (Aggregate of 112 hours using a 14 hour day)

Available to reserve at no charge 2 days per year (Aggregate of 28 hours using a 14 hour day))

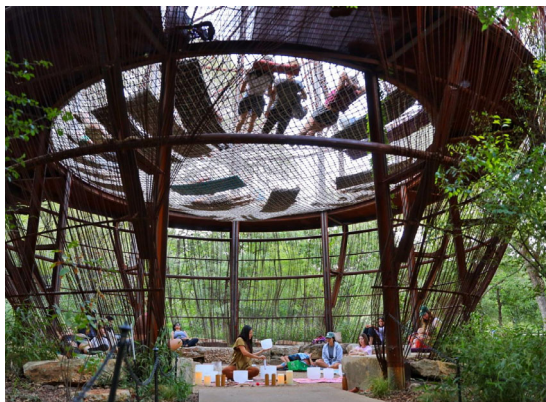
Open to the public 355 days per year

Capacity:

60 people (30 upstairs and 30 downstairs)

Justifications:

- The Treehouse is rarely reserved. The price point for this reservation is higher than any of the other features in order to ensure this feature is nearly always open to the public.
- Typically, reservations are limited to short-term photo shoots.
- Pease Park Conservancy's program events in the Treehouse, such as Sound Bath, are free and open to public attendance and participation.



OUTDOOR PLAZA / AMPHITHEATER

Rates:

\$150/Hour: Nonprofit Rate

\$250/Hour: Corporate Rate

Availability:

Available for rent to the public 24 days per year

Available for no-cost reservation to the public 48 days per year

Open to the public 293 days per year

The Conservancy will not reserve the Amphitheater for a different group when there is a reservation at the Tudor Cottage/Terrace.

Capacity:

200 people seated

Justifications:

- The Outdoor Plaza is intended to be an outdoor classroom for partnering schools to take advantage of outdoor learning opportunities.
- Other types of hosted events include book readings, volunteer projects, ceremonies, weddings, and other theater-style seated events.





BASKETBALL COURT

Rates:

\$500/day: Weekday Full Day

\$750/day: Weekend Full Day

\$1,000/day: Corporate Weekday Full Day

\$1,500/day: Corporate Weekend Full Day

Availability:

Available for rent to the public 15 days per year.

Maximum number of consecutive days one renter can rent during one tournament rental is three days.

One distinct renter may rent the court on one day.

Available to reserve at no charge to nonprofits 15 days per year.

Capacity

200 people

Justifications:

- The basketball court can only be rented to entities who wish to host basketball tournaments or basketball playing events.
- Court rental is accompanied by a 40' x 40' space on the Great Lawn adjacent to the court for a 10' x 10' tent set up and tables and chairs for basketball tournament administration.



GREAT LAWN

Rate:

\$5,000/day Nonprofit rate

\$10,000/day Corporate rate

Availability:

Available for rent to the public 8 days per year

Open to the public 357 days per year

Capacity:

1,200 people seated

5,000 picnic style on blankets

Justifications:

- On days the Great Lawn is not rented for a large-scale event, it is completely open to the public.
- The function of the corporate rate for the Great Lawn is reflective of large national corporations sponsoring SXSW and other larger scale events throughout the City of Austin.
- The cost to replace the lawn grass for the entire Great Lawn is \$55,000 and as such, the Conservancy cannot offer use of the Great Lawn for a larger scale event of over 100 people for free as we are committed to the collection of a damage deposit to ensure the resources necessary to cover event-related wear and tear on the lawn.
- Most fitness groups are permitted for use on the Great Lawn using separate fitness permit fees outlined in the Event Planning Guide.



Reservable Amenities for Public Benefit

The reservable amenities will continue to be offered for free or at a discounted rate to nonprofit organizations and City of Austin Departments for public benefit. The Tudor Cottage and Terrace is available to rent at a discounted rate (no venue rental fee) for up to 90 different nonprofit organizations per year.

Rate sheet & policies and procedures for rentals can be found here:

<https://peasepark.org/event-planning-guide>

Total Revenue budgeted to be earned in calendar year 2023 from Feature Rentals/Reservations: \$90,000.

2023 Concessionaires

The Conservancy partners with local food and drink vendors to offer their products for purchase within Kingsbury Commons. These offerings make it possible for a typical park visitor to be able to extend their stay in the park and enhance the park-going experience.

Brother Friend

Brother Friend is a local business that sells coffee and men's provisions from a parked VW bus. Brother Friend started selling its product in Pease Park on weekends in 2022 and throughout the summer it regularly sold out of product indicating that this is valued by park visitors. The bus is parked within Kingsbury Commons in the area designed for vehicle turnabouts across from the Amphitheater and next to the splash pad. Pease Park Conservancy will receive 5% of the sales generated by Brother Friend in Pease Park, helping to support our ongoing operating expenses. The Conservancy will continue this partnership in 2023.



SnoRide

SnoRide is a small food truck parked in Kingsbury Commons that sells SnoBoxes between the hours of 10am and 5pm, Tuesday through Sunday, during the warmer months of the year. In the heat of the summer, SnoRide has been a delightful way for park visitors to cool off in addition to the relief of the splash pad. Pease Park Conservancy will receive 5% of the sales generated by SnoRide in Pease Park, helping to support our ongoing operating expenses. The Conservancy will continue this partnership in 2023 with the same schedule as in 2022.



Seeking a Third Vendor

The Conservancy is seeking a third savory food vendor for Kingsbury Commons that could provide the public with a meal while visiting the park. Offering an option for purchasing lunch in the park would provide the public with what they need to use our outdoor space for play, learning, or work for a longer period of time.

These concessionaires share 5% of their gross revenue up to \$60,000 on an annual basis with Pease Park Conservancy. When the concessionaire begins to earn more than \$60,000 gross annual revenue, the percentage shared with the Conservancy increases according to the following schedule.

Gross Annual Revenue	Percentage to PPC	Payment Due Date
Up to \$60k	5%	10th of each month
> \$60k but <= \$90k	7.5%	10th of each month
>\$90k	10%	10th of each month

Total Revenue budgeted to be earned in calendar year 2023 from Concessionaires: \$5,000.

Pease Rx

In accordance with the City of Austin's Park Rx goals, the Conservancy will continue growing and implementing a Pease Rx program in 2023, encouraging Austinites to find improved mental and physical health by spending time outdoors.

Partnerships

In 2023, the Conservancy's partnership with The Phoenix will continue, bringing sober, active, free events to the park for all to join each month. The Conservancy also has a goal of partnering with at least 5 more organizations and healthcare providers in order to raise awareness about the health benefits of spending time outdoors.



Working Outdoors

The park's outdoor workspaces will continue to be improved as the Conservancy has expanded Wi-Fi service throughout Kingsbury Commons and increases the number of food vendor opportunities throughout the work week.

Communications

Much of the success of this program will depend on the Conservancy's communications efforts to increase awareness of the benefits of spending time outdoors. Through [the website](#), social media channels, email communications, media, and Pease Rx partners, the Conservancy will continue to share information about beneficial outdoor program opportunities in Pease Park.

Interpretation of Black History in Pease Park

Based on the recommendations made during the Civic Arts Community Engagement project related to Black history in and around Pease Park, the Conservancy plans to take the following actions in 2023.

- Further develop relationships with members of Austin's Black communities who will help the Conservancy celebrate stories of Black settlements, Black agency, and Black resistance in the face of oppression with physical markers and programming in the park.
- Incorporate design for physical markers into the Conservancy's MLK Gateway concept & design plans for the implementation of Phase 2 of the Pease Park Vision Plan.
- Develop an annual event that will be open to the public to celebrate the stories of Black Freedom Colonies.
- Identify partner organizations that will help in the telling of these stories in Pease Park.
- Engage in organizational Anti-Racist work at the board and staff levels.



Environmental Education in Pease

Symposium

Similar to the Dynamic Environments Symposium of 2022, the Conservancy plans to offer a symposium each year on topics related to the ecology of Central Texas. The content should offer Landscape Architects and Project Managers the opportunity to earn CPU credit for their work and apply their learnings to future urban design and development projects.



Field Trips

The Conservancy has observed that the park is a popular destination for school field trips. In alignment with the City of Austin's goals to provide more outdoor learning opportunities to school aged children, PPC intends to be thoughtful about these field trip experiences in 2023 and seeks to bring elementary aged school groups to Pease Park for well-planned, outdoor learning experiences.

Hillcrest Elementary within the Del Valle School District and Long View Micro School have partnered with the Conservancy on field trips and outdoor learning experiences at Pease Park in 2022. PPC intends to expand this model to more schools, particularly schools without convenient access to green space, in 2023.

Through a pilot with Hillcrest Elementary School, Blanton Elementary School and Keep Austin Beautiful, the Conservancy plans to bring 4th and 5th graders to the park to learn about ecology and the environment, volunteer in the park, and enjoy the park for outdoor play and lunch every other month in the spring and fall of 2023. The Conservancy seeks to work with Keep Austin Beautiful, Families in Nature, and the Texas Children in Nature Network to provide the educational component of these field trips.



Pease Park Splash Pad

The splash pad season in Pease Park has previously matched many of the splash pad seasons at neighborhood parks throughout the city; mid-May through mid-September.

Since Kingsbury Commons has proven to be a destination for Austinites from across the city and beyond, and the Kingsbury Commons splash pad provides a much needed respite from the heat often drawing crowds of nearly 1,000 people on weekends, the Conservancy plans to continue to match the splash pad seasons of other parks across the city, and will be actively working with PARD to center equity in exploring holistic system extended schedule opportunities. Ideally, the Conservancy would seek to operate the splash pad from March through October. .



Efforts to Mitigate Traffic Congestion and Parking Issues

A challenge faced by park neighbors and park visitors, as evidenced in our survey responses, is traffic congestion and limited parking options in the area. The Conservancy will address these issues by taking these measures:

- Encourage park visitors to take public transportation, walk to the park, bike to the park, or carpool when possible
- Subsidize parking in the ACC Rio Grande Parking Garage on weekends and offer 400 parking spaces to park visitors for free
- Encourage buses bringing school groups to the park to park in the House Park parking lot across Lamar after dropping students off
- Coordinate with special event vendors on a load in/load out process and traffic/parking plan ahead of time; find volunteers to help manage traffic flow; and open additional parking opportunities in nearby parking lots.

The Conservancy proposes, in collaboration with Austin Transportation, to double stripe Kingsbury Street from its intersection with Parkway to its intersection with Rainbow Bend in order to better visualize the lanes of traffic flow and to discourage illegal parallel parking.

Loading / Unloading Zone

Three curbside parallel spaces in front of the picnic tables are always reserved for 10 minute loading / unloading. This allows park visitors to drop off members of their group and then go find a parking spot. For reservations, this allows groups to unload supplies for their picnic table reservations. These spaces also serve as a loading zone for rideshare users.

Event Reservation Spots Next to Tudor Cottage

Two curbside parallel spaces on Parkway adjacent to the Tudor Cottage are reserved for program partners or for groups reserving the Tudor Cottage and Terrace.

Parking Lot

- The two ADA accessible spaces in the 19-space parking lot will always remain open for park users. The Conservancy may temporarily designate up to four additional accessible spaces during special events. .
- When a third party event is taking place at Kingsbury Commons, the Conservancy may negotiate a rental fee for parking spaces reserved for the event. The rental fee ranges from \$50 per space up to \$2,500 for the lot (excluding accessible spaces).
- When the Conservancy is hosting a program event in Kingsbury Commons (i.e. Squirrel Fest, Pride Picnic, Southern Lights), the parking lot will be reserved for unloading and loading of vendors. The ACC Rio Grande Parking Garage will be used for guest parking for these events.

Annual Programming & Community Engagement Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Community Engagement			Short & Long Survey						Short & Long Survey			
		Post Event Surveys	Post Event Surveys	Post Event Surveys	Post Event Surveys	Post Event Surveys	Post Event Surveys	Post Event Surveys	Post Event Surveys	Post Event Surveys	Post Event Surveys	
	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey	Wi-Fi landing page survey
		Your Parks Survey thru Partner Orgs		Your Parks Survey thru City of Austin Equity Office		Your Parks Survey at Austin Juneteenth		Your Parks Survey at Austin Pride		Your Parks Survey thru Latino Outdoors		
Programming		Learning Wellness Art Conservation	Learning Wellness Art Conservation	Learning Wellness Art Conservation	Learning Wellness Art Conservation	Learning Wellness Art Conservation	Learning Wellness Art Conservation	Learning Wellness Art Conservation	Learning Wellness Art Conservation	Learning Wellness Art Conservation	Learning Wellness Art Conservation	
Large Scale Events	MLK Day of Service			Squirrel Fest		Pride Picnic						Southern Lights