

# FY22 GOAL TEAM REPORT

## GOAL 4

*Enhance El Paso's* **Quality of Life** *through*  
**Recreational, Cultural and Educational**  
**Environments**

An aerial night view of a city skyline, likely El Paso, with various buildings and lights visible. A large, thick orange arrow is superimposed over the image, pointing upwards and to the right. The text "Exceptional Recreational, Cultural and Educational Opportunities" is written in white, bold, sans-serif font across the top right of the image.

**Exceptional Recreational,  
Cultural and Educational  
Opportunities**

# POWERED BY THE TEAM

## GOAL 4

- **Capital Improvement Department**
- **Libraries**
- **Museums and Cultural Affairs**
- **Parks and Recreation**
- **El Paso Zoo and Botanical Gardens**



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✓ **Key Service Impacts**

✓ **Key Accomplishments**



# Key Service Impacts: Response & Recovery

## Service Levels Returning:

- 100% Zoo Operations
- 100% Senior Centers Operations
- 100% on City Leagues/Sports
- 100% on QOL Festivals/Largescale Events
- 100% Museums Open
- 60% of Libraries Operating
- 50% of Recreation Centers Operating
- 50% of Aquatics Facilities Operating



# Goal-4 Key Service Impacts

- Staffing level for portfolio impacted by 44% overall vacancy
- Inflation driving up cost of programming
- Continuation of pandemic creates unknowns related to:
  - Occupancy
  - Other potential restrictions from Federal Government, State or OEM





# Goal-4 Key Service Impacts



**7.2% minimum wage increase and signing incentives approved by the Council are expected to augment recruitment efforts**



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- ✓ Key Service Impacts (COVID-19)
- ✓ **Key Accomplishments**



# Awards/Recognition

## Libraries

- Fully Accredited by the Texas State Library and Archives Commission
- Achievement of Excellence in Libraries Award (**Third Consecutive Year**)



## Museums and Cultural Affairs Department

- Renewal of American Association of Museums Accreditation for the El Paso Museum of Art
- El Paso Museum of History 1 of 15 national finalists for the IMLS 2022 Nation Medal for Museum Service
- Selection by Federal Government to launch a new stamp
- EP Best of the Best for El Paso Museum of Art, Chalk the Block

## Parks and Recreation

- CAPRA Accreditation
- EP Best of the Best for Scenic Drive, Memorial Park

## Zoo and Botanical Gardens

- AZA and American Public Garden Association Accreditation
- EP Best of the Best Outdoor Activity, 4th place - Best Family Outing





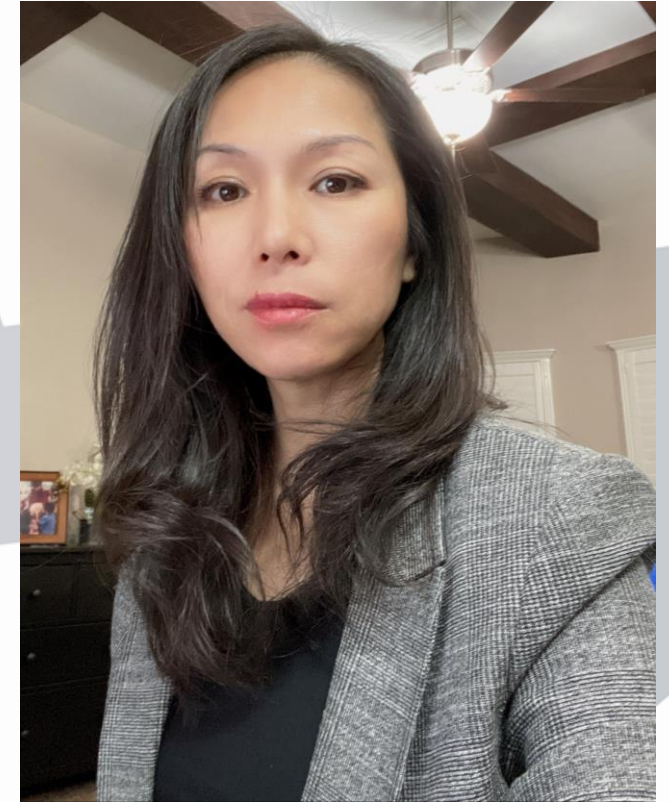
# Strategic Partnerships

- Animal Services
- (\$) Art Bridges America
- AZA
- Bank of America
- Canutillo Independent School District
- (\$) Chihuahuan Desert Education Coalition
- (\$) Center for Biological Diversity
- (\$) Chick-Fil-A
- Community Development
- County Nutrition Program
- El Paso Chihuahuas
- El Paso Community College
- El Paso Community Foundation
- El Paso Fire Department
- El Paso Independent School District
- El Paso Locomotive
- (\$) El Paso Museum of Art Foundation
- (\$) El Paso Museum of History Foundation
- El Paso Rhinos
- El Paso Water
- Environmental Services
- Everoneon.org
- Friends of the Libraries
- Frontera Land Alliance
- (\$) GECU
- Health Department
- Housing Authority of El Paso
- (\$) KLAQ Radio
- Live Active
- (\$) Marathon Petroleum
- Neighborhood Associations (various)
- Region 19
- Socorro Independent School District
- Sun Metro
- (\$) Teachers Federal Credit Union
- (\$) Texas Parks and Wildlife
- (\$) The Great Khalid Foundation
- University of Texas at El Paso
- (\$) Whataburger
- Ysleta Independent School District
- (\$) Zoological Society

# Key Accomplishments

## LIBRARY

- Ten facilities open and bookmobile operating at other branches
- Opened Computer Labs
- Resumed in-person programming along with Read and Ride
- 5 Graduates of Career Online High School
- WorkPLACE Public Library Association Digital Skilling Grant (4,334 participants, 100 Free laptops to community, 5 partnerships)



"I want to finish my high school diploma in order to get into the college Dental Assisting program. I am now preparing for the TSI (Texas Success Initiative) Exam."  
- Hualing Wang, Career Online High School graduate from El Paso, January 2022

# Key Accomplishments- MCAD

- Recipient of \$250K NEA award to support local creative sector recovery
- Hosted national unveiling of first ever United States Postal Service Dia de los Muertos Stamp
- 64% Increase in attendance at the Downtown Art & Farmers Market after reactivation
- Return to in-person Chalk the Block and Dia de los Muertos







# Key Accomplishments

## PARKS + RECREATION

- Implementation of Eco-Tourism strategy to capitalize on El Paso's unique setting
- Implementation of WinterFest, with in-person Celebration of Lights
- 9 senior centers opened ahead of schedule in response to community need
- Return to in-person Senior Games
- 397 Live Active EP events



# Key Accomplishments

## EL PASO ZOO + BOTANICAL GARDENS

- **Overall YTD Attendance** up over 15%
- **Spring Break Attendance** up 4k guests compared to last year which was a record year.
- **Eggstravaganzoo Attendance** broke 7 year record with over 10,300 guest over the weekend.
- All buildings, demos and keeper chats reinstated

### Spring Baby season:

- 8 Pronghorns born (Antelope like animal) →
- 2 Cotton Top Tamarins born (small primate) ↓
- Orangutan pregnant
- Mexican Wolf pregnant
- Preswalski Horse pregnant
- Assorted birds and reptile births





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