



# waterloo greenway

In the Community

2023



# Wg 2023 SNAPSHOT

140

FREE  
COMMUNITY  
PROGRAMS



270,000



TOTAL  
ANNUAL  
VISITORS

670,000

VISITORS SINCE  
PARK OPENING



3,000

VOLUNTEER HOURS



30

CONCERTS



115,000

PROGRAMMING  
ATTENDEES



104,000

CONCERT  
ATTENDEES



4,000

AVERAGE  
MONTHLY  
PARK VISITORS





# iHola, Austin!

Thank you for supporting Waterloo Greenway by visiting Waterloo Park, attending a public meeting, participating in a community event, or sharing your experience and contributions to further our work each year. YOU are the reason we do what we do.

Waterloo Park was busier than ever in 2023 and our biggest year! We welcomed more park visitors, hosted more concerts, offered more than 140 free programs, and worked hand-in-hand with more volunteers than ever before.

2023 was a tremendous year for the future of Waterloo Greenway. You may know our park system is an entire vision of multiple park phases and an extended trail that will ultimately connect 1.5 miles of Austin. But, did you know that it was our first year working on ALL phases of Waterloo Greenway at the same time? That's right, we celebrated a major milestone by breaking ground on Phase II: The Confluence and launched the design development for Phase III: Palm Park. We truly are full speed ahead on this incredible project. This work is a true testament to our public-nonprofit partnership and great work in collaboration with the City of Austin.

I invite you to learn more about our work at Waterloo Greenway on the pages ahead. Whether you enjoy a family picnic at the playground, downward dog on the lawn at weekly yoga, or sing your heart out at a concert this year, we hope to see you at the park soon!

**Jesús Aguirre**  
Waterloo Greenway CEO

# Park Progress

In 2023, we celebrated the next big thing for Waterloo Greenway – breaking ground on construction of Phase II: The Confluence, the second phase of Waterloo Greenway’s plan to revitalize a 1.5-mile greenway stretching from Waterloo Park, all the way to Lady Bird Lake. Designed by Michael Van Valkenburgh Associates and built by Jay-Reese Contractors and the City of Austin, The Confluence is expected to be completed in 2026.

## Key Features

- Universally accessible pedestrian and bike trails
- New north-south connection from 4th St. to Lady Bird Lake
- New east-west connection points with safe access to Rainey St.
- Three lightweight pedestrian truss bridges
- 800-foot boardwalk under Cesar Chavez St. and Red River St.
- 1,550 new trees
- 200,000 native plants
- New Lagoon Overlook, Explorer Garden, and Lakeview Terrace



Construction is now well underway, with significant progress made on several key features in 2023. The reconstruction of the biofiltration pond near the Austin Convention Center saw significant development, with limestone blocks now in place and work continuing on the adjacent elevated walkway.

Extensive invasive species were cleared along the banks of Waller Creek, with mesh and soil nails installed to help stabilize the steep creek banks – all in preparation for its rebuilding and restoration, and plantings coming spring 2024. A significant milestone in late fall 2023 included the concrete pour of the Cypress Grove Bridge, a pedestrian bridge over Waller Creek. This bridge will create a new route for pedestrians and cyclists to traverse through the city and enjoy the shade of future towering cypress trees planted along the creek. For latest construction updates, visit [waterloogreenway.org/future](http://waterloogreenway.org/future).



# Community Conversations

Looking ahead to the next phase of our park system, Waterloo Greenway launched a series of conversations to invite the community to learn more about the exciting transformation coming to Palm Park and to share their ideas for this incredible transformation.

Since 2016, Waterloo Greenway has asked community members to share their memories and experiences at Palm Park and looks to continue building upon the park's Mexican-American history, serving Austin as a family-friendly space celebrating nature, culture, and play. The third phase of Waterloo Greenway's park system is currently in design and anticipated to break ground in 2026.

Through a series of tabling events, presentations, small group meetings, and stakeholder conversations, Waterloo Greenway engaged over 2,000 community members in fall 2023. Palm Park Conversations will continue in spring 2024.



## Strategic Planning Process

Over the course of eight months, Waterloo Greenway engaged its full board and staff, City of Austin partners, and the Austin community, in an iterative strategic planning process that established bold and impactful priorities for the organization's future.

### Strategic Priorities & Goals

#### Organizational Development & Financial Stability

Waterloo Greenway's alignment around its clear purpose, ongoing strategic leadership, and continued financial planning reflects best practices and ensures sustainability.

#### Design & Construction

Waterloo Greenway leads the planning, design, and construction of enduring and universally beloved public spaces.

#### Programming & Operations

Waterloo Greenway builds on and inspires diverse community programming to serve Austin equitably, provide a high-quality standard of park operations and maintenance, and sustain the organization's success.

#### Community Relationships

Waterloo Greenway leads and collaborates with a diverse set of partners towards a shared vision and agenda to amplify community needs.

#### Identity

Waterloo Greenway is an inclusive public space that fosters a sense of belonging and is a unique part of Austin's diverse culture.

# Free Community Programming

Throughout the year, Waterloo Greenway provides FREE community programming, geared towards all-ages and abilities through family-friendly activities. In partnership with local artists, businesses, and non-profits, we hosted 140 incredible programs in 2023, serving 115,000 programming attendees.

**25**  
Educational Programs

**75**  
Workout Classes

**10**  
Community Festivals



“  
More parks means more people outside, that’s the most exciting thing for me and creating more opportunities for people to access the park, reaching more communities, and creating this corridor of connection throughout Austin. Access to nature is a human right, large-scale public greenspaces particularly urban ones, like Waterloo Greenway, are imperative to public health.  
”

— Jordan Joly, Families in Nature

*Families in Nature connects children and their families to nature and to each other through time spent learning, playing and volunteering outdoors, featured at Wild Wednesdays.*

# Weekly Programming

## Wellness Classes · Spring & Fall

Weekly Workouts at Waterloo featured five free and open to the public movement sessions each week, welcoming people of all ages and abilities, in partnership with Castle Hill Fitness, Esquina Tango, and Aging is Cool.

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

Waterloo Greenway hosted weekly STEM-centered educational programs at Waterloo Park through August 2023 with our partner Families in Nature.

## Tales on the Trail · Summer & Fall

Through a series of guided park tours and conversations, Waterloo Greenway explored equity in green spaces, Austin's neighborhood bats, the intersection of LGBT & Black identities, and other thought-provoking topics.

# Community Festivals

## Waterloo Green Days · April

A week-long series of free Earth Month activities took over Waterloo Park in April 2023, featuring a variety of interactive outdoor exhibits, sustainability and stewardship workshops, live music, and dance performances. The celebration continued at Green Fest where visitors discovered more than 20 community exhibitors, participated in guided garden tours, and enjoyed boisterous outdoor performances of Squonk's Hand to Hand.

## Pride in the Park · June

Waterloo Greenway hosted week-long Pride in the Park events, including outdoor workouts, panel discussion, and a full day festival - Rainbow on the Creek. Hundreds of families gathered at Waterloo Park to explore a variety of hands-on art and cultural learning activities including drag queen storytime, DIY Pride Flags, Pride Family Portraits, and a Pride Parade in Waterloo Park. Thousands of community members gathered at Moody Amphitheater, supporting dozens of community vendors and Austin's favorite LGBTQIA+ performers.

## Friday Flicks · Summer

Waterloo Park hosted two beloved summertime movies including *Best in Show* and *DC League of Super-Pets* in partnership with Alamo Drafthouse Cinema. An estimated 2,500 total visitors enjoyed costume contests, live music, and family-friendly activities at each screening.

## Día de los Muertos · November

Moody Amphitheater transformed into a community altar with vibrant flowers, decorations, and offerings for departed loved ones. An estimated 4,000 guests enjoyed local non-profits & vendors, live music including Mariachi Las Coronelas, and dance performances by Danza Azteca Guadalupana and Ballet Folklorico MariCruz.

## Creek Show · November

Waterloo Greenway's largest community event featuring nine nights of immersive light-based art installations created by local artists, landscape architects, and designers. Throughout the free event, an estimated 60,000 community members of all ages enjoyed live music, community partner booths, and a variety of family-friendly activities at Waterloo Park.

## Pop-Up Picnic · April

Waterloo Greenway hosted its 10th Annual Pop-Up Picnic fundraiser with over 3,000 Austinites gathered at Moody Amphitheater at Waterloo Park to enjoy incredible food and live music by DJ Hexum and The Motts, all while supporting Waterloo Greenway's vision for a boundless 35-acre public park system in the heart of downtown.





# Moody Amphitheater Concert Series



In 2023, Waterloo Greenway hosted 30 national touring shows, in collaboration with C3 Presents/Live Nation. We welcomed top talent with the likes of Shakey Graves, Pepe Aguilar, Janelle Monae, Wilco, Kim Petras, Charlie Puth, Lewis Capaldi, and more! A portion of every concert ticket purchase and food & beverage sales at concessions supports park operations and free year-round community programming.



At every ticketed concert at Moody Amphitheater, we offer 100 FREE seats to each show as part of our commitment to making the arts accessible to all. This year, 2,800 fans took advantage of this unique program made possible through a partnership between Waterloo Greenway and C3 Presents/Live Nation.

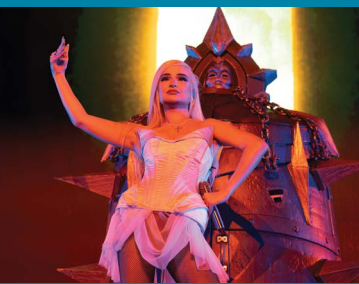
## Concert Volunteers

During our 2023 concert season, we worked with over 120 members of our Volunteer Team to help with ushering, scanning tickets, assisting fans with ticket upgrades, and lending a hand at Lost and Found. Season volunteers receive free concert tickets, concession cash, exclusive swag, and more!



## SXSW 2023

Waterloo Park welcomed Billboard Presents THE STAGE at SXSW, headlined by rapper and singer Lil Yachty (March 16), Latin superstars Feid and Eladio Carrión (March 17), and electronic music titans Kx5 (Kaskade and deadmau5) (March 18) at Moody Amphitheater at Waterloo Park. A portion of ticket proceeds supported Waterloo Greenway Conservancy.



## Austin Blues Fest

Waterloo Greenway and Antone's Nightclub presented an inaugural Austin Blues Festival at Moody Amphitheater at Waterloo Park on April 29, 2023, featuring performances by Los Lobos, Booker T's Stax Revue, Robert Randolph Band, Adrian Quesada's Jaguar Sound, and many more.



**30**  
Concerts

**104,000**  
Concert  
Guests

**2,800**  
Free tickets via  
Community  
Giveaway

**5,000**  
Guest  
Capacity







# Keeping the Park Thriving

Every day, Waterloo Greenway welcomes Austinites to Waterloo Park from 5am-10pm. It takes a lot of work to keep our 11 acres looking its best! When you visit the park, say hello to our park ambassadors working hard to keep the park clean, safe, and welcoming, thanks to our partnership at the Downtown Austin Alliance.

## Annual Tree Maintenance

Local arborists work with our Operations Team during annual tree trimming ahead of springtime. This team of experts paid special attention to trees that were relocated to Waterloo Park from The University of Texas at Austin, The Texas Capitol Complex, Symphony Square, and adjacent private development sites.

## Monarch Butterfly Tagging

In October 2023, Austinites were able to interact with amazing monarchs and also contribute to important scientific research by tagging butterflies during their annual migration to help better understand migration patterns and overall population health.

## Spring Park Prep

Waterloo Greenway hosted five volunteer cut-back days with 300 volunteer hours to help to keep Waterloo Park beautiful and thriving. In these hands-on community workshops, volunteers learned how to cut back herbaceous perennials, groundcovers, shrubs, and grasses throughout the park, all while meeting other plant-loving experts and community members.

## Tree Signage Installed

Through a partnership with the City of Austin's Urban Forest Grant Program, Waterloo Greenway installed three new interpretive signs celebrating the more than 500 trees planted at Waterloo Park, a mix of about 30 species.



<b>90,000</b>
Plants
<b>500</b>
Trees
<b>6,700</b>
Pounds Composted
<b>7,400</b>
Pounds Recycled
<b>28,000</b>
Pounds of Litter Collected
<b>48,000</b>
Annual Park Visitors (non-event)



waterloo  
greenway

# Glow the in the Park

**Coming October 10, 2024**

Join us at Waterloo Greenway's fourth annual Glow in the Park fundraiser at Moody Amphitheater at Waterloo Park!

Attended by 600 Waterloo Greenway supporters, the dinner and concert raises critical funds enabling our nonprofit to offer a wide range of park programming free to the community year-round. The event also provides vital funding to support the operations and maintenance of the unique urban park system.

For more information about tables and sponsorships, please contact Anna Clark at [aclark@waterloogreenway.org](mailto:aclark@waterloogreenway.org).





# Past Deposits from a Future Yet to Come

Teresa Hubbard / Alexander Birchler

Opens March 2024

Buttons, plates, marbles, bottles, coins, bullets, keys and other historic artifacts are suspended in a rhythmic free fall, a choreographed parade, in Past Deposits from a Future Yet to Come (2024), a new public video art installation by Austin-based, internationally renowned artists, Teresa Hubbard / Alexander Birchler at Moody Amphitheater at Waterloo Park. Past Deposits is commissioned by Waterloo Greenway for Moody Amphitheater at Waterloo Park.

The artifacts in Past Deposits were discovered by archaeologists on the site of what is now Waterloo Park and Waller Creek, and have been in deep storage for almost two decades at the Texas Archaeological Research Laboratory at the University of Texas at Austin. Hubbard / Birchler spent more than a year filming the historic artifacts from Waller Creek. Past Deposits explores the ways in which these objects connect us to Austin's past, present, and future, offering a glimpse into the daily lives of people who once lived and worked along the creek. The artifacts, filmed in incredible detail and expanded to colossal proportions, fill the entire 16 x 120 foot wall of Moody Amphitheater at Waterloo Park.

Scheduled to be on public view for five years, the video installation is free and shown every night at Moody Amphitheater at Waterloo Park, with the exception of evenings when a ticketed concert or other special event is taking place.



Thank you to all of our generous 2023 donors who helped us build, operate, and activate Waterloo Greenway, bringing us closer to our vision of creating a central gathering place for all of Austin.

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**Waterloo Greenway Conservancy relies on community support to build, operate, and activate the greenway. Please join us and donate today at [waterloogreenway.org/support](https://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](http://waterloogreenway.org).

Waterloo Greenway works in close partnership with the City of Austin and many departments, including Watershed Protection and Parks & Recreation, 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, as the steward of a vibrant urban park, embraces the transformative power of public spaces to build communities and ecosystems, amplify culture, and enhance health and well-being. As the stewards behind Waterloo Greenway, we boldly commit to building equity through thoughtful design, innovative programming, and uplifting community initiatives, honoring the space's history and forging an inclusive park for Austin's diverse communities now and in the future.

### 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 Coahuiltecan, 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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