



Departmental Updates

Parks Board- November 2023

Rec Special Events



Event Recaps:

Cool Sounds of Fall, Hispanic Heritage Month: October 13 (Est. 500 attendees)

BTX Founder's Day: October 14 (Est. 2,500 attendees)

Russell Farm Date Night Experience: October 20 (18 couples registered)

Boo Bash Festival: October 21 (Est. 8,500 attendees)

The Great Pumpkin Plunge: October 21 (82 participants)



November Events:

Far Out Family Camp Out at Russell Farm Art Center: November 11, 2023

Military Veterans Tribute: November 11, 2023

Fall Fest at the Farm (including Kids Farmer Market addition): November 17, 2023



RUSSELL FARM DATE NIGHT EXPERIENCE



HISPANIC HERITAGE MONTH: COOL SOUNDS OF FALL



BTX FOUNDERS DAY



BOO BASH FESTIVAL



THE GREAT PUMPKIN PLUNGE

Rec Programs

Lunch Crunch Pickleball League

START DATE
08 NOV. 2023

GAMES ARE ON
WEDNESDAYS AT 12 PM
📍 BRICK | ON COURT 2

An 8-week league will be conducted with the top 4 teams advancing to the playoffs in the following week. Each game will have a duration of 15 minutes.

A maximum of 16 teams can participate. Each team consists of two players.



Athletic News:

Current Athletics:

In registration: Volleyball and Co-Ed Flag Football

In season: Basketball and Softball (both leagues maxed)

Upcoming Athletics:

Employee Lunch Crunch League and Open Play Wellness Programming to begin November 2023: Pickleball and Open Play Basketball

THE CITY OF BURLESON TEXAS Parks and Recreation CHEER CLINICS

Trying out for cheer? We've got you covered!
Starting in January, the BRiCK is hosting Cheer Clinics for kids 7 years and above!

PRICING

- MEMBERS: \$30
- NON-MEMBERS: \$37 (4 classes)

Classes will be in the upstairs program room, and will contain knowledge and skills in cheer jumps, tumbling, and strength training.

CLASS DATES
ALL CLINICS ARE HELD ON THURSDAYS FROM 6:30 PM - 7:30 PM

JANUARY
4, 11, 18, 25

FEBRUARY
8, 15, 22, 29

MARCH
7, 14, 21, 28

Program News:

Current Fall Programming:

Homeschool PE (26 registered), Sporties for Shorties (11 registered), Gymnastics (25 registered), and Women's self defense (12 registered)

Program News:

NEW! Cheer clinics in conjunction with gymnastics: Class will contain knowledge and skills in cheer jumps, tumbling, and strength training. Registration begins Nov. 2023.

Russell Farm Art Center

Youth Program News:

- Farm School: 14 registered
- Wood Shop: 5 registered
- Community Garden Storytime: avg. 15 participants
- BISD Ag Day, Oct. 18 - 500 kids attended

Adult/Family Program News:

- Adult Art Series: avg. 5 artist/Saturday
- Apple Pie Filling canning, Oct. 21: 11 registered
- Scarecrow Making Class, Oct. 21 - 15 families registered

October Events:

- October 12: Hosted Employee Fall Festival
- October 21: Date Night Experience - 18 families registered
- *Upcoming: Family Camp Out (Nov. 11) - 11 families currently registered*

General Farm Updates:

- HEB awarded \$10,000 to support Russell Farm programs/events.
- Completed 2 service projects: First Financial Bank (October 9) and BISD Seniors Clean Up Day (October 10)



FAMILY SCARECROW MAKING CLASS



SERVICE PROJECT: FIRST FINANCIAL BANK



BISD AG DAY



SATURDAY ADULT ART SERIES



FAMILY SCARECROW COMMUNITY OUTREACH / PROMOTION

Marketing and Community Engagement

Quick Stats as of 10/20:

Facebook Followers:

17,185

(304 follower increase)

Instagram Followers:

1,532

(64 follower increase)

Constant Contact Subscribers:

5,118



Facebook Highlight: Oak Valley North -
New Drinking Fountain feature

Reach - 26,285; Reactions - 224;

Comments - 15; Shares - 11



Marketing Milestone: 17k Facebook
followers reached as of 10/1

Facebook benchmark information at a glance:

Mansfield (12k); Keller (13k); Hurst (7k);
Bedford (8k)

October High Performing Content

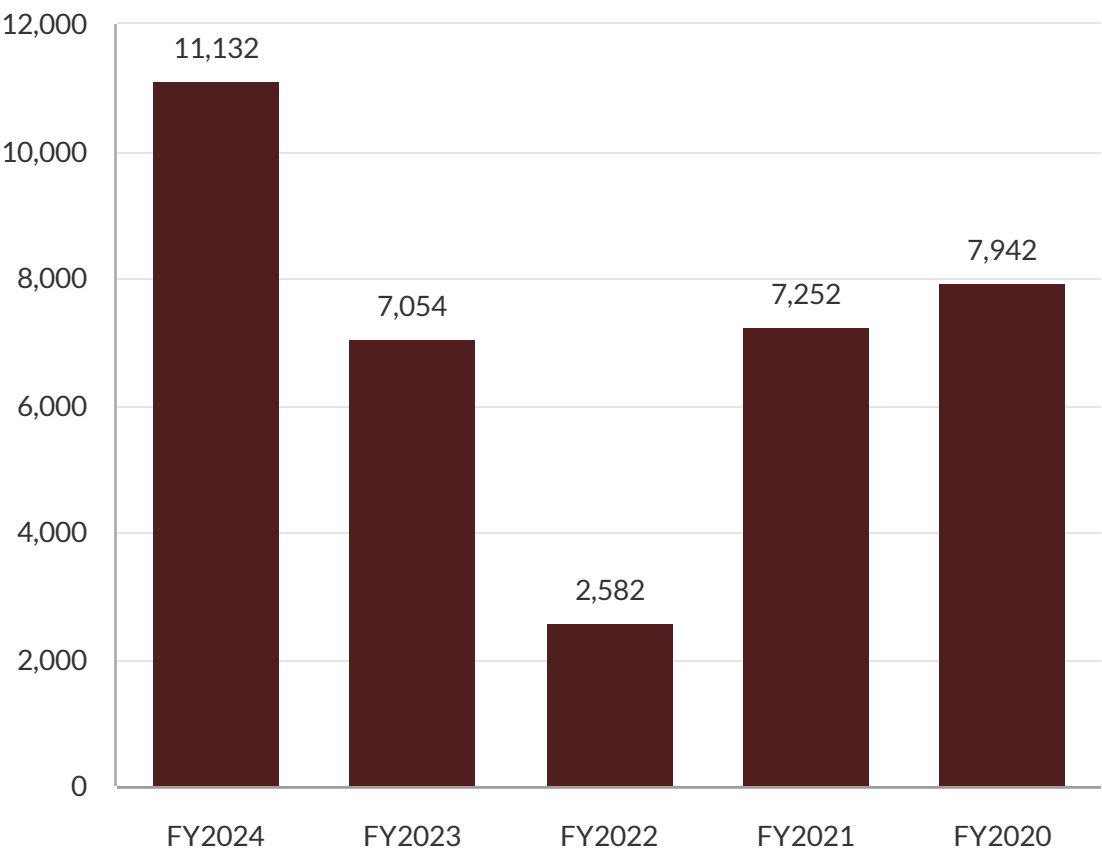
BRiCk - Projects

1. Currently soliciting for a construction manager at risk to manage all aspects of projects at the BRiCk
2. Lobby Remodel
3. Desert Aire Replacement
4. HVAC Replacement
5. Indoor Pool Replaster
6. Indoor Pool Sand Filter Replacement

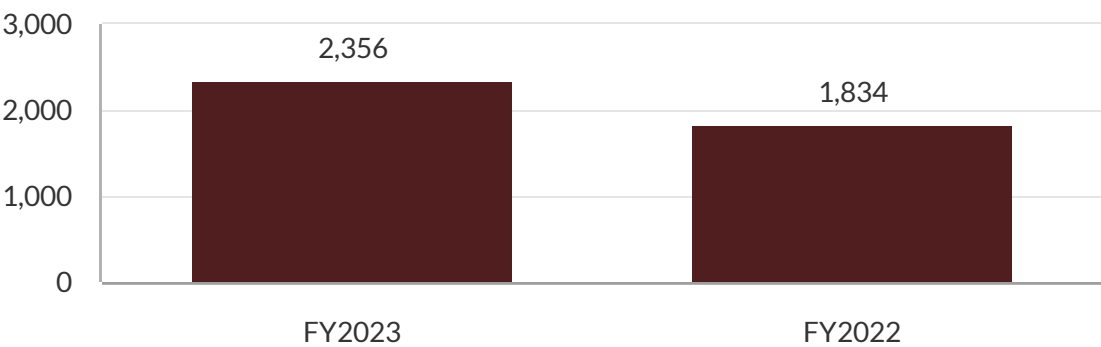


BRiCk- Memberships and Programs

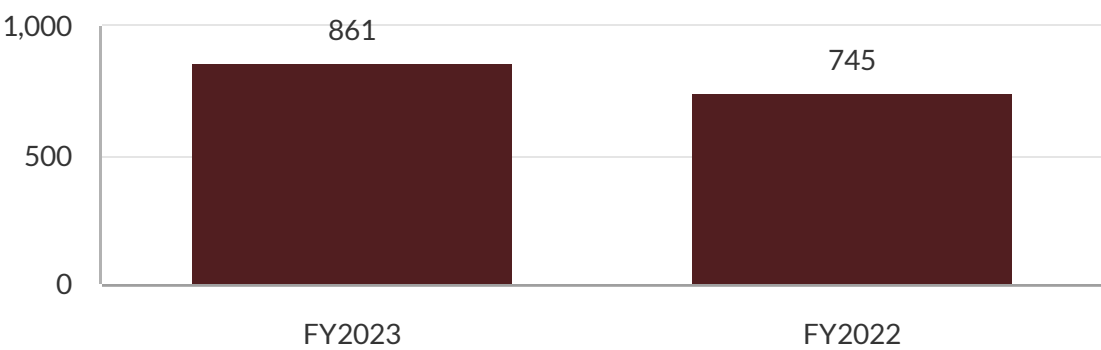
October Memberships



October - Fitness



October - Programs

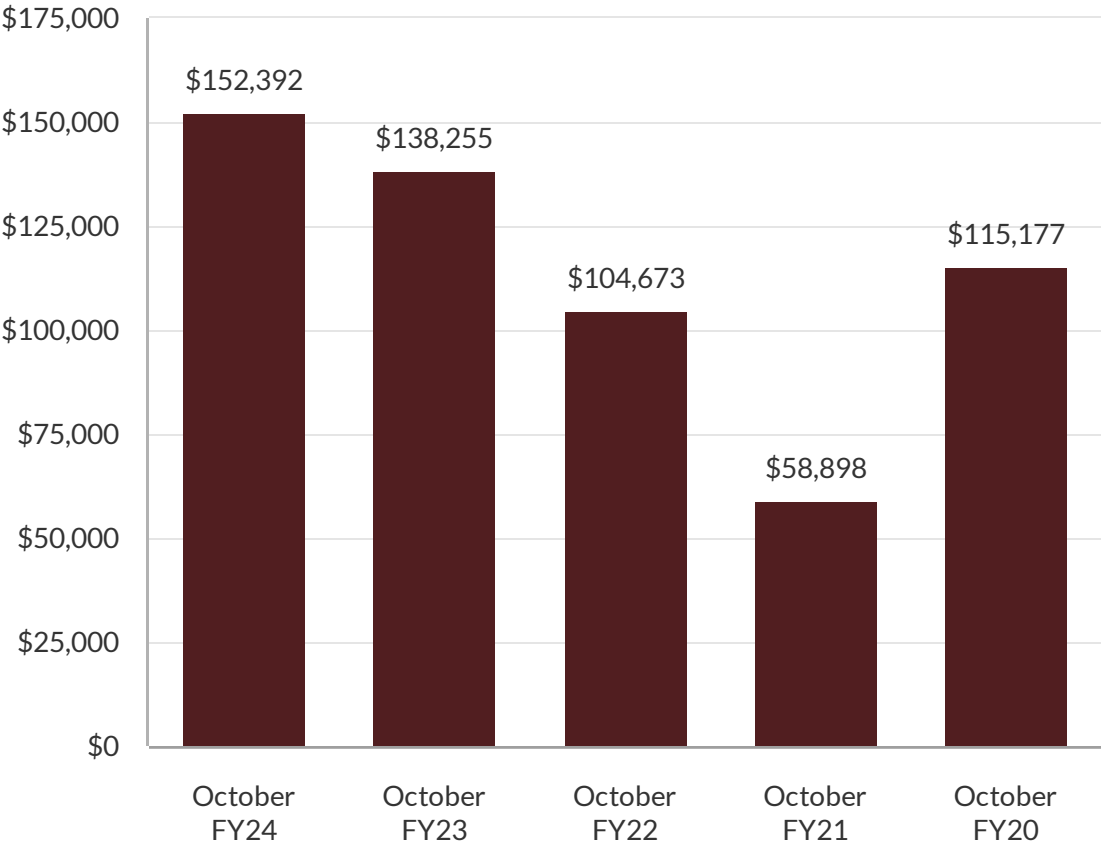


Membership numbers from June 2023 onward now include all individual members of a family membership.

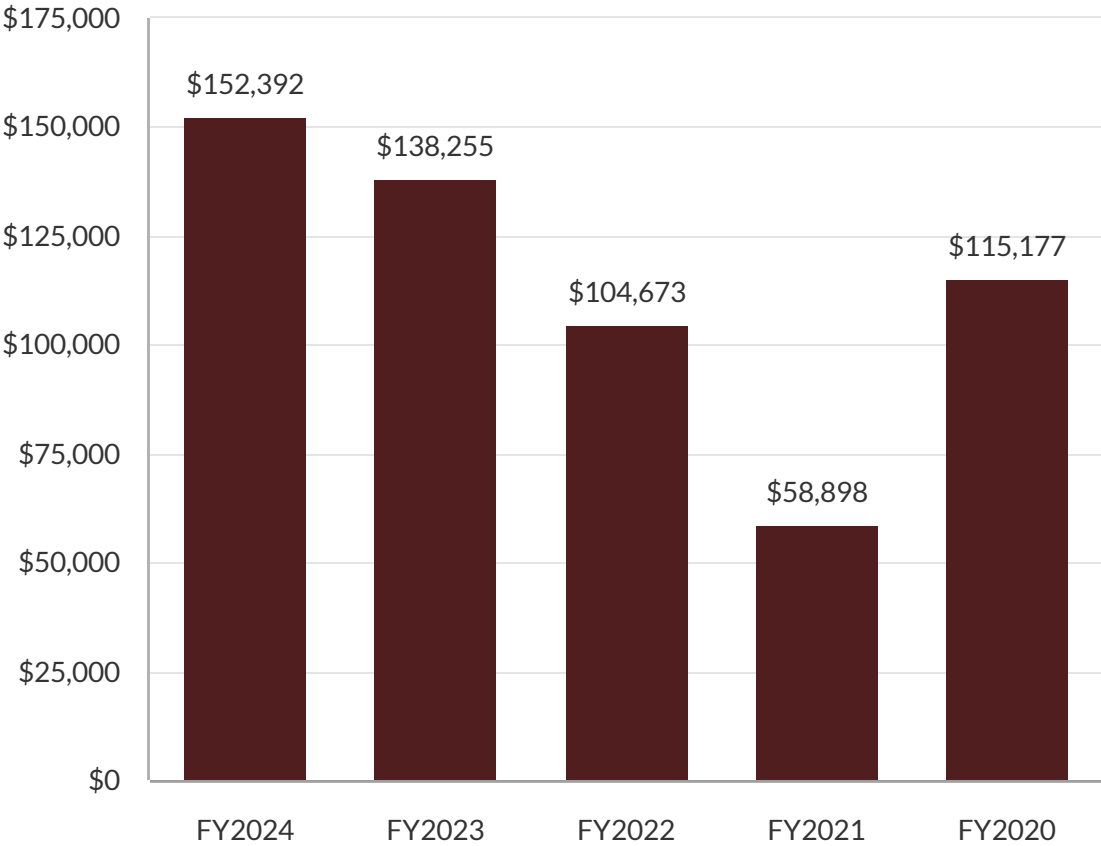
FY 2019-2021 had limited data due to software conversion and accurate reporting data available.

BRiCk-Revenue

October

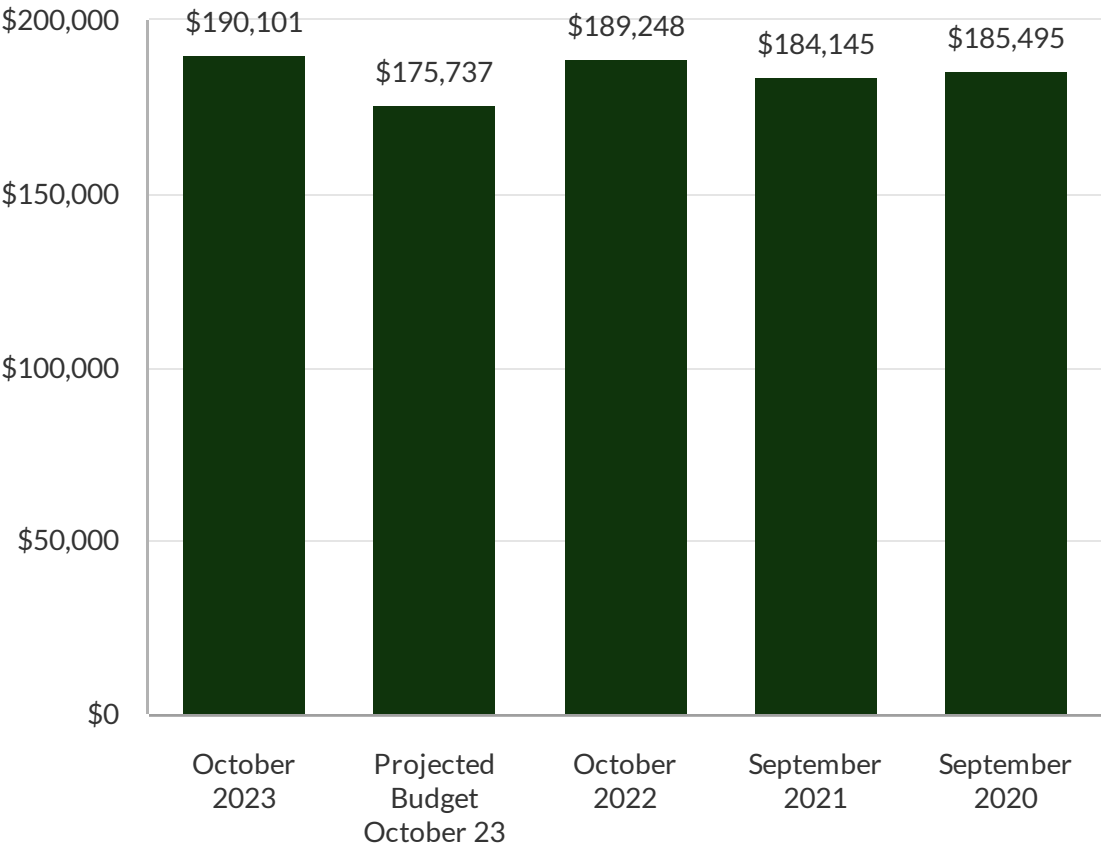


Year to Date (Accruals not included for current FY)

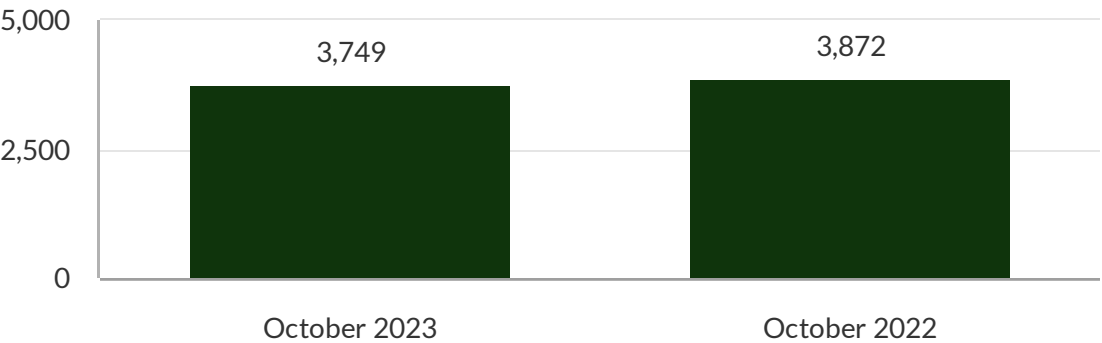


Golf- October Comparisons

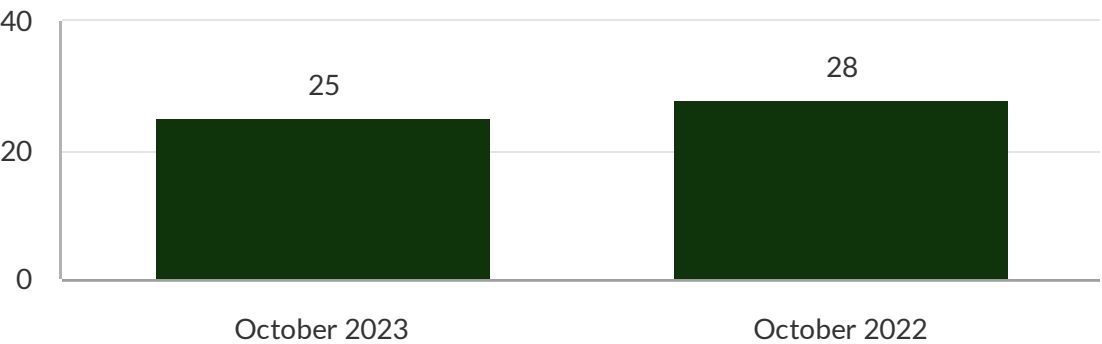
October Revenue



Rounds Played in October

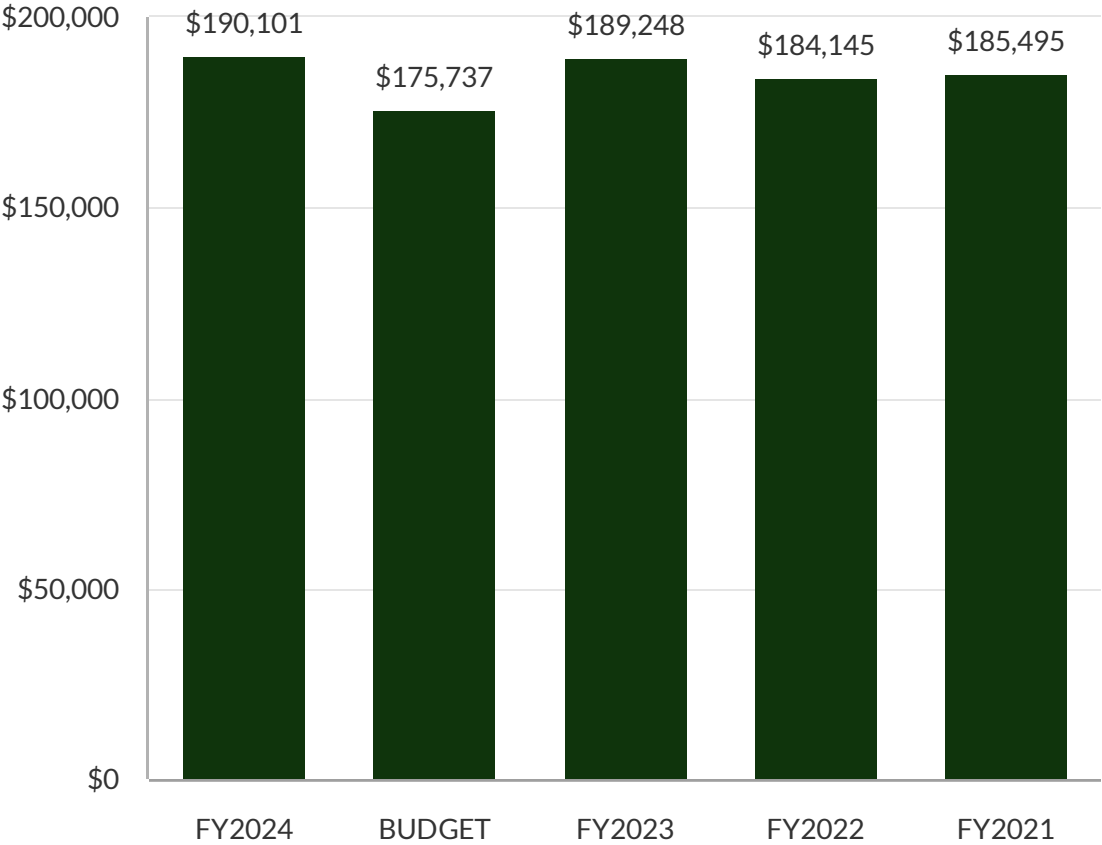


Playable Days

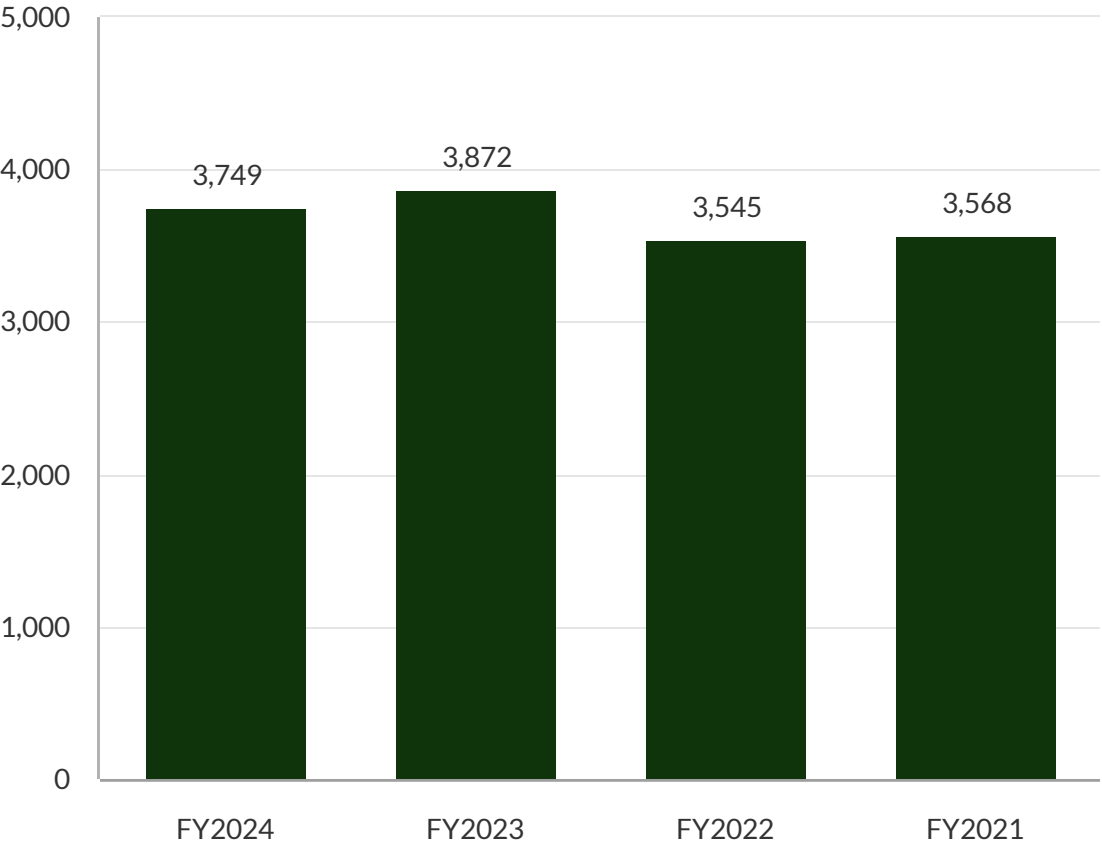


Golf- Year to Date

Revenue YTD October -October

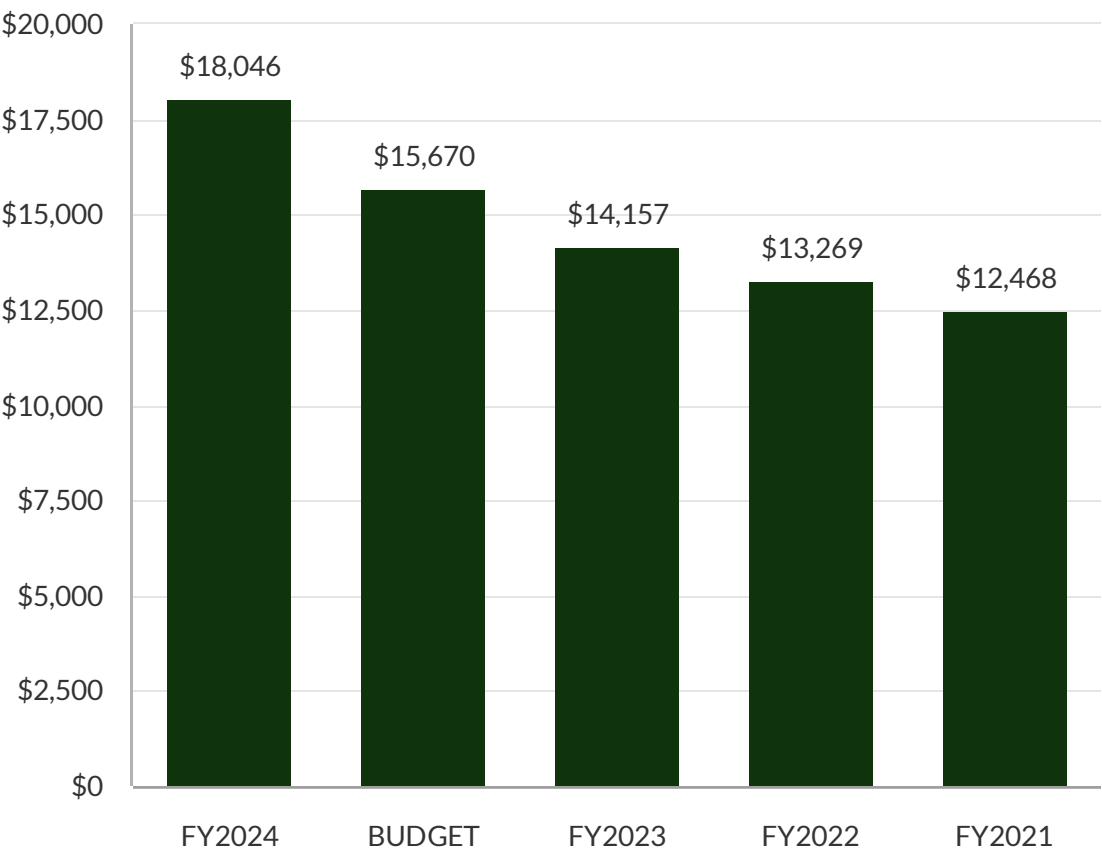


Rounds Played YTD October- October

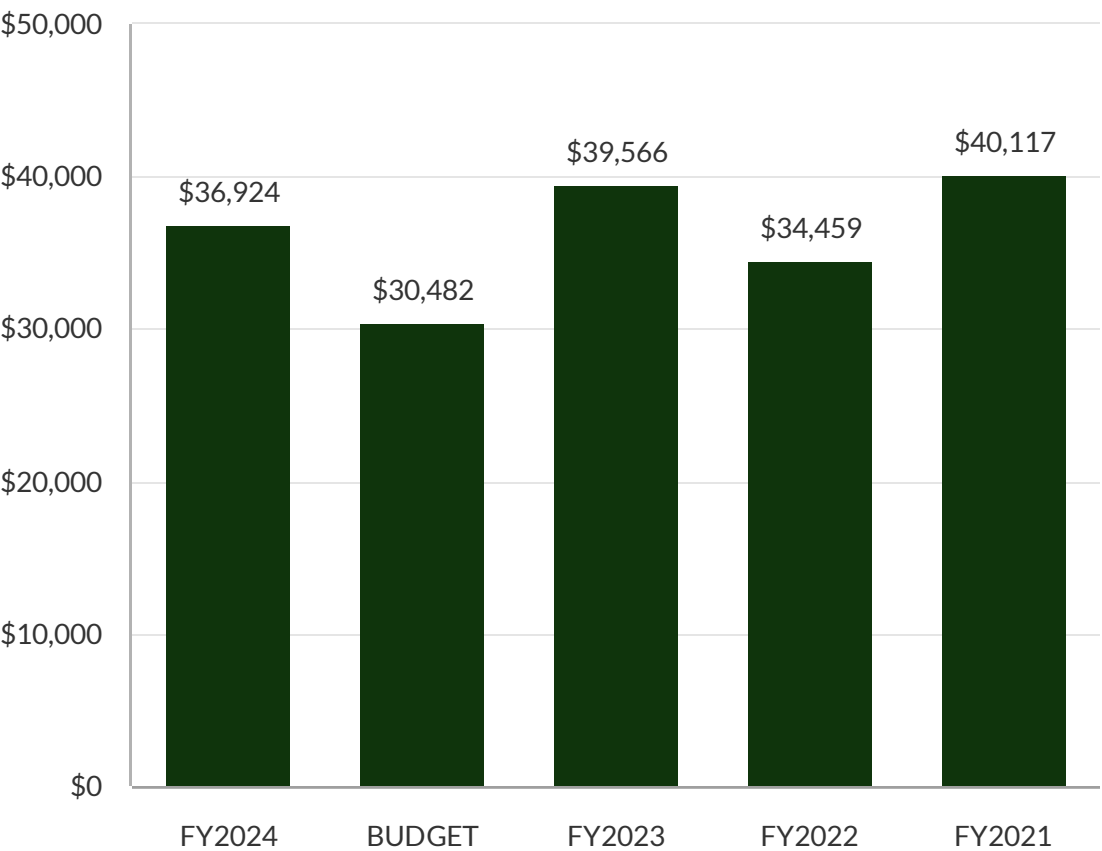


Golf- Pro Shop and FB Revenue Year to Date

Pro Shop Revenue YTD October -October

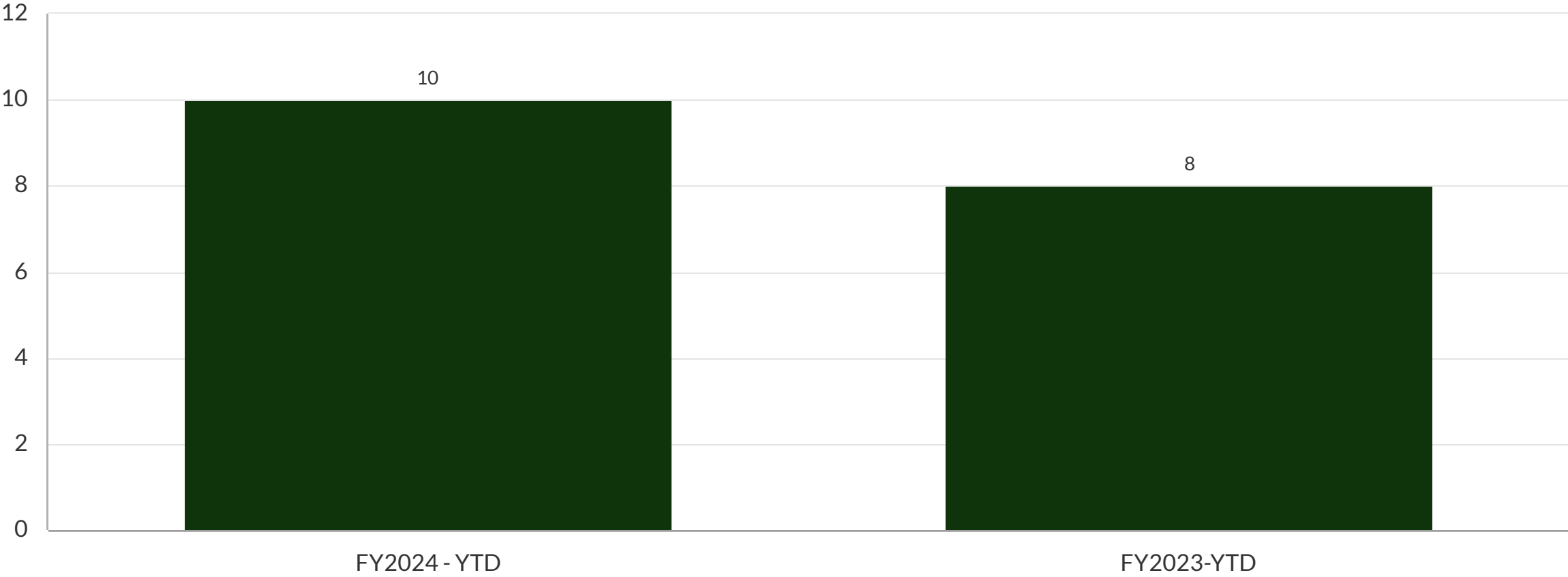


Food and Beverage Revenue YTD October- October



Golf

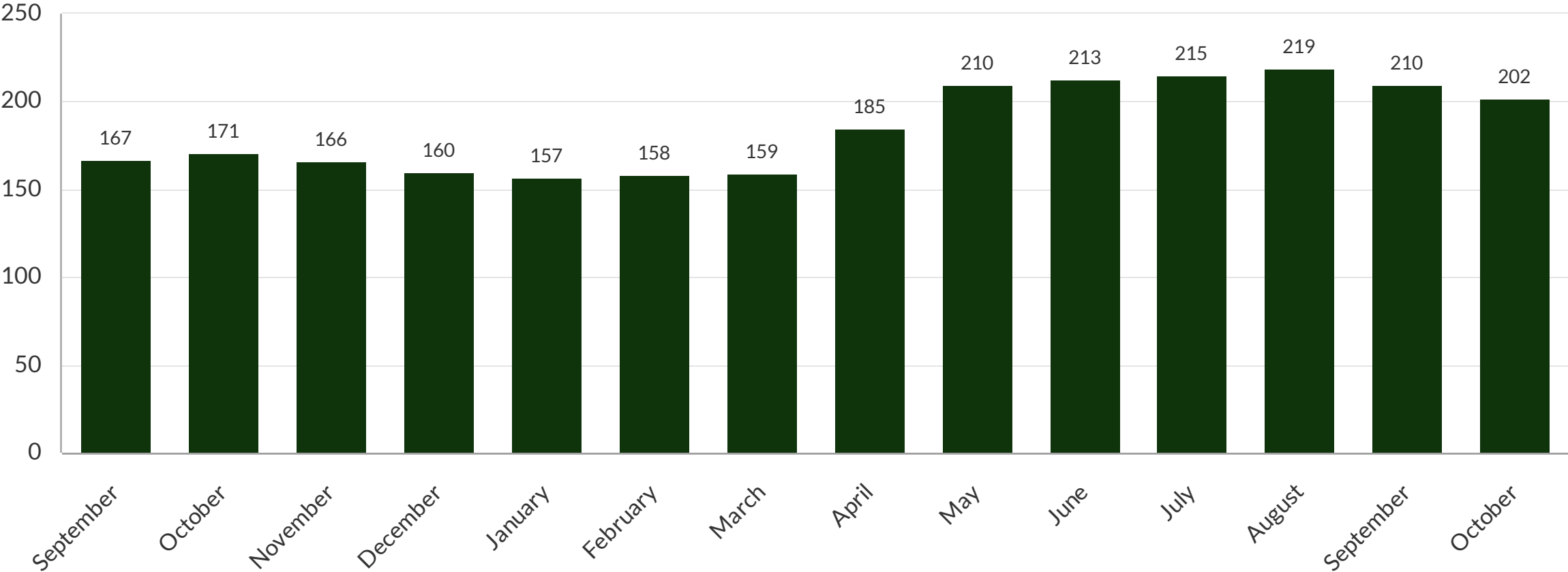
Tournaments YTD



Golf-Memberships

202 Current Members

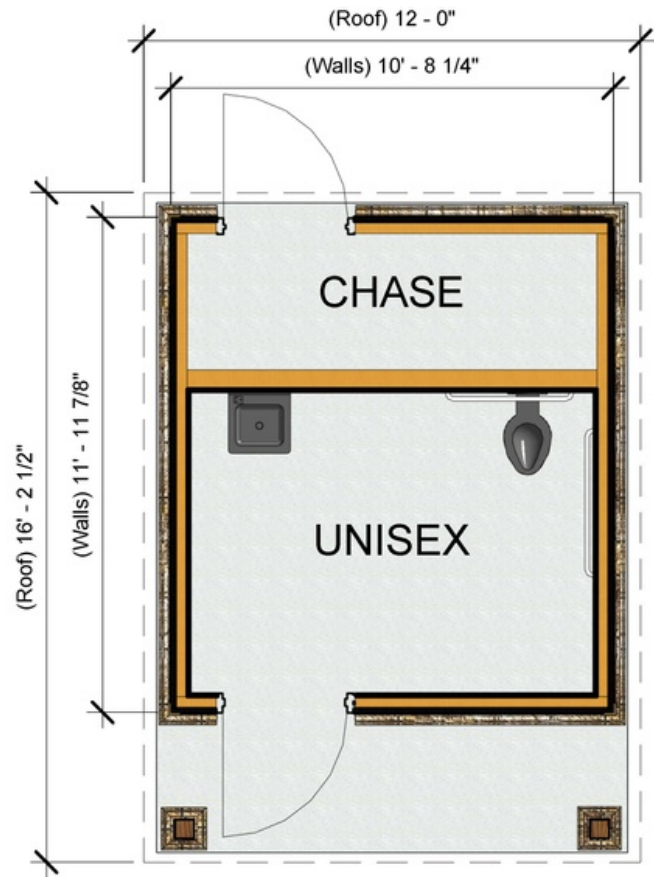
Players Club





Parks - Capital Project Updates

- Bailey Lake and Chisenhall Parking Lot Expansions: Construction underway approaching completion
- Park Monument Signs: COMPLETE
- Oak Valley South Trail: Preparing for re-bid
- Village Creek Trail: Revised 90% plans underway. Environmental evaluation for TXDOT in process, estimated to begin construction Spring 2023.



1 FLOOR PLAN

Parks - Capital Project Updates

- Bailey Lake Dredging: preparing scope for Interlocal Agreement
- Chisenhall Synthetic Turf Phase 2: finalizing RFP to advertise thru November
- Oak Valley South Trail: advertised for bids
- Oak Valley North Restroom: reviewing quotes and design options.

Parks by the Numbers - October 2023



PLAYGROUND SAFETY

32

INSPECTIONS PERFORMED

MINOR REPAIRS: 6

LITTER ABATEMENT: Parks, Athletic Fields, and ROWs



17,175

Pounds of Litter Removed

Does not include contract litter numbers



IRRIGATION SERVICES

10

Irrigation Systems Inspected

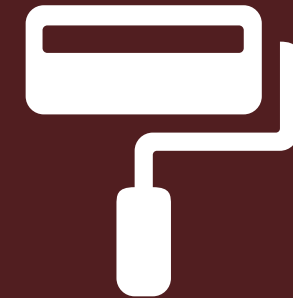
11

Irrigation repairs made

INTEGRATED PEST MANAGEMENT

- 22 ant and turf pest treatments (fall fire ants)
- 13 pre-emergent weed applications
- No post-emergent weed applications

GRAFFITI ABATEMENT



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

Parks by the Numbers - October 2023



Trail Etiquette Pop-up Signs

- Cheeky, eye-catching education signs with featuring one rule per sign
- 5 most commonly violated etiquette/rules featured
- Signs will travel from trail to trail for 30 days or less so novelty does not wear off

Acres Mowed in Parks and ROWs



924.46 Acres

LESS ACRES DUE TO RAIN AND TURF GROWTH SLOWING IN FALL



Winter Projects Program kicks off soon

As the growing season winds down in November, staff will begin in-service training and projects.



Staff Training in October

- Forestry and Arboriculture training including proper tree care, tree anatomy and physiology, and proper pruning
- Integrated Pest Management (IPM) best practices

Feedback?