



waterloo greenway

In the Community

2022



“ Parks are tremendously important to communities, to cities, to people - they have the potential to transform lives. They help us become healthier and more connected as we see our neighbors. They help us learn about the environment and our impact. This is truly a unique moment to create green space to connect the city and provide opportunities for everyone to come together.

”
 — Jesús Aguirre, Waterloo Greenway CEO

Our Community

Since reopening Waterloo Park, we have welcomed over 400,000 visitors and seen incredible support from our community! In 2022, we celebrated so many special moments with you – from weekly workouts, to live music under the stars, morning walking clubs, and community festivals. We continue working with the City of Austin to fulfill our collective dream to restore 35 acres through downtown Austin with incredible parks and trails and we thank you for your support. We can't wait to see you at the park again soon and look forward to another exciting year ahead!

400,000
 Visitors Since Opening

30
 Zip Codes Represented

150
 Free Community Programs

24
 Concerts

11
 Industry Awards



A Day in the Park

As a City of Austin park managed daily by Waterloo Greenway Conservancy, Waterloo Park is open daily for all to visitors from 5am-10pm. In 2022, we welcomed an estimated 70,000 annual visitors during typical park days, outside of our special events. Waterloo Greenway's Operations team worked hard to keep our 11 acres thriving with a healthy landscape. Waterloo Park's Great Lawn underwent annual landscaping maintenance, with weekly planting and arbor care. Biannual tree inspections gave care to Waterloo Park's transplanted trees, including four heritage live oaks originally located from the Texas Capitol grounds, University of Texas, and nearby developments.

90,000
 Plants

500
 Trees

1,400
 Pounds Composted

7,000
 Pounds Recycled

70,000
 Park Annual Visitors

Community Engagement

It's important that we foster an inviting, inclusive space that feels welcoming to ALL at Waterloo Greenway – this is YOUR park! In 2022, our staff made stops at all kinds of special events, festivals, and community meetings across town to share project news and get your feedback, from Pecan Street Festival and Hot Sauce Festival, to many City of Austin Boards & Commissions! If you would like to learn more, request a presentation or tour at info@waterloogreenway.org.

“ When people walk into Waterloo Park, they are in awe that this treasure is in the middle of the city. We have people from all different parts of the world visiting. No matter where they are from, they come to this space because they have to experience what this is. There are so many things about Waterloo that I am in love with.

”
 — Sandra Rocha, Waterloo Park Ambassador

Free Community Programming

We serve our community by providing FREE, fun, family-friendly programming all year! These all-level, all-ages and abilities activities invite local organizations, artists, and service providers to collaborate with our Programming Team to host weekly classes and large-scale cultural community festivals. In 2022, we partnered with 200+ incredible Austin nonprofits and businesses, serving 80,000 guests at 120 programs.

Weekly Programming

Wellness Classes · Spring & Fall

A variety of 85 of body-moving, mind-rejuvenating health and wellness classes got Waterloo Park moving in 2022, presented with community partners Castle Hill Fitness, Esquina Tango, and Aging is Cool. Guests of all-ages and abilities are always welcome to join!

Morning Glories & Wild Wednesdays · Spring, Summer, & Fall

Weekly early childhood education series providing hands-on and STEAM activities to promote literacy, cultural learnings, and nature play. Each week featured a different style of play from our partners including Armstrong Community Music School, Dance Waterloo, Families in Nature, and Texas Book Festival during 35 educational programs.

Tales on the Trail · Summer & Fall

Guided leisurely park tours explored the community history and natural features that have shaped the landscape of Waterloo Park. Topics included the sustainable design and construction of Moody Amphitheater, Central Texas medicinal and healing plants, and Indigenous Peoples' Day.



“
The first time we partnered with Morning Glories was my first time at Waterloo Park, so I've grown to love it through this partnership — I think it's the perfect venue. I feel very strongly that nature is healing and calming and that exists in Austin because of Waterloo Park.
”

— Michelle Hernandez, Texas Book Festival



Community Festivals

MXTX: A Cross Border Exchange · April

Featured a mixed chamber ensemble and DJ performance with 12 unique pieces of music created through the collaborative exchange of 40 DJ-producers and composers from both sides of the Rio Grande, in partnership with Golden Hornet and Fusebox. An estimated 2,000 visitors enjoyed family-friendly activities and an intersectional BIPOC, Queer, Latinx, and local creatives-centered mercado y más hosted by Frida Friday ATX.

Waterloo Green Day · April

Featured 35+ interactive exhibits, hands-on workshops, live mural paintings, environmental panel discussion, live music, and birds of prey flight showcase that welcomed 2,500 guests. Waterloo Greenway's Earth Day centered conversations around climate change, alternative energy, water sustainability, overpopulation, Central Texas biodiversity, waterway pollution and restoration, and environmental justice in collaboration with Planet Texas 2050.

Rainbow on the Creek · June

Community Pride Month celebration featuring a free family-friendly Pride Festival & Celebration with live music, dance, and drag performances from local LGBTQIA+ artists that welcomed 3,000 visitors to Waterloo Park. The festival included 25+ exhibits from Austin's LGBTQIA+ nonprofits, business, and gender affirming and sexual health service providers.

Friday Flicks · Summer

Waterloo Park hosted three beloved summertime movies including Sing 2, Spider-Man: No Way Home, and Selena in partnership with Austin Parks Foundation and Alamo Drafthouse Cinema. An estimated 8,000 total visitors enjoyed audience contests, live music, and family-friendly activities at each screening.

Día de los Muertos · November

Día de los Muertos, or Day of the Dead, traditionally celebrated in Mexico, is a holiday now celebrated globally to honor departed loved ones. During a two-day celebration Waterloo Park featured 20+ local Latinx nonprofits & organizations, community altars, live music, and family-friendly activities that welcomed over 6,000 attendees.

Creek Show · November

Waterloo Greenway's largest community event featuring nine immersive light-based art installations created by eight teams of local artists, landscape architects, and designers. Throughout the free 10-night event, thousands of community members of all ages enjoyed live music by 46 local performers, 50+ community partner booths, and a variety of family-friendly activities at Waterloo Park.

- 80,000 Online Reservations
- 3,500-6,500 Nightly Visitors
- 45+ Local Performers, 65% Artists of Color

Forklift Danceworks · *The Way Of Water: Waller Creek* · November

A choreographed performance featuring the City of Austin's Watershed Protection Department highlighting the function and purpose of the Waller Creek Tunnel, presented during Creek Show.

Partner Events

Waterloo Park has become a home for fellow nonprofits and organizations to host their amazing programs, including Free Day of Yoga, HAAM Day 2022, BBoy City, and Local Opera Local Artists.

“

I'm a native Austinite, I grew up on the East Side – this park has something for everyone – we want it to look like Austin. We want our programming to reflect how we've invited everyone into this space, which we as staff care about so deeply.

”

— Stephanie Bergara, Waterloo Greenway Programming Manager

Moody Amphitheater Concert Series

Waterloo Park is home to Austin's newest outdoor performance venue, Moody Amphitheater. Featuring a capacity of up to 5,000 music fans, with food & beverage concessions, and VIP lounge and rooftop spaces available. In 2022, Waterloo Greenway hosted 24 national touring shows, in collaboration with C3 Presents/Live Nation. We welcomed top talent with the likes of H.E.R., Olivia Rodrigo, Ray LaMontagne, Phoebe Bridgers, Brandi Carlile, Father John Misty, Gloria Trevi, and many more!

Each season, our community can enter to win FREE seats to each show as part of our commitment to making the arts accessible to all. In 2022, thousands of fans took advantage of this unique program made possible through a partnership between Waterloo Greenway and C3 Presents/Live Nation.

Each of the 92,000 concertgoers that visited us helped support park operations through ticket and concessions purchases. If you attended a concert at Waterloo Park in 2022, we thank you for supporting our parks!



24

Concerts

91,000

Concert Guests

1,000+

Free tickets via
Community Giveaway

5,000

Guests Per Show

SXSW 2022

Austin's music scene wouldn't be complete without SXSW! For the first time, Moody Amphitheater at Waterloo Park hosted three nights of concerts during the festival with Billboard and Samsung Galaxy.

Waterloo Greenway Fundraising Events

Waterloo Greenway Conservancy hosts two marquee fundraising events each year to celebrate our stunning park and raise funds to operate and activate the greenway. Please join us for these beloved evenings under the stars!



Pop-Up Picnic

April 1, 2023

Our annual Pop-Up Picnic raises funds through basket sales from a variety of Austin's favorite restaurants. Guests spread their blankets and enjoy incredible food, live music, and a gorgeous Austin sunset over Waller Creek.



Glow in the Park

October 12, 2023

Glow in the Park welcomes 700 guests to Moody Amphitheater at Waterloo Park for an unforgettable night of live music, dancing and dinner. Join us and celebrate our majestic park for all!

2022 Recognition

- Austin Monthly: Best of ATX: Waterloo Park "Best Park Renovation"
- AIA Austin Design Award Commendation: Waterloo Park Family Pavilion
- Texas Society of Architects' 2022 Design Award: Waterloo Park Family Pavilion
- Austin Chronicle: 2022 "Best of Austin" Critics Picks - Best Park Reboot: Waterloo Park
- Central Texas Masonry Contractors Association: Golden Trowel Award
- AIA Houston Design Divine Detail Award: Waterloo Park Family Pavilion
- National Association of Landscape Professional: 2022 Silver Award of Excellence
- ULI Austin - 2022 Impact Awards: Best Public Place for Waterloo Park
- Austin Green Awards: Waterloo Park
- Austin Young Chamber: FAVE Go-To Spot, Waterloo Park
- The Architect's Newspaper Honorable Mention,
- Best of Design Awards for Civic Design: Waterloo Park Family Pavilion

Looking Ahead

Waterloo Park has become an amazing testament to show the potential of our park system – but it's only the beginning! The next phase of Waterloo Greenway, The Confluence, breaks ground this spring to connect 4th Street to Lady Bird Lake. In collaboration with the City of Austin, we celebrated the selection of construction partner, Jay-Reese Contractors, in 2023. Extensive work will include creek reconstruction to stabilize eroded slopes, creating habitats for wildlife and plants, and improved mobility with new bridges and trails. The lush new landscape will feature nearly 1,550 trees, 200,000 mature plants, and 10 acres of seed mixes at the southernmost point of Waterloo Greenway.



Phase II: The Confluence • Groundbreaking Spring 2023



Thank you to all of our generous 2022 donors who helped us build, operate, and activate Waterloo Greenway, bringing us closer to our vision of creating a place for all of Austin.

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Waterloo Greenway relies on community support. Join us today at waterloogreenway.org/support

Thank you to our community for making Waterloo Greenway an amazing place! For information on project updates, upcoming events, and more, visit waterloogreenway.org.

Waterloo Greenway works in close partnership with the City of Austin and many departments including Watershed Protection and Parks & Recreation Departments to bring our vision to life.

**waterloo
greenway**



Our Mission

Waterloo Greenway Conservancy creates and maintains an extraordinary urban park system and a restored Waller Creek, in partnership with the City of Austin, for the benefit of all. The Conservancy renews the natural environment, promotes play, health and wellness, economic vitality and mobility, and engages the community through outreach, education, cultural events, and the arts.

Our Commitment to Equity

Waterloo Greenway acknowledges its role in and responsibility for building equity. As a community-based organization, we are committed to intentional policies and practices that further justice and fairness and ensure all communities have meaningful access to all we do within our park including workforce opportunities, programmatic engagement, and community & corporate partnerships.

Land Acknowledgement

At different times throughout its history, this land was known by different names and occupied by various Indigenous Peoples for over 15,000 years, including but not limited to the Coahuiltecas, Lipan Apache, Tonkawa, and Comanche Tribes. This acknowledgement does not take the place of authentic relationships with Indigenous communities but serves as a first step in honoring the land we stand on and resisting the erasure of Indigenous past, present, and future.

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