

Welcome! **BOARD MEMBER
ORIENTATION
WYLIE PARKS & RECREATION BOARD**



ABOUT WYLIE PARKS & RECREATION

Mission

It is our mission to spark connection with self, family, and community through meaningful park and recreation experiences.

The Mission Statement describes why we exist. The Parks and Recreation Department's purpose.

Vision

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

The Vision Statement describes the future we want to create. Where we are going. Where we want to be.

Unique Value Prop

Connection moves us because it moves you.

The Unique Value Proposition (UVP) is our defining characteristic. What Guests value most about us. A culmination of Image, Uniqueness, and Important Benefit. Addresses a void, can appeal to prospective Guests, can be zealously talked about, is simple, and decided by Guests. It is not a product, stuff, equipment, tasks, nor facilities.

SERVICE COMMUNITY QUALITY



Guiding Philosophy

The Guiding Philosophy is the collection of values that determine the correctness of our decisions.

Service

Inspire and deliver attentive and constructive internal and external service.

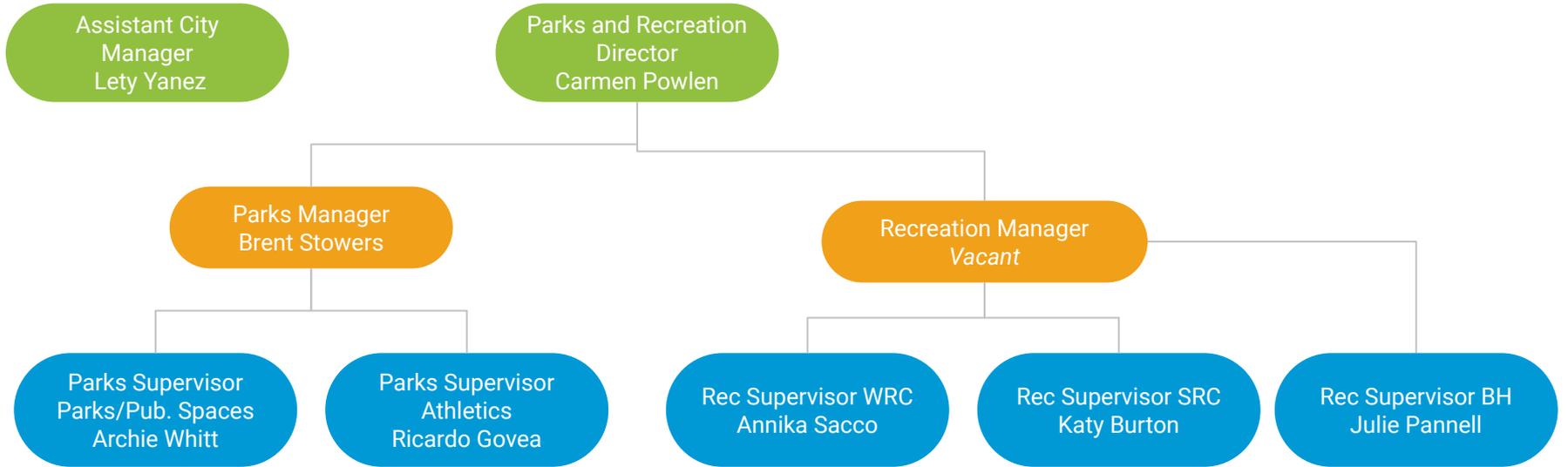
Community

Support for a community that has common life-goals for an enhanced quality of life, diversity, and meaningful relationships.

Quality

Commitment to kindness, expertise, creativity, and attention to detail.

PARKS & RECREATION ORG CHART



120 ACTIVE FULL TIME
AND PART TIME EMPLOYEES

MARKETING

Activity Menu

Seasonal printed brochure that includes activity registrations, Rec Pass sales, and reservation bookings for the Parks and Recreation Department.

Winter (Jan - March) - December 1

Spring (April - June) - March 1

Summer (July - Sept) - June 1

Fall (Oct - Dec) - September 1

Camp Catalog

Special printed brochure that includes all summer camp activities for the Recreation Center.

Summer Camps (May - August) - March 1

View the online Flip Book at, Issuu.com/WylieRecreation



MARKETING

Website

wylietexas.gov/parks



Social Media



Instagram
@WylieRecreation

Facebook
Wylie Recreation and City of Wylie, TX

Twitter
@WylieRecreation and @WylieParks

Registration Drives

Wellness Month
Summer Kick-Off
National Park and Rec Month



Regular PROMOTIONS

Special pricing on most activities for Rec Pass Holders.

Early Bird Online Registration (EBOR) - 5% off most activity registrations

Camp Early Registration - 10% off camp registrations

Camp Promo Registration - 5% off camp registrations

Wylie Residents receive a discount off Rec Passes and rentals

Rec Pass discount does not expire

EARLY BIRD ONLINE REGISTRATION (EBOR) occurs during the first week of open registration.

Winter
December 1 - 7

Summer
June 1 - 7

Spring
March 1 - 7

Fall
September 1 - 7

CAMP EXCLUSIVE PROMOTIONS

Early Registration
March 1 - April 15

Promo Registrations
April 16 - May 7



LOCATION FINDER

Parks, Trails, Open Spaces, and facilities listed seasonally in the Activity Menu.



LOCATE&CONNECT

RECREATION

A Wylie Recreation Center
300 Country Club Road - 200
Located center of Wylie Municipal Complex
972-516-6340
Recreation@WylieTexas.gov

PUBLIC HOURS

Monday - Thursday 5 am - 9 pm
Friday 5 am - 5 pm
Saturday 8 am - 8 pm
Sunday 1 pm - 5 pm

B Wylie Senior Recreation Center
800 Thomas Street - 100
Located in Community Park
972-516-6340
Recreation@WylieTexas.gov

PUBLIC HOURS

Monday - Friday 8 am - 4 pm

C Welcome Center at Brown House
301 North Ballard Avenue
Historical Downtown Wylie
972-516-6340
Recreation@WylieTexas.gov

COMING SOON!

Currently by appointment only.

ADMINISTRATION

D Parks and Recreation Administration & Maintenance
949 Hensley Lane - 200
972-516-6340
Parks@WylieTexas.gov

PUBLIC HOURS

Monday - Friday 8 am - 4 pm

DIGITAL

Registration
<https://apm.activecommunities.com/wylie>

Email
Recreation@WylieTexas.gov

WylieTexas.gov
City of Wylie
WylieTexas.gov

Digital Flip Book
Issuu.com/WylieRecreation

Instagram
@WylieRecreation

Facebook
Wylie Recreation and City of Wylie, TX

Twitter
@WylieRecreation and @WylieParks

POLICIES & GUIDELINES

To access Activity Registration, Withdraw and Refund Information, Enhancement Requests, Rec Pass Registration Terms of Use, Qualifications for Residency, and Rental Terms and Condition, visit our website.

www.WylieTexas.gov/Facilities - Forms, Rules & FAQs
QUESTIONS? Recreation@WylieTexas.gov

PARK AND REC BOARD

Meets the second Monday of each month.
Information available at www.WylieTexas.gov

SPORTS LEAGUES

Independently managed sports leagues are not coordinated by the City of Wylie.
Contact available at www.WylieTexas.gov

PARKS / TRAILS / OPEN SPACES

- Avalon Park**
1312 East Brown Street
- Birmingham Farms Park**
725 Odenville Drive
- Bozman Park**
1320 Valley Stream Drive
- Braddock Park**
1300 Elm Drive
- Community Park**
800 Thomas Street
- Creekside Estates Park**
3105 Hinnart Court
- Dodd Park**
1501 Selma Lane
- East Meadow Trail**
1450 West Brown Street
- Eureka Park**
351 Rutherford Avenue
- Founders Park**
851 Hensley Lane
- Friendship Park**
1621 White Ibis Way
- Grayhawk Park**
2301 Ray Hubbard Way
- Joel Scott Memorial Park**
424 Westgate Way
- Kings Bridge Park**
2600 Irene Drive
- Kirby Park**
300 Masters Avenue
- Kreymer Estates Park**
101 Lyndhurst Drive
- Lakeside Estates Park**
300 Lakehurst Drive
- Lewis Ranch Park**
4050 Wylie East Drive
- Meadowview Estates Park**
406 Carver Drive
- Muddy Creek Preserve**
5351 Pleasant Valley Road



- Municipal Complex Trail**
300 Country Club
- Old City Park**
112 S. Ballard Avenue
- Oncor/Lavon Park**
961 E. Brown Street
- Parkside Park**
2106 Lakefield Drive
- Pheasant Creek Park**
2700 Lake Terrace Drive
- Reta Allen Park**
1414 Worthington Way
- Riverway Park**
1200 Riverway Lane
- Sage Creek Park**
2906 Ryan Drive
- Sage Creek Trail**
2906 Ryan Drive
- Southbrook Park**
231 Shadybrook Drive
- Stone Ranch Park**
803 Moreno Court
- Trinity Trailhead**
1815 Skyview Drive
- Twin Lakes Park**
326 Canyon Lake Drive
- Valentia Park**
230 Springwell Parkway
- Woodbridge Park**
230 Springwell Parkway
- Wooded Creek Park**
2616 Spanish Oak Trail
- Wylie Lakes Park**
2124 Colby Lane

FUNDING

GENERAL FUND

Property tax. Supports the majority of park operations.

USER FEES

Fees paid by participants for classes, passes, and rentals. Supports recreation operations. Athletic fees, support the General Fund.

SALES TAX REVENUE

½ cent sales tax collected in Wylie. Supports operation of Wylie Rec Center, Senior Rec Center, Welcome Center at Brown House, and some park operations.

A&I DEVELOPER FEES

Fees paid by developers. Supports zoned park projects and development.

GRANTS

Awarded intermittently and support park projects.

HOTEL / MOTEL

Tax revenue collected from hotel and motel bookings in Wylie. Supports historic projects at Welcome Center at Brown House and Stonehaven House.

Zone Map included in your meeting packet.

QUESTIONS?

RECREATION@WYLIE TEXAS.GOV

PARKS@WYLIE TEXAS.GOV

