



AUSTIN PARKS FOUNDATION

Annual Report 2014



Letter From the Executive Director

Dear friends, neighbors and park champions,

Thanks to you we've been able to maintain more parks, fund more improvements and reach further into the Austin community than ever before. Your support helped us achieve great things in 2014:

Volunteerism

In 2014 we saw an increase of 26% in our overall volunteer corps, and a 22% increase in projects during our city-wide volunteer days. That's over 6,000 citizens stepping up and taking ownership of their parks!

Grant Funding

This year we granted almost \$300,000 to help 12 park adopter groups maintain and improve their parks. The ACL Music Festival Grants Program continues to grow, and we are so proud to offer this program with the support of such a great partner.

Special Project Construction

In 2014 we broke ground on two special projects affecting two very different parks. First, we are transforming Dove Springs District Park, formerly a disused public space, into one of Austin's premiere play areas with the help of our partners and the Dove Springs community. We are excited to reveal the fresh face of this park in 2015. Also in 2014, we began refreshing one of Austin's iconic parks—Auditorium Shores. The new turfgrass and irrigation, renovated hike and bike trails, off-leash dog area and waterfront launch are set to open in the fall of 2015. We're proud to know we, as well as C3 Presents, SXSW, TGB Partners, Clean Scapes and the City of Austin Parks and Recreation Department were able to come together to make this space welcoming for everyone.

Education

This year we launched our newest program focused on educating park adopters, as well as the wider community. Our Park Improvement Education Series (more lovingly known as PIES) has been a great success. We held nine sessions in five parks and educated 270 park champions. We hope to see this program grow next year as we partner with TreeFolks to add more arborist focused sessions to the series.

We've got so much to be thankful for, but still so much more to do. We want to thank each and every one of you for your support, and ask that you continue your commitment to one of Austin's greatest assets—our parks!

Sincerely,

Colin Wallis

Executive Director / Austin Parks Foundation

APRIL 2005



Movies In The Park

Starting Number of Parks: 1
2014 Number of Parks: 2

MARCH 2006



Yoga In The Park

Starting Number of Parks: 1
2014 Number of Parks: 3

SEPTEMBER 2006



ACL Grants

Total Given In Inception Year: \$8,535
Total Given in 2014: \$290,335

A non-profit established in 1992, **Austin Parks Foundation** was created to fill the gap in funding for public parks, trails and open spaces in Austin and Travis County.

MARCH 2012

It's My Park Day

2012 Number of Projects: 60

2014 Number of Projects: 101

2012 Number of Volunteers: 1,722

2014 Number of Volunteers: 2,863



JUNE 2012

National Trails Day

2012 Number of Projects: 10

2014 Number of Projects: 29

2012 Number of Volunteers: 258

2014 Number of Volunteers: 506



OCTOBER 2012

National Public Lands Day

2012 Number of Projects: 14

2014 Number of Projects: 38

2012 Number of Volunteers: 435

2014 Number of Volunteers: 1,265



Since 2012, **APF** has facilitated nearly **400** park projects with **10,794** volunteers during our city-wide volunteer days. Volunteers come from neighborhoods, private companies and student groups—most return each year, and many complete multiple projects in a single year.

Board of Directors

President

Daniel Woodroffe
dwg. Landscape Architecture

Secretary

Sania Shifferd
SDSGroup

Ford Alexander
Oxford Commercial

Tim Hendricks
Cousins Properties

Jen Ohlson
Interactive Health Technologies, LLC

Jim Alsup
Jackson Walker LLP

Glee Ingram
Growing Designs, Inc.

Chip Pate
Community Volunteer

Libbey Fernandes
Texas Capital Bank

Stuart Laves
Texas Association of
School Boards

Anna Stepan
Maxwell, Locke, and Ritter PC

Ryan Gravelle
KHRG

Michael McGill
City of Austin

Bill Talbot
CA Technologies

Greg Weaver
Catellus

Immediate Past President

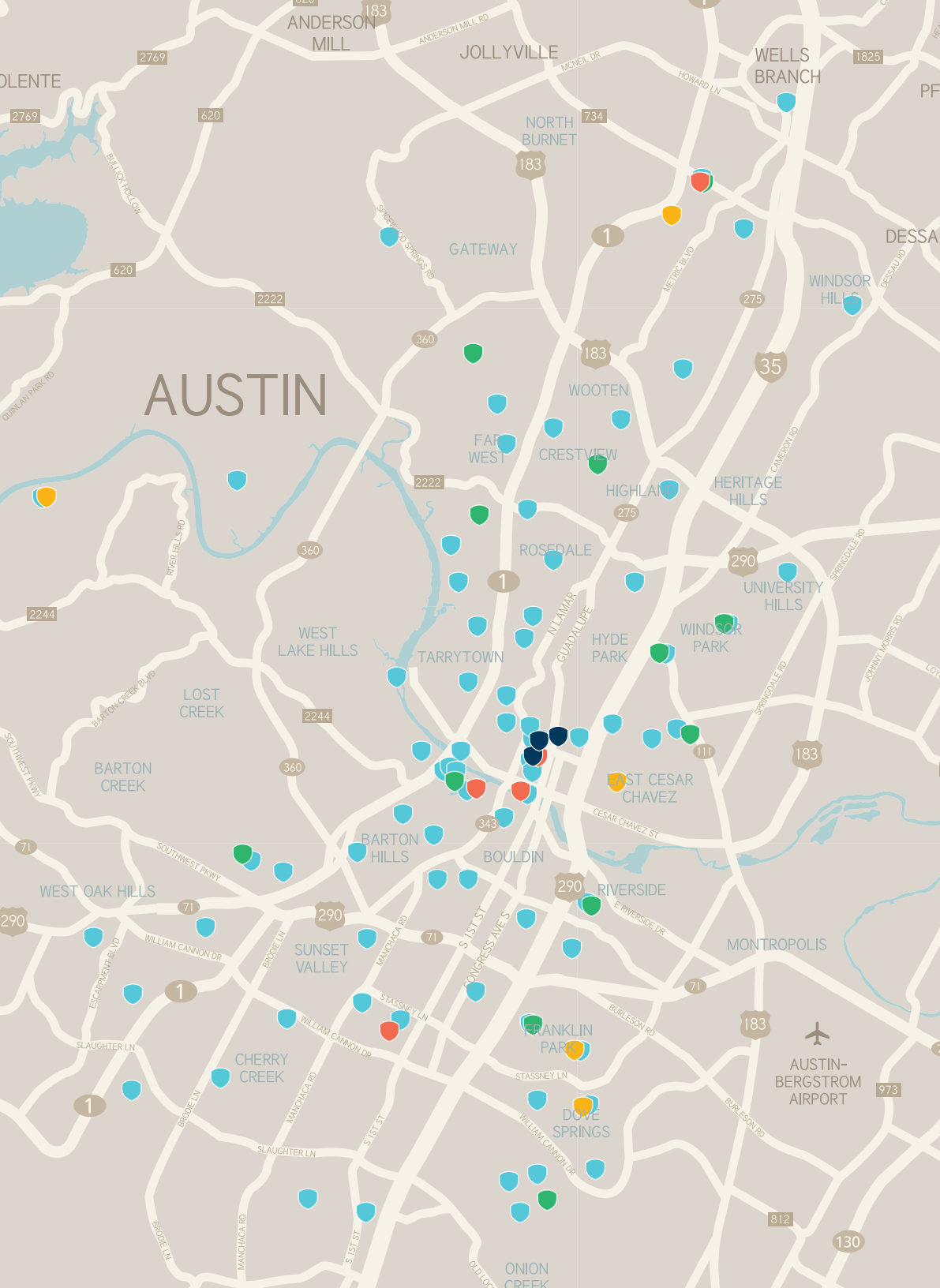
Ralph Webster
Peppermint Cleaning Co.

Treasurer

Margaret Menicucci
Braun & Gresham
Adjunct, UT Law School

Vice President

Sara Marler
Community Volunteer



Parks Supported by APF in 2014

2014 GRANT RECIPIENTS

Boggy Creek Greenbelt
Brentwood Neighborhood Park
Gaines Creek Park
Patterson Park
Bartholomew District Park
Perry Park
Ponciana Park
Stillhouse Hollow Nature Preserve
Heritage Oaks Park
Barton Springs Pool
Alderbrook Pocket Park
Onion Creek Park

2014 GRANT CONSTRUCTION

Dove Springs District Park
Plaza Saltillo
Walnut Creek Greenbelt
Commons Ford Ranch Metropolitan Park
Franklin Park

2014 SPECIAL PROJECTS

Auditorium Shores at Town Lake
Metropolitan Park
Republic Square
Alderbrook Pocket Park
Umlauf Sculpture Garden & Museum
Armadillo Park

2014 PARK ACTIVATION

Wooldridge Square
Old Bakery and Emporium
Republic Square

2014 VOLUNTEER PROJECTS

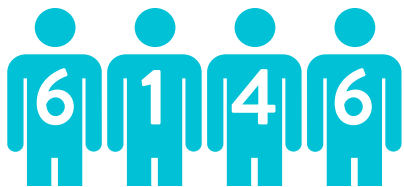
Alderbrook Pocket Park
Shoal Creek Greenbelt - Allendale
Allen Memorial County Park
Anne Richards Bridge
Bartholomew District Park
Battle Bend Neighborhood Park
Bauerle Ranch Park
Blunn Creek Nature Preserve
Bruning Green
Roy and Ann Butler Hike and Bike Trail
Williamson Creek Greenbelt
Cherry Creek Park
Commons Ford Ranch Metropolitan Park
Convict Hill Quarry Neighborhood Park
Copperfield Nature Trail
Covert Park at Mount Bonnell
Crestmont Park
Del Curto Park
Dick Nichols District Park
Wells Branch Disc Golf Course
Dottie Jordan Park
Dove Springs District Park
Duncan Park
Emma Long Metropolitan Park
Franklin Park
Gaines Creek Greenbelt
Gaines Creek Park
Garrison Park
Heritage Oaks Park
Barton Creek Greenbelt - Homedale
Joslin Neighborhood Park
Kealing Park
Little Zilker Park
Seismic Wall
Mabel Davis District Park
Mary Moore Searight Metropolitan Park
Mayfield Nature Preserve
Murchison Pool

Northwest Recreation Center
Odom Playground
Onion Creek Metropolitan Park
Onion Creek - Perez Elementary
Onion Creek Greenbelt
Patterson Park
Pease District Park
Ponciana Park
Red Bud Isle
Robert E. Lee Tributary
Ron Rigsby Park
Rosewood Neighborhood Park
Waller Creek
Seider Springs Greenbelt
Shoal Beach at Town Lake Metropolitan Park
Shoal Creek - 5th Street
Shoal Creek - 10th Street
Shoal Creek Trail - 29th Street
Shoal Creek Trail Gap - 5th Street
South Austin Park and Recreation Center
Springfield Park
St. Edward's Park
Stephenson Nature Preserve And Outdoor Education Center
Swede Hill Park
Tarrytown Neighborhood Park
Veloway
Walnut Creek Metropolitan Park
West Austin Neighborhood Park
West Bouldin Creek Greenbelt
West Enfield Park
East Williamson Creek Greenbelt
Wooldridge Square
Wooten Neighborhood Park
Zilker Botanical Garden
Zilker Nature Preserve
Zilker Metropolitan Park
Zilker Polo Fields



CORE CONTRIBUTIONS VOLUNTEERISM

Austin Parks Foundation is grounded in the generosity of the Austin community. Volunteerism has been at the center of who we are as an organization since our earliest days, and we place tremendous value on the individuals, groups and companies that make up our dedicated volunteer corps. From our citywide volunteer days—It's My Park Day, National Trails Day and National Public Lands Day—to individual project days held throughout the year, we leverage thousands of volunteers to help maintain and preserve Austin's 300+ green spaces. Below are just some of the highlights of what we were able to accomplish in 2014.



VOLUNTEERS in 2014



231

VOLUNTEER PROJECTS
in 2014

It's My Park Day

In 2014, **nearly 3,000 Austin volunteers** participated in more than 100 park-improvement projects across the city, the largest event to date.

Total number of
PARKS IMPROVED
by Volunteers in 2014

115

Total number of
PARK ADOPTER
GROUPS

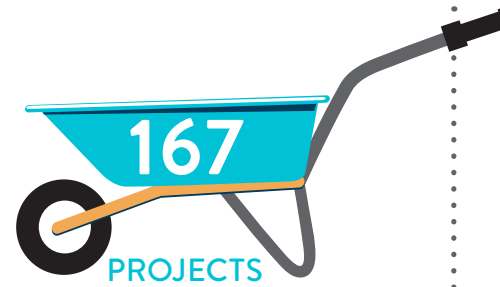
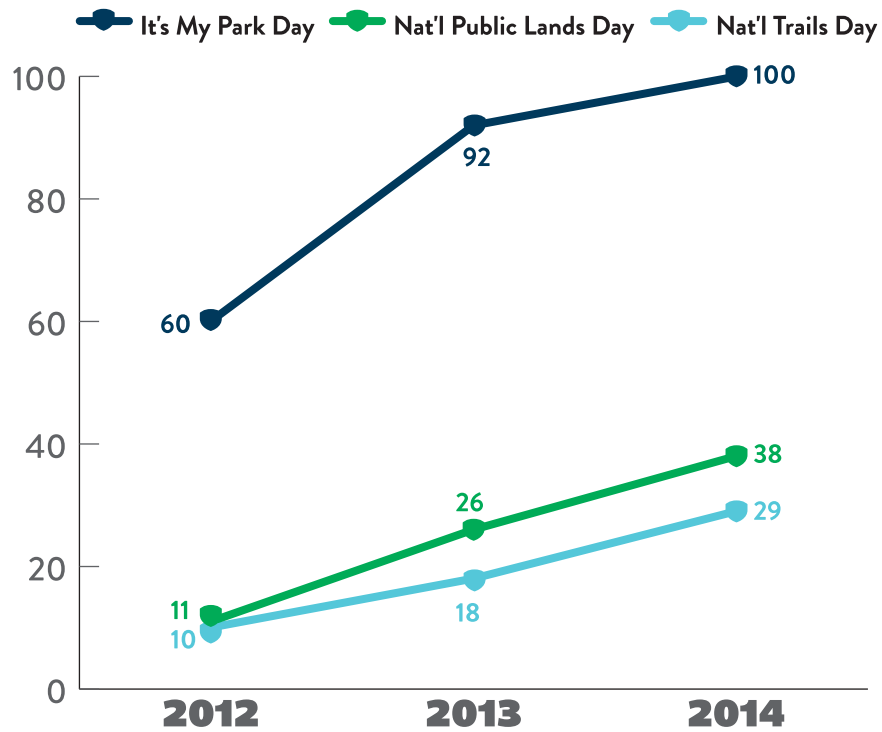
92

Total number of
PROJECT LEADERS
in 2014

121

CORE CONTRIBUTIONS VOLUNTEERISM

CITY WIDE DAYS



167
PROJECT LEADERS

4,634
VOLUNTEERS

YEAR ROUND

PROJECT DAYS
63

1512
VOLUNTEERS

PROJECT LEADERS
37





CORE CONTRIBUTIONS **RESOURCES**

Connecting people to resources is integral to our mission of connecting people to their parks. Park Adopters are exceptional volunteer groups who dedicate large portions of their time, leading long-term park improvements that Austin's limited city budget cannot support. In support of these projects, Austin Parks Foundation initiated the ACL Music Festival Grants Program, which has funded 131 park improvement projects since 2006—each executed by ardent park adopters who care deeply about their local parks. In addition to grants, APF offers Park Adopters free access to our Tool Warehouse and our new Park Improvement Education Series (PIES) workshops. From Dove Springs to Allendale and everywhere in between, these programs benefit not just the park adopter groups most invested in the improvements, but the whole community.

ACL GRANTS

GRANTS
GIVEN
in 2014



PARKS FUNDED
BY GRANTS
in 2014

\$290,335 GIVEN in 2014

TOOL WAREHOUSE

1,387 TOOLS used in **216** PARK PROJECTS in 2014

\$25,000 VALUE FOR SERVICE in 2014



(Based on average rental price of \$11.50 per tool and average group size of 10)



PARK IMPROVEMENT EDUCATION SERIES


270

Number of
ATTENDEES
in 2014

Number of
SESSIONS **9**
in 2014

CORE CONTRIBUTIONS SUSTAINABILITY PROJECTS

As a conservation organization, Austin Parks Foundation is committed to innovative and creative solutions to Austin's urban sustainability questions. We have the flexibility to try new approaches to age-old issues, and invest in strategic pilot projects throughout the city to address issues like water conservation, the promotion of our urban tree canopy, poison ivy control and more.

FUTURE FOREST PROJECT

In 2011, we introduced an intensive five-year program designed to significantly increase Austin's urban tree canopy—the Future Forest Project. Given the size of the park system, this goal is beyond the capacity of any one non-profit or city department to reach alone, which is why we've partnered with other local non-profits and multiple city departments to:

- Plan and prioritize planting along watersheds
- Mulch and clear root collars
- Provide skills training for volunteers and volunteer leaders

Austin Parks Foundation has taken a leading role in mulching, which was identified as the number one most cost-effective method to protect and save trees in the urban canopy. In 2014 Austin Parks Foundation hosted over 100 mulching and tree care volunteer projects. As we strive to replant an aging urban forest through the Future Forest Project, we are planting the seeds for social and environmental stewardship in our volunteers, and the wider community.

4,063
VOLUNTEERS

142
PROJECTS

1,820 CUBIC YARDS
OF MULCH
(28% increase from 1,325 in 2013)

B-CYCLE

Austin Parks Foundation is a founding partner of Austin's B-cycle, the bike share program designed to transform the way people access the city's urban core. With the help of Austin Parks Foundation, B-Cycle has allowed Austin to avoid over 65,000 car trips to date.



382
BIKES in
B-Cycle fleet

50
B-CYCLE STATIONS
Throughout Austin

675,105
CARBON OFFSET

GOAT GRAZING

In 2014, Austin Parks Foundation supported a growing national movement to utilize goats as natural lawn-mowers in our parks. Goats love to eat poison ivy, and they don't pollute with CO₂ or noise as they mow. Our goat grazing pilot projects at Umlauf Sculpture Garden and Armadillo Park were proof of concept for the city. This project opens the door to more grazing opportunities, especially in areas that are difficult for city workers to clear, such as steep hillsides and cliffs.

GOATS USED **58**

VENDORS

In an effort to reinvigorate some of Austin's underutilized park spaces, Austin Parks Foundation partnered with food trucks to bring new life, and new proceeds, to Old Bakery Emporium and Wooldridge Square parks. Vendors donate 10% of their proceeds to be re-invested in the parks they work in, offering the community a new way to engage with the park, while raising funds to support the future of the space.

of
VENDORS **2** # of
PARKS

REVENUE GENERATED
For Old Bakery Emporium
and Wooldridge Square Park **\$14,811**

HABITURF®

Our cornerstone water conservation project, HABITURF®, is a mix of native grass species that is an ideal solution to Texas' extreme weather conditions. Developed through years of research by the Lady Bird Johnson Wildflower Center at the University of Texas at Austin, this dense and attractive grass requires less mowing and weeding than traditional lawns, and most importantly, it thrives with minimal watering. The first park to implement this new turf, Alderbrook Park, is already seeing improvements, and we look forward to reporting on the project as data becomes available in the coming months.

75-95% LESS
WATERING

CORE CONTRIBUTIONS ACTIVATION

YOGA IN THE PARK

Activating our public spaces is key to creating a safe, healthy and positive environment. That's why Austin Parks Foundation offers free Yoga in the Park classes throughout the city. This year we hosted four studios in three separate parks, and the list continues to grow. These multi-level classes offer Austinites the chance to access complimentary yoga classes taught by certified instructors, all while enjoying a positive and healthy activity in their parks.

50
CLASSES
in 2014

1,000
ATTENDEES
(Total Estimated)
in 2014

\$750 Per Person
VALUE OF SERVICE
for 2014
(Average Class Cost \$15)



MOVIES IN THE PARK

This series of free films brought to the community by Austin Parks Foundation, in partnership with the #1 movie theater in America, Alamo Drafthouse Cinema, activates parks and gives the community a positive experience in their local green spaces. Residents and visitors bring blankets or lawn chairs, and often a picnic dinner, for a fun and relaxing evening under the beautiful Austin night sky.

5 MOVIES
in 2014

2,500 ATTENDEES
Roughly

\$10,000 VALUE OF SERVICE
for 2014

IMAGINATION PLAYGROUND™

Austin Parks Foundation brings Imagination Playground™, an adaptable playscape designed to encourage unstructured free play, to the Sustainable Food Center's downtown farmer's market each week. Imagination Playground™ offers a variety of play patterns, from construction to pretend play, and encourages children to exercise problem-solving skills and complex thinking. It also promotes communication, collaboration and inter-age play—making it a mobile play area that activates imaginations and our parks.

40 PLAY DAYS
with
Imagination
Playground™
in 2014

2,340 CHILDREN SERVED
in 2014



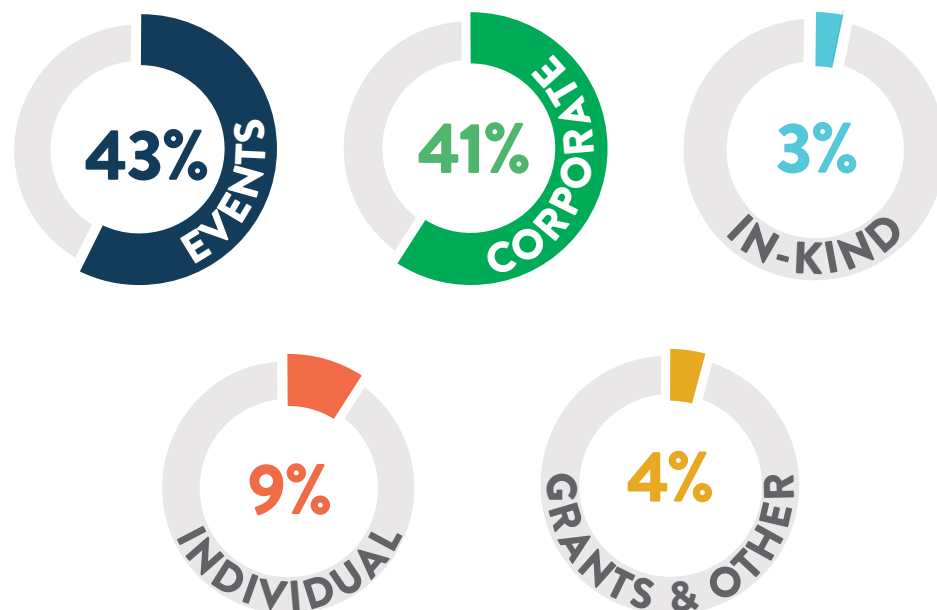
Financial Highlights

ASSETS	As of 12/31/2014
Cash & Cash Equivalents	\$ 3,416,888
Current Assets	8,500
Fixed Assets	25,712
TOTAL ASSETS	\$ 3,451,100

LIABILITIES	
Accounts Payable	86,392
Grants Awarded	369,839
TOTAL CURRENT LIABILITIES	\$ 456,231

EQUITY	
Unrestricted Net Assets	1,306,963
Temporarily Restricted Net Assets	1,687,906
TOTAL EQUITY	\$ 2,994,869
TOTAL LIABILITIES & EQUITY	\$ 3,451,100

REVENUES 2014 \$4,231,793



EXPENSES 2014 \$3,861,912



PEOPLE PLUS PARKS

Mollie
& Stephen Butler
Richard Craig • Tammy Goforth
Mark Galan • Quentella Garza
Ann S. Butler • Malcolm Cooper
Malcolm Daniel • Dubose Family Foundation
Graves, Dougherty, Hearon & Moody • Josphe Hughes
Meta Hunt • Jeff Kodosky • Martin Kohout • Elizabeth Layne
James Little • Matt Luckie • Fara McMullen
Sue Phillips • Mark Saleh • Shomos Family Foundation Ltd.
Michelle & Colin Wallis • Terry & Daniel Woodroffe

Thank you to our Park Champion donors!

C3 Presents | Anonymous | SXSW | Downtown Austin Alliance
Meyer Levy Charitable Foundation | Luke's Locker Incorporated
Qualcomm | Chipotle Mexican Grill | KIND Healthy Snacks
Wheatsville Co-op | Jackson Walker, LLP | DFI Resources, Inc.
St. David's Foundation | Fallon Group, Inc. | Hotel ZaZa
Mr. & Mrs. Joe W. Bratcher Jr. Foundation | REI

Dell Foundation
National Instruments • Holly &
Steve Wiese • Roger Williams • Gregory Abell
Robert Ayres • John Barnhart • Harry Brutsche • Brenda
Collins • James Cowden • Elaine Branagh • Donald Fornes • Barbara
Hornaday • Infinity Moving • The Krejci Family Trust • Sara Marler • Catherine
O'Connor • Drew Pinzur • Michael Portman • Laura Redfern • Jim Rankin • Nejla Shami
Shwab Charitable Foundation • Marla Whelan • Margaret Menicucci & Michael Whellan
Leslie Wolff • Peter Wood • Robert Brailas • Ken Pfluger • Silicon Labs • Theresa Brissette
Charles Brewer • Silicon Labs • Russell Johnson • Karin Kalthoff • Sania Shifferd • Gary Amaon
Malcolm Yeatts • Xu Lian • Russell Johnson • Robert Brailas • Sheldon Richie • Elisabeth McCoy
Susan Reid • Jill & Jack Nokes • United Way Capital Area • Lawrence Bradshaw • Lisa Harris • Shell Oil Company
Wesley Reed • Lawrence Bradshaw • Nancy Radding • Danny Shapiro • Ed Davis • Rick Perkins • Benjamin Johnson
Dave Yanke • Diana Gale • Stacy Weil • Jacqueline Kraal • Mary Stinchcomb-Cocke • Robert Cushing • Karin
Foster • Andrew Austin • Renee Lafair • William Wilkerson • Karen Miller • Jeanne Broussard • Robert Nash
John Houck • Donna Shands • Morgan Binswanger • Edible Austin • Karl Buesing • Robert Landau • Lorenzo Sadun
James Palmer • Deborah Irvine • Jan & John Stephens • Beverly Rabenberg • Andy White • Laura Albachten • Elaine Kant
Sam Hammett • Karen Pope • Rama Makkena • Catherine Madeley • Ralph Weston • Stan Peyton • Christine Plonsky • David
King • Richard Schmidt • Hank Hardesty • Steve McConico • Hayden Brooks • Bruce Scaff • Brian Rodgers • Richard Swallow
Robert Cushing • Brandon McMurtry • Maydelle Fason • Stanley Cavitt • Meredith Landry • Barbara Turley • Robert Leahey
Hannah Temple • William Tullis • David Justice • Dale Herron • Anita Blank • Haydn Schwedland • Eleanor Sellstrom • Mary Zeitler
Mary Minor Herbert • Henry Hobbs • David Smith • Cecilia Green • Andy Albright • Mary Walcutt • Mark Voges • Ben Napier
Glenda Goehrs • Lisa Geiger • Marcus May • Steve Younkman • Tommy Rand • Kathleen Monahan • Karen Trikilis • Charles Parker
Chandler Stolp • Harold Schneider • Randall Jonkers • David Weiser • Jane Ripperger-Suhler • Jody Slagle • Dave Yanke
Jacqueline Kraal • Greg McKaskle • Ron Coldiron • Tom Caven • Frank Macdougall • James Riggs • Eric Peabody
Joshua Flanagan • Joe Datri
James Browne

Austin Community Foundation
BFG Communications, Inc.
Clif Bar & Company • Jeb Boyt
Cirrus Logic, Inc. • Clean Scapes
LLP • Frost National Bank • TBG
Partners • Texas Gas Service
Texas Rowing Center • Jessica &
Greg Weaver • Anonymous • Applied
Materials • Ford Alexander • Dell
Computer Corp. • Edward Swartz
John Martin • Jack Nottingham
AECOM • Benz Resource Group •
Brown Distributing Company • CA
Technologies • Cynthia and George
Mitchell Foundation • Griffin Davis
DCI Engineers • Michael Dileo
Patsy Graham • GSD & M
Robertson-Finley Foundation
Team Epic, LLC • Tennant Foundation

Clift Bowman



AUSTINPARKS.ORG

 [FACEBOOK.COM/AUSTINPARKSFOUNDATION](https://www.facebook.com/austinparksfoundation)

 [INSTAGRAM.COM/AUSTINPARKSFDN](https://www.instagram.com/austinparksfdn)

 [TWITTER.COM/AUSTINPARKSFDN](https://twitter.com/austinparksfdn)

507 CALLES STREET, SUITE 116, AUSTIN, TEXAS 78702
512.477.1566 APF@AUSTINPARKS.ORG

©2015 copyright. Austin Parks Foundation. All rights reserved.

Cover photo courtesy of Katey Magill.