



# Departmental Updates

July 2024 - Park Board





### June Event Highlights:

June 7, 14, 21, 28, and 29: Hot Sounds of Summer Concerts

*(Estimated 1,500-2,000 per night)*

June 15, 2024 - Father's Day Fishing Trip - *(Estimated 175 participants)*

June 15, 2024 - Juneteenth Art, Food, and Music Festival - *(Estimated 250 participants)*



### July Events:

Red, White, and BTX - July 4

The BRiCk Boatnanza-July 20, 2024

July is Parks and Recreation Month Activities - July 2024

**REC SPECIAL EVENTS**

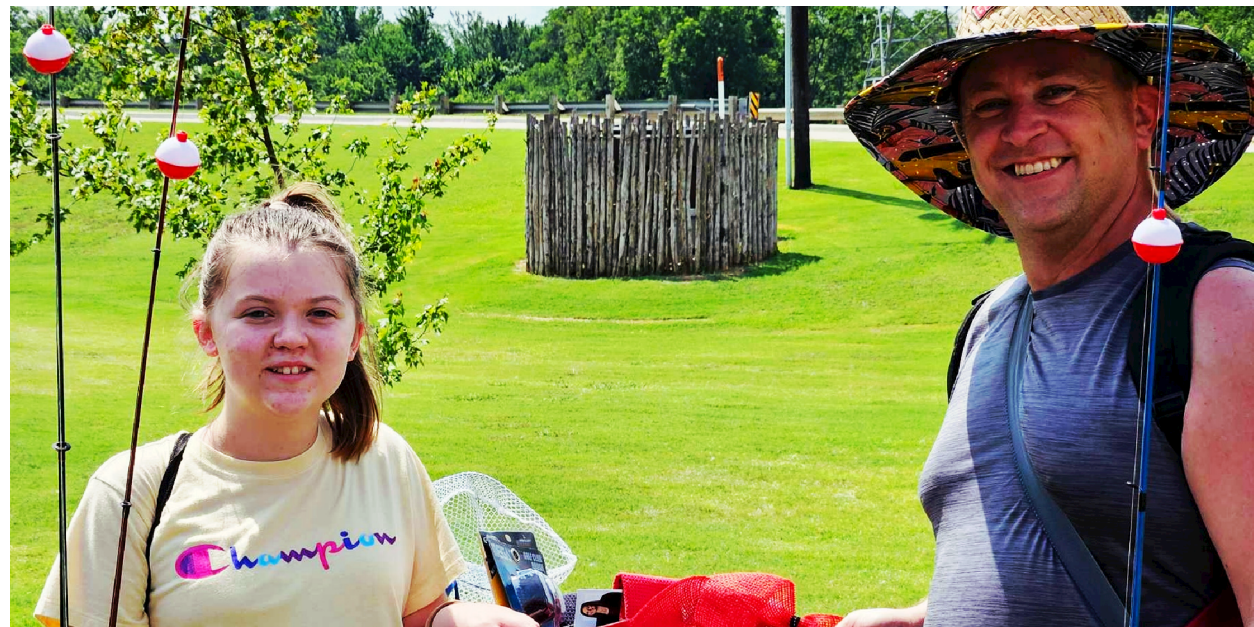




2024 HOT SOUNDS OF SUMMER CONCERT SERIES



JUNETEENTH CELEBRATION

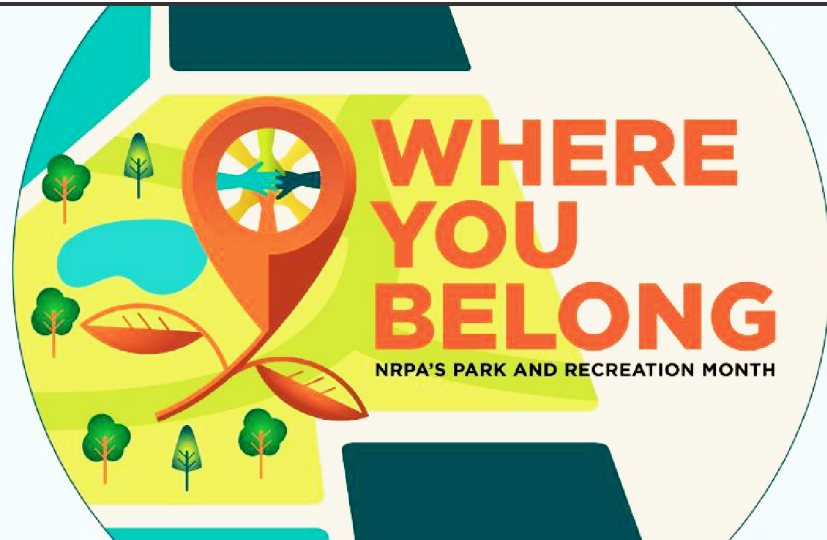


FATHER'S DAY FISHING TOURNAMENT



# July is Parks and Recreation Month

*Where You Belong: includes a variety of activities, staff highlights, and more!*



# BTX Family DAY OUT



#WHEREYOUBELONG



THE CITY OF  
**BURLESON**  
TEXAS

**Parks and  
Recreation**

# BTX BIKE RIDE ALONG



#WHEREYOUBELONG



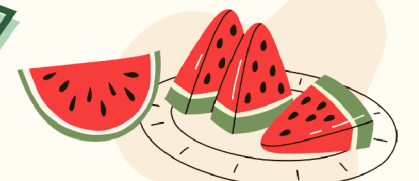
THE CITY OF  
**BURLESON**  
TEXAS

**Parks and  
Recreation**



#WHEREYOUBELONG

# WATERMELON DAY



THE CITY OF  
**BURLESON**  
TEXAS

**Parks and  
Recreation**



Overall event attendance:  
16,510

## ***BTX Honey Tour Carnival-Wrap Up***

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### **Thursday, 5/23/2024**

- Ticket Estimate: 1,644
- Carnival Arm Band Count: 562
- Estimated Attendance: 2,206

### **Friday, 5/24/2024**

- Ticket Estimate: 2,549
- Carnival Arm Band Count: 1,201
- Estimated Attendance: 3,750

### **Saturday, 5/25/2024**

- Ticket Estimate: 3,869
- Carnival Arm Band Count: 1,630
- Estimated Attendance: 5,499

### **Sunday, 5/26/2024**

- Ticket Estimate: 3,571
- Carnival Arm Band Count: 1,484
- Estimated Attendance: 5,055







### *Athletic News:*

#### *Current Athletics:*

Adult Summer Softball, Basketball, Volleyball and Youth Summer Track

#### *Athletics Highlight:*

Youth Summer Track (Highest program participation to date: 114)



# Young Entrepreneur Camp

## Russell Farm Art Center

**Ages: 13 - 18**  
**9:00 AM - 12:00 PM**  
**in the Chesapeake building**

**July 22-26**

**\$165 per camper**



### *Program News:*

#### *June Programming Recap:*

Gymnastics and Cheer (48); Summer Camp (150 campers per week)

#### *Program Highlight: Upcoming Teen Camp (Minds in Motion)*

This camp is designed to help teens learn and apply the skills of successful entrepreneurs to turn their ideas into profitable business ventures.

**REC PROGRAMS**





**Russell Art Farm Center**  
**JULY EVENTS**

**FRIDAYS 11-11:30 AM**  
 FRIDAY STORY TIME AT THE FARM

**SATURDAYS 9AM-NOON**  
 SATURDAY MORNING SKETCH GROUP

**JULY 6, 10AM - 3PM**  
 ART CAMP FOR GROWN-UPS  
 ADULT ART CAMP

**JULY 9-12, 9AM-NOON**  
 SUMMER ART CAMP W/MS. GIFFORD

**JULY 9-12, 1-4 PM**

### Program News:

#### June Programming Recap:

Adult Art (11); Watercolor (20); Canning (18); Storytime (70); Field Trips (179); Fun on the Farm Camp (39); Horse Camp (22)



### Additional News: Service Projects at the Farm

A big shout out to the Johnson County Master Gardeners for their weekly service projects. In June, they planted 27 blackberry bushes and installed a drip system.

**RUSSELL FARM ART CENTER**





*Summer Camps at Russell Farm Art Center*



# Marketing and Community Engagement

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Quick Stats as of 7/2:

Facebook Followers:

18,512

(311 follower increase)

Instagram Followers:

1,745

(29 follower increase)

Constant Contact Subscribers:

5,118



Facebook Highlight: Reach 229k (collective reach of all Splash Pad postings)

*June High Performing Content*





## BRiCk - Projects

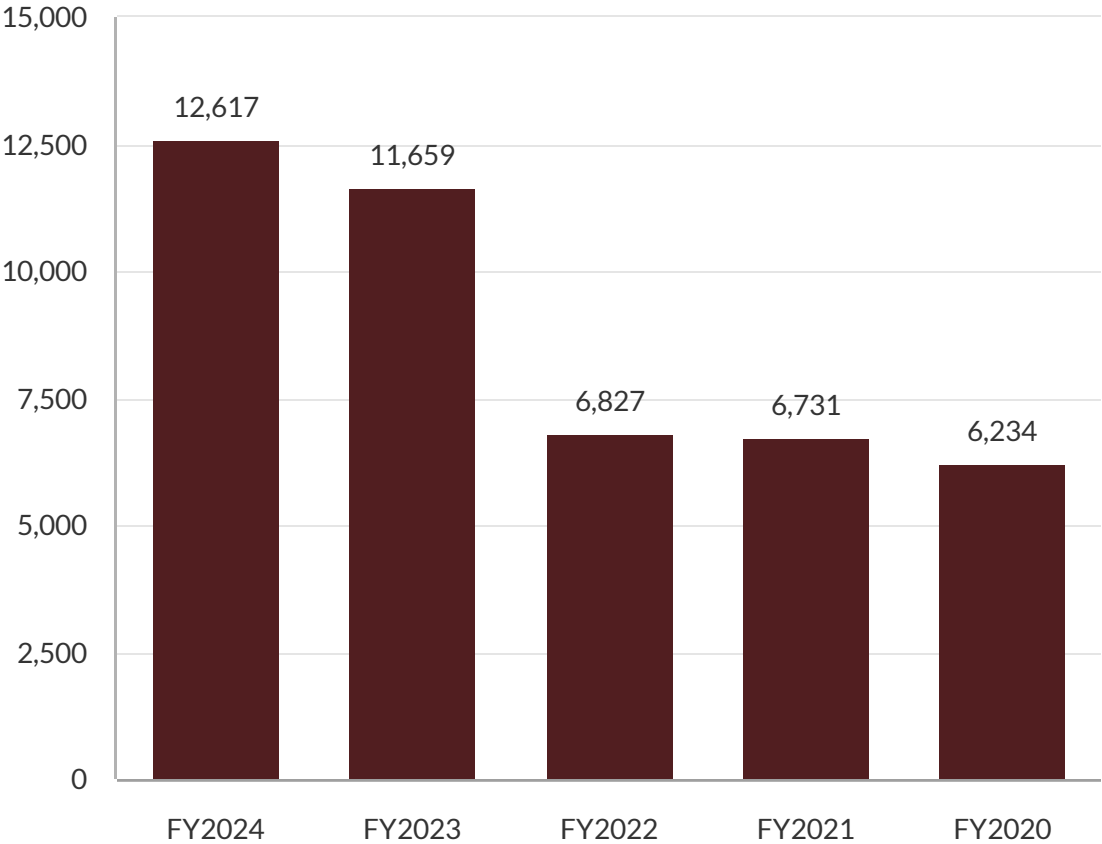
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- C1S Group (*selected vendor to serve as Construction Manager at Risk for all projects listed below*)
  - Lobby Remodel
  - Desert Aire Replacement
  - HVAC Replacement
  - Indoor Pool Replaster
  - Indoor Pool Sand Filter Replacement
  - *Project status:*
    - Current- Prepping first equipment package with C1S (Construction Manager at Risk)
    - August 8-Present first equipment package to Park Board
    - August 19-Present first equipment package to City Council

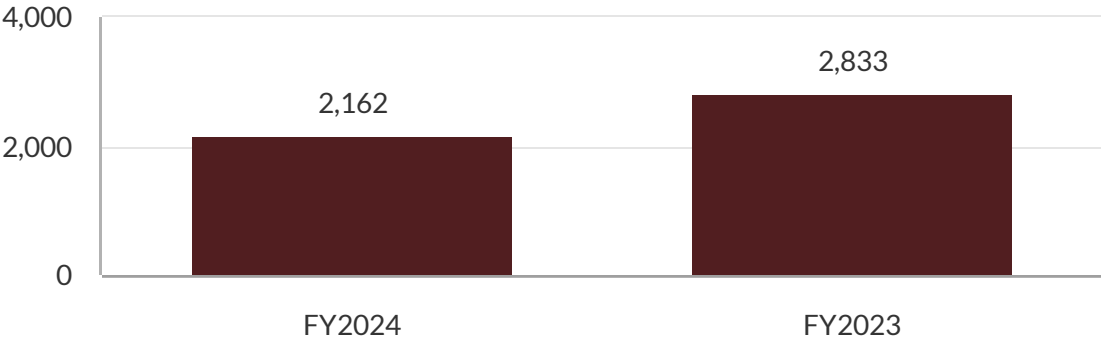


# BRiCk- Memberships and Programs

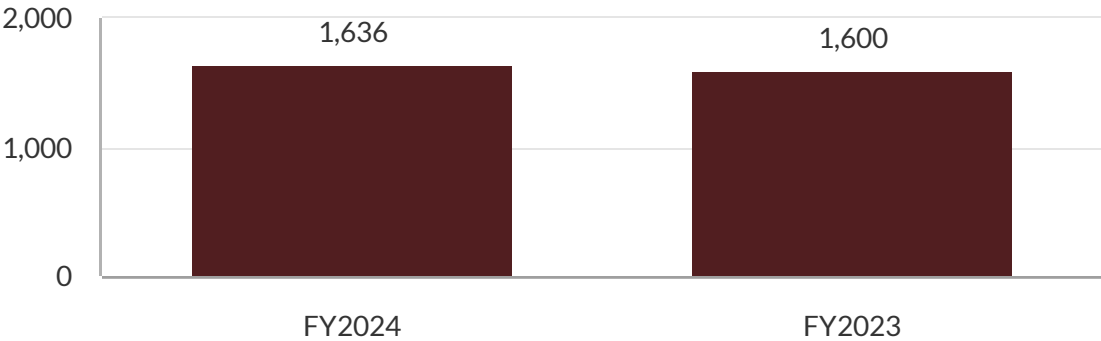
June Memberships



June - Fitness



June - Programs (includes Russell Farm Art Center)



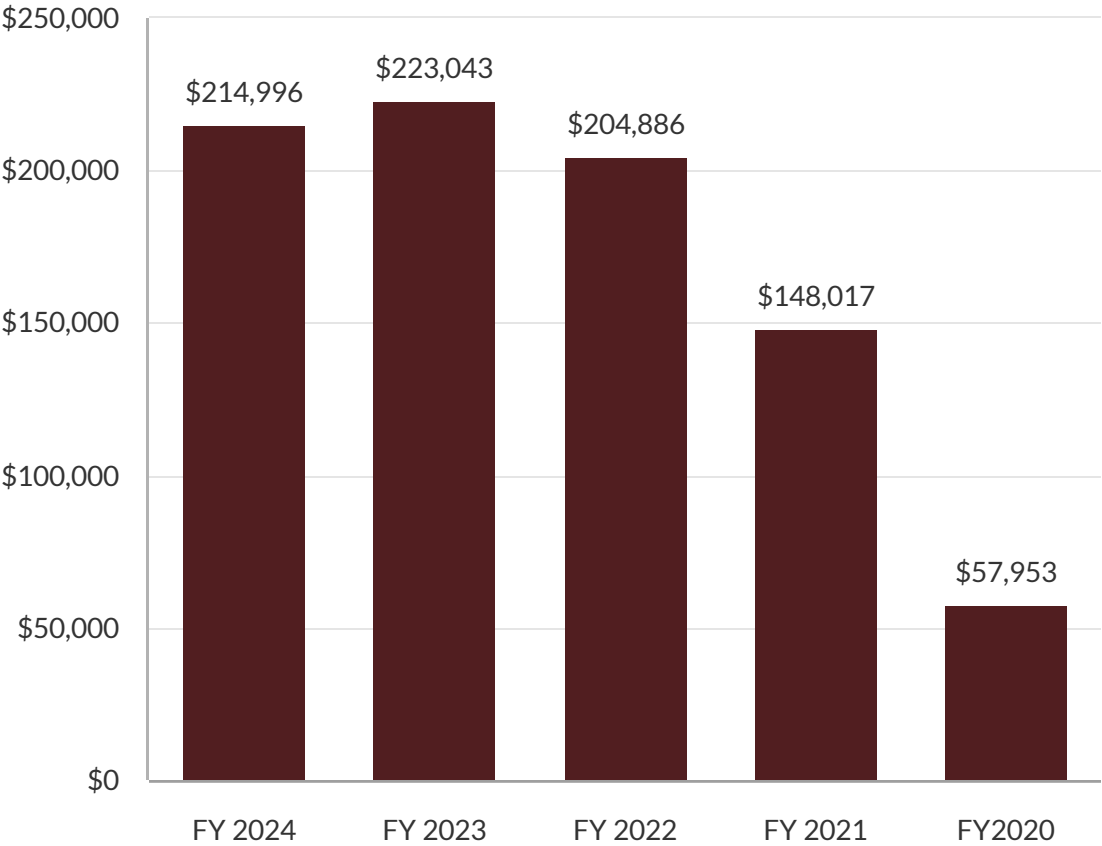
Membership numbers from June 2023 onward now include all individual members of a family membership.

FY 2019-2021 had limited data due to software conversion and accurate reporting data available.

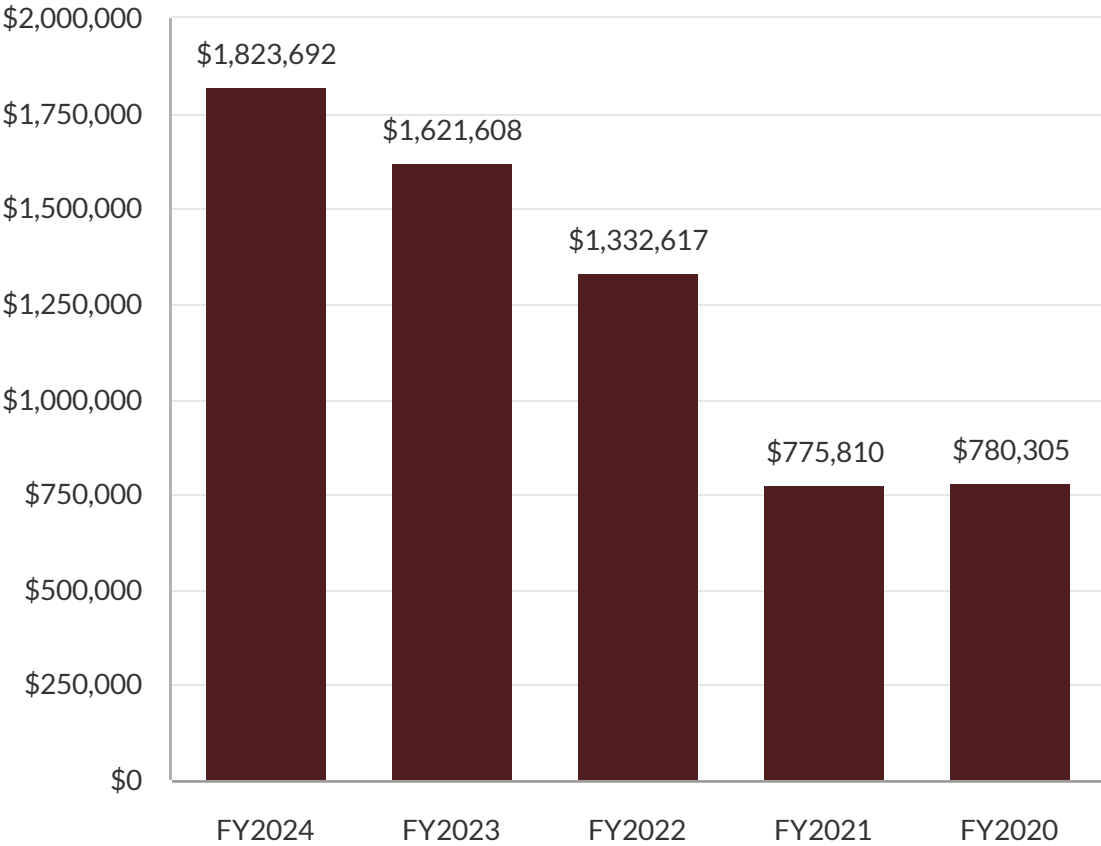


# BRiCk-Revenue

June



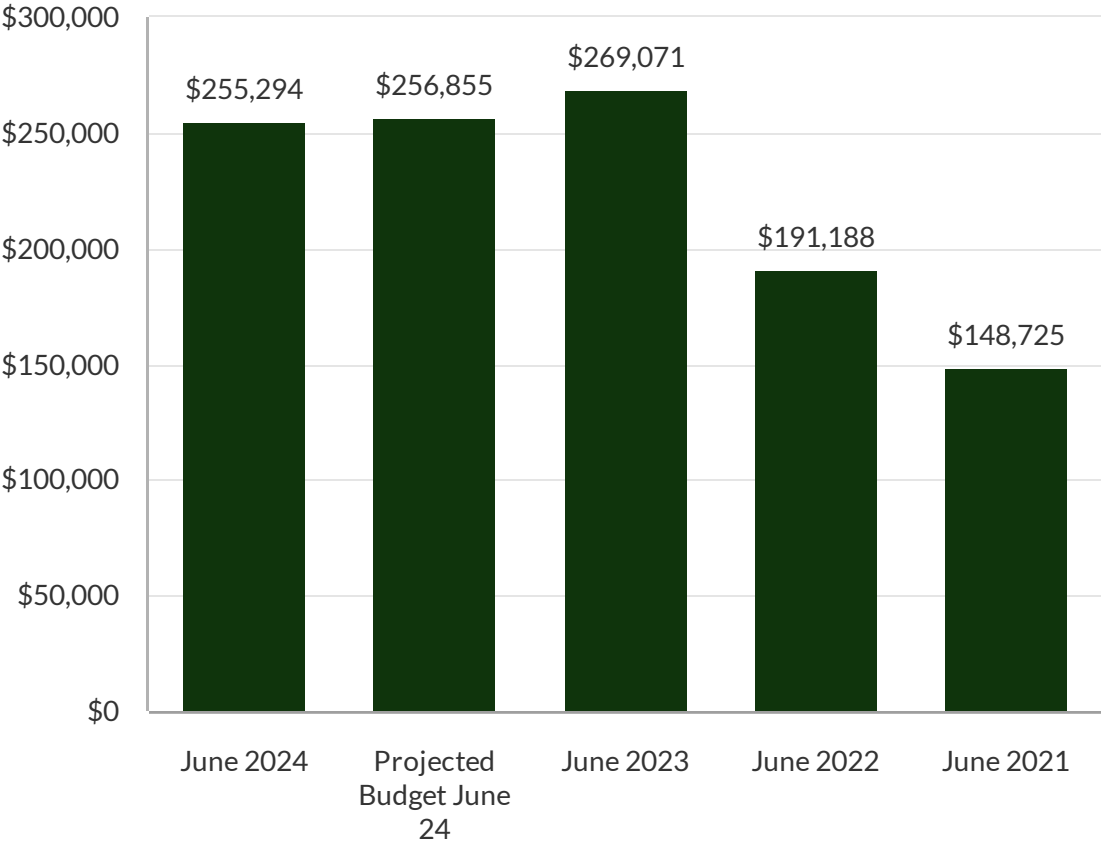
Year to Date (Accruals not included for current FY)



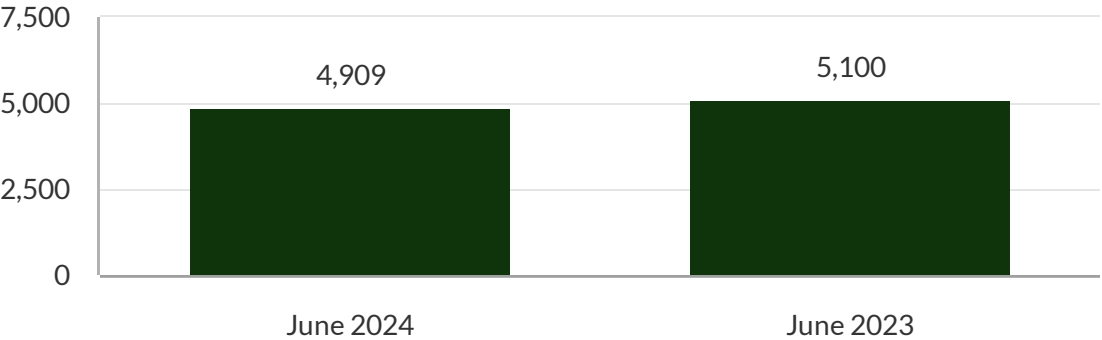


# Golf- June Comparisons

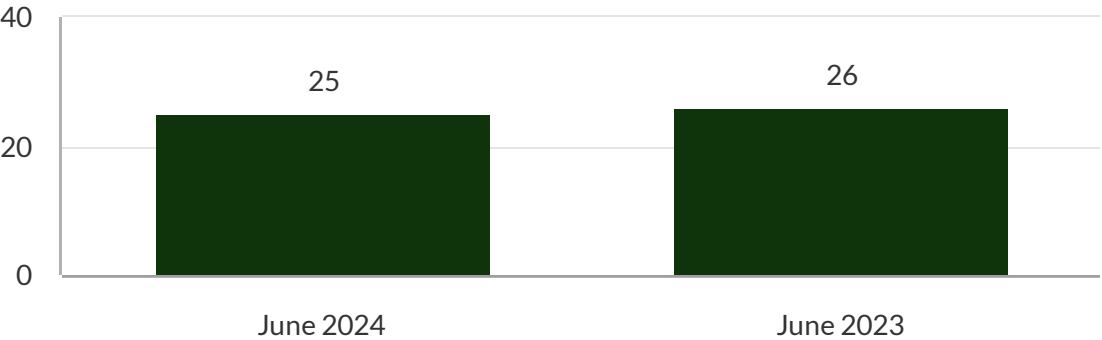
June Revenue



Rounds Played in June



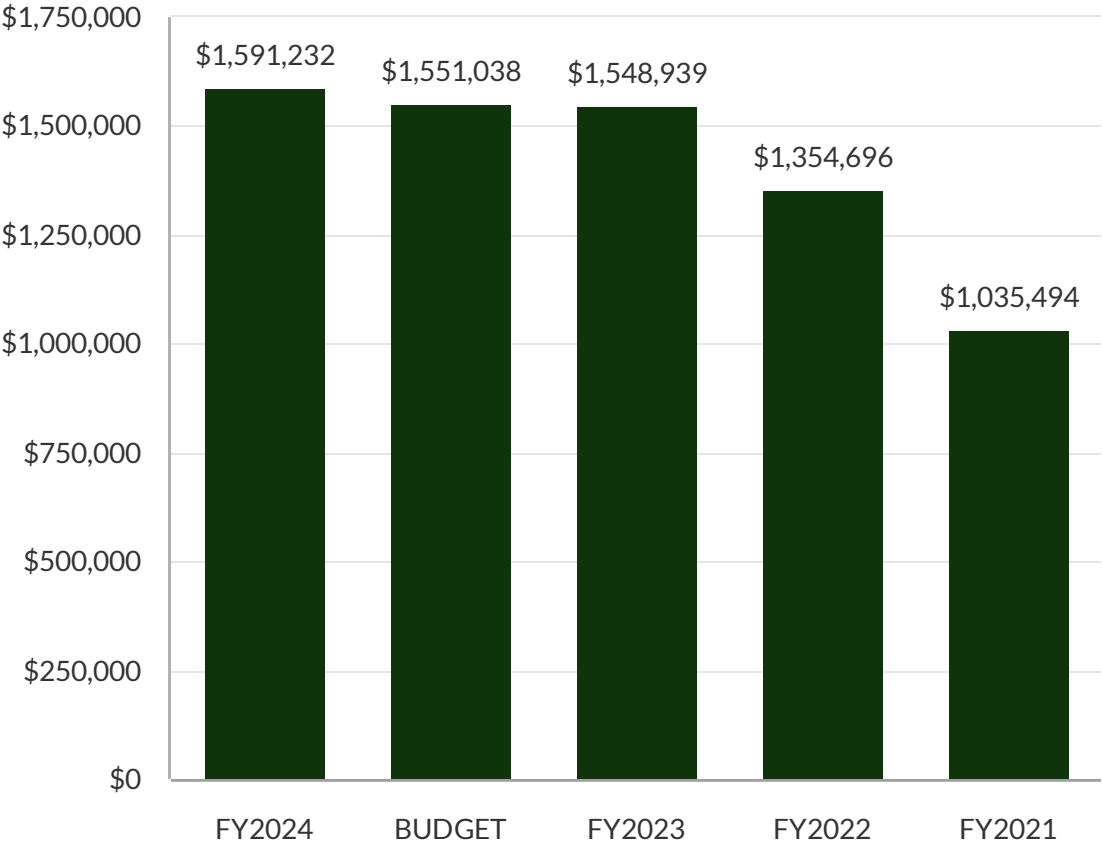
Playable Days \* updated criteria with partial days



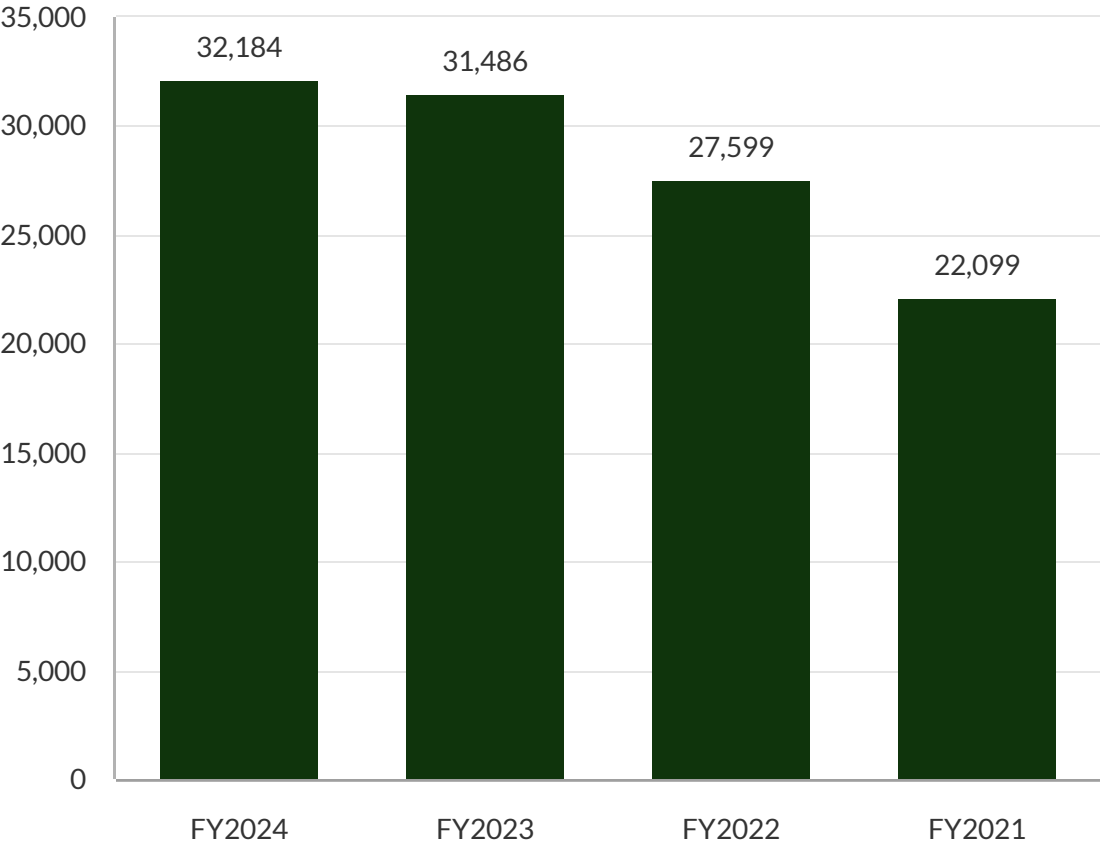


# Golf- Year to Date

Revenue YTD October -June



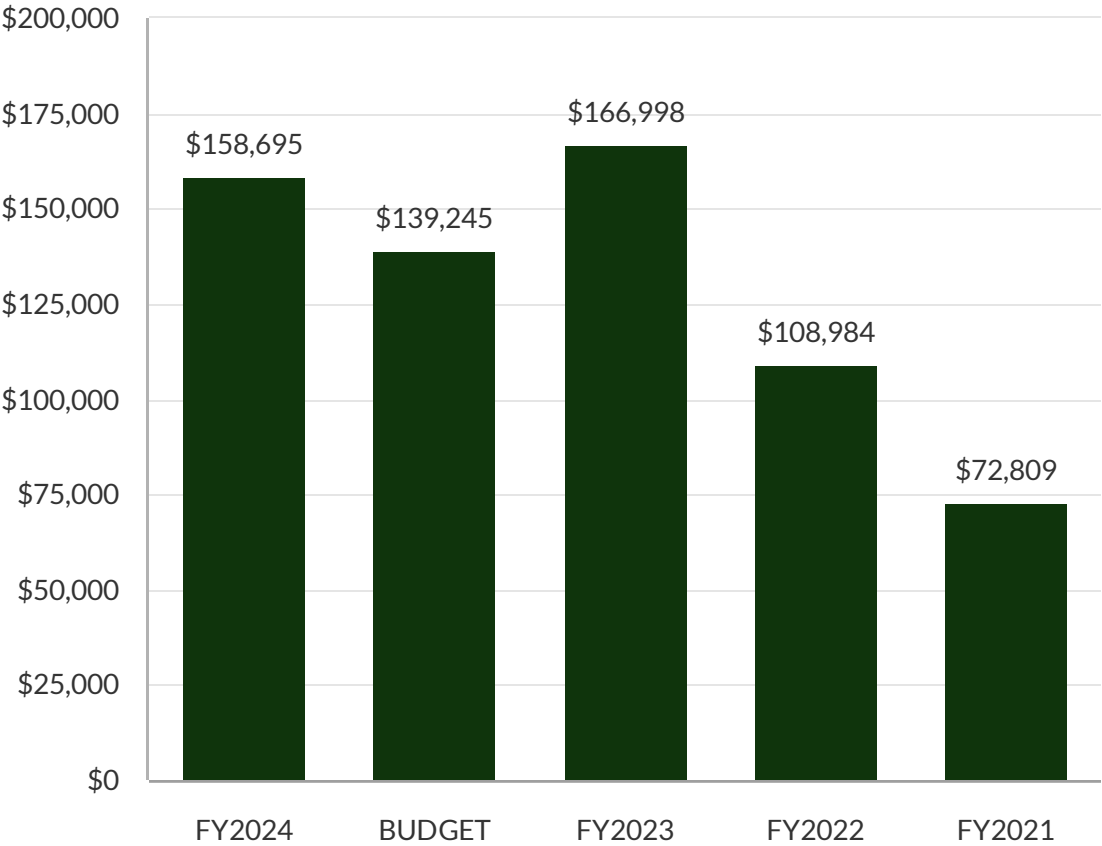
Rounds Played YTD October- June



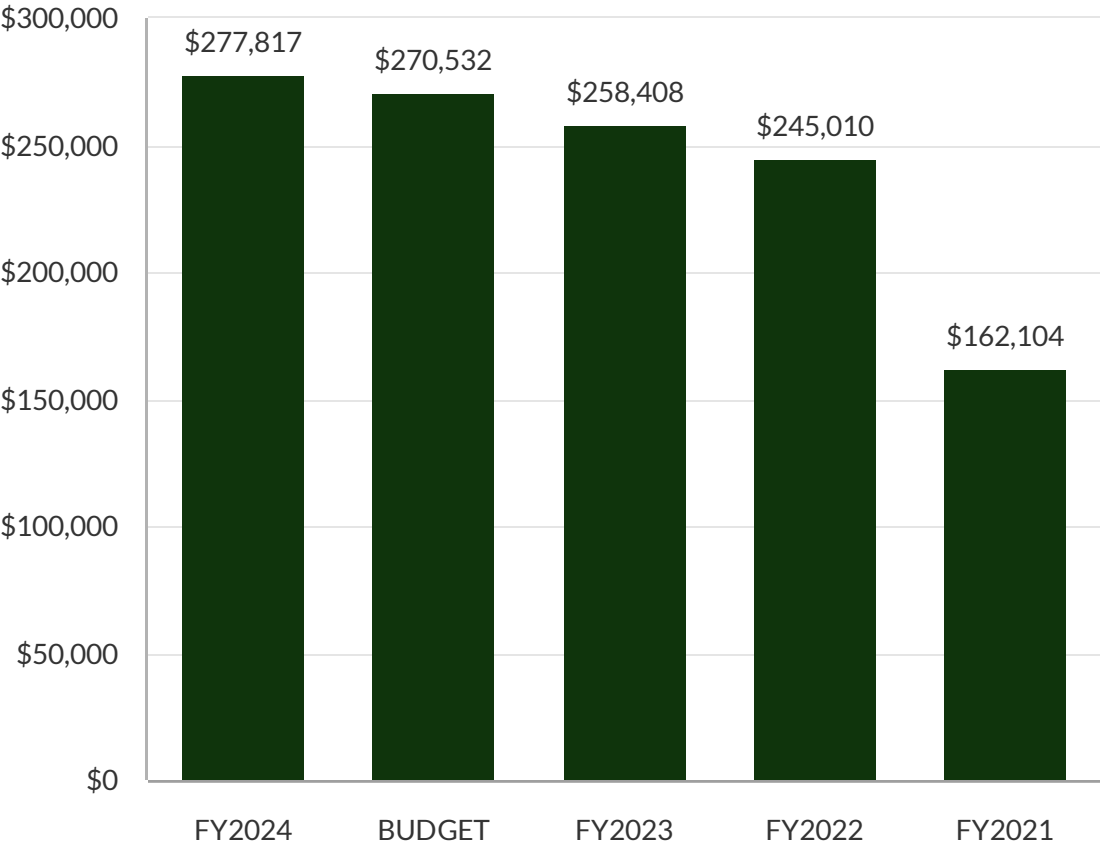


# Golf- Pro Shop and FB Revenue Year to Date

Pro Shop Revenue YTD October - June



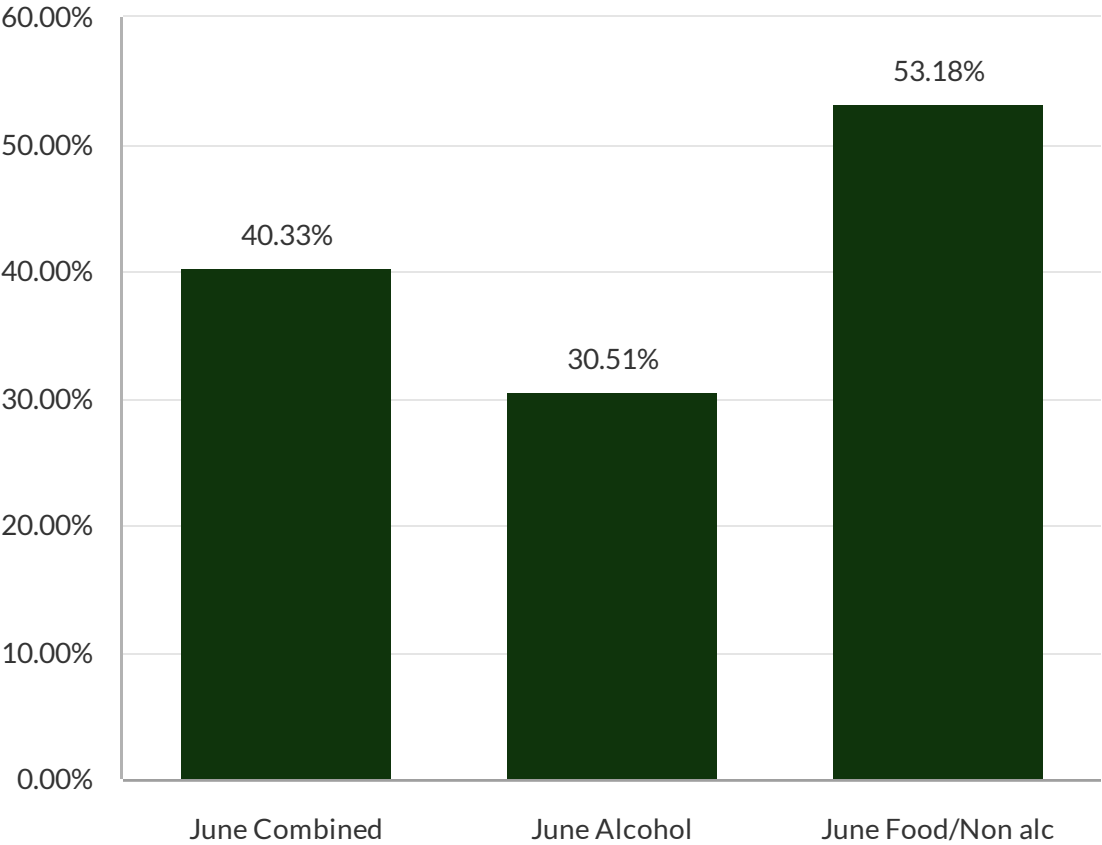
Food and Beverage Revenue YTD October- June



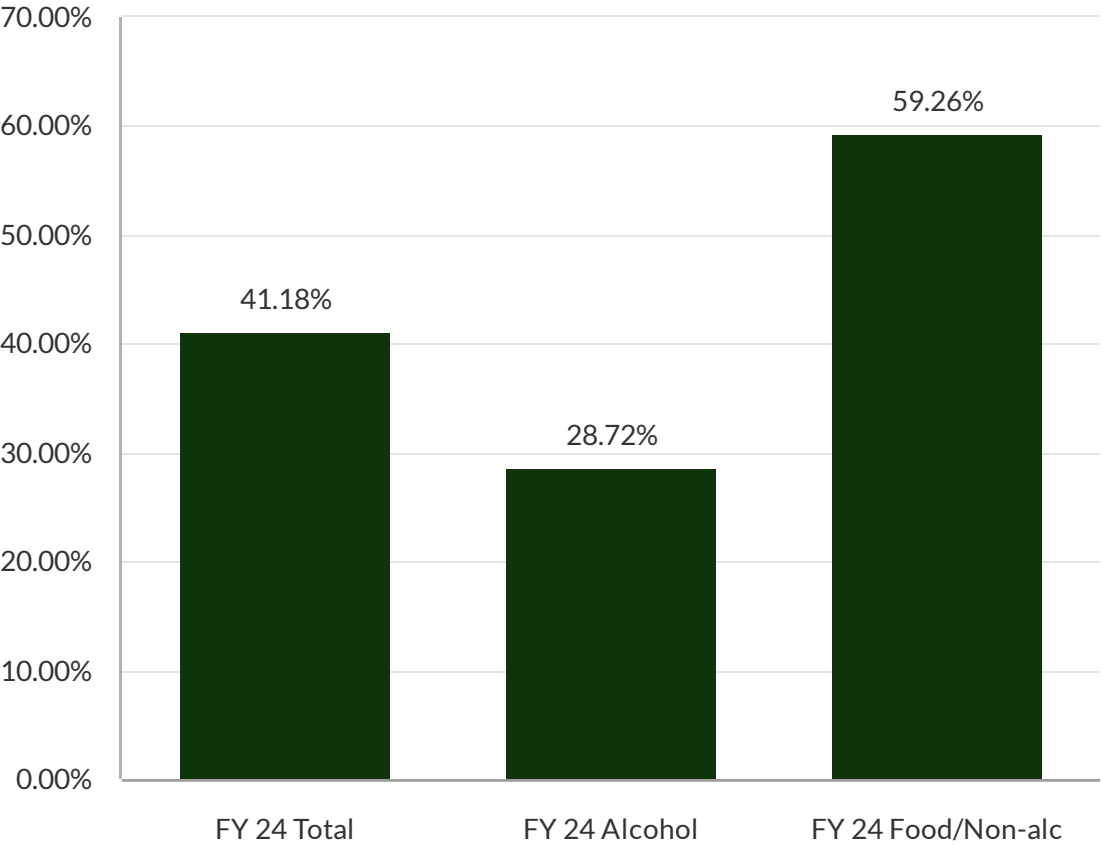


# Golf- Food and Beverage Cost of Sales Percentages

Food and Beverage Cost of Sales % by Department



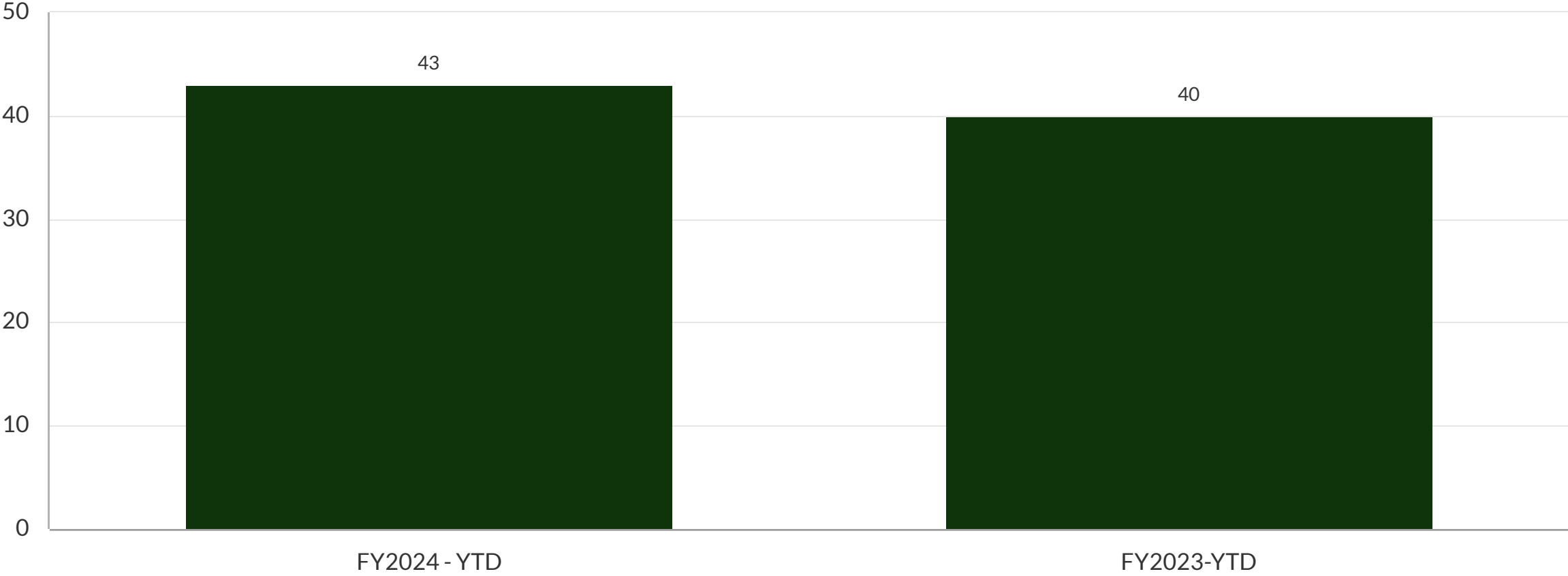
Food and Beverage Cost of Sales % Combined YTD





# Golf

Tournaments YTD

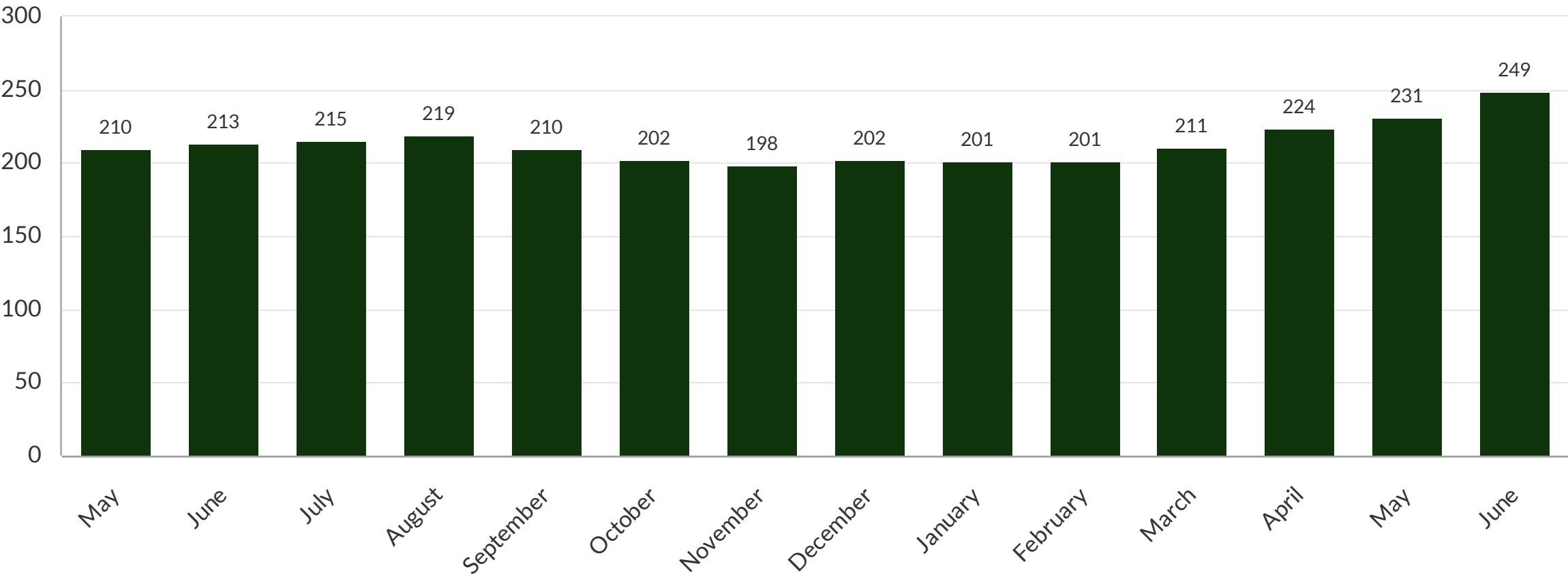




# Golf-Memberships

249 Current Members

Players Club







## Parks - Capital Project Updates

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- Park Monument Signs: Installed sign at Cindy; next phase of sign installations coming within the coming months
- Village Creek Trail: revised 90% plans underway. Environmental evaluation for TXDOT in process, estimated to begin construction Spring 2025
- Oak Valley South Trail Connector: Substantially complete (95%) pending final inspection on July 10.
- Cedar Ridge Park: Construction began June 3, 2024 with the completion goal of August 2024. *Tentative ribbon cutting date: August 6, 2024*



## Parks - Capital Project Updates

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- Meadowcrest Park: Approved by Park board; Set for Council review and approval July 22
- Chisenhall Synthetic Turf Phase 2: Construction began May 28 with the completion goal of late September 2024
- Oak Valley North Restroom: Awarded in January; Currently in production; Installation slated for August 2024
- Scott St Trailhead: Design complete; Project currently in bidding process; Park board and Council review and approval slated for August 2024



Parks by the Numbers - June 2024



PLAYGROUND  
SAFETY

32

INSPECTIONS PERFORMED

MINOR REPAIRS: 4

LITTER ABATEMENT: Parks,  
Athletic Fields, and ROWs



26,695

Pounds of Litter Removed

Does not include contract litter numbers



IRRIGATION SERVICES

7

Irrigation Systems  
Inspected

5

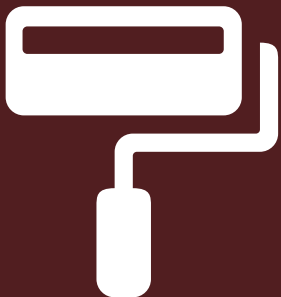
Irrigation repairs made

INTEGRATED PEST  
MANAGEMENT

36

- Pest control treatments
- Pre-emergent weed applications
- Post-emergent weed applications

GRAFFITI  
ABATEMENT



2 graffiti incidents:  
100% abated within 24  
hours of reporting

# Parks by the Numbers - June 2024

- WAKEFIELD
- OAK VALLEY NORTH
- ELK RIDGE PARK



## Upcoming Temporary Park Closures

Wakefield Park, Oak Valley North Park, and Elk Ridge Park will be temporarily closed for 24 hours for the annual rebinding of the poured-in-place surfacing.

Wakefield Park: July 11

Oak Valley North Park: July 18

Elk Ridge Park: July 25



## Acres Mowed in Parks and ROWs

1,467.19  
Acres



## No Mow Areas: Mowing

- ☆ Park Maintenance staff will be mowing the cities No Mow Areas the week of July 8. Mowing wildflower areas is an essential part of maintaining a healthy and sustainable wildflower habitat. This practice helps to control invasive species, promote new growth, and ensure a vibrant and diverse wildflower population in the coming seasons.



**Feedback?**