

Category	FY 2010 Actual	FY 2011 Adopted	FY 2011 Forecast	FY 2012 Adopted
Personnel Services	15,776,905	15,811,002	15,666,558	14,538,105
Materials & Supplies	13,453,388	11,719,277	12,902,275	11,704,383
Capital Outlay	95,752	113,240	113,240	59,930
Inventory	7,923	75,300	12,189	75,300
Transfers out	353,006	352,556	352,556	352,556
Total Expenditures	29,686,974	28,071,375	29,046,818	26,730,274
Program Revenue	(8,005,944)	(6,686,477)	(6,289,600)	(6,792,130)
Net Expenditures	21,681,030	21,384,898	22,757,218	19,938,144
Funded Staffing Level	261.00	248.00	248.00	218.00
Authorized Complement				237

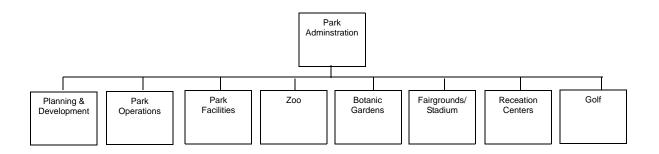


Mission

Park Services promotes a healthy community and youth character development, provide diverse leisure activities and protect community resources.



Structure





Services

The Division of Park Services plays a key role in addressing four strategic functions of the City: culture and leisure, neighborhoods, youth and service to the senior population. Park Services is committed to enhancing the quality of life for all Memphis residents. The Division provides diverse services that range from the management and maintenance for museums, entertainment venues, green spaces, recreation and sports facilities. The Division offers a wide variety of leisure, cultural and educational programs serving youth, adults and senior citizens in areas such as sports, aquatics, performing and cultural arts, fitness, conservation, and education.



Issues & Trends

The Division of Park Services continues to focus on meeting citizen's expectations for service delivery, diverse programming, and well-maintained, safe facilities, while the City of Memphis is confronted with fiscal challenges. The Division is faced with satisfying annexation commitments, security, staffing, changing program demands, and aging or out dated facilities. Developing and maintaining an equitable distribution of facilities, services, and open spaces throughout the community is a priority goal of the Division of Park Services.



FY2011 Budget Highlights

- ScheduledtocompletetheWolfRiverGreenwaybetweenShadyGroveRoadandtheGermantown City limits, creating 4 miles of greenway.
- Scheduled to complete the construction of the first Memphis skate park at Tobey Park.
- Scheduled to complete the construction of the Fletcher Creek Park in Cordova.
- Recreation plans to increase the number collaborations with private not for profits in the area of education, health fitness, wellness and water safety.

Acres of Park Land	5,387
Liberty Bowl seating capacity	62,000
Fairgrounds Building (sq. ft.)	98,787
Miles of median/parkways/road bank	175
Walking trails	39
Playgrounds	109
Aquatic sites	17
Golf courses	8
Community centers	24
Special centers	7
Tennis centers	7
Zoo Acreage	36
Zoo Animals	3,000
Botanic garden - Acres of exhibit	96
Museum Exhibit space (sq. ft.)	171,000
Litcherman Nature Center Acreage	65



FY 2011 Performance Highlights

- The Pink Palace Museum was accredited by the American Association of Museums, a distinction held by less than 10% of the museums in America.
- Parks Recreation facilitated over 900 youth and adult swim lessons through collaboration with Make A Splash Mid-South and USA Swim Association.
- Completed the construction of the Wolf River Greenway between Walnut Grove and Shelby Grove Roads.
- Lester Community Center facilitated the GROW Program (Giving Readiness Opportunities Wellness) that emphasizes education, health, fitness and wellness enhancement of early childhood learners and their families through collaboration with the Junior League of Memphis for over 500 participants.
- Parks Recreation implemented a Basketball Fundamentals Program as its "core program" within the areas of health, fitness, and wellness.
- The Douglas swimming pool reopen to the public in June 2010.
- Completed the greens renovation project at the Links of Audubon.
- Completed the construction and installation of the new irrigation system at the Links of Pine Hill.



FY2012 Strategic Goals

- Manage and maintain a park and recreation system that enhances the quality of life in the City's neighborhoods
- Enhance the City's image with a well designed and efficiently managed park and open space system
- Develop and maintain a park and recreation system that provides diverse leisure opportunities
- Sustain a system of parks and open space through conserving natural and cultural resources, thereby promoting the health, safety, and general welfare of the community

FY 2012 Performance Measures and Metrics

Legal Level	Goals	Priority Number(s)	Performance Measures	Metric
150500	Increase the attendance at the Museums by 2% by 6-30-2012	4	Attendance	100%
	Increase the customer satisfaction by 4.0 on a 5.0 scale for Planetarium, guest services, Nature Center, and security by 6-30-2012	4	Rating on Visitor Satisfaction Survey	100%
151500	Increase the number of rounds played at The Memphis Public Links golf courses from 1000 to 1500 by 06-30-2012	4	Number of rounds played	50%

charges for services

Category	FY 2010 Actual	FY 2011 Adopted	FY 2011 Forecast	FY 2012 Adopted
Admissions - School Groups	0	(14,000)	(14,000)	(14,000)
Admissions - Groups	0	(2,900)	(2,900)	(2,900)
Admissions - Museum Workshops	(18,168)	(17,800)	(17,800)	(17,800)
Admissions - General	(217,114)	(269,900)	(269,900)	(269,900)
Museum Planetarium Fee	(63,679)	(67,000)	(67,000)	(67,000)
Parking	(305,642)	0	0	0
Senior Citizen's Meals	(116,930)	(135,000)	(135,000)	(135,000)
Concessions	(1,620,167)	(414,200)	(342,147)	(414,200)
Golf Car Fees	(956,567)	(1,124,000)	(958,581)	(1,126,000)
Pro Shop Sales	(60,646)	(107,500)	(80,980)	(107,500)
Green Fees	(1,410,897)	(1,850,400)	(1,688,835)	(1,850,400)
Outdoor Tennis	(39,552)	0	0	0
Softball	(75,266)	(67,250)	(67,250)	(119,850)
Basketball	(36,660)	(20,250)	(20,250)	(54,300)
Ballfield Permit	(20,191)	(14,400)	(14,400)	(28,750)
Class Fees	(95,904)	(92,200)	(92,200)	(92,200)
Rental Fees	(1,948,211)	(220,135)	(225,062)	(220,135)
Golf Surcharge	1,061	0	0	0
Day Camp Fees	(241,899)	(214,050)	(214,050)	(214,050)
After School Camp	(7,334)	(7,500)	(7,500)	(7,500)
Outside Revenue	(23,275)	(1,576,320)	(1,576,320)	(1,579,758)
St TN Highway Maint Grant	(111,186)	(111,372)	(111,372)	(111,372)
Local Shared Revenue	(255,840)	(332,500)	(332,500)	(332,500)
Miscellaneous Income	(227,544)	(26,500)	(49,259)	(26,550)
Cash Overage/Shortage	(10,248)	(1,300)	(2,294)	(465)
Donations - General	(4,085)	0	0	0
Coca - Cola Sponsorship	(140,000)	0	0	0
Total Charges for Services	(8,005,944)	(6,686,477)	(6,289,600)	(6,792,130)

	FY 2010	FY 2011	FY 2011	FY 2012
Category	Actual	Adopted	Forecast	Adopted
Personnel Services	562,709	596,205	571,097	494,593
Materials & Supplies	58,372	57,995	58,032	82,195
Net Expenditures	621,081	654,200	629,129	576,788
Funded Staffing Level			7.67	7.00
Authorized Complement				9

	FY 2010	FY 2011	FY 2011	FY 2012
Category	Actual	Adopted	Forecast	Adopted
Personnel Services	260,219	132,365	135,885	123,811
Materials & Supplies	15,229	15,100	15,137	15,100
Net Expenditures	275,448	147,465	151,022	138,911
Funded Staffing Level			4.00	3.00
Authorized Complement				4

Description

Park Operations performs maintenance support for Memphis Park facilities and services.

	FY 2010	FY 2011	FY 2011	FY 2012
Category	Actual	Adopted	Forecast	Adopted
Personnel Services	4,091,218	4,195,650	4,077,234	3,813,273
Materials & Supplies	1,639,075	1,512,206	1,609,932	1,540,006
Capital Outlay	45,752	63,240	63,240	24,930
Total Expenditures	5,776,045	5,771,096	5,750,406	5,378,209
Program Revenue	(117,181)	(112,572)	(117,499)	(112,572)
Net Expenditures	5,658,864	5,658,524	5,632,907	5,265,637
Funded Staffing Level	69.00	68.00	62.83	62.00
Authorized Complement				62

	FY 2010	FY 2011	FY 2011	FY 2012
Category	Actual	Adopted	Forecast	Adopted
Personnel Services	1,887,883	1,989,712	2,036,724	1,824,933
Materials & Supplies	1,328,356	1,336,642	1,477,039	1,323,492
Total Expenditures	3,216,239	3,326,354	3,513,763	3,148,425
Program Revenue	(316,605)	(418,600)	(418,600)	(418,600)
Net Expenditures	2,899,634	2,907,754	3,095,163	2,729,825
Funded Staffing Level	32.00	30.00	31.50	29.00
Authorized Complement				32

Legal level consolidation of Historic Homes, Pink Palace Museum and Nature Center.

	FY 2010	FY 2011	FY 2011	FY 2012
Category	Actual	Adopted	Forecast	Adopted
Personnel Services	82,950	0	0	0
Materials & Supplies	1,994,050	1,518,873	2,110,923	1,755,873
Capital Outlay	50,000	50,000	50,000	35,000
Net Expenditures	2,127,000	1,568,873	2,160,923	1,790,873
Funded Staffing Level			0.00	0.00

Category	FY 2010 Actual	FY 2011 Adopted	FY 2011 Forecast	FY 2012 Adopted
Materials & Supplies	0	646,800	646,800	614,460
Net Expenditures	0	646,800	646,800	614,460
Funded Staffing Level			0.00	0.00

	FY 2010	FY 2011	FY 2011	FY 2012
Category	Actual	Adopted	Forecast	Adopted
Personnel Services	307,315	254,538	260,698	205,652
Materials & Supplies	387,383	324,126	388,169	315,406
Net Expenditures	694,698	578,664	648,867	521,058
Funded Staffing Level			6.00	5.00
Authorized Complement				6

Description

Fairgrounds and Stadium facilitates sports and entertainment events and merchandise promotion for citizens of Memphis and the Mid-South.

	FY 2010	FY 2011	FY 2011	FY 2012
Category	Actual	Adopted	Forecast	Adopted
Materials & Supplies	3,204,559	1,580,065	1,829,368	1,529,752
Transfers out	353,006	352,556	352,556	352,556
Total Expenditures	3,557,565	1,932,621	2,181,924	1,882,308
Program Revenue	(3,492,662)	(1,576,320)	(1,576,320)	(1,579,758)
Net Expenditures	64,903	356,301	605,604	302,550
Funded Staffing Level	0.00	0.00	0.00	0.00

PARK SERVICES RECREATION

Operating Budget

	FY 2010	FY 2011	FY 2011	FY 2012
Category	Actual	Adopted	Forecast	Adopted
Personnel Services	6,442,348	6,070,817	6,402,272	6,016,113
Materials & Supplies	2,660,062	2,471,247	2,544,250	2,328,512
Total Expenditures	9,102,410	8,542,064	8,946,522	8,344,625
Program Revenue	(1,187,358)	(1,056,485)	(1,056,485)	(1,157,485)
Net Expenditures	7,915,052	7,485,579	7,890,037	7,187,140
Funded Staffing Level	115.00	105.00	105.00	92.00
Authorized Complement				101

Legal level consolidation of *Senior Centers*, *Skinner Center*, *Athletics*, *Tennis*, *Recreation Operations*, *Summer Programs*, *Community Centers* and *Aquatics*.

	FY 2010	FY 2011	FY 2011	FY 2012
Category	Actual	Adopted	Forecast	Adopted
Personnel Services	2,142,263	2,571,715	2,182,648	2,059,730
Materials & Supplies	2,014,002	2,256,223	2,222,625	2,199,587
Inventory	7,923	75,300	12,189	75,300
Total Expenditures	4,164,188	4,903,238	4,417,462	4,334,617
Program Revenue	(2,892,138)	(3,522,500)	(3,120,696)	(3,523,715)
Net Expenditures	1,272,050	1,380,738	1,296,766	810,902
Funded Staffing Level	25.00	25.00	21.67	18.00
Authorized Complement				23

Authorized Service Center/Position Title Positions		Service Center/Position Title	Authorized Positions	
<u>Administration</u>		COORD EXHIBITS GRAPHIC SVCS	1	
ASST ADMINISTRATIVE	1	COORD FACILITIES	1	
CLERK GENERAL B	1	CREWPERSON	4	
DIRECTOR PARK SVCS	1	DIRECTOR MUSEUM	1	
DIRECTOR PARKS OPERATIONS DEP		MGR BUSINESS AFFAIRS	1	
UTY	1	MGR COLLECTIONS	1	
MGR ADMIN SVCS PARKS	1	MGR EDUCATION	1	
MGR PUBLIC AFFAIRS	1	MGR EXHIBITS GRAPHICS	•	
SECRETARY A	1	MGR SCHOOL TEACHER SVCS	1	
SUPER HR PARKS	1	RECEPTIONIST	1	
SUPER PAYROLL ACCOUNTING	1	REGISTRAR MUSEUM	1	
Total Administration	n 9	SPEC EXHIBITS MEDIA	1	
Diam're 0 December 1			1	
Planning & Development ADMR PLANNING DEV	4	SUPER BOX OFFICE	1	
ARCHITECT LANDSCAPE	1	SUPER EXHIBIT GRAPHIC SVCS SUPER PLANETARIUM	1	
CLERK GENERAL A	1		1 = 1	
	$\frac{2}{4}$	TOTAL MUSEU	M 22	
Total Planning & Developmen	it 4	<u>Historic Homes</u>		
Park Operations		FOREMAN PARKS	1	
ADMR PARK MAINT CONST	1	MANAGER RNT ASST	1	
CLERK PAYROLL A	1	MGR HISTORIC PROPERTIES	1	
CREWCHIEF	9	Total Historic Home	es 3	
CREWPERSON	1	Nation Control		
DRIVER TRUCK	30	Nature Center CURATOR BACKYARD WILDLIFE CTR		
FOREMAN ZONE MNT	7	FOREMAN GROUNDS MNT	•	
HORICULTURIST	1	MGR LICHTERMAN NATURE CTR	1	
MECH HEAVY EQUIP	1		1	
MECH MNT	4	RECEPTIONIST	1	
OPER HEAVY EQUIP	1	SUPER GUEST RETAIL SVCS	1	
OPER HEAVY EQUIP LD	1	SUPER OPERATIONS LNC	1	
OPER SWEEPER	1	TEACHER NATURALIST CF	1 er 7	
SUPER BUSINESS AFFAIRS	1	Total Nature Cente	er 7	
SUPER PARK CONST MAINT	1	Memphis Botanic Garden		
TRIMMER TREE	2	BOTANIST BOTANICAL CTR	1	
Total Park Operation	s <u>62</u>	CREWCHIEF	1	
		CREWPERSON	2	
Museum		RECEPTIONIST	1	
ADMR PROGRAMS	1	SUPER BOTANTICAL GRDNS	1	
CLERK ACCOUNTING B	1	Total Memphis Botanic Garde	_	
CLERK PAYROLL A	1	January Daniel Bulling Guide		
CONSERVATOR	1			

PARK SERVICES

Service Center/Position Title Position			Authorized Positions	
Senior Centers		Golf		
COOK	3	ADMR GOLF ENTERPRISE	1	
CUSTODIAN	4	FOREMAN GOLF COURSE MNT	6	
DIRECTOR COMMUNITY CTR	5	MGR FACILITY GOLF I	3	
DIRECTOR COMMUNITY CTR ASST	3	MGR FACILITY GOLF II	5	
Total Senior Center		SECRETARY B	1	
Total Como. Como.		SUPER GOLF	4	
<u>Skinner Center</u>		TRIMMER TREE	3	
CUSTODIAN	1	Total Golf	23	
DIRECTOR COMMUNITY CTR	1	Total Con	20	
SPEC ATHLETIC	<u>1</u>	TOTAL DADIC CEDVICES	227	
Total Skinner Cente	er <u>3</u>	TOTAL PARK SERVICES	<u>237</u>	
<u>Athletics</u>				
MGR ATHLETICS	1			
SPEC ATHLETIC	2			
Total Athletic	_			
Recreation Operations				
CLERK ACCOUNTING B	1			
DIRECTOR PARK RECREATION DEP-	·			
UTY	1			
SECRETARY A	1			
SPEC RECREATION ADMINISTRATIVE	1			
Total Recreation Operation	s <u>4</u>			
Community Centers				
ADMR RECREATION SVCS	1			
CUSTODIAN	25			
DIRECTOR COMMUNITY CTR	24			
DIRECTOR COMMUNITY CTR ASST	19			
MGR RECREATION PROG	3			
SECRETARY B	2			
Total Community Center				
<u>Aquatics</u>				
MGR AQUATIC	1			
SUPER AQUATIC	1			
Total Aquatic	s <u>'</u>			
Total Aquation				

