

# WYLIE

## PARKS & RECREATION

Inspire Connection



3

Indoor  
Facilities

664

Acres

19

Miles of  
Trail

16

Dedicated  
Athletic Fields

9

Multi-purpose Fields

2

Athletic Complexes

2.5 million +

visitors each year

140

Acres of ROW and Medians

23

Playgrounds

50

Acres Non-Park City  
Facilities

11,154

Program Registrations

13

Outdoor Public Artworks

21,958

Rec Passes

**REDUCE ENVIRONMENTAL COSTS**

**ATTRACT HOMEBUYERS**

**STIMULATE TOURISM**

**INCREASE PROPERTY VALUES**

Parks and Recreation  
**ECONOMIC IMPACT**

**GENERATE SALES**

**ATTRACT BUSINESSES**

**REDUCE PUBLIC HEALTH COSTS**

**PROVIDE JOBS**

# Certifications and Licenses

<b>NRPA</b>	<b>National Recreation and Park Association</b>
<b>LERN</b>	<b>Learning Resource Network</b>
<b>TTA</b>	<b>Texas Turfgrass Association</b>
<b>TDA</b>	<b>Texas Department of Agriculture</b>
<b>TCEQ</b>	<b>Texas Commission on Environmental Quality</b>
<b>TPW</b>	<b>Texas Parks and Wildlife</b>
	<b>The Aquatic Council</b>



# STAFF

**117 Employees**

**70%**

**Part-Time  
and**

**Part-Time Seasonal**

**200+**

**Contract  
Service Providers**

# AMENITIES

CLIMBING WALL

INDOOR TRACK

ROOM RENTALS

PAVILIONS

**NEW!**

**NEW!**

**NEW!**

**NEW!**

ATHLETIC FIELDS

TRAILS

PLAYGROUNDS

FITNESS EQUIPMENT

WELCOME CENTER

OPEN SPACE

RIGHT-OF-WAYS

PUBLIC ART

**NEW!**

**NEW!**

**NEW!**

SPLASH PADS

DOG PARK

OUTDOOR PICKLEBALL

OUTDOOR BASKETBALL

SAND VOLLEYBALL

CRICKET PITCH

SKATE PARK

DISC GOLF

INDOOR PICKLEBALL

INDOOR BASKETBALL

INDOOR VOLLEYBALL

# MARKETING

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

**ACTIVITY MENU**  
WYLIE PARKS & RECREATION • SPRING 2026

**EASTER BUNNY BRUNCH 3**  
**AUTO RENEW REC PASS 4**  
**SUMMER CAMPS 6**  
**SPORTS INSTRUCTION 18**

**1:2**  
Ratio of registrations to printed Activity Menus

**W** CITY OF WYLIE

# REGULAR PROMOTIONS

**Rec Pass Holder Pricing**

**Resident Pricing**

**Early Bird Online Registration**

**PNO Sibling Discount**

**Camp Early Registration**

**Age Pricing**

**Camp Promo Registration**



# SERVICE CLASSIFICATION

**INDIVIDUAL  
BENEFIT**



**BROAD  
PUBLIC  
BENEFIT**

**COST  
RECOVERY**

**80%+**

**30 - 80%**

**0 - 30%**

**VALUE  
ADDED**

**=**

**USER FEES**

**IMPORTANT**

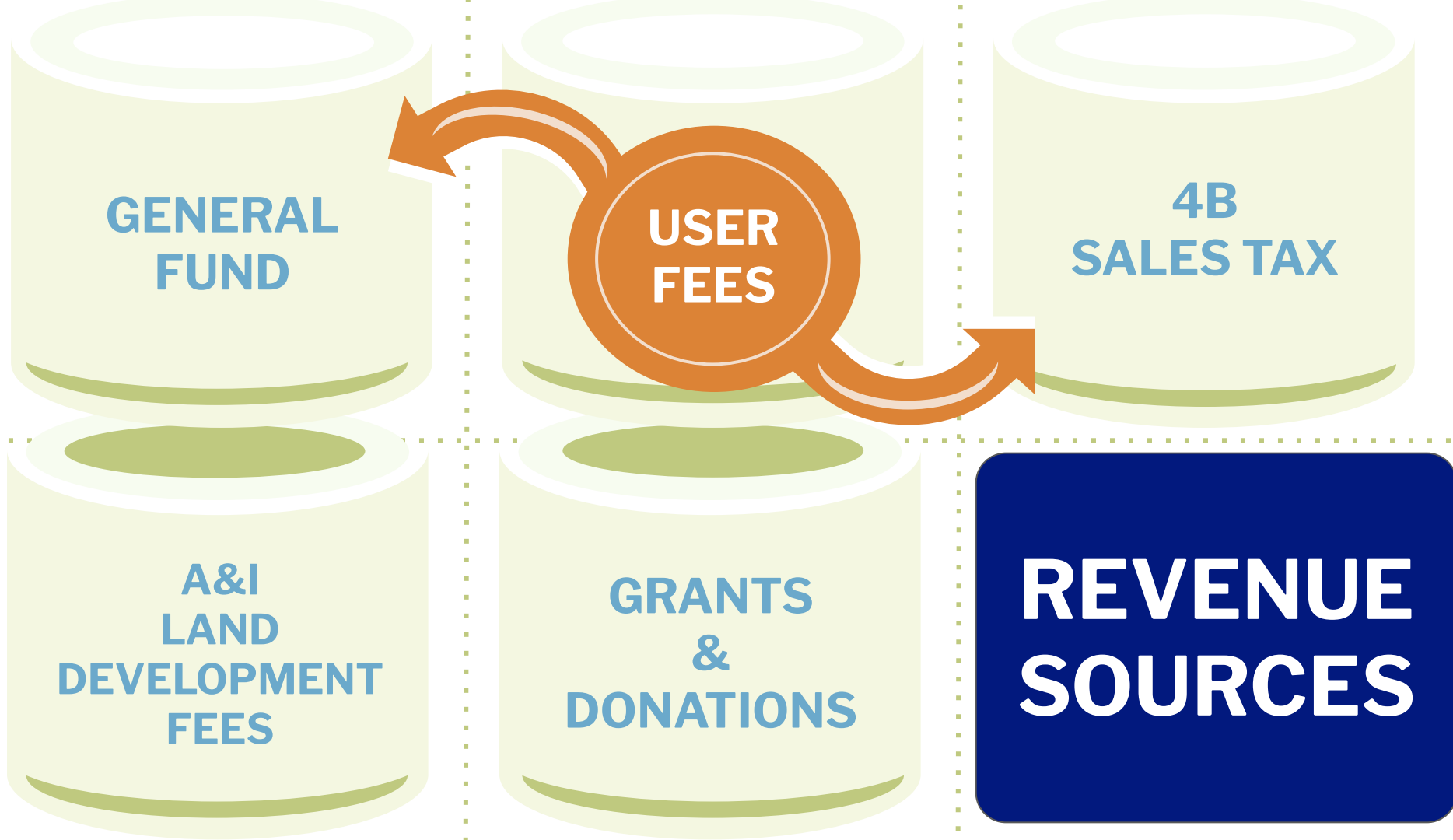
**=**

**SUBSIDIZED FROM  
TAXES AND FEES**

**CORE SERVICES**

**=**

**GENERAL FUND TAX SUPPORTED**



**GENERAL  
FUND**

**USER  
FEES**

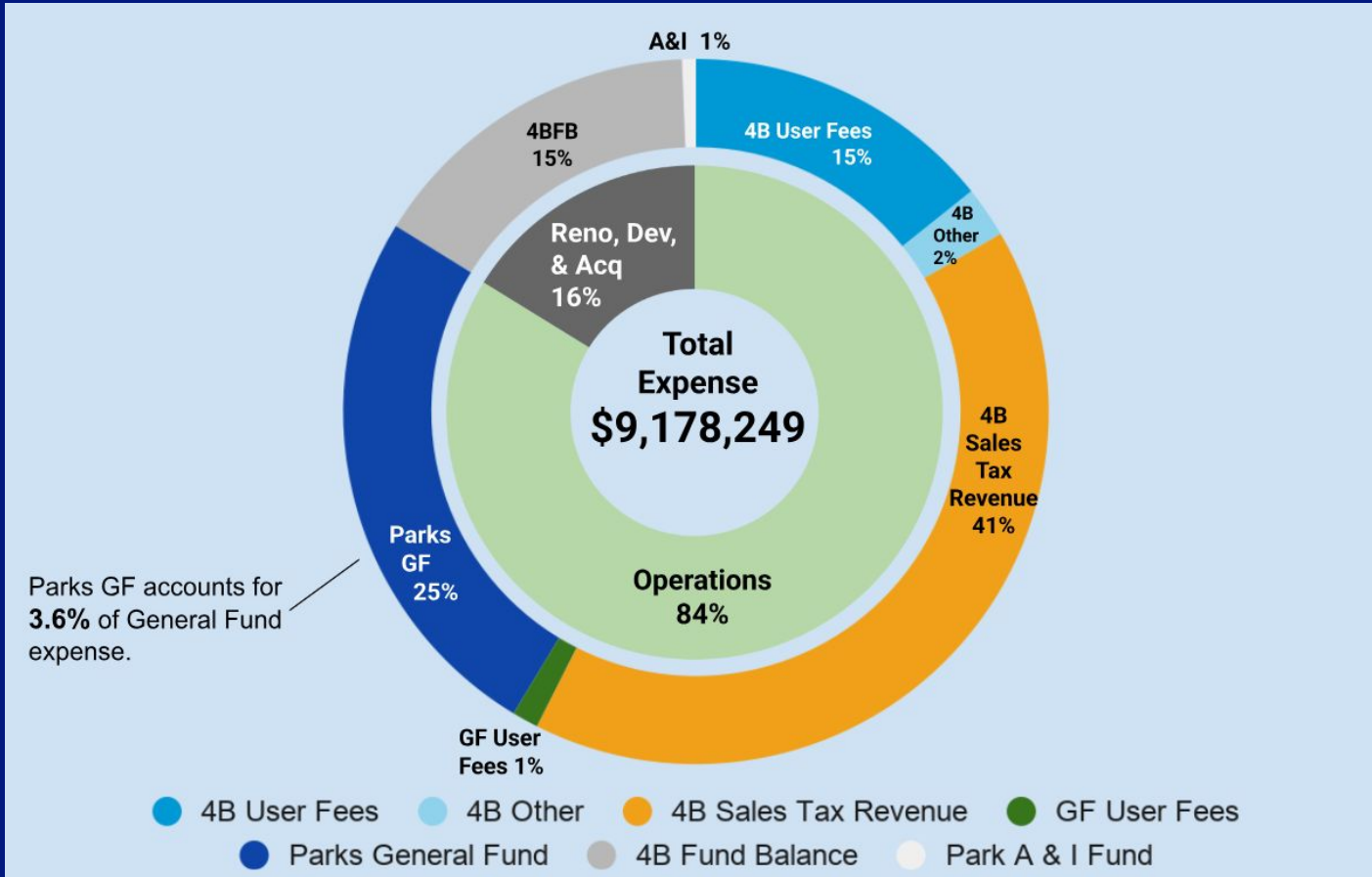
**4B  
SALES TAX**

**A&I  
LAND  
DEVELOPMENT  
FEES**

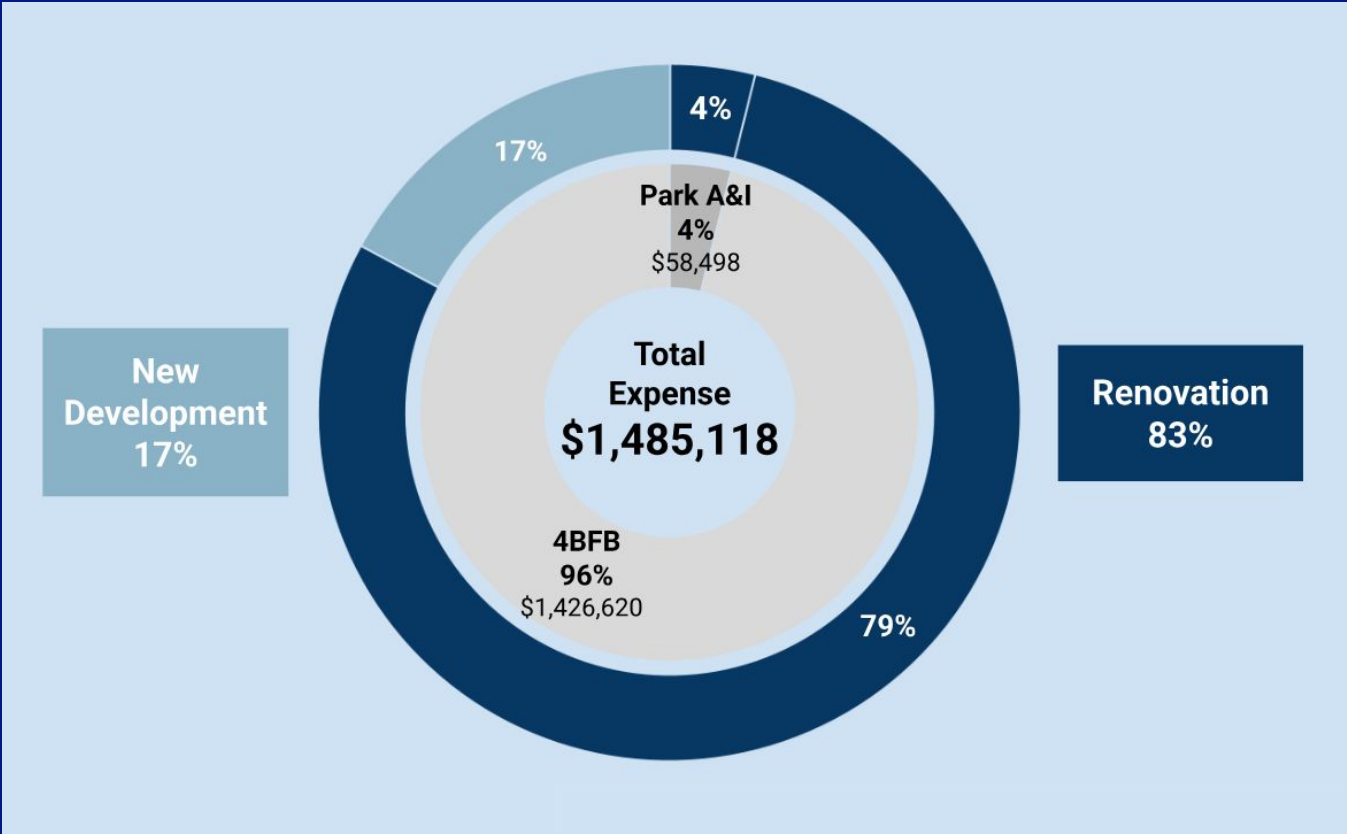
**GRANTS  
&  
DONATIONS**

**REVENUE  
SOURCES**

# PARD Expenses FY 24 - 25



# Renovation, New Development, and Acquisition FY 24 - 25



# PROJECT UPDATES

**SHADE / LIGHTING**  
Community Park Pickleball

**LIGHTING**  
Dog Park

**PARKING**  
Community Park



**PLAYGROUND SHADE**  
Founders / Pirate Cove

# PROJECT UPDATES

**PLAYGROUND**  
Southbrook Park

**PLAYGROUND**  
Creekside South

**PLAYGROUND**  
Sage Creek



**PLAYGROUND**  
Riverway Park

# PROJECT UPDATES



**IMPROVEMENTS**  
Community Park Center



**SPLASH PADS**  
Community Park / East Meadow

# REC CENTER ANNUAL REPORT

## HIGHLIGHTS



**USER FEE  
REVENUE**  
**\$1.3M**  
**BENCHMARK \$990K**

**PROGRAM  
SURVEYS**  
**98% Satisfaction**  
**BENCHMARK 80%**

**20% Increase in  
Auto Renew  
Family Pass**

**REC PASS RUU  
RATE 8.07%**  
**BENCHMARK 6%+**

**35% OF  
RESIDENTS  
PARTICIPATED IN  
SOMETHING**

**124%  
RECOVERY OF  
DIRECT COSTS**

# REC CENTER REPORT CARD

## Benchmarks - MEET OR EXCEED

### Rec Passes

Benchmark \$634,000

**\$802,712**

### Merchandise

Benchmark \$9,850

**\$27,538**

### Rentals

Benchmark \$30,000

**\$33,221**

### Activities

Benchmark \$309,100

**\$395,768**

### Activities Make Rate

Benchmark 70 - 80%

**71%**

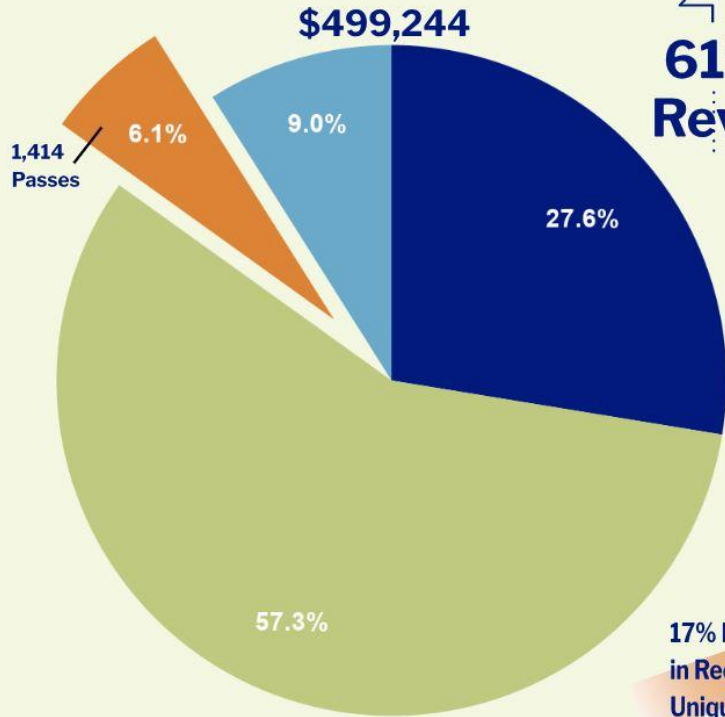
### Activities New

Benchmark 20 - 30%

**21%**

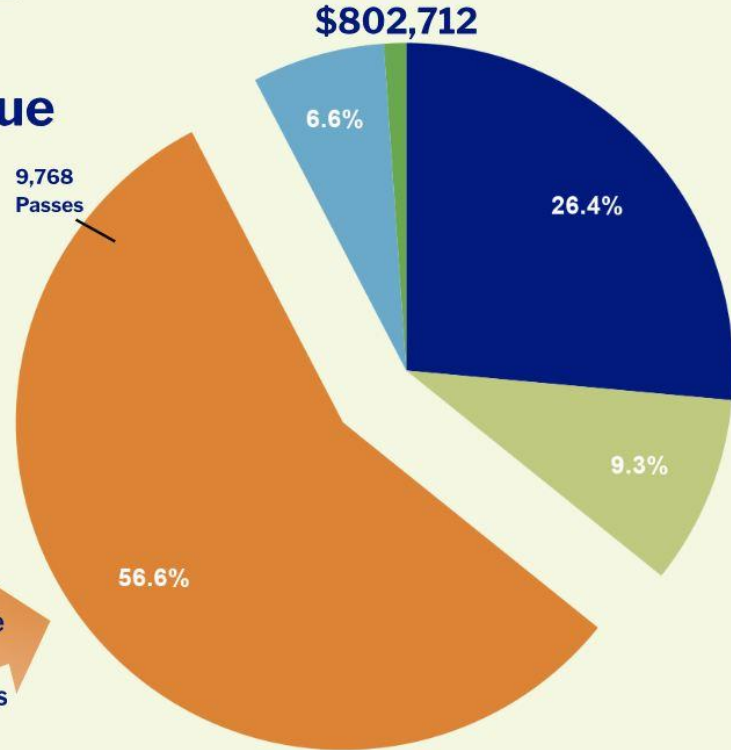
# Rec Pass Comparison

FY 2021-2022



FY 2024-2025

61%  
Revenue



17% Increase  
in Rec Pass  
Unique Users

● 1 Month ● 1 Year ● Auto Renew 1 Month ● Day Pass ● Summer Pass

# MASTER PLAN REPORT CARD

## Top 10

complete / in-progress

Trail Connections

Splash Pads

Outdoor Benches and Seating

Dog Park

Playground Replacements

Park Art

remaining

Water Recreation (pool/lake)

Amphitheater

Additional Lighting

Additional Athletic Fields

# ATHLETICS ANALYSIS

## CURRENT COST RECOVERY

### Field Rentals

11%

Direct Costs 11%

Lights 12%

### Youth Rec Leagues

17%

Direct Costs 5%

Lights 83%

INDIVIDUAL  
BENEFIT



BROAD  
PUBLIC  
BENEFIT



VALUE  
ADDED  
=  
USER FEES

IMPORTANT  
=  
SUBSIDIZED  
FROM  
TAXES AND FEES

CORE SERVICES  
=  
GENERAL FUND  
TAX SUPPORTED

## COST RECOVERY

80%+

30 - 80%

0 - 30%