Directors Message
The Department of Parks, Recreation, & Tourism exists to create recreational and cultural experiences for a more vibrant community. Like the industry as a whole, our department is committed to championing health and wellness, conservation, and social equity. We are also playing a greater role in advancing the County’s economic development goals. Such a far-reaching and holistic mission makes us an essential service provider in the Prince William County government.

2019 was a tremendous year for our agency. We cut the ribbon on Neabsco Regional Park, expanded Dove’s Landing Park by 75 acres, broke ground on five new rectangular fields at Catharpin Park, and hosted Tough Mudder, which drew thousands of visitors to the County. The Tourism division was recognized as Team of the Year by the Virginia Association of Destination Marketing Organizations. Most significantly, voters approved a $41 million bond referendum for new parks, trails, and open space. We are currently updating the Parks chapter of the County’s Comprehensive Plan and associated Master Plan, which together will set policy guidelines and tactical direction for meeting our mission. We are also seeking national accreditation from the Commission for the Accreditation of Parks and Recreation Agencies, preparing to host the USA BMX East Coast Nationals, and advancing a multitude of new capital projects for delivery over the next year.

We are grateful for the trust the tax-payers and elected officials place in us to deliver exceptional services as well as facilities, programs, and projects for delivery over the next year. We are grateful for the trust the tax-payers and elected officials place in us to deliver exceptional services as well as facilities, programs, and projects for delivery over the next year. We are grateful for the trust the tax-payers and elected officials place in us to deliver exceptional services as well as facilities, programs, and projects for delivery over the next year. We are grateful for the trust the tax-payers and elected officials place in us to deliver exceptional services as well as facilities, programs, and projects for delivery over the next year. We are grateful for the trust the tax-payers and elected officials place in us to deliver exceptional services as well as facilities, programs, and projects for delivery over the next year.

Thank you for taking the time to get to know us. May the partners and volunteers we rely on accelerate our mission and advance the County’s economic development goals. Such a far-reaching and holistic mission makes us an essential service provider in the Prince William County government.

Seth Hendler-Voss

COMMUNITY IMPACT

- 850,000+ visits annually to Enterprise Sites
- 5,316 visits to recreational facilities, services, and programs
- 800+ Seasonal employees, largest employer of youth in PWC
- $619 million+ Traveler-related expenditures in Prince William County, the highest on record for the County
- 2 million visits to recreational facilities, services, and programs
- #1 VA Tourism Team of the Year
- 400k Visitors to Pools & Waterparks

PRINCE WILLIAM

- Parks, Recreation & Tourism
- George Hellwig Memorial Park
- 14420 Bristow Rd, Manassas, VA 20112
- (703) 792-7060• pwcparks.org

Mission
Create recreational and cultural experiences for a more vibrant community.

Vision
Be a lead collaborator in delivering solutions for holistic community transformation.

INTRODUCTION
The Prince William County Department of Parks, Recreation and Tourism (DPRT) operates a 4,400+ acre park system comprised of 81 properties and 60+ trail miles. Our staff operates a diverse portfolio of recreational facilities, services, and programs, hosting over 2 million visits annually and providing unique leisure experiences for residents of all ages, abilities, and recreational interests.

GUIDING PRINCIPLES
- Positive Experience for Guests at Every Touch Point
- Community Engagement
- Employee Engagement/Leadership at All Levels
- Operational, Planning, and Business Excellence
- Safety and Environment
- Equity

FUNDING & REVENUE

DPRT’s FY20 operating budget is $40,702,641. Sixty percent (60%) of this budget comes from the County’s General Fund, while 40% is budgeted as revenues from fees-for-services (37%), and Transient Occupancy Taxes (3%). DPRT recovers 34% more of our expenses as revenue than the average parks agency.

<table>
<thead>
<tr>
<th>Prince William County</th>
<th>National Average</th>
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<td>36.50%</td>
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REPORTS

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<tr>
<th>Division</th>
<th>Reports through:</th>
<th>Budget</th>
<th>FTEs:</th>
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<td>Communication Services Division</td>
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DPRT’s team of Park Rangers ensure the safety and security of our parks, facilities, and the school athletic sites scheduled by the Department. Our Park Ranger Division achieves these goals by providing oversight of facility security practices, managing the security systems at Agency facilities, providing training to DPRT staff, and making regular patrols of sites within our park system.

DPRT Partner

The Department of Parks, Recreation, & Tourism (DPRT) operates a 4,400+ acre park system comprised of 81 properties and 60+ trail miles. Our staff operates a diverse portfolio of recreational facilities, services, and programs, hosting over 2 million visits annually and providing unique leisure experiences for residents of all ages, abilities, and recreational interests.

DPRT maintains a marketing function to support revenue generating programs and to promote public awareness of DPRT programs and services. The Communication Services Division provides marketing and public information support for operations across the Department. Functioning as an in-house agency, the marketing and communications team provides services including advertising, graphic design, event coordination, web development, videography, and public relations.

DPRT Partners

- Prince William Dogs
- Lake Ridge Parks & Recreation Association
- Prince William County Arts Council
- Sports Leagues
- Boys & Girls Club
- Billy Casper Golf
- Green Associates
- George Mason Freedom Aquatic & Fitness Center
- Trails and Streams Coalition
- Prince William Ice Center
- Nova Disc Golf
- Nova BMX
- Conservation Alliance
- Keep Prince William Beautiful

Pictured: Doves Landing Park
**AGENCY STRUCTURE**

DPRT is organized into eight (8) operational units under the leadership of our Director, Seth Hendler-Voss and Deputy Director, Tracy Hannigan.

- Recreation Services
- Historic Preservation
- Park Rangers
- Office of Tourism

The remaining four (4) divisions provide fewer services directly to park patrons and focus principally on activities supporting general departmental operations and providing internal services:

- Administrative Services
- Grounds & Facilities Maintenance
- Planning & Capital Projects
- Communication Services

DPRT also relies on a number of advisory bodies to stay connected to the recreational needs of the community. These include the:

- Parks and Recreation Commission
- Trails and Blueways Council
- Tourism Advisory Board
- The First Tee

**Parks & Community Centers**

Prince William County's six (6) Regional Parks are true hubs of community, offering diverse amenities like sports fields, trails, pavilions, pools, marinas, and many others.

**Sports Services**

The Sports Services Team within the Recreation Division of DPRT manages the complex process of scheduling field time for numerous sports leagues, large-scale tournaments, and community user groups at 28 DPRT park sites and 70 Prince William County Public Schools (PWCPSS).

**Children's Programs**

Children's programming within the Recreation Division includes offerings that range from state licensed preschools, sports programs, specialty classes, before and after school programs, summer camps, to our Science in the Park program operated in partnership with PWCPSS.

**Aquatics**

Our Aquatics Team holds responsibility for the safe and continuous operation of nearly 2 million gallons of water within our two (2) waterparks, two (2) indoor pools, and four (4) seasonal outdoor pools. Lifeguards, swim instructors, aquatics attendants, pool operators and aquatics managers report to the management of the facility where they work, but also receive guidance from our Aquatics Team leadership.

**Grounds & Maintenance Division**

Reports through: Assistant Director for Grounds & Maintenance

Budget: $13,808,331

FTEs: 151

DPRT's Grounds & Maintenance Division is responsible for grounds upkeep and building maintenance for DPRT's 50+ developed park properties.

**Facility Maintenance**

The Division's maintenance team includes skilled trades workers such as plumbers, electricians, carpenters, HVAC technicians, and historic preservation specialists who keep the agency's diverse inventory of buildings and facilities ready to safely and efficiently accommodate our guests and staff. The maintenance team completes nearly 2,000 work orders annually.

**Planning & Capital Projects Division**

Reports through: Assistant Director for Planning & Capital Projects

Budget: $2,747,336

FTEs: 10

The Planning & Capital Projects Division within DPRT is responsible for the agency's long-range planning functions and capital construction.

**Long Range Planning**

The planning team helps shape the future of public recreation in Prince William County. Our planning staff develops the methodology for determining appropriate levels of service, and work to inform the County's Capital Improvement Plan and Comprehensive Plan. They also review all development plans for conformance with the Parks and Open Space chapter of the Comprehensive Plan.

**Finance & Budget**

The DPRT Finance Team provides guidance, oversight, and support regarding purchasing, cash handling, asset management, payroll processing, budgeting, audits, grants, financial reporting, and adherence to Countywide policies.

**Office of Tourism**

Reports through: Director, Office of Tourism

Budget: $1,472,574

FTEs: 8.50

DPRT's Office of Tourism promotes tourist visitation to the County and assists with the development of new tourism products within the community. The team markets the community to visitors from across the globe and maintains a robust sales outreach program to attract group tours, sporting tournaments, and large-scale special events.