



# FY23 GOAL TEAM REPORT RESULTS

## GOAL 4

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

**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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- ✓ Transformative Results Since Strategic Plan Adoption
- ✓ FY23 highlights

# Key Accomplishments

Transformative Results Since Strategic Plan Adoption



## Capital Improvement Department

**177** **QUALITY OF LIFE**  
**COMPLETED**  
**PROJECTS!**

# Key Accomplishments

Transformative Results Since Strategic Plan Adoption



## Capital Improvement Department



Pavo Real Recreation Center Improvements



# Key Accomplishments

Transformative Results Since Strategic Plan Adoption



## Capital Improvement Department



Liz Morayma Park Improvements



# Key Accomplishments

Transformative Results Since Strategic Plan Adoption



## Capital Improvement Department



Playa Drain Walking Trail Improvements Phase II

# Key Accomplishments

Transformative Results Since Strategic Plan Adoption



## Capital Improvement Department



Westside Library Grand Reopening





# Key Accomplishments

Transformative Results Since Strategic Plan Adoption



## Capital Improvement Department



# Key Accomplishments

## Transformative Results Since Strategic Plan Adoption



## Libraries

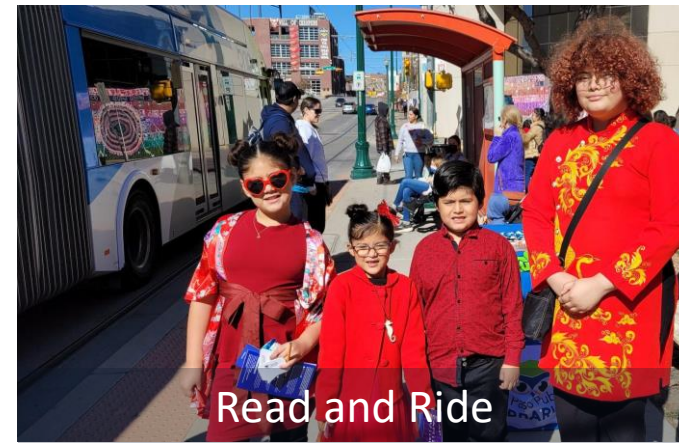
- Making 21st-century library services available to El Pasoans by adding and improving online resources
- Fulfilling the City's vision by providing cultural, educational and recreational programming such as Día de los Niños - Día de los Libros, Teentober Fest, Summer Reading Club, and more
- Improving economic development by graduating more than 100 adult high school students through Career Online High School



COHS Graduate



Día de Los Niños



Read and Ride

# Key Accomplishments

## Transformative Results Since Strategic Plan Adoption

## Libraries

- Providing entrepreneurial support through WorkPLACE
- Partnering with Live Active EP to offer health-related programming at library branches
- Upgrading all facilities with modern amenities including, WiFi, Computers and Hotspots for loan to ensure El Pasoans have the connectivity they need for success.



# Key Accomplishments

## Transformative Results Since Strategic Plan Adoption



## Museums and Cultural Affairs

- Worked with private and public partners to successfully receive State designation for the El Paso Downtown Arts District which attracts over 1.5 million annually
- Created a blueprint for Downtown Festivals through the creation of Chalk the Block, which has been replicated locally and regionally
- Overhauled Cultural Funding Program process to streamline application process and migrated to online application system
- Led the way in visioning innovative amenities and programs at MCAD managed museums including DIGIE.
- Launched the first Art and Farmers Market within the City limits in 2012, creating pathways for small business development for thousands of artisans and growers and providing a framework for private markets to follow.



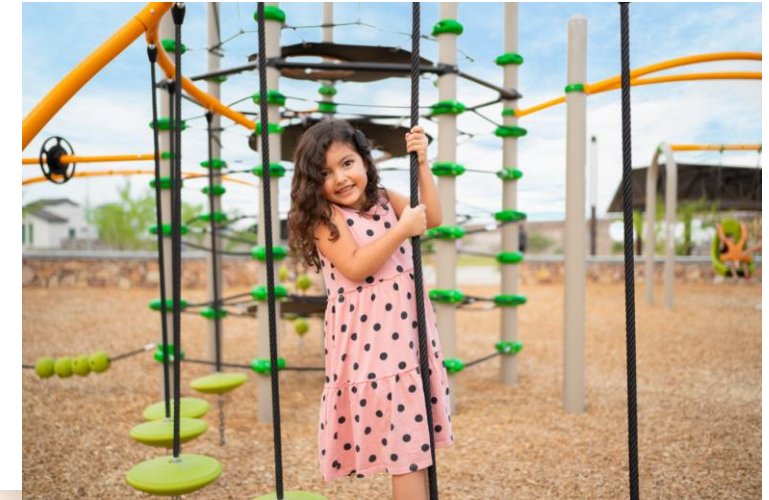
# Key Accomplishments

## Transformative Results Since Strategic Plan Adoption



## Parks and Recreation

- Improving park services through renovation of City Parks and Centers
- Addition of 4 new Community Centers to serve underserved communities and increasing populations
  - The Beast Urban Park, Valle Bajo Community Center, Chamizal Community Center, Sylvia A. Carreon Community Center
- Improve Aquatic services through opening of second Natatorium and first diving well in the El Paso region
- Construction and opening of 4 community Water Parks serving the entire City



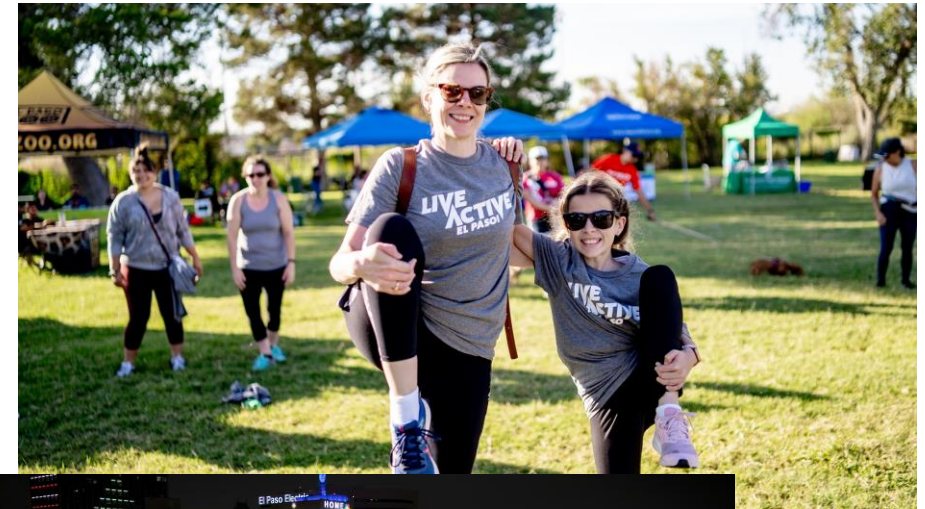
# Key Accomplishments

## Transformative Results Since Strategic Plan Adoption



## Parks and Recreation

- Completion and approval of a Master Plan for Mary Frances Keisling Park in the Upper Valley
- Creation of Live Active EP program providing free accessibility to fitness, mental-wellness, and nutrition resources
- Transform WinterFest into a must-visit Holiday destination

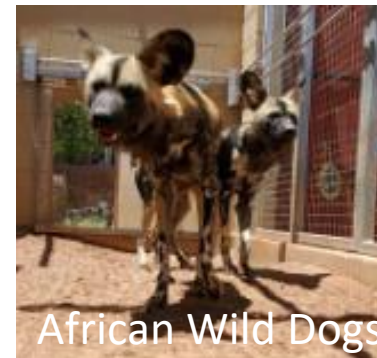
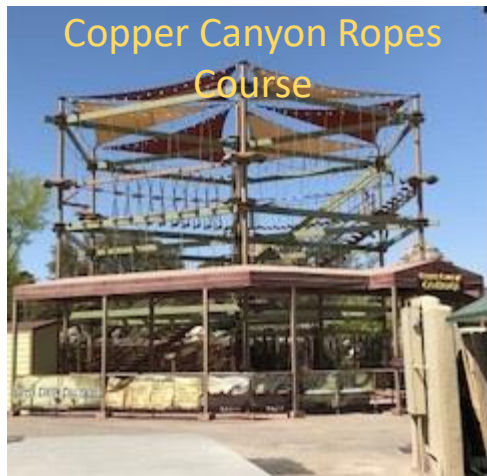
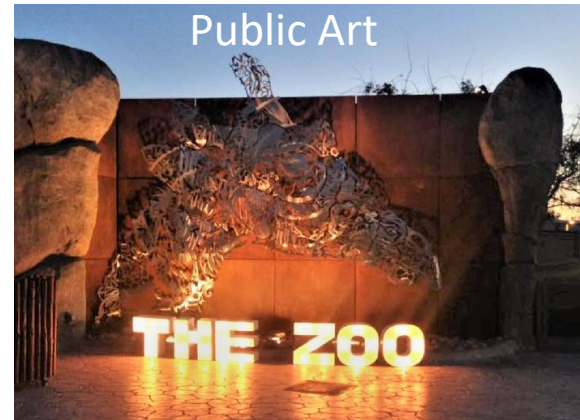


# Key Accomplishments

Transformative Results Since Strategic Plan Adoption



## El Paso Zoo and Botanical Gardens



# Key Accomplishments

## FY23 HIGHLIGHTS



# Capital Improvement Department

## Projects Starting Construction Spring 2023:

- Coach Jack D Quarles Park Lighting
- Galapagos Exhibit
- Memorial Park Lighting
- Normandy Park Lighting
- Todd Ware Park Improvements
- Upper Tom Lea Park Improvements

## Projects Nearing Completion:

- Valle Bajo Book Drop & ADA Door
- Animal Holding II
- Grandview Recreation Center
- Leopard and Elephant Exhibit Renovations
- Sylvia Carreon Rec Center Bridge Ramp
- Manhattan Heights Archway Illumination
- Nolan Richardson Recreation Center
- North Skies Park Improvements
- Penguin Exhibit and Life Support Project
- Sea Lion Exhibit Repair and Upgrade
- South American Pavilion Restrooms
- Wainwright and NE Basin Park Improvements
- Washington Park Improvements NIP V



# Key Accomplishments FY23 HIGHLIGHTS



## Awards/Recognitions

### Libraries

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

### Museums and Cultural Affairs Department

- EPMH Texas Association of Museums Award for Innovation
- EPMA Assistant Curator Claudia Preza received The Association of Art Museum Curators EPIC Award
- Best of the Best Award for Chalk the Block and EPMA
- CODA Awards Merit Winner for Public Art Piece, Desert Blossom

### Parks and Recreation

- CAPRA Accreditation

### Zoo and Botanical Gardens

- Partnering with EPISD – EPZ Call to Artists
- Selected to host Chihuahuan Desert Conference – November 15-17, 2023
- EPZ featured in Association of Zoos & Aquariums – publication "Connect" - The Timeless Appeal of Carousels

### Capital Improvement

- AIA El Paso Mayor's Award Valle Bajo Community Center and Library



# Key Accomplishments

## FY23 HIGHLIGHTS



## Strategic Partnerships

- Animal Services
- (\$) AT&T
- Community & Human Development
- County Nutrition Program
- (\$) Dollar General
- El Paso Chihuahuas
- (\$) El Paso Children's Hospital
- El Paso Community College
- El Paso Fire Department
- El Paso Independent School District
- El Paso Locomotive
- El Paso Water
- Environmental Services
- Emergence Health Network
- Friends of the Libraries
- Frontera Land Alliance
- Health Department
- Housing Authority of El Paso
- Molina Foundation
- Neighborhood Associations (various)
- (\$) Raiz FCU
- (\$) Raising Canes
- (\$) Scherr Legate
- Socorro Independent School District
- Streets & Maintenance Department
- Sun Metro
- (\$) The Great Khalid Foundation
- (\$) Truly Nolen
- Ysleta Independent School District
- (\$) Texas State Library and Archives Commission
- Texas Department of Transportation

# Key Accomplishments FY23 HIGHLIGHTS

## Library

- Eleven facilities open
- Programming and Services Operating at Full Capacity
- Passport Offices Reopened
- WorkPLACE Entrepreneurial and Job Placement Support (21,407 participants, 113 Workshops, 21 Partnerships)
- Career Online High School 18 New Graduates
- Molina Foundation Grant provides 10,000 NEW Free Books to El Paso
- TSLAC Family Place Grant provides funds for developmental equipment at the Burges Library

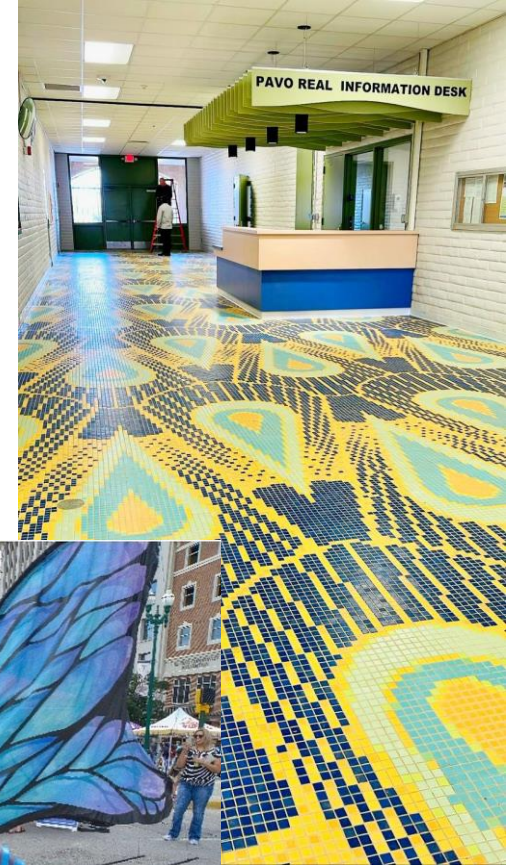


# Key Accomplishments

## FY23 HIGHLIGHTS

### MCAD

- Celebrated milestones for the 15 year anniversary of Chalk the Block and the 5th year anniversary of Dia de Muertos with the largest attendance to date recorded for both festivals.
- Recipient of \$99K USDA award to support Art and Farmers Market
- Public Art has completed 3 of 7 projects designated for completion in FY23.

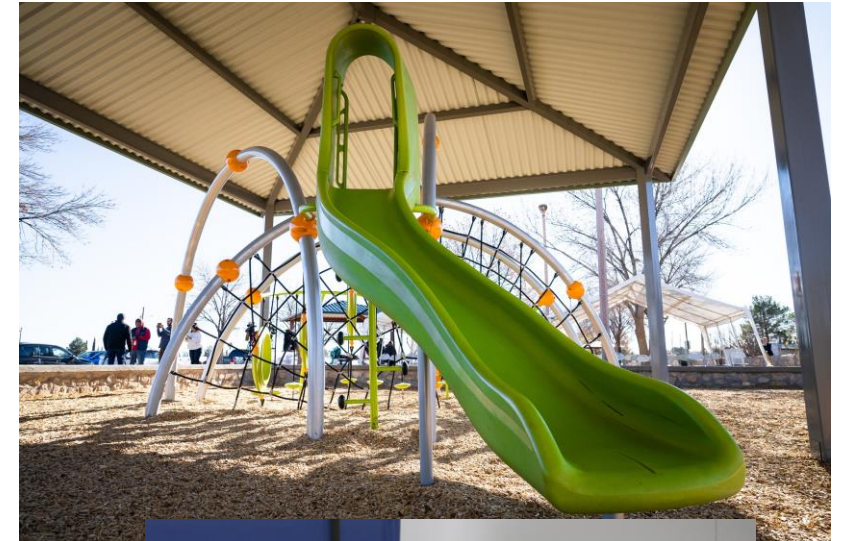


# Key Accomplishments

## FY23 HIGHLIGHTS

## Parks + Recreation

- Celebrated park improvements of Liz Morayma Park, Pueblo Viejo Park and Dick Shinaut Skate Park and Joey Barraza and Vino Memorial Park
- Began process for two Master Plans – Mary Frances Keisling Park and Memorial Park
- Over 350,000 visitors throughout WinterFest season
- Over 300 Live Active EP events
- Record-breaking participants for Mini Sports



# Key Accomplishments FY23 HIGHLIGHTS

## El Paso Zoo + Botanical Gardens

- Leopard, Elephant, Sea Lion Exhibits Repair & Upgrade
- New South American Pavilion Restrooms
- Opening Penguin Oasis
- New Animal Holding II

### Significant births:



**Final Goal Team Report to be provided May 8<sup>th</sup>**



## **VISION BLOCK**

## **HIGH PERFORMING GOVERNMENT**

**Team Leads:  
Araceli Guerra  
Margarita Munoz**

## **STRATEGIC GOALS**

**GOAL 5 - Promote Transparent & Consistent Communication Amongst All Members of the Community**

**GOAL 6 - Set the Standard for Sound Governance & Fiscal Management**

## **DEPARTMENTS**

**ORGANIZATIONAL ALIGNMENT**

**CITY ATTORNEY'S OFFICE + CITY CLERK'S OFFICE +  
CITY MANAGER'S OFFICE + HUMAN RESOURCES +  
INFORMATION TECHNOLOGY + OFFICE OF THE COMPTROLLER  
+ PURCHASING & STRATEGIC SOURCING + TAX OFFICE**



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