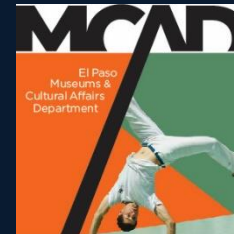


May 26, 2020, Agenda #12.3

Five-Year Transformation The Power of Our Strategic Plan:

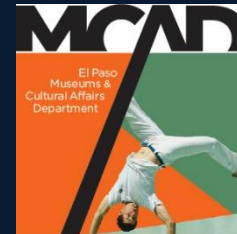
Museums & Cultural Affairs Department and Parks & Recreation

Ben Fyffe



Museums & Cultural Affairs Department (MCAD)

Ben Fyffe, Assistant Director



Strategic Plan Alignment

VISION BLOCK: RECREATIONAL, CULTURAL & EDUCATIONAL OPPORTUNITIES

Goal 4. Enhance El Paso's Quality of Through Recreational, Cultural and Educational Environments

4.1 Deliver bond projects impacting quality of life across the city in a timely, efficient manner

- ✓ MACC and Children's Museum planning

4.2 Create innovative recreational, educational and cultural programs

Goal 3. Promote the Visual Image of El Paso

3.1 Improve the visual impression of the community (gateways, corridors, etc.)

- ✓ 28 public art projects completed



WORKFORCE FOCUS



- 22% of MCAD positions **restructured** over last 5 years to allow for internal promotion and institutionalizing **succession planning** in all department sites and sections



- 100% staff from all 4 delivery areas now meeting quarterly to coordinate efforts, celebrate successes and ensure alignment to Council's strategic plan for first time in department's history

WORKFORCE FOCUS



- Internal cross-functional approach has led to new programs like Dia de Los Muertos Festival and amplified existing efforts like the Poppy Festival without a budgetary impact
- Leadership positions at all three museum sites activated for first time in over a decade
- Weekly e-newsletters serve as a way to connect staff at four sites with quick updates, information to cross-promote and staff news

MEASURED IMPACTS: 2015-NOW



- Chalk the Block now the region's largest arts festival, with attendance up **26%** since 2015
- Downtown Art & Farmers Market has increased annual attendance **1567%**

MEASURED IMPACTS: 2015-NOW



75% of MCAD delivery areas have accelerated public-private relationships to support program growth, expansion and even conservation of assets. Milestones include:

- Reactivation of the dormant EPMH Foundation
- First two named spaces at EPMH
- Winterfest Holiday market fundraising record exceeded in 2018
- Chalk the Block fundraising record exceeded 2 out of last 5 years
- Program expansion at multiple sites with Centro Cultural Paso del Norte
- Course-credit internship partnership with UTEP

MEASURED IMPACTS: 2015-NOW

Economic Impact of El Paso's Arts Sector

	2007	2017	% Change
Overall Local Impact	\$91,000,000	\$103,000,000	13%
FTE Jobs Supported	2,532	4,193	65%
Revenue to Local Government	\$4,493,000	\$5,795,000	28.9%
Average Per Attendees Spending for a Cultural Event (excluding admission)	\$18.50	\$20.49	10.7%

PROCESS IMPROVEMENTS



- Developed better tracking for teaching artist services to provide more equity across Council Districts
- Evolved the Cultural Funding Program:
 - Moved the grantmaking process fully online in response to customer feedback
 - Increased applicant assistance sessions from 4 to over 50 annually
 - Developed new funding opportunities in response to Council objectives

PROCESS IMPROVEMENTS



- Boosted safeguards in Public Art Program to ensure contract compliance at all levels and quality control
- All 3 museums updated collections policies for first time in 15 years – to reflect current best practices, regional conditions and how users want to engage

CROSS-FUNCTIONAL SUCCESS



- Led first exploratory Winterfest team in 2016 and now lead Winterfest coordination among 10 departments
- Led team from five departments for re-opening of San Jacinto Plaza
- Led archiving assessment of municipal departments as well as community stakeholders
- Led efforts related to August 3 Memorial
- Led grantwriting team for \$2 million DEEAG award

RECOGNITIONS

- **2015-2020 12 Best of the Best Awards from El Paso Inc.**
- **2015 Arts Destination Marketing Award for MCAD and Visit El Paso from Americans for the Arts**
- **2015 Best Exhibit Technology Award for El Paso Museum of History DIGIE from Mountain Plains Museum Association**
- **2015-2020 7 National and International Awards for Public Art from CODAWorx and Americans for the Arts**
- **2016 American Association of Museums Media & Technology Muse Award for El Paso Museum of History**
- **2017 American Association of Museums re-accreditation for El Paso Museum of Art**
- **2018 IMLS National Medal for the El Paso Museum of Art**
- **2019 Best Exhibition Award for El Paso Museum of Art from CASETA (Center for Advancement and Study of Early Texas)**

PROMOTE EL PASO'S VISUAL IMAGE

MCAD's exhibitions, public art and funded programs generated positive editorial coverage on major media outlets—conveying the 915 as a dynamic, vibrant place where the arts are one driver of quality of life



PARKS & RECREATION

Ben Fyffe, Interim Director





VISION BLOCK: RECREATIONAL, CULTURAL & EDUCATIONAL OPPORTUNITIES

GOAL 4:

Enhance El Paso's Quality of Life Through
Recreational, Cultural & Educational
Environments

4.1

Deliver bond projects impacting quality of life across the city in a timely, efficient manner

4.2

Create innovative recreational, educational and cultural programs

GOAL 3:

Promote the visual image of El Paso

3.1

Improve the visual impression of the community
(gateways, corridors, intersections & parkland)



**AMONG 1%
ACCREDITED
PARKS &
RECREATION
AGENCIES**

What Accreditation Means

- **Demonstrates that the agency meets national standards of best practice**
- **Recognizes the community as a great place to live**
- **Holds an agency accountable to the public and ensures responsiveness to meet their needs**
- **Ensures that all staff are providing quality customer service**



VOICE OF THE CUSTOMER





Process input and feedback via:

- Community meetings
- Neighborhood Associations
- Online Surveys
- Social Media
- ActiveNet
- Council requests

Develop & Disseminate Customer Service Standards for Department

- All-Hands Trainings
- Employee Customer Service Committee
- Customer Service Awards for Employees



Parks staff has traditionally adapted existing programs for customers with different needs and abilities in an effective, but loose way.

In 2019, an ADA Coordinator was hired to:

- **Assess policies**
- **Develop guidelines**
- **Adapt programs**
- **Create specific programming**



PROCESS IMPROVEMENT & PARTNERSHIPS





Lean Six Sigma Improvement: Reduction of Park Permit Process from 3+ Days to Minutes

**Over 30 partnerships in place
addressing issues like:**

- **Civic Engagement**
- **Afterschool activities**
- **Nutrition**
- **Shared facilities**



MEASURED IMPACTS:

BY THE NUMBERS



- Between 2015 to 2019, participation in City League teams increased 19%
- Between 2016 and 2019, the number of City tournaments increased 224%
- Between 2015 and 2019, events increased 250%
- TRAPS Conference held in El Paso first time in 32 years
- 2 sites named Lone Star Legacy Park is classified as a park that holds special prominence in the community and the state of Texas
- Over 20 improvements to existing sites and facilities using Parkland Dedication Funding



MEASURED IMPACTS:

BY THE NUMBERS:



Parkland Dedication Funded Improvements

- **Galatzan Center, New Canopy**
- **Braden Aboud Spray Park, Security Camera**
- **Officer David Ortiz (Carolina), Park Renaming Monument**
- **Argal Park at Las Palmas, Security Cameras**
- **East Cave Park, New Canopy**
- **New Coyote Cave Park, New Canopy**
- **Tierra Buena, Dog Park Improvements**
- **Suffolk Park – New Playground**
- **Brisa del Este Park – New Playground**
- **Jack Quarles Park Landscape Improvements**



MEASURED IMPACTS:

QOL DELIVERY

25% increase
in Parks assets



8 Spray Parks & 1 Splashpad

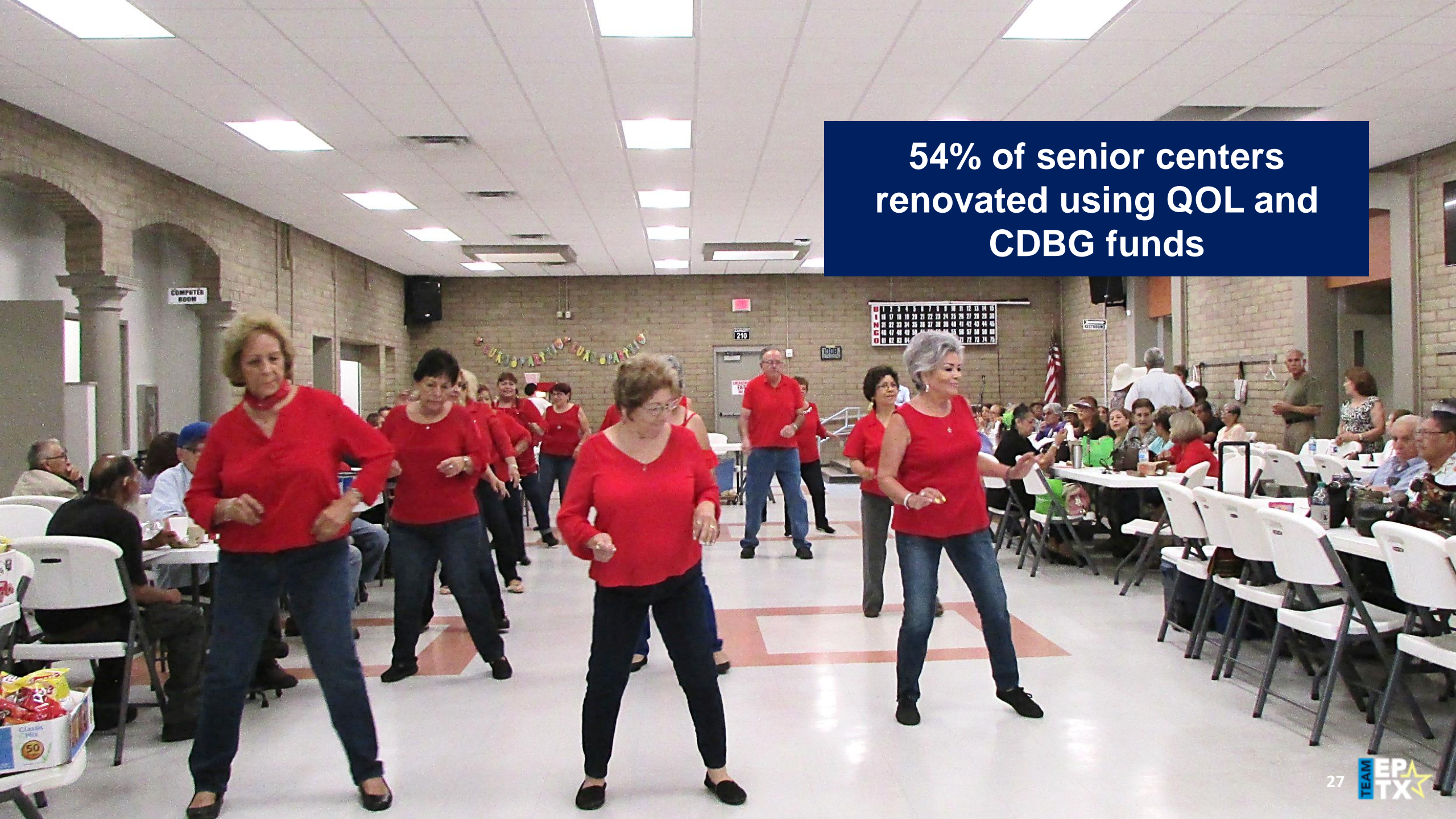




Eastside Sports Complex:

- 42 acres
- 7 competition fields
- 1 championship field

**54% of senior centers
renovated using QOL and
CDBG funds**



Delivery of 2 competition facilities for aquatics



**5 Trailheads added
or improved**





4 new recreation/community
centers under construction

An aerial photograph of a waterpark under construction. In the foreground, there are several large, curved, brown metal slides mounted on black support structures. To the left, a rectangular pool area is covered with a blue and white striped tarp. In the background, a large, multi-story brick building is under construction, with its framework visible. The surrounding area is a mix of dirt, construction equipment, and other buildings, indicating an active construction site.

4 Waterparks Under Construction

**Over 50 Playgrounds & Canopies
Completed**

**Significantly reducing the
number of D Graded Play Areas**



**San Jacinto Plaza
Redesign sparks 39
downtown events in first year**





EXPANSION OF HOLIDAY OFFERINGS





WinterFest 2019

- **457,070 Overall Attendance**
- **36,783 Streetcar Riders**
- **21,745 Activity Participants**
- **3,111 Artists and Performers**
- **10 Departments involved**
- **Grew to 6 weeks**

QUESTIONS?