



Departmental Updates

Parks Board- July 13, 2023

Rec Special Events



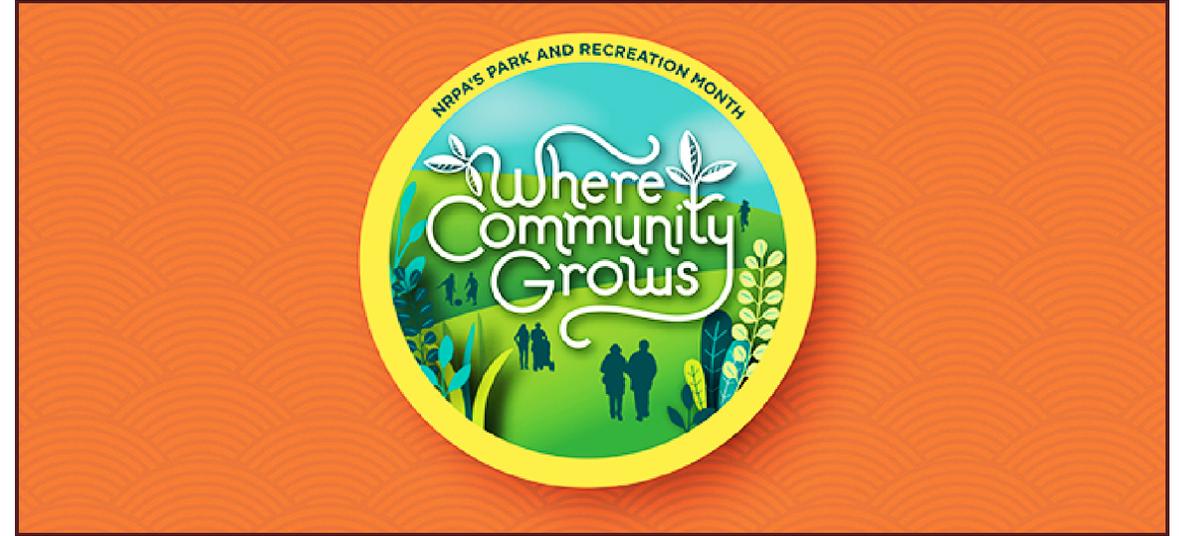
Event Recaps:

Father's Day Fishing Tournament: June 17, 2023 - Estimated attendance: 175

Juneteenth Celebration: June 17, 2023 - Estimated attendance: 150

Hot Sounds of Summer Concert Series concluded June 30, 2023 - Total series estimated attendance: 15,000

Red, White, and BTX (4th of July): July 4, 2023 - Estimated attendance: 7,500



Upcoming Events:

Parks and Recreation Month Events/Programming:

Family Cornhole Tournament, Athletics: July 14

Parks Maintenance Rodeo, Parks: July 20

BRiCK Boatnanza, Aquatics: July 22

Russell Farm Watermelon Day, Russell Farm: July 27

Teen Ice Cream Social, Recreation: July 29



FATHER'S DAY FISHING TOURNAMENT



JUNETEENTH CELEBRATION



HOT SOUNDS OF SUMMER



RED, WHITE, AND BTX

Rec Programs



Athletic News:

Athletics Highlight:

Archery (held weekly at Russell Farm) -participant average 6-8

Current Athletics:

Youth Track, Basketball, Softball, and Volleyball



Program News:

Programming Highlight:

Teen Camp with Burleson PD

Current and Upcoming Programming:

Gymnastics (61 participants), Teen Camp (14 participants), and Women's self defense (26 participants).



Additional News:

Fall program planning has begun:

Strategic programming meetings will be held within the month of July as staff prepares Fall programming information for the upcoming Fall/Winter community guide release.

Russell Farm Art Center



Russell Farm Updates:

- Program/Event Recap:
- Canning Class (Salsa): June 17 - 18 registered (maxed)
- Youth Culinary Class: June 6 - 15 registered (maxed)
- Teen Cooking Camp - 15 registered (maxed)
- Fun on the Farm Camp: June 20 and June 22 (ages 4-7) - 24 registered
- Fun on the Farm Camp (ages 8-12) - 15 registered (maxed)
- Upcoming Programming:
- STEAM camps
- Variety of art camps

Russell Farm Highlight:

In the month of June, Russell Farm hosted 267 students for day camp field trips. Campers explored the Farm, enjoyed hay rides, and ended with picnic lunches!

Marketing and Community Engagement

Quick Stats as of 7/7:
Facebook Followers:
16,304
(284 follower increase)

Instagram Followers:
1,431
(97 follower increase)

Constant Contact
Subscribers:
5,118



The image shows a Facebook post from the page 'Burleson Parks and Recreation'. The post is published by Jessica Mack on June 3. It contains two paragraphs of text and two photographs. The first paragraph thanks attendees for the 'Hot Sounds of Summer' concert featuring Josh Weathers Music. The second paragraph announces a future concert on June 9 featuring a tribute to George Strait by Derek Spence. The first photo shows two guitarists performing on a stage. The second photo shows a man and a woman sitting in lawn chairs at the concert.

Burleson Parks and Recreation
Published by Jessica Mack · June 3

♪ Thank you to everyone who came out to our second Hot Sounds of Summer concert yesterday evening featuring [Josh Weathers Music](#). It was an awesome night filled with great music! Check out a few snippets of the performance in the comments section.

♪ We hope to see you again next week, Friday, June 9 for the George Strait [Tribute to the King of Country](#) featuring [Derek Spence](#). Have a great weekend, BTX.



Facebook Highlight: Hot Sounds Concert - Josh Weathers

Reach - 20,228; Reactions - 204;

Comments - 5; Shares -5

June High Performing Content

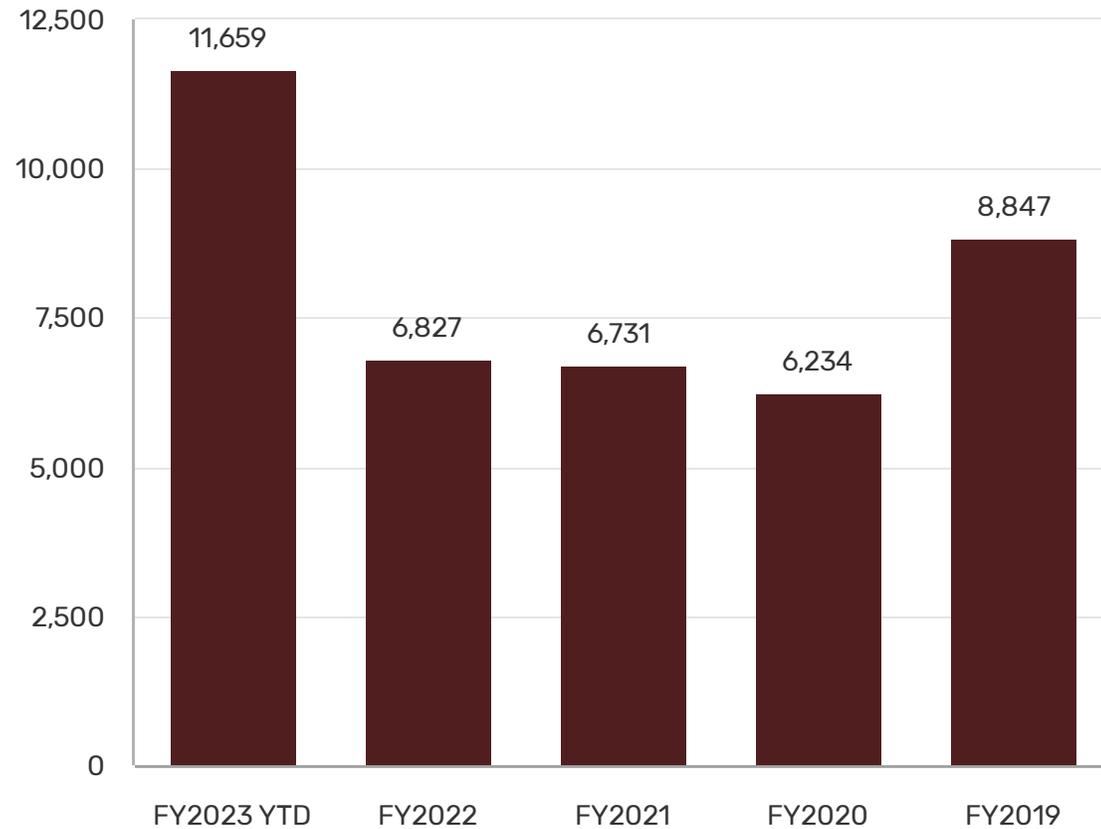
BRiCk - Projects

1. **Front entrance light bollards replaced with new LED style on Friday, July 7th.**
2. **Lobby redesign/update - Scheduled for Council consideration Summer 2023**
3. **Fitness Equipment Replacement scheduled for Fall 2023**



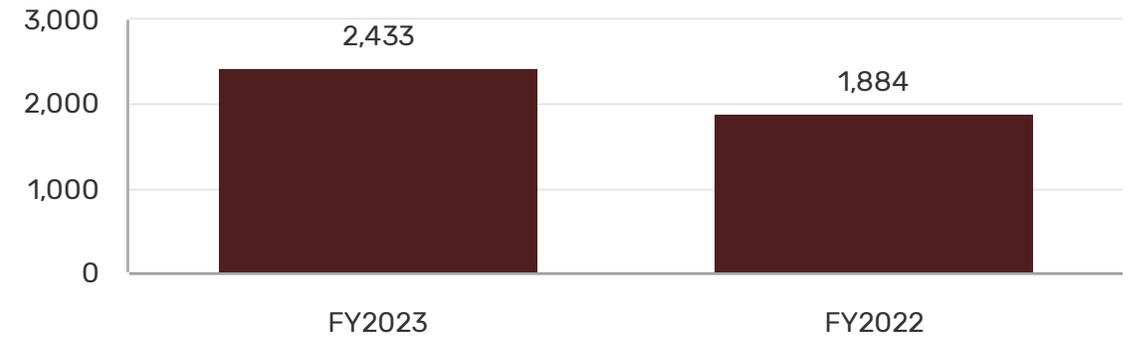
BRiCK- Memberships

June Memberships

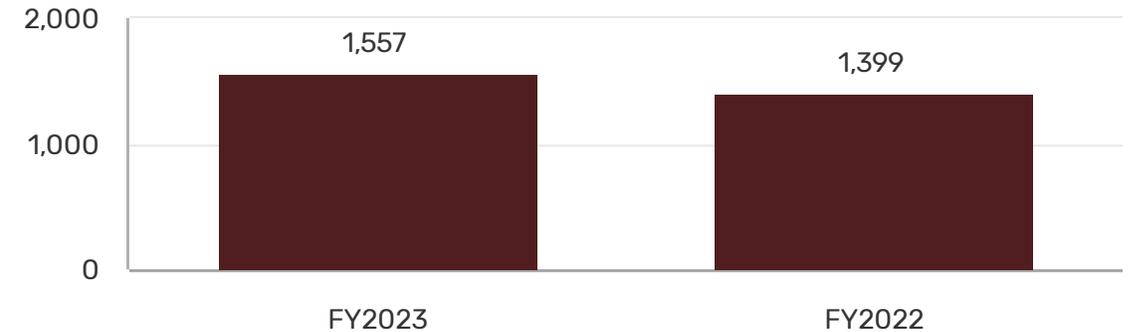


Membership numbers for FY2023 from June onward now include all individual members of a family membership.

June Fitness



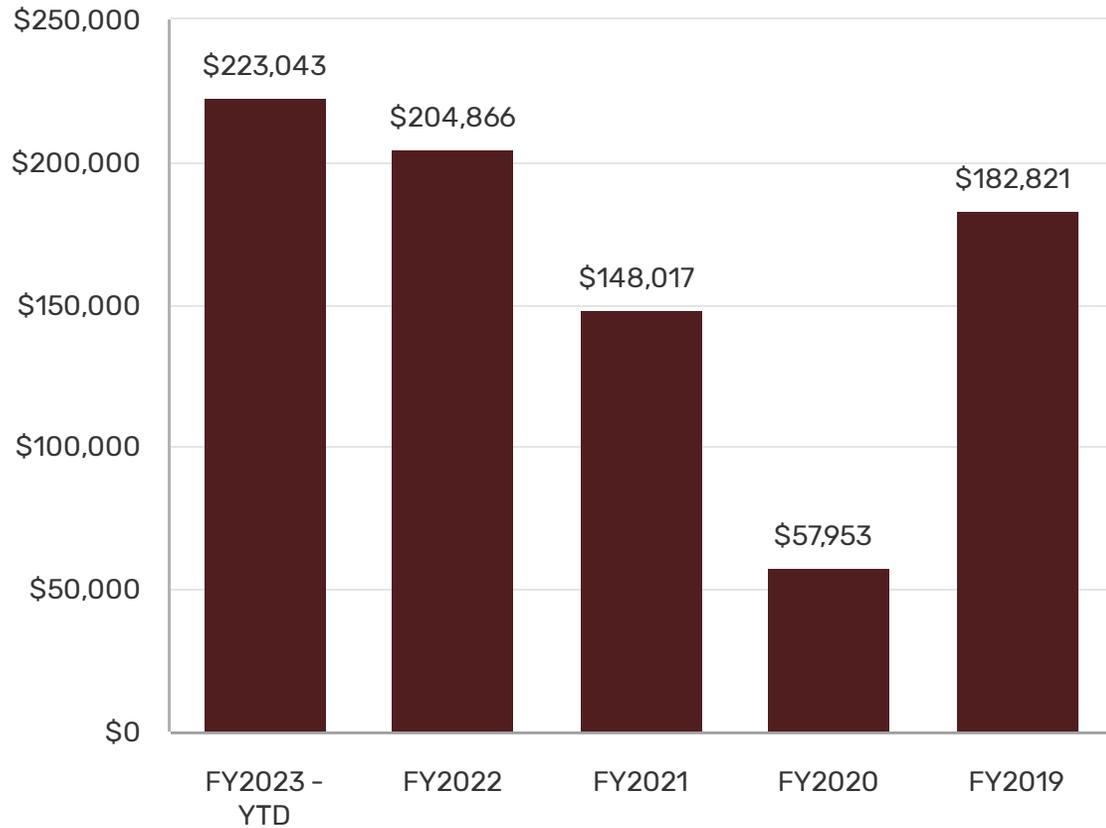
June Programs



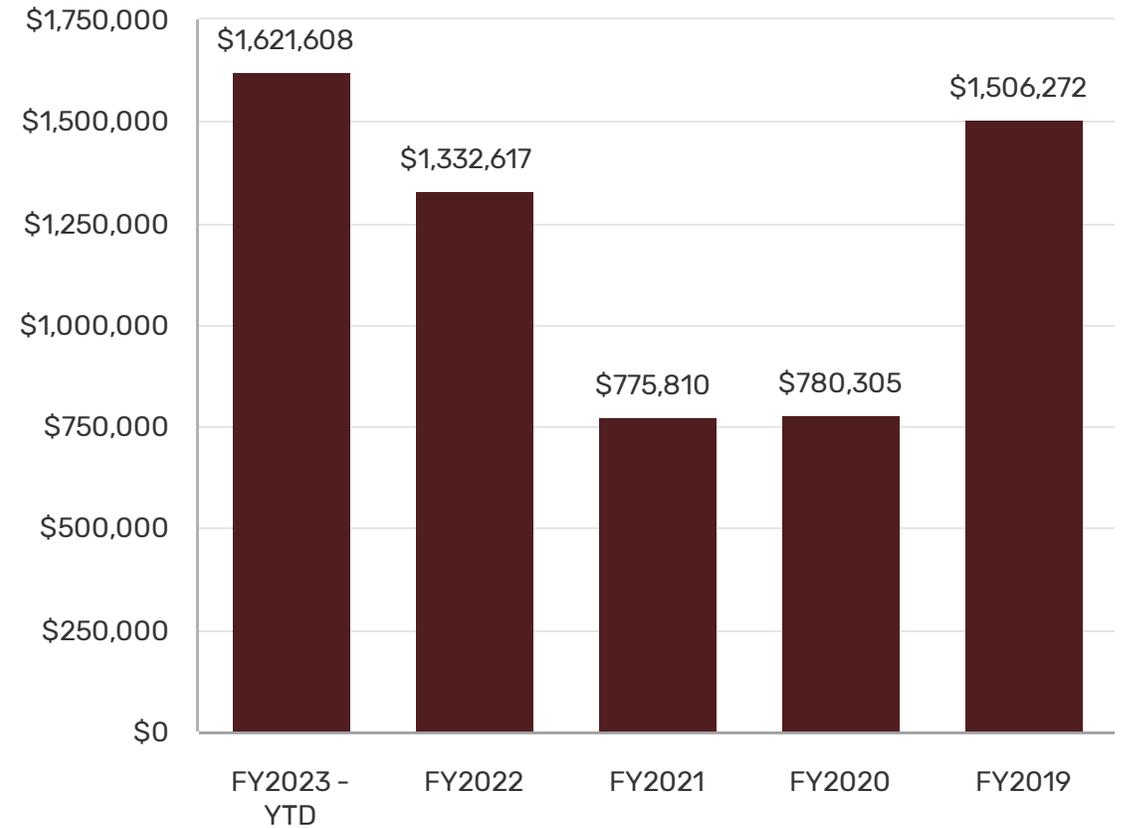
FY 2019-2021 had limited data due to software conversion and accurate reporting data available.

BRiCK-Revenue

June

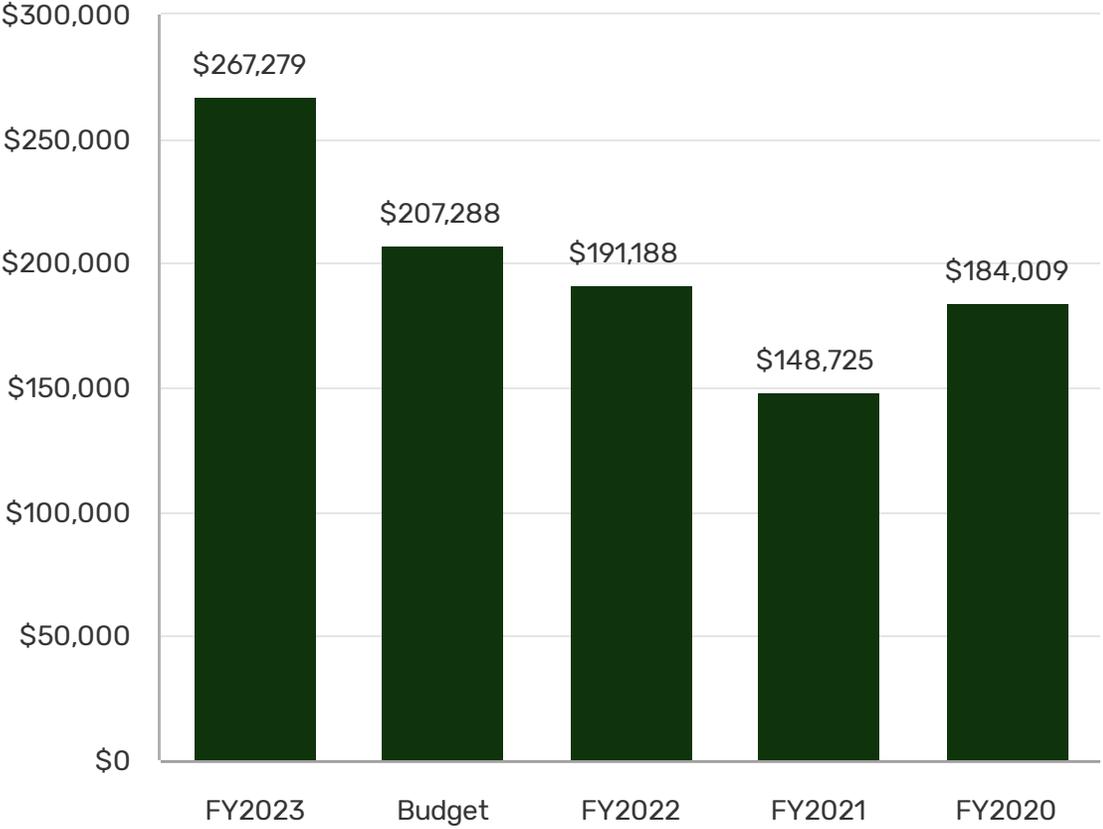


Year to Date (Accruals not included for current FY)



Golf- June Comparisons

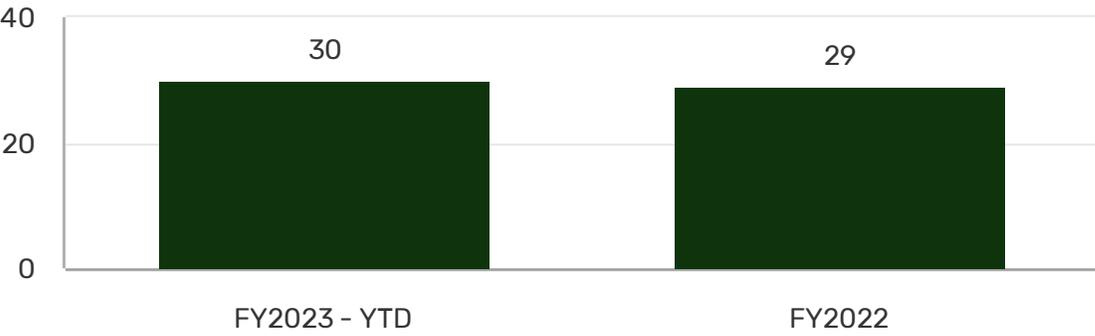
June Revenue



Rounds Played in June

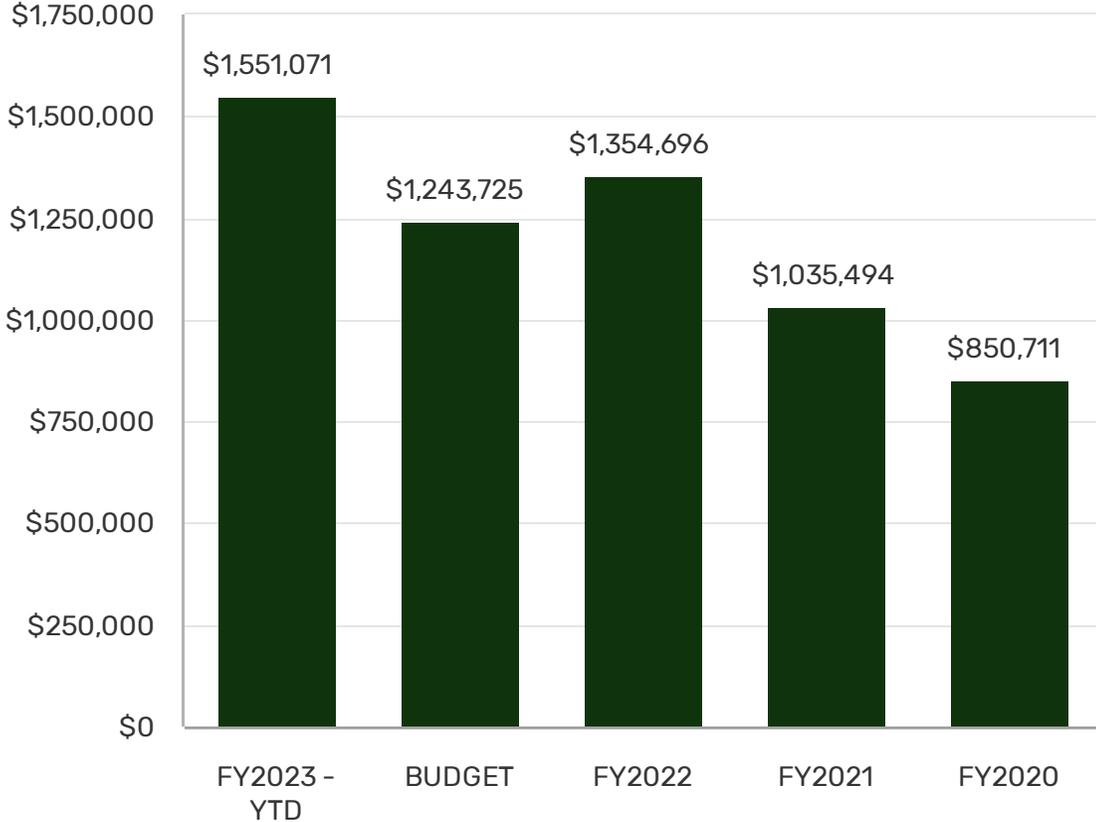


Playable Days

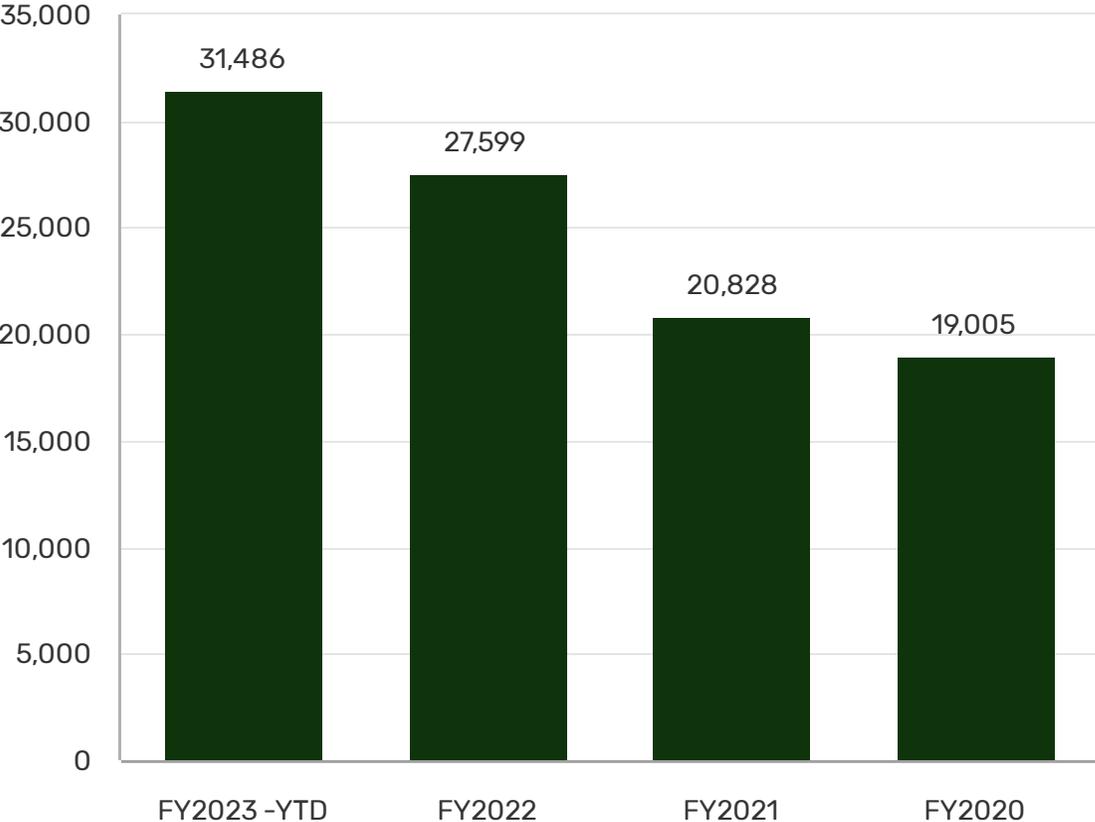


Golf- Year to Date

Revenue YTD October -June

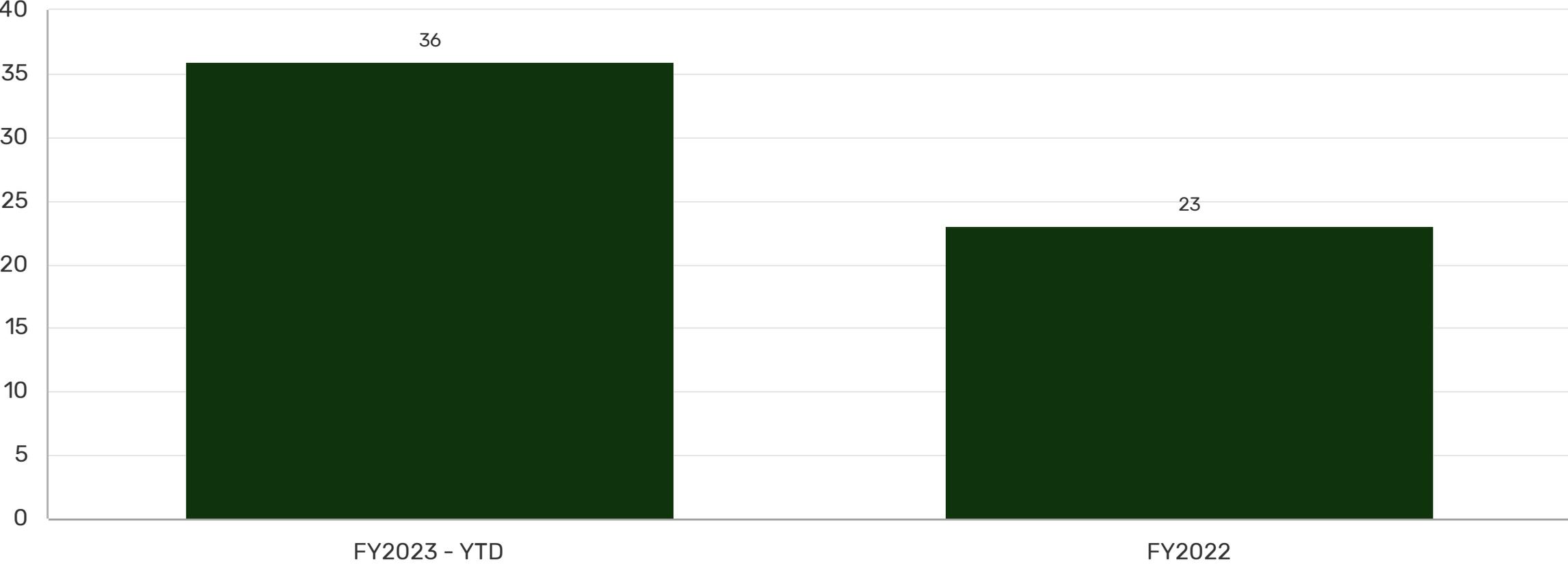


Rounds Played YTD October- June



Golf

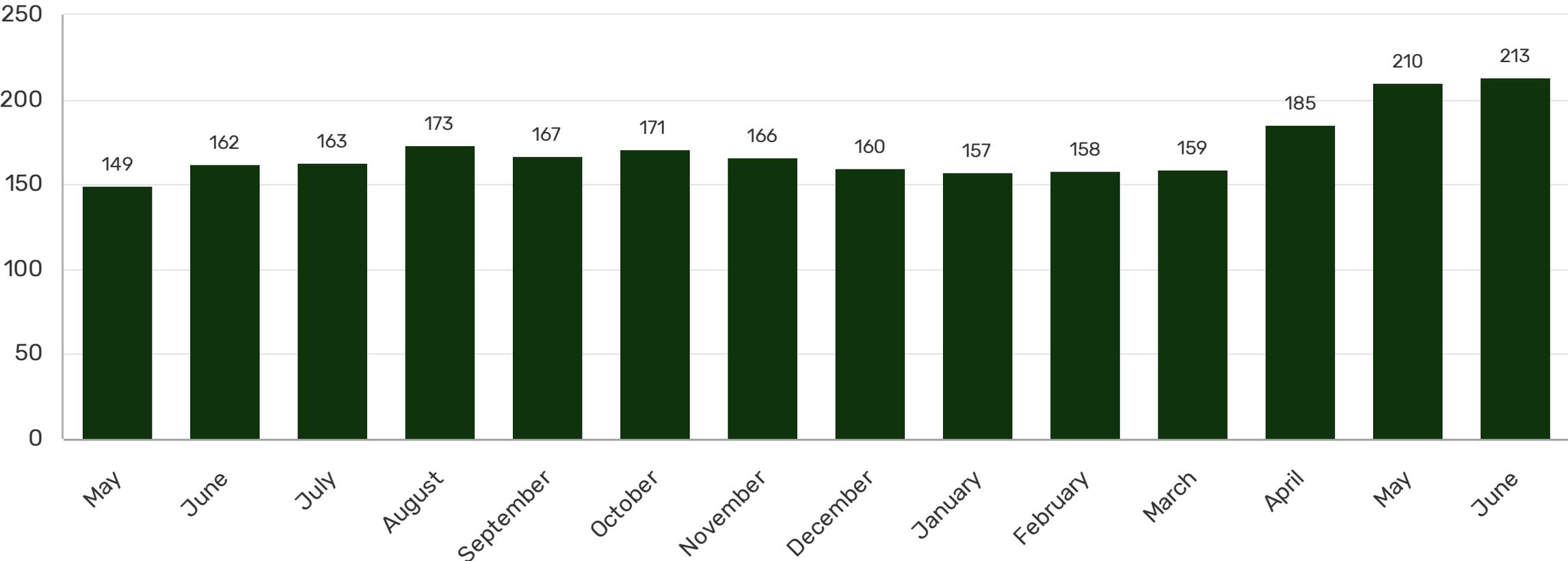
Tournaments YTD



Golf-Memberships

— 213 Current Members

Players Club





Parks - Capital Project Updates

- **Bailey Lake and Chisenhall Parking Lot Expansions: Construction underway.**
- **Village Creek Trail: Revised 90% plans underway. Easement acquisitions in negotiation, estimated to begin construction Spring 2023**
- **Bartlett Soccer Complex: Grow-in underway. Ribbon-cutting ceremony being coordinated with BISA to coincide with season opening day.**
- **Park Monument Signs: To begin construction late July/early August: Elk Ridge, Wakefield, Prairie Timbers, Mistletoe Hill, Centennial, and Oak Valley North.**



Parks - Capital Project Updates (Continued)

- **Parks Building: 95% construction complete. Scheduled for end of July move-in.**
- **City Gateway Signage: Initial renderings under review**
- **Shannon Creek: Schematic design presented to City Council on June 5**
- **Wakefield Park Playground Replacement: COMPLETE and in service.**
- **Oak Valley North Park Playground and Parking Lot Improvements: COMPLETE and in service.**

June Parks by the Numbers



PLAYGROUND SAFETY

28

INSPECTIONS PERFORMED

(WAKEFIELD AND OAK VALLEY WERE CLOSED)

7 MINOR REPAIRS MADE

Litter Abatement in Parks,
Athletic Fields, and ROWs



29,175

Pounds of Litter Removed

LOWER QUANTITIES DUE TO YOUTH LEAGUE OFF-SEASON



Irrigation Services

17

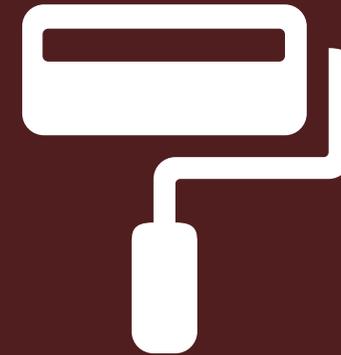
Irrigation Systems
Inspected

21

Irrigation repairs made

Integrated Pest Management

- 16 sites treated for fire ants and pests
- 31 post-emergent weed control treatments



10 graffiti

incidents: 100%
abated within 24
hours of reporting

June Parks by the Numbers



Hidden Vistas Park

Deed filed for 23.8-acre park after meeting all park land dedication requirements.

0.44-mile walking trail

Large pond with fountain

Natural area with small pond

Acres Mowed in Parks and ROWs



1,140 Acres



10 pallets of sod planted at dog park, Wakefield, Chisenhall and Claudia's Playground

Brush Management



As baseball season ends, staff addresses seasonal maintenance at Chisenhall and Bailey Lake

Turf Management

Dog park aeriated to de-compact turf to increase flow of water, oxygen and nutrients in the soil



Feedback?