

Welcome!

WYLIE PARKS AND RECREATION BOARD MEMBER

PARKS & RECREATION ORIENTATION



WHAT'S INSIDE?

ABOUT US

MISSION / VISION /
UVP

GUIDING
PHILOSOPHY

KNOWN FOR

AWARDS &
RECOGNITION

PROJECTS (ROCKS)

REVENUE

ECONOMIC
IMPACT

SERVICE
CLASSIFICATION

AMENITIES

DEPARTMENT
DIVISIONS

DIRECTION

PARC EXEC ORG
CHART

CREDENTIALS

MEETINGS

RELATIONSHIPS

MARKETING

REGULAR
PROMOTIONS

TALKING POINTS

ACRONYMS &
COMMON
LANGUAGE

PARB & EMPLOYEE
PASS PROMOTION

Wylie PARD connects

2.5 million +

Visitors

Each year



MISSION

Spark connection
with
self, family, and
community
through
meaningful park
and recreation
experiences.

VISION

Set the standard
for
connection,
service,
and
quality
in parks and
recreation.

UVP

Connection
moves
us
because
it moves you.

GUIDING PHILOSOPHY



Service

Community

Quality

KNOWN FOR

**CLEAN
FACILITIES**

NICE PARKS

CARING STAFF

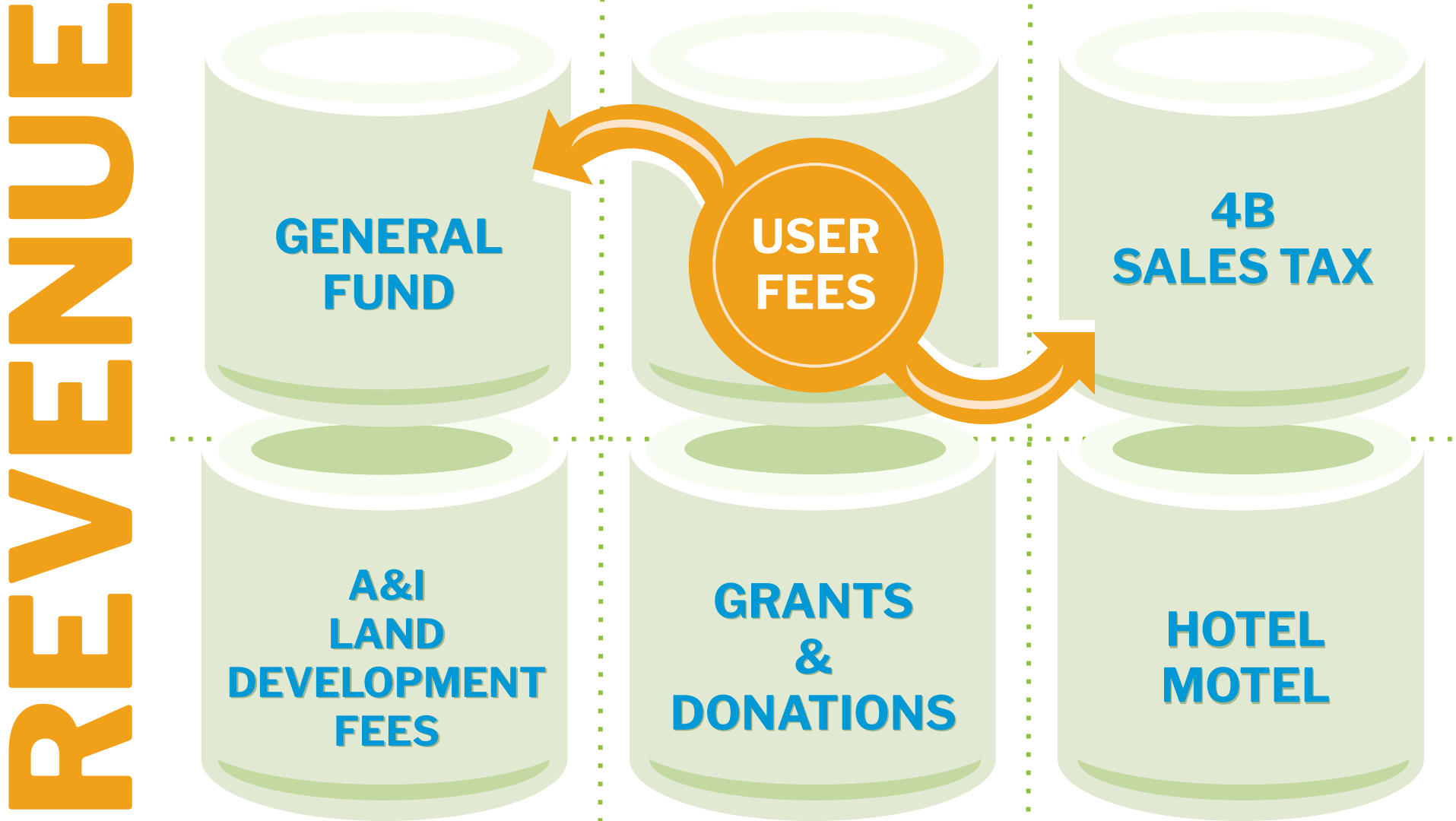
**SENIOR
OFFERINGS**

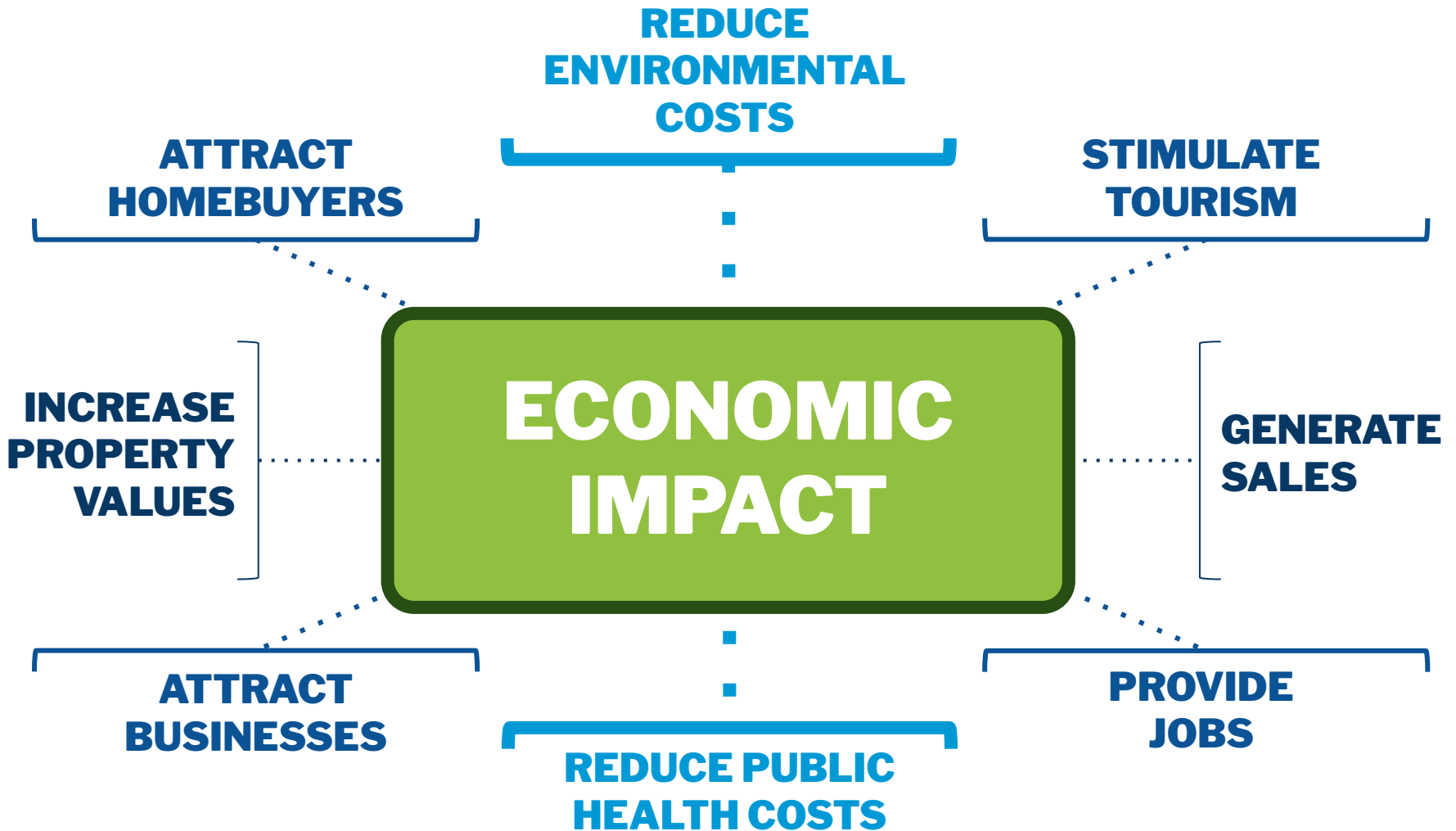
**SUMMER
CAMPS**

**BOO ON
BALLARD /
GLOW IN THE
PARK /
VICTORIAN
HAUNT**

TRAIL SYSTEM

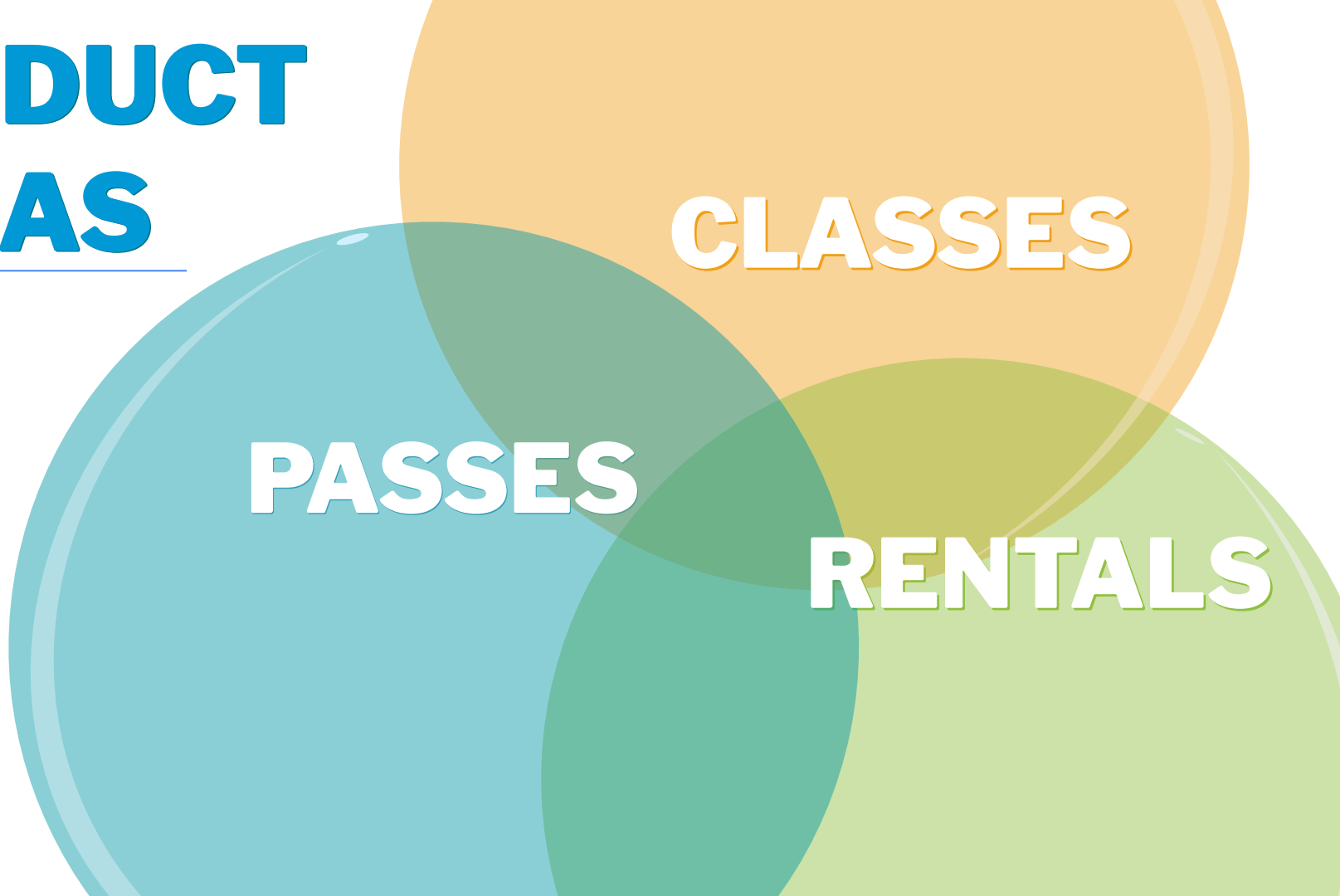
**ATHLETIC
COMPLEXES**





PRODUCT AREAS

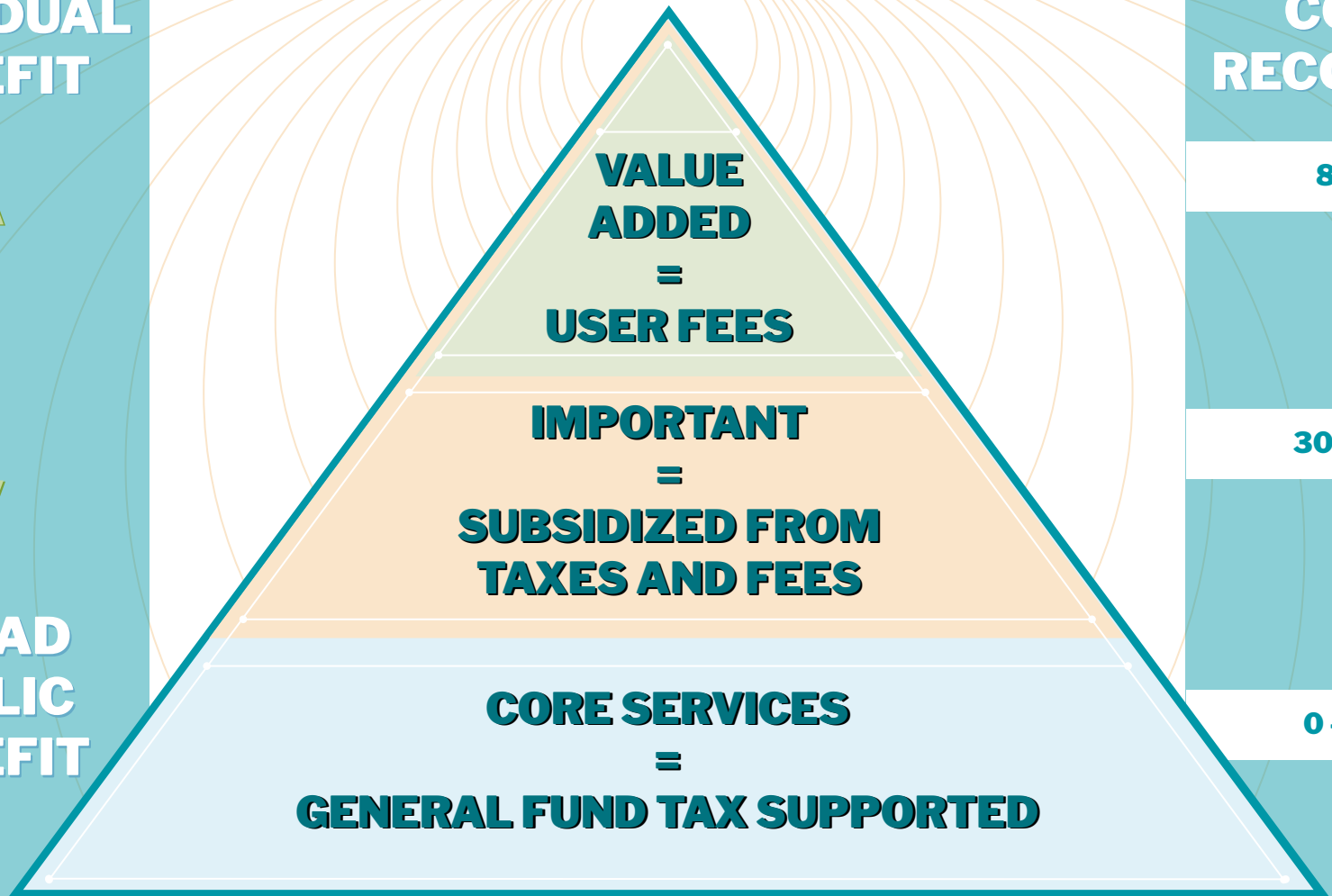
**WITH
USER
FEES**



**INDIVIDUAL
BENEFIT**



**BROAD
PUBLIC
BENEFIT**



**COST
RECOVERY**

80%+



30 - 80%



0 - 30%

AMENITIES

Climbing Wall

Indoor Track

Indoor Rental
Space

Pavilions

Athletic Fields

Trails

Playgrounds

Fitness Equipment

Historic Homes

Open Space

Right-of-Ways

Public Art

Splash Pads

Dog Park

Pickleball

Outdoor
Basketball

Sand Volleyball

Cricket Pitch

Skate Park

Disc Golf

Outdoor Rental
Space

Indoor
Basketball

Indoor Volleyball

DEPARTMENT DIVISIONS



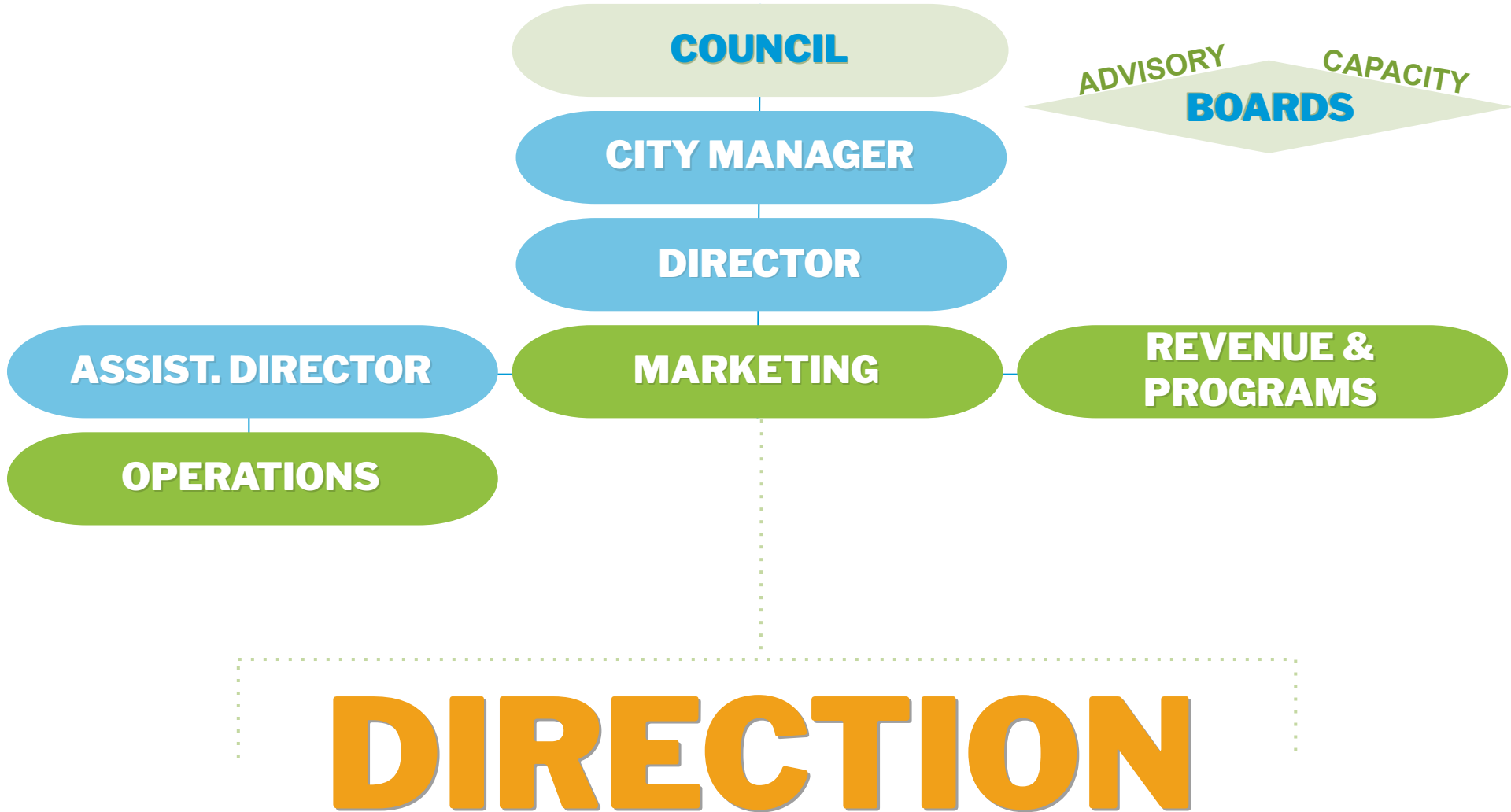
OPERATIONS



MARKETING



**REVENUE
& PROGRAMS**



PARD EXEC ORG CHART

CITY MANAGER

ASSISTANT CITY MANAGER

DIRECTOR

ASSISTANT DIRECTOR

**MARKET-
ING SUPER**

**REVENUE &
PROGRAMS
SUPER**

**EXEC
ADMIN
ASSIST**

**CONTRACT
& FINANCE
ADMIN
ASSIST**

**ATHLETICS
SUPER**

**PARKS
SUPER**

**SRC/BH
SUPER**

**WRC
SUPER**

**BUILDING
MAINT**

120

**ACTIVE FULL TIME
AND PART TIME EMPLOYEES**
70% are Part-time or seasonal



Carmen Powlen
Director



Brent Stowers
Assistant Director



Julie Pannell
Marketing
Supervisor



Annika Sacco
Revenue &
Programs
Supervisor



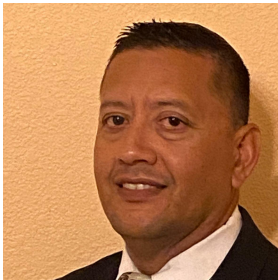
Janet Pieper
Executive
Administrative
Assistant



Amy Cortez
Contract & Finance
Administrative
Assistant



Ron Thompson
Athletics
Supervisor



Rico Govea
Parks Supervisor



Katy Burton
Senior Recreation
Center and Brown
House Supervisor



Brittany Williams
Wylie Recreation
Center Supervisor



Joseph Garza
Building Attendant

MEETINGS

**PRESENTATIONS
&
WORK SESSIONS**

**ORDINANCES
&
BYLAWS**

**PARK
& FACILITY
IMPROVEMENTS**

**PARKLAND
DEDICATION**

**ACCEPT
DONATIONS**

**NON-PROFIT
EVENT
APPLICATIONS**

WISD

COLLIN COLLEGE

CITY DEPARTMENTS

DMA

TRAPS

BPAC

CHAMBER

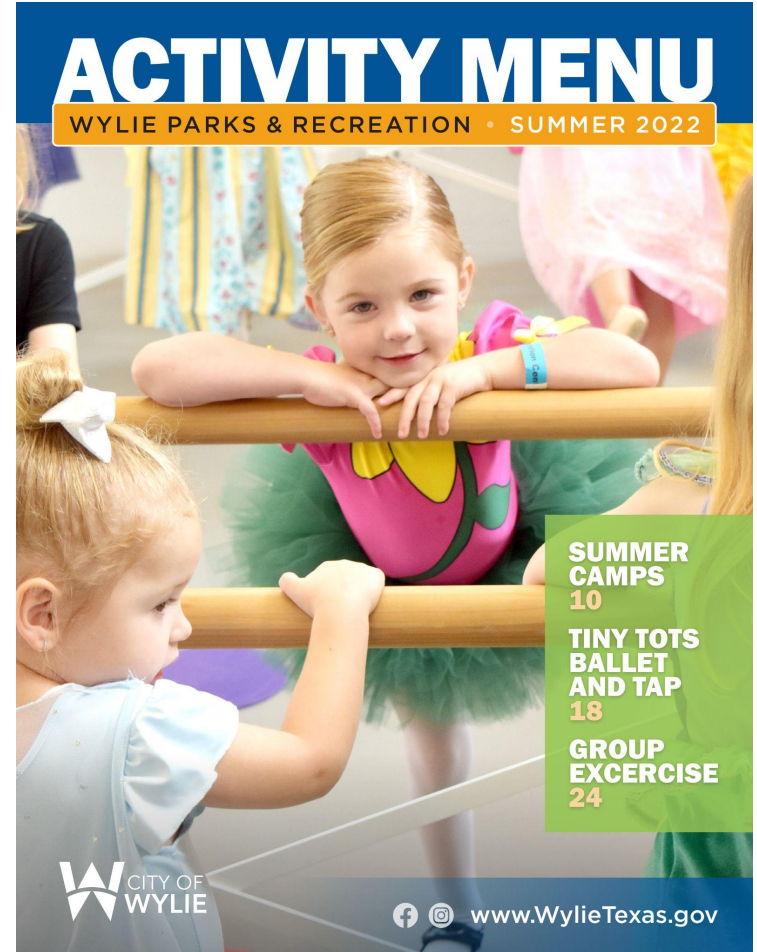
LERN

EDC

**PARD
MAINTAINS
RELATIONSHIPS
WITH...**

MARKETING

Activity Menu
Camp Catalog
Activenet
City Website
Social Media
Registration Drives
Print Ads
Postcards
Rack Cards



REGULAR PROMOTIONS

Rec Pass Holder Pricing

Resident Pricing

Early Bird Online Registration

Employee Pricing

Camp Early Registration

Age Pricing

Camp Promo Registration



LOCATION FINDER

LOCATE&CONNECT

RECREATION

Wylie Recreation Center
600 University Blvd, Suite 100
Wylie, NC 27588
919.556.6340
Recreation@wylie-texas.gov

Hours:
Monday - Thursday 8 am - 8 pm
Friday 8 am - 5 pm
Saturday 7 am - 2 pm

Wylie Senior Recreation Center
600 University Blvd, Suite 100
Wylie, NC 27588
919.556.6340
Recreation@wylie-texas.gov

Hours:
Monday - Friday 8 am - 4 pm

Welcome Center at Brown House
600 University Blvd, Suite 100
Wylie, NC 27588
919.556.6340
Recreation@wylie-texas.gov

Hours:
Monday - Friday 8 am - 4 pm

ADMINISTRATION

Parks and Recreation Administration & Maintenance
600 University Blvd, Suite 100
Wylie, NC 27588
919.556.6340
Recreation@wylie-texas.gov

Hours:
Monday - Friday 8 am - 4 pm

DIGITAL

Registration
Registration@wylie-texas.gov

Event
Recreation@wylie-texas.gov

City of Wylie
City of Wylie

Digital Play Book
Recreation@wylie-texas.gov

Instagram
@wylieparksonline

Facebook
Wylie Parks and Recreation and City of Wylie, TX

Twitter
@wylieparksonline

POICIES & GUIDELINES

To ensure safety, registration, behavior and maintenance information, enhancement requests, and other important information, please visit our website.

PARK AND REC BOARD
Please visit the website of the board. Information available at: www.wylie-texas.gov

SPORTS LEAGUES

Registration requests for sports leagues are not coordinated by the City of Wylie. Contact available at: www.wylie-texas.gov

PARKS / TRAILS / OPEN SPACES

1. Ashton Park
2. Birmingham Farms Park
3. Brown House Park
4. Canyons Park
5. Central Park
6. Community Park
7. Cowardin Estate Park
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50. Cowardin Estate Park

ENHANCEMENT REQUESTS

WYLiE
Parks and Recreation

Wylie Parks and Recreation Enhancement Request

Wylie Parks and Recreation encourages Guests to suggest enhancements to City Parks and Athletic Fields, Wylie Recreation Center, Wylie Senior Recreation Center, and the Welcome Center at Brown House. Activities, features, and programs are added or changed based on need and industry trends. Staff will review your request for possible existing means and/or alternatives. The decision to implement an enhancement is largely based on need, industry trend, and impact on resources. Enhancement implementation or response is not guaranteed.

To help us help you, please complete this form as thoroughly as possible.

Date *

mm/dd/yyyy

Full Name

Age *

TALKING POINTS

A WEEK IN 30-SECONDS

WYLiE
Parks and Recreation

April 10 - 16, 2023

Hi, I'm Trista, Wylie Recreation Guest Service Specialist, with A Week in 30-Seconds.

WEEK IN 30 SECONDS

PLANS AND PROJECTS

HOME - PARKS - PLANS AND PROJECTS

PARKS

Monitor Plans

Customize cards

Filter

Sort

Completed Projects

Questions? Parks@WylieTexas.gov or 972-516-6340

Birmingham Farms Park Play...

ABOUT THIS PROJECT

The installation will begin in late spring 2023.

"The images are project renderings and may not fully reflect the final..."

Dog Park - Municipal Complex

ABOUT THIS PROJECT

Construction starts in 2023.

"The images are project renderings and may not fully reflect the final..."

Splash Pad - Community Park

ABOUT THIS PROJECT

Construction starts in 2023.

"The images are project renderings and may not fully reflect the final..."

PLANS & PROJECTS