



# Departmental Updates

*Parks Board- December 2023*

## Rec Special Events



### Event Recaps:

Far Out Family Camp Out at Russell Farm Art Center: November 11 (52 participants)

Military Veterans Tribute, Ruck, and Car Show: November 11 (Est. attendance: 250)

Fall Fest at the Farm and Kids Farmer Market: November 17 (Estimated attendance: 1200)

2023 Santa's Breakfast: December 2 (960 registered; 637 (2022 - 323 ticket increase)

BTX-Mas: Christmas Parade, Treelighting, and Drone Show: December 2 (Est. attendance: 8,000)



### Upcoming Events:

Russell Farm Nights of Lights (BISD Light Show addition): December 6-9

Russell Farm Christmas on the Farm and Kids Farmers Market - December 9



FAR OUT FAMILY CAMP OUT AT RUSSELL FARM ART CENTER



MILITARY VETERANS TRIBUTE



FALL FEST AND KIDS FARMER MARKET



SANTA'S BREAKFAST



BTX-MAS

# Rec Programs



## Athletic News:

### Current Athletics:

In season: Basketball, Softball (both leagues maxed), and Volleyball (8 teams registered)

### Upcoming Athletics:

Co-ed Doubles Pickleball Tournament: March 2, 2024



## Program News:

### Current Fall Programming:

Homeschool PE (27 registered), Sporties for Shorties (12 registered), Gymnastics (38 registered), and Women's self defense (14 registered); Thanksgiving Camp (25 registered)

### Upcoming Program News:

BTX Off Road Rally, January 27, 2024 *(added age bracket)*



## 2023-24 Winter Guide

The Winter Community Guide edition covering December 2023 through February 2024 is available. The guide includes programming, services, park, and facility information for the Winter season.

# Russell Farm Art Center

---

## Youth Program News:

- **November Field Trips:**  
Clinkscale Elementary LifeSkills (Nov. 2)  
12 participants  
Crowley Schole Homeschool Group (Nov. 10)  
40 participants
- **Upcoming Winter Art Camps:**  
December 21 and 26

## Adult/Family Program News:

- **Adult Art Series:** avg. 5 artist/Saturday
- **Holiday Jam canning:** Nov. 18, 16 registered

## Events (Recap and Upcoming):

- **November 11:** Far Out Family Camp Out  
52 participants
- **November 17:** Fall Fest  
1200 participants
- **Upcoming:** *Nights of Lights* (December 6) and  
*Christmas on the Farm* (December 9)

## General Farm Updates:

- **Continued outreach / partnerships:** Center for ASD and BISD transitional adults - Provided gardening, wood shop, and animal care education on a monthly basis.



FALL FEST AND KIDS FARMERS MARKET:  
50+ CHILDREN VENDORS

# Marketing and Community Engagement

Quick Stats as of 12/7:

Facebook Followers:

17,356

(171 follower increase)

Instagram Followers:

1,532

(41 follower increase)

Constant Contact Subscribers:

5,118



Facebook Highlight: Bailey Lake Trout Stocking

Reach - 19,219; Reactions - 281;

Comments - 80; Shares - 52

November High Performing Content

# Pride in YOUR Parks: Wrap Up

Educate, Engage, and Encourage

## Campaign Goals:

- Introduce staff to our community
- Encourage pride and ownership in our parks system
- Encourage park user reporting

## Pride in YOUR Parks Social Media Metrics Report

\* Last Updated: Dec. 6, 2023

	Facebook	Instagram
Likes	244	75
Video Views	4,530	1,902
Shares	32	16
Reach	13,872	9,762
Comments	22	13

- Campaign Start Date: November 6, 2023
- Campaign End Date: December 8, 2023
- \* Total Posts to Date: 10
- \* Non-Videos: 4 | Videos: 6

## Metrics Report Highlights

**Highlights:** Overall Reach (23,634) and Video Views (6,432)

Meet our irrigation technician, Philip! Along with our other irrigation technicians, Philip does an incredible job at making sure our irrigation systems are functioning properly, and that our trees, grass, and turf are watered adequately! Although we take pride in making sure our irrigation systems are working correctly, if you notice anything out of the ordinary while enjoying our outdoor spaces, please report your concerns to <https://bit.ly/ReportOn311> or call 311. See more



## Video Publications

**Included:** Educational pieces by parks staff, small gesture clean up content, and ways to report items that need to be addressed.

## Park Maintenance | Pride in YOUR Parks



## Post Publications

**Included:** Parks Family Scavenger Hunt (136 submissions) and informational infographics.

## Parks and Recreation Award Recognitions

The Parks and Recreation department received two awards on December 6, 2023 from the Texas Recreation and Parks Society of North Texas. The awards received are listed below. Several submissions are received from cities surrounding the DFW area and North Texas region.



*Arts and Humanities Programming Achievement & Park Maintenance Achievement Award*



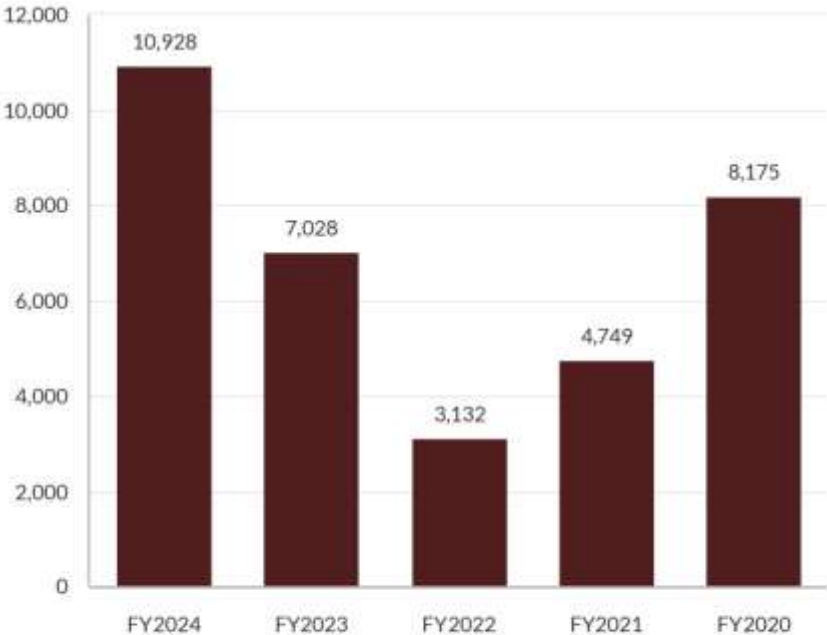
## **BRiCk - Projects**

---

1. Finalizing selection of Construction Manager at Risk,  
2 vendors responded to the RFP
  - Lobby Remodel
  - Desert Aire Replacement
  - HVAC Replacement
  - Indoor Pool Replaster
  - Indoor Pool Sand Filter Replacement
2. Replace protective gym floor covering - Acquiring bids
3. Replace lockers in women's locker room  
- Acquiring bids

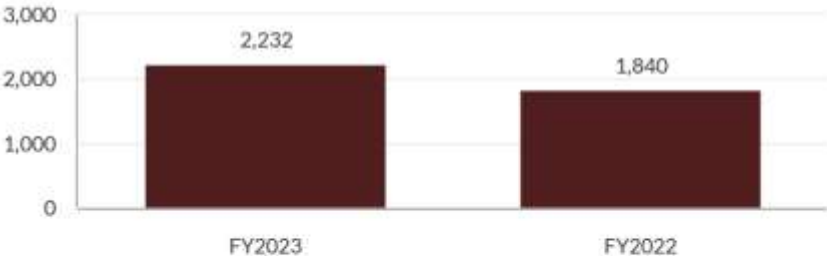
# BRiCk- Memberships and Programs

November Memberships

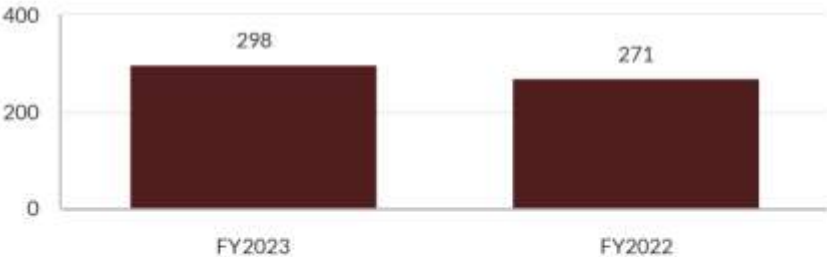


Membership numbers from June 2023 onward now include all individual members of a family membership.

November - Fitness



November - Programs (includes Russell Farm Art Center)



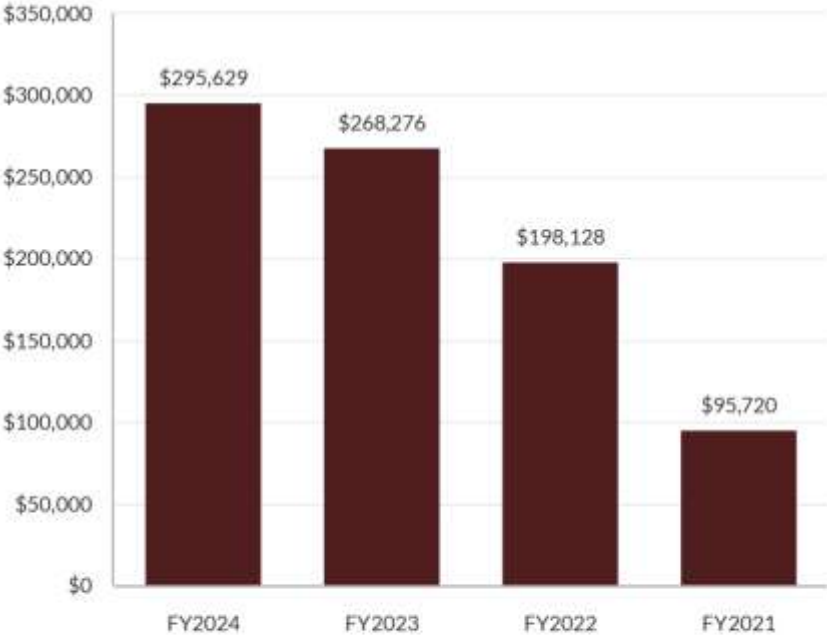
FY 2019-2021 had limited data due to software conversion and accurate reporting data available.

# BRiCK-Revenue

November

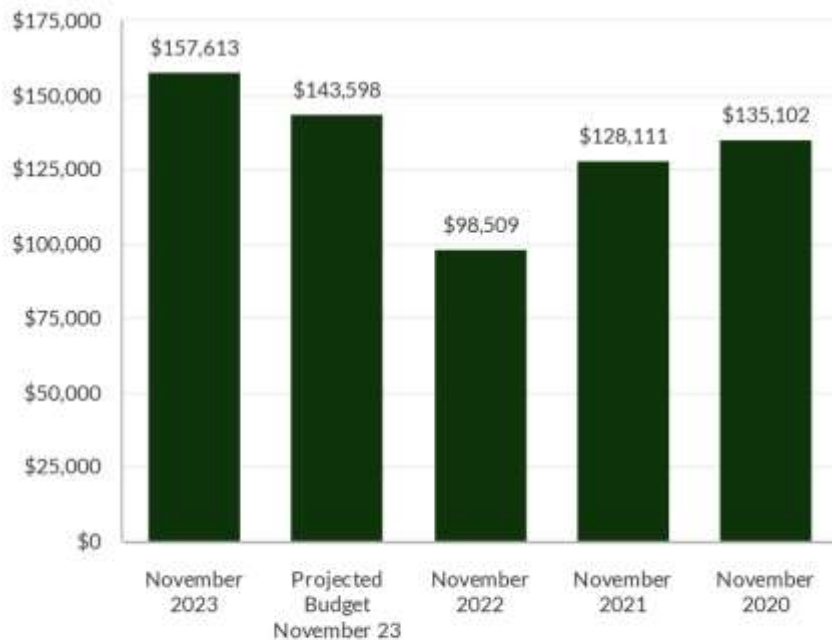


Year to Date (Accruals not included for current FY)

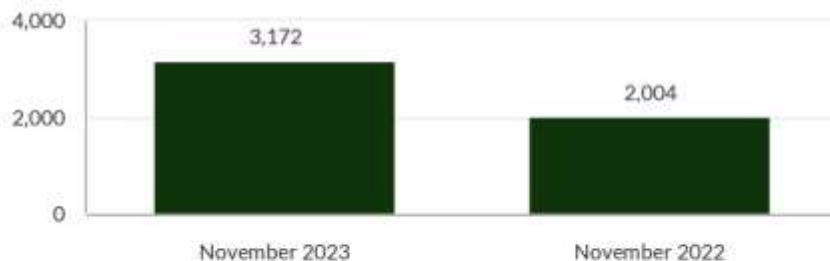


# Golf- November Comparisons

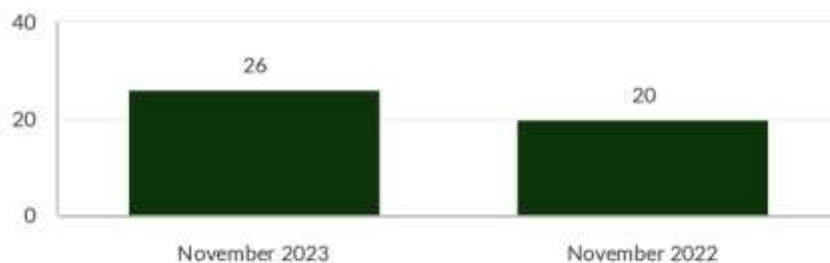
November Revenue



Rounds Played in November

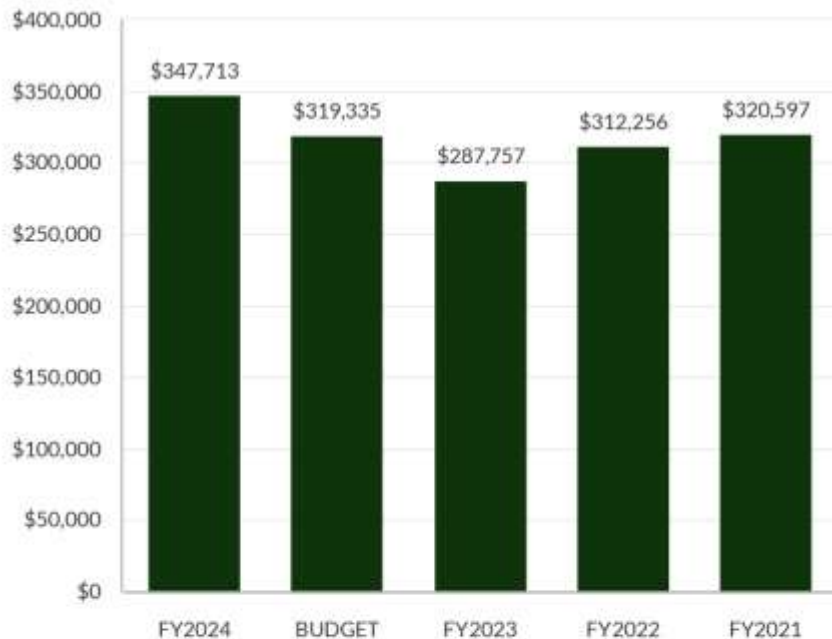


Playable Days

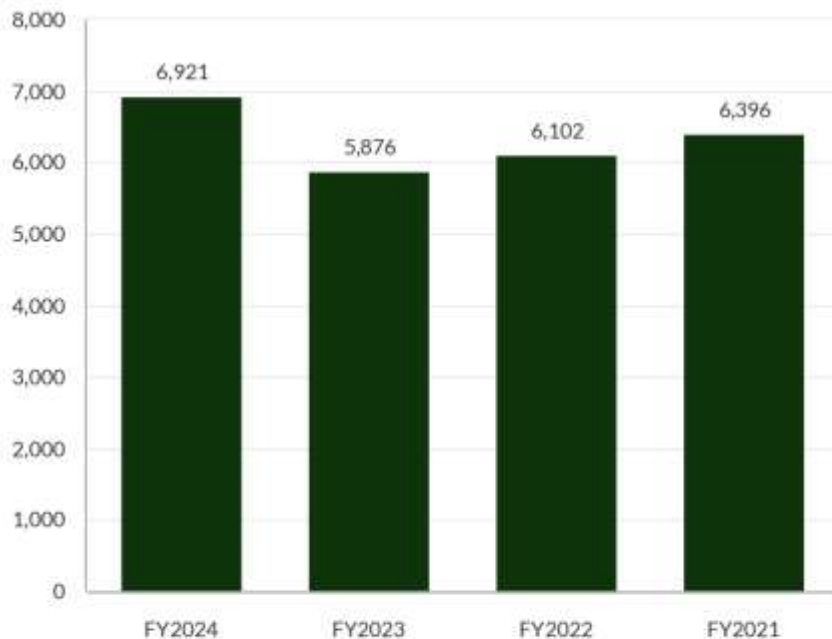


# Golf- Year to Date

Revenue YTD October -November



Rounds Played YTD October - November

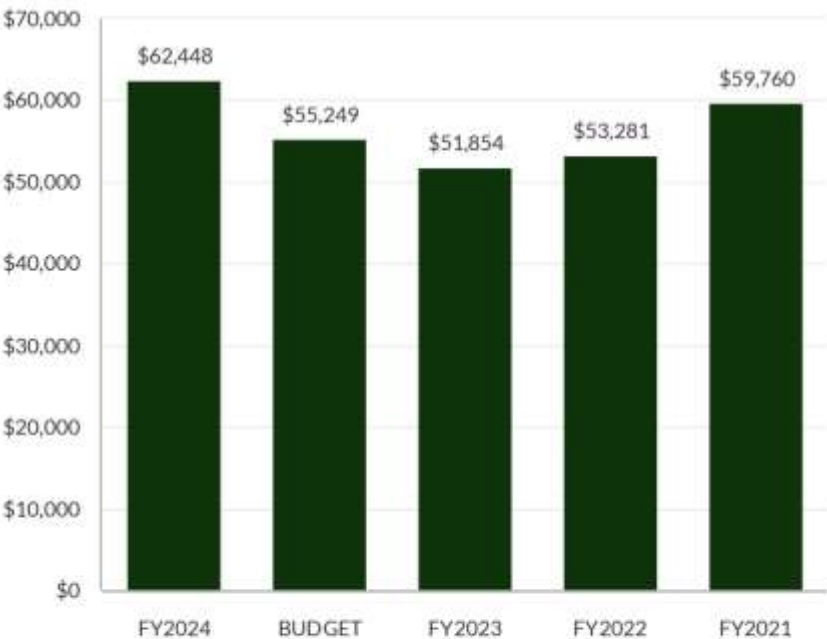


# Golf- Pro Shop and FB Revenue Year to Date

Pro Shop Revenue YTD October -November

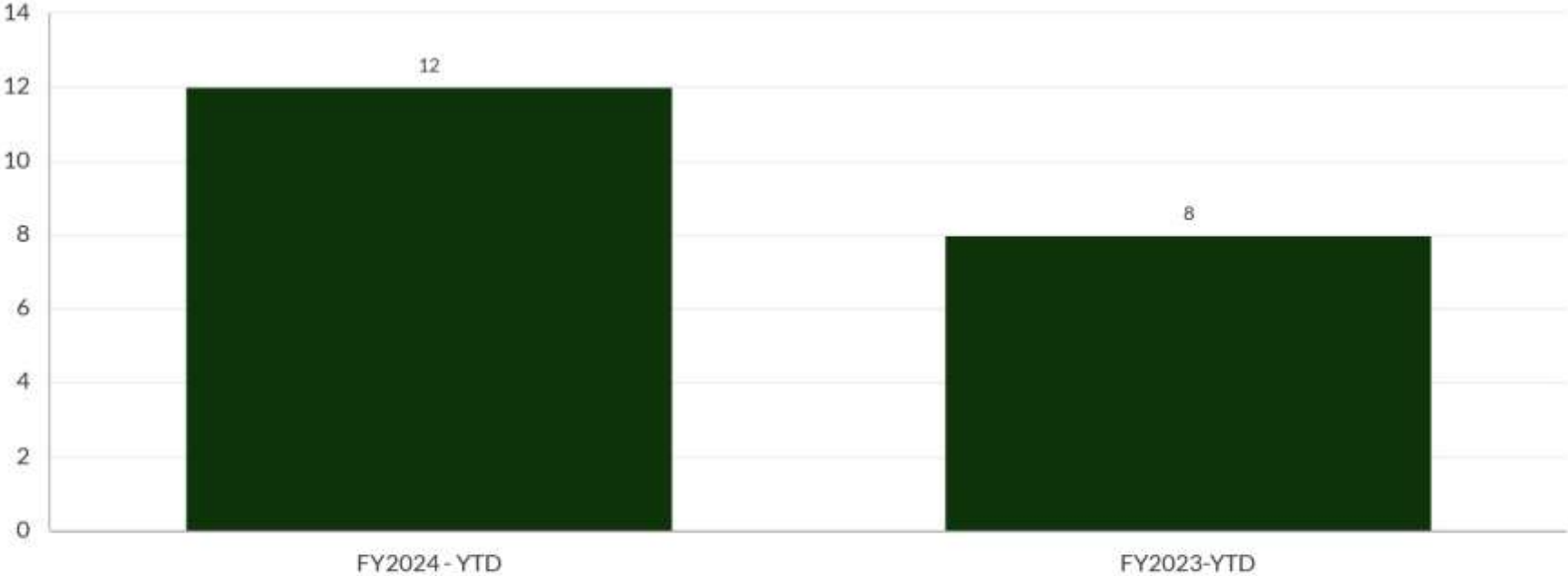


Food and Beverage Revenue YTD October - November



# Golf

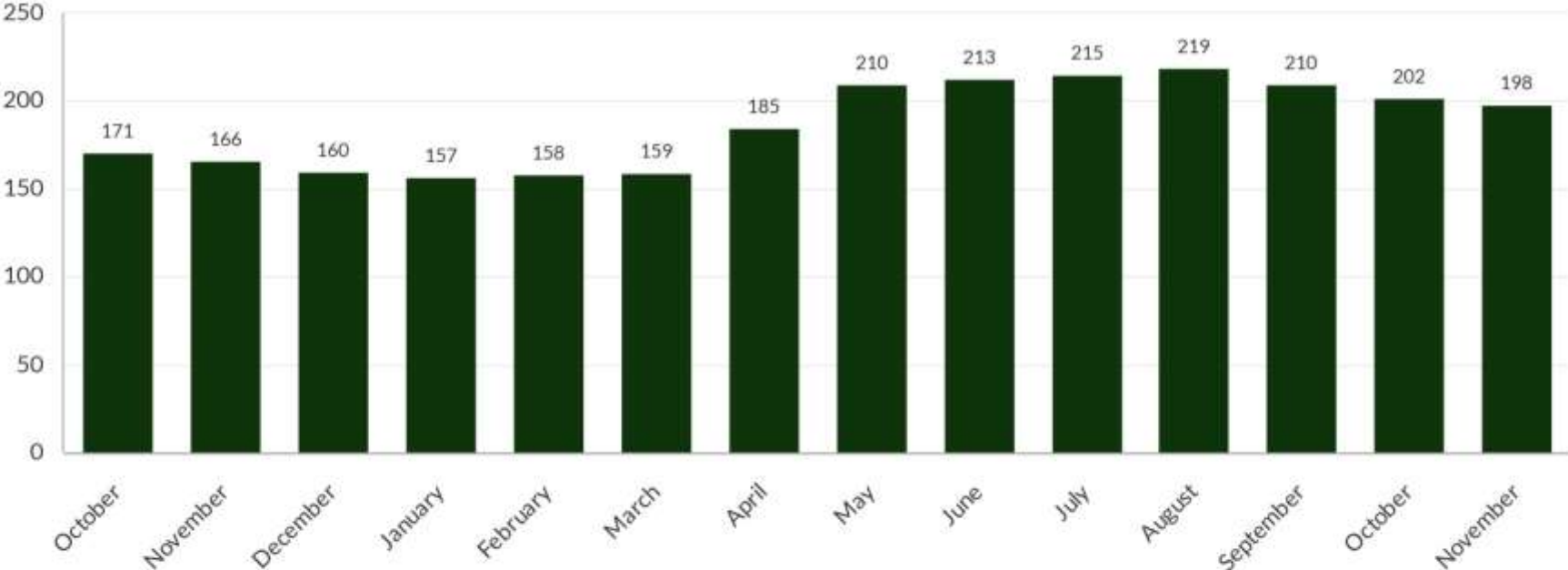
Tournaments YTD



# Golf-Memberships

198 Current Members

Players Club



## Parks - Capital Project Updates

---

- Bailey Lake and Chisenhall Parking Lot Expansions: Construction underway approaching completion
- Park Monument Signs: prioritizing next phase for this fiscal year - estimated up to 7 signs
- Village Creek Trail: Revised 90% plans underway. Environmental evaluation for TXDOT in process, estimated to begin construction Spring 2025.
- Scott St Trailhead: working with design firm for construction plans.





## **Parks - Capital Project Updates**

---

- Bailey Lake Dredging: contract award scheduled for Park Board recommendation January 2024
- Chisenhall Synthetic Turf Phase 2: construction proposals under review
- Oak Valley South Trail: construction award for Council consideration January 2024
- Oak Valley North Restroom: reviewing quotes and design options.



## Bark Park Update

---

- Nov. 10: dog park temporarily closed due to elevated levels of lead and arsenic found in samples from standing water puddles
- An independent, third-party environmental lab completed an environmental analysis on water run-off from the site
- The results showed elevated levels of iron. Arsenic and lead were also detected as they were in the first test but amounts did not exceed surface water standards
- Out of abundance of caution, the City will be moving into Phase II environmental site assessment and expects to provide more updates by the end of December
- The site will remain closed until the environmental assessment report is received and reviewed

# Parks by the Numbers - November 2023



## PLAYGROUND SAFETY

# 32

INSPECTIONS PERFORMED

MINOR REPAIRS: 3

LITTER ABATEMENT: Parks,  
Athletic Fields, and ROWs



## 16,925

**Pounds of Litter Removed**

Does not include contract litter numbers



## IRRIGATION SERVICES

# 6

Irrigation Systems  
Inspected

# 5

Irrigation repairs made

## INTEGRATED PEST MANAGEMENT

- All fall fire ant treatments  
**COMPLETED**
- No pre-emergent weed  
applications
- 3 post-emergent weed applications

## GRAFFITI ABATEMENT



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



## Veterans Plaza - Synthetic Turf

- Eliminates maintenance demands of caused by erosion and washouts
- Provides green aesthetic year-round
- Reconfiguration of irrigation with tree bubblers

## Acres Mowed in Parks and ROWs



**1,114 Acres**

LESS ACRES DUE TO RAIN AND TURF GROWTH SLOWING IN FALL



## Prairie Timber Park Pavilion Upgrades

Stone-wrapped the six columns of new park pavilion



## Winter Work Updates

- Erosion control projects at Chisenhall, Clark and Oak Valley North
- Bike rack installations
- Foul Pole Painting at Chisenhall
- Tree pruning and chipping
- Fish stocking at Bailey Lake



**Feedback?**