

Pease Park Conservancy Annual Programming Plan 2023

Parks & Recreation Board

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Reflecting on 2022

Free Programming

ART
3,342 participants

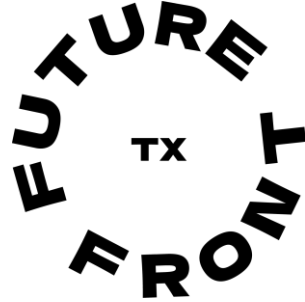
LEARNING
625 participants

WELLNESS
858 participants

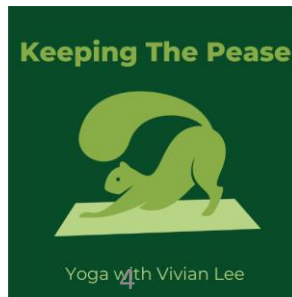
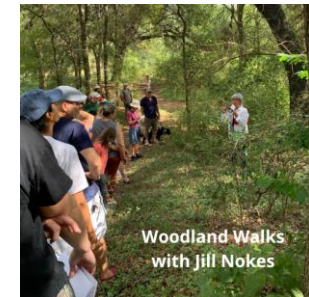
CONSERVATION
1,475 participants



2022 Programming Partners



Small Wonders
Puppet Theater



Special Events

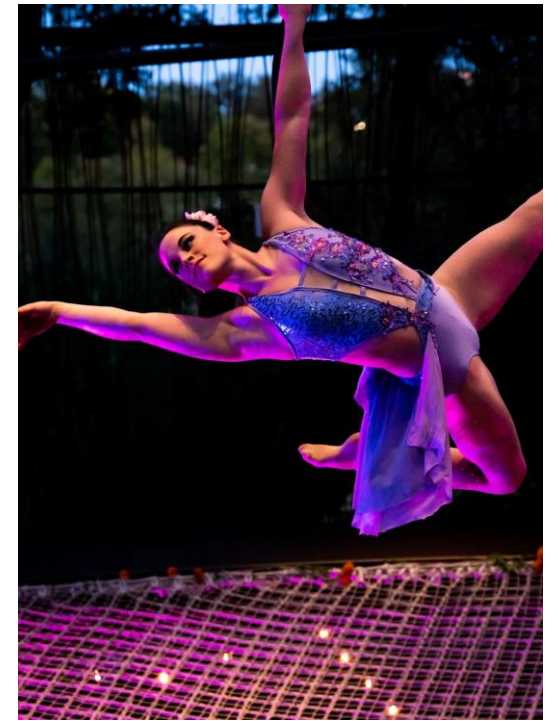
Total Attendance 6,328



SQUIRREL FEST
2,206



PRIDE PICNIC: 2,200



LUMINARIUM: 422



SOUTHERN LIGHTS
1,500

Reservable Spaces in Kingsbury Commons

2022 Results

The Great Lawn and Tudor Cottage were donated for free or provided at a reduced rate for community benefit on a regular basis. The picnic tables were the most reserved amenities by the public.

Space Reserved	# of Events
Basketball Court	Community: 0 Reserved: 1
Great Lawn / Fitness Groups	Community: 41 (76%) Reserved: 13
Tudor Cottage / Terrace	Community: 103 (64%) Reserved: 59
Picnic Tables	Community: 53 Reserved: 220 (81%)
Video / Photo Permits	Community: 3 Reserved: 4

2023 Programming Plans

Free, Accessible, Diverse Events

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



2023 Special Events

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

*Two PPC events that will take place outside of Kingsbury Commons, in Live Oak Meadow

2023 Reservable Amenities

- 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.

2023 Concessions

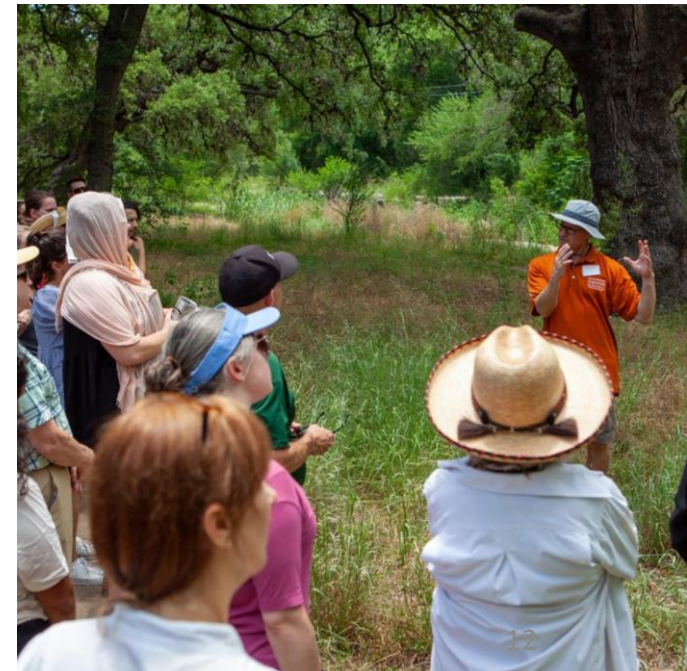
Brother Friend and SnoRide will continue to operate in Kingsbury Commons. PPC is seeking a 3rd vendor. Total revenue expected from concessions is \$5,000.



2023 Projects Related to PPC & City Core Values

PPC will continue to make progress on the following initiatives that are in alignment with the City of Austin's goals:

- Interpretation of Black History in and around Pease Park
- Environmental Education in Pease
- Pease Rx



Make a recommendation to Mayor and Council in support of Pease Park Conservancy's Annual Programming Plan for Kingsbury Commons within Pease District Park.



Back Up

2023 Reservable Amenities

Amenity	Rate	Justification
Tudor Cottage & Terrace	\$3000: Weekend Full Day (F, S, S, 12hrs) \$260/hour: M-Th	<ul style="list-style-type: none"> Restoration of Tudor Cottage transformed it from a nonpublic storage facility to an award winning, historically preserved community gathering space Most readily reservable feature. Aim to leverage this rental space for the maximum # of rentable days. Majority of PPC's rental revenue comes from Tudor Cottage/Terrace. Goal of \$90k in 2023
Picnic Tables	\$40: 4 hours for 1 table for 50 people \$250: 4 hours for 4 tables for 200 people \$800: Corporate rate for 4 hours for 4 tables	<ul style="list-style-type: none"> 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 reduced that rate to ensure more members of the public have access. One row of picnic tables is always left open and available for free on a first come first serve basis. No deposit required for a picnic table reservation so this reservation process is very simple.
Outdoor Plaza / Amphitheater	\$150/Hour: Nonprofit Rate \$250/Hour: Corporate Rate	<ul style="list-style-type: none"> Intended to be an outdoor classroom for schools. Other events include book readings, volunteer projects, ceremonies, weddings.

2023 Reservable Amenities

Amenity	Rate	Justification
Treehouse	\$1000 per hour	<ul style="list-style-type: none"> Rarely reserved. Price is higher than any other features to ensure it is nearly always open to the public. Typically, reservations are short-term photo shoots. PPC program events in Treehouse, such as Sound Bath, are free and open to public attendance and participation.
Basketball Court	\$500/day: Weekday Full Day \$750/day: Weekend Full Day \$1,000/day: Corporate Weekday Full Day \$1,500/day: Corporate Weekend Full Day	<ul style="list-style-type: none"> 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/chairs for tournament administration.
Great Lawn	\$5,000/day Nonprofit rate \$10,000/day Corporate rate	<ul style="list-style-type: none"> On days not rented for a large-scale event, completely open to public. Corporate rate is reflective of large national corporations sponsoring SXSW and other larger scale events throughout Austin. Cost to replace the lawn grass is \$55,000 so PPC 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.

Concessions Revenue Breakdown

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

2023 Interpretation of Black History

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 to help in the telling of these stories in Pease Park.
- Engage in organizational Anti-Racist work at the board and staff levels.

2023 Environmental Education in Pease

Symposium

- PPC plans to offer a symposium each year on topics related to the ecology of Central Texas. This event will offer Landscape Architects and Project Managers the opportunity to earn CPU credit for their work

Field Trips

- In alignment with the City's goals to provide more outdoor learning opportunities to school aged children, PPC is working to design field trip experiences in partnership with Families in Nature and Keep Austin Beautiful
- Field trips will be planned for Title One schools and are currently being organized for Hillcrest Elementary School and Blanton Elementary School in Spring of 2023.

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 through the following methods...

- Partnerships (The Phoenix, Ashwell, and seeking more)
- Improved outdoor workspaces, and
- Communications (sharing knowledge about the importance of spending time outdoors for mental and physical health)