

# WYLIE

## PARKS & RECREATION

Connection moves us because it moves you

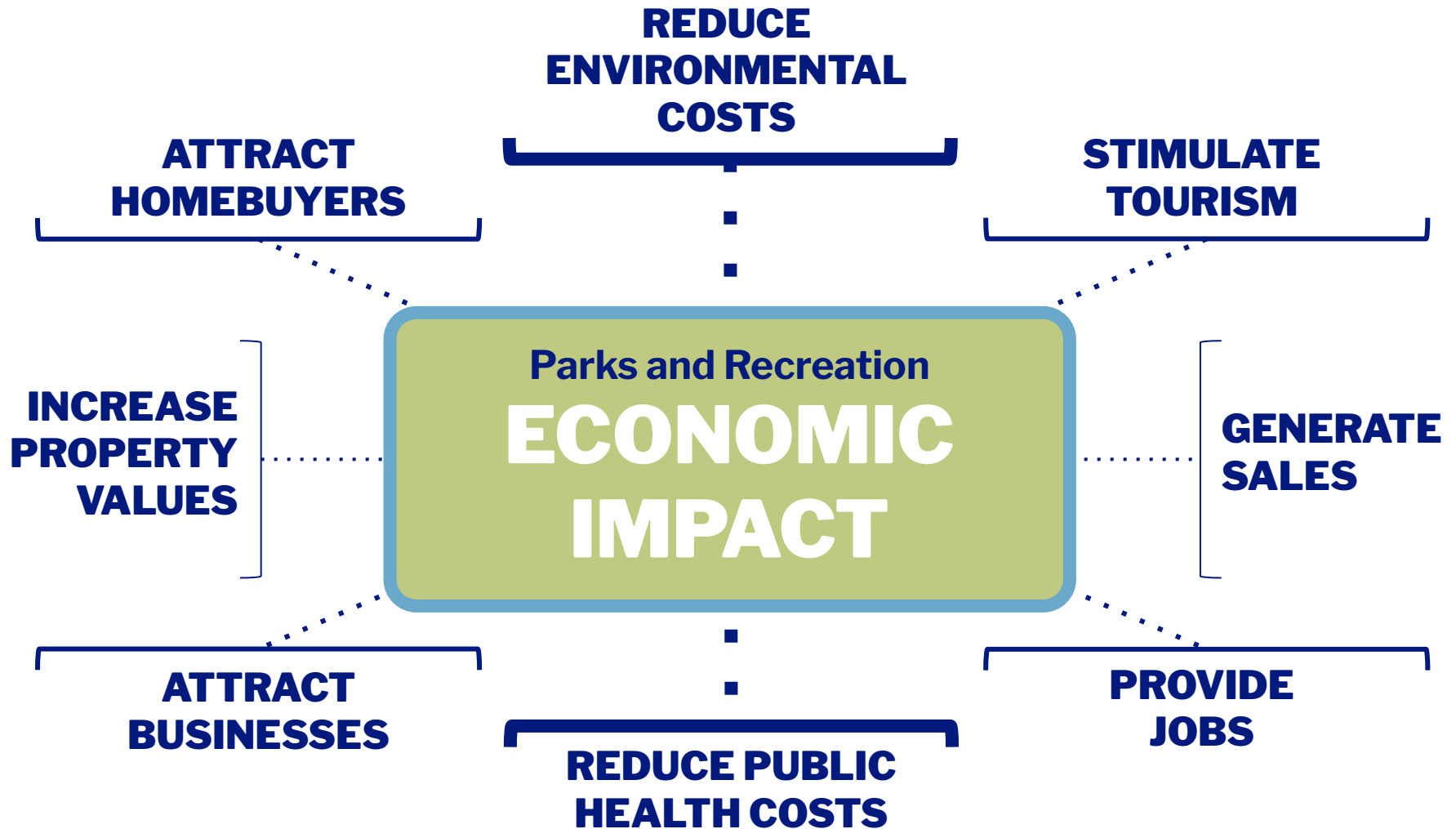


**Wylie PARD connects with**

**2.5 million +**

**visitors  
each year**





# Certifications and Licences

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



## Training

- Operations
- Marketing
- Programming
- PARD Leadership
- Irrigation
- Playground Safety
- Turfgrass
- Chemical Applications

# STAFF

**120 Employees**

70%

Part-Time

and

Part-Time Seasonal

# RECOGNITION

**PART-TIME  
EMPLOYEE OF THE  
YEAR, LORI  
JAYNES**

**TREE CITY USA**

**TRAPS  
PRESIDENTIAL  
CHALLENGE,  
JENI LAMBERT**

**BETTER CITIES  
FOR PETS**

**MACARONI KID  
BEST FAMILY  
MEMBERSHIP,  
PLAYDATE, AND  
FREE/CHEAP FUN**

**WYLIE NEWS BEST  
FITNESS FACILITY**

**WISD**

**COLLIN COLLEGE**

**CITY DEPARTMENTS**

**DMA**

**TRAPS and NRPA**

**BPAC**

**CHAMBER**

**LERN**

**EDC**

**PARD  
WORKS  
WITH...**

# AMENITIES

CLIMBING WALL

INDOOR TRACK

ROOM RENTALS

PAVILIONS

ATHLETIC FIELDS

NEW

TRAILS

NEW

PLAYGROUNDS

NEW

FITNESS EQUIPMENT

WELCOME CENTER

NEW

OPEN SPACE

RIGHT-OF-WAYS

NEW

PUBLIC ART

SPLASH PADS

NEW

DOG PARK

NEW

PICKLEBALL

NEW

OUTDOOR BASKETBALL

SAND VOLLEYBALL

CRICKET PITCH

SKATE PARK

DISC GOLF

OUTDOOR RENTALS

INDOOR BASKETBALL

INDOOR VOLLEYBALL

INDOOR PICKLEBALL

CLASSES

NEW

CAMPS

NEW

# 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

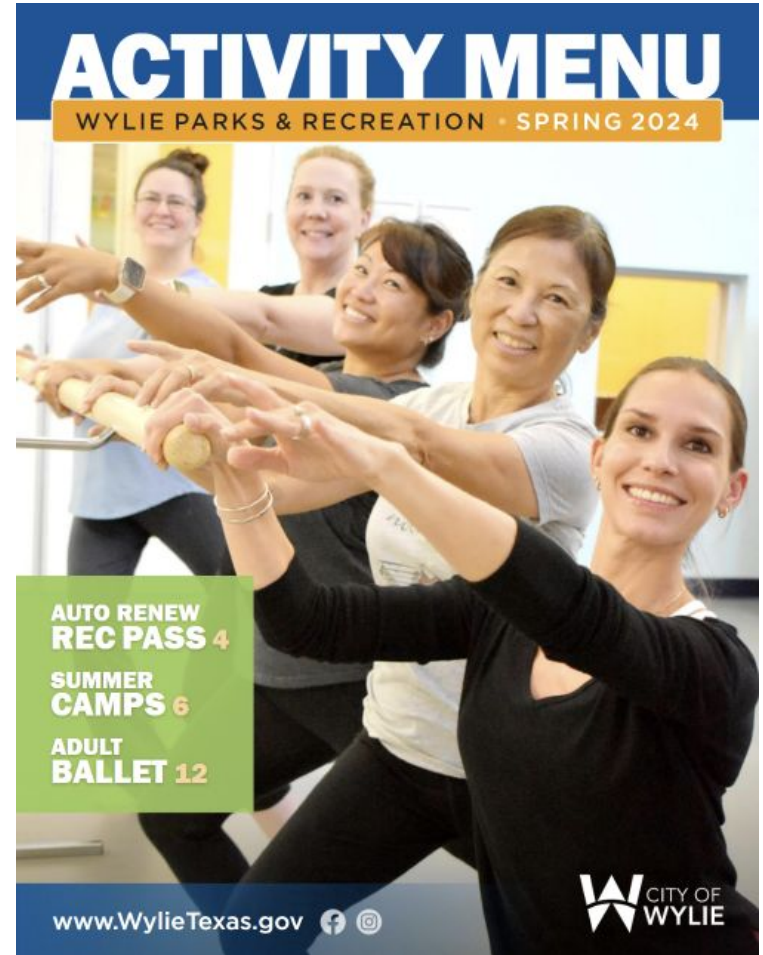
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GENERAL FUND TAX SUPPORTED



# 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**





The diagram illustrates various revenue sources organized into a 2x3 grid of light green cylinders. The top row contains 'GENERAL FUND', 'USER FEES' (which is highlighted with an orange circle and arrows pointing to the 'GENERAL FUND' and '4B SALES TAX' cylinders), and '4B SALES TAX'. The bottom row contains 'A&I LAND DEVELOPMENT FEES', 'GRANTS & DONATIONS', and a dark blue box labeled 'REVENUE SOURCES'. Dotted lines separate the rows and columns.

**GENERAL  
FUND**

**USER  
FEES**

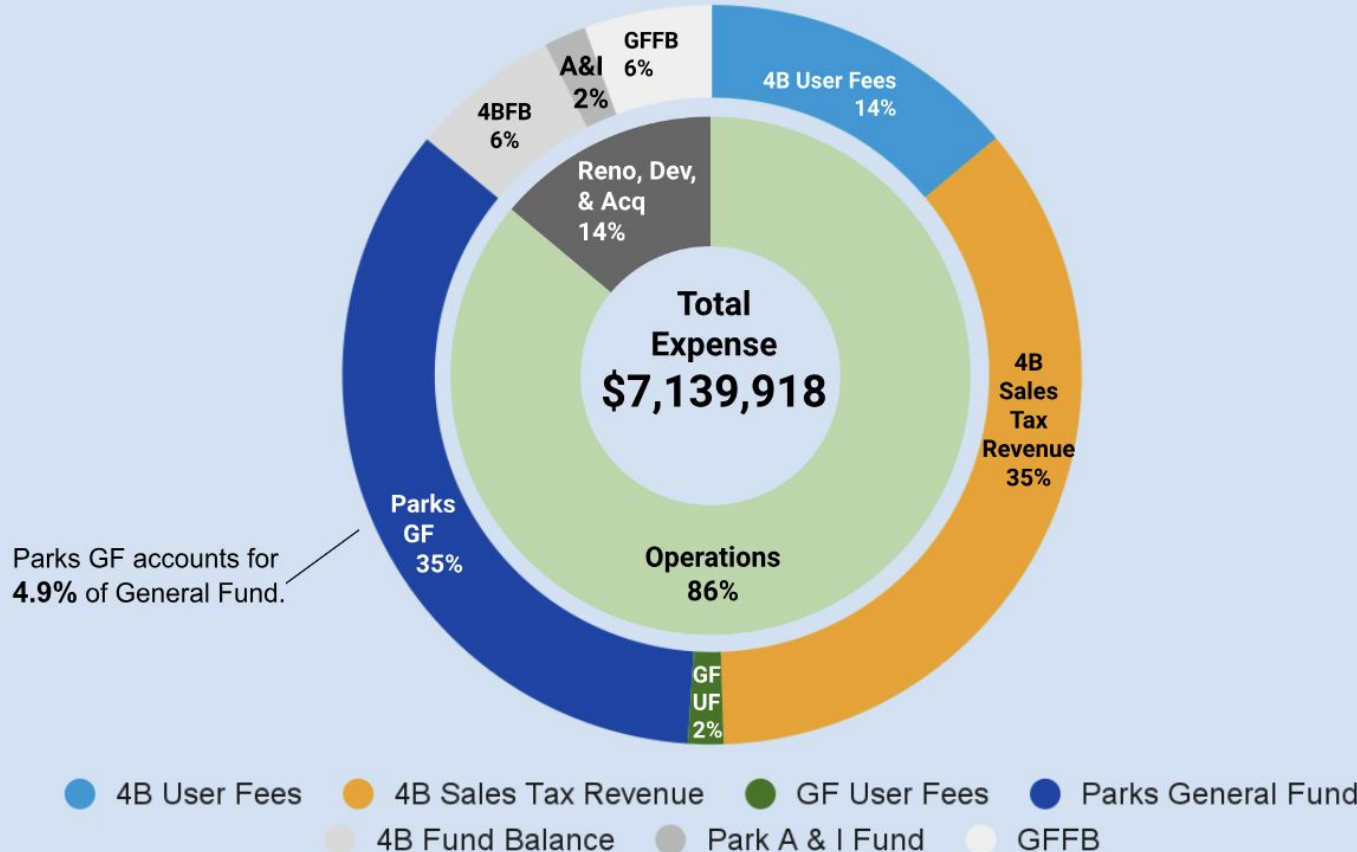
**4B  
SALES TAX**

**A&I  
LAND  
DEVELOPMENT  
FEES**

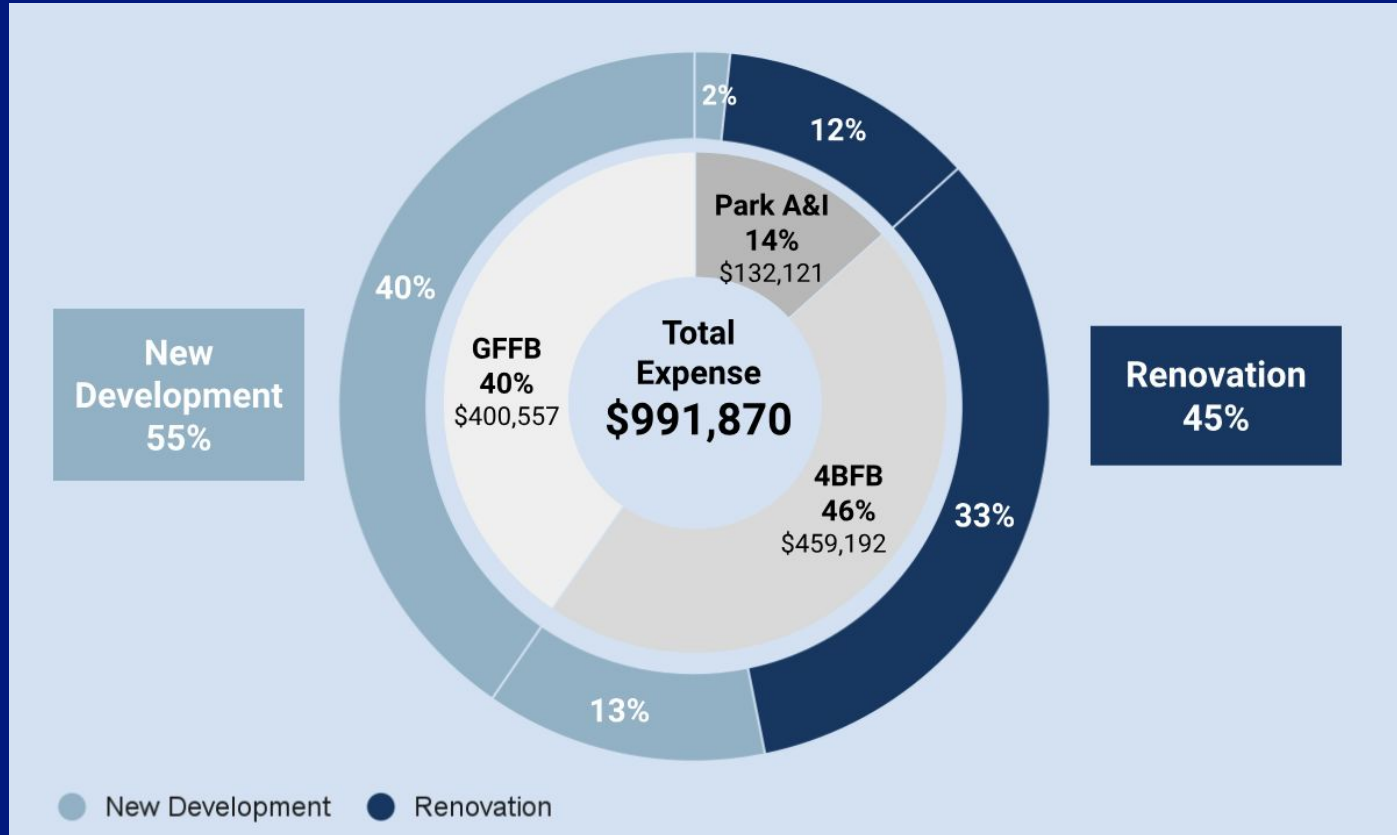
**GRANTS  
&  
DONATIONS**

**REVENUE  
SOURCES**

# PARD Expenses FY 22 - 23



# Renovation, New Development, and Acquisition FY 22 - 23



# PROJECT UPDATES



**POURED-IN-PLACE  
SURFACING  
Olde City Park**



**PLAYGROUND  
Valentine Park**



**PLAYGROUND  
Birmingham Park**



# PROJECT UPDATES continued



**WELCOME CENTER**  
Brown House



**PICKLEBALL  
COURTS**  
Community Park



**PITCHING AREA  
ARTIFICIAL TURF**  
Community Park

# PROJECT UPDATES continued

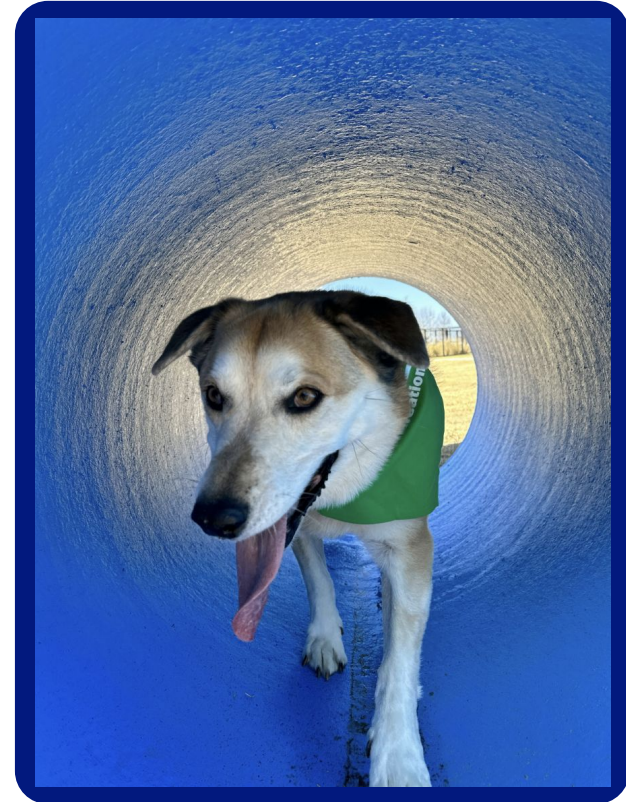


## PRAIRIE TAILS DOG PARK Municipal Complex



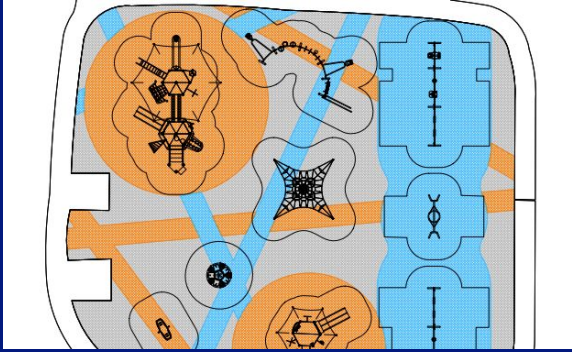
### Prairie Tails Dog Park

- 3 Dog Park Paddocks
  - 1 Small Dog
  - 2 Large Dog
- Fencing with Bull Pen Entries
- Dog Wash Stations
- Agility Equipment
- Pavilions (3)





# PROJECT UPDATES continued



**POURED-IN-PLACE  
SURFACING AND  
ADDED EQUIPMENT**  
Community Park

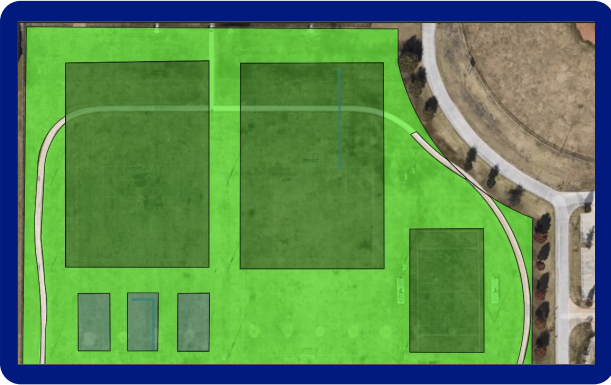


**PIRATE COVE  
PLAYGROUND**  
Founders Park

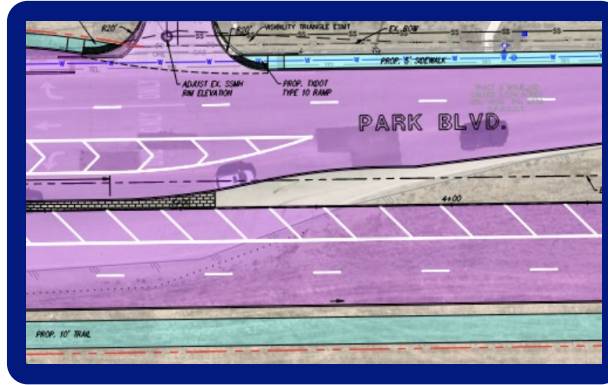


**RENOVATIONS**  
Community Park  
Center

# PROJECT UPDATES continued



**FIELD RENOVATIONS**  
Founders Park



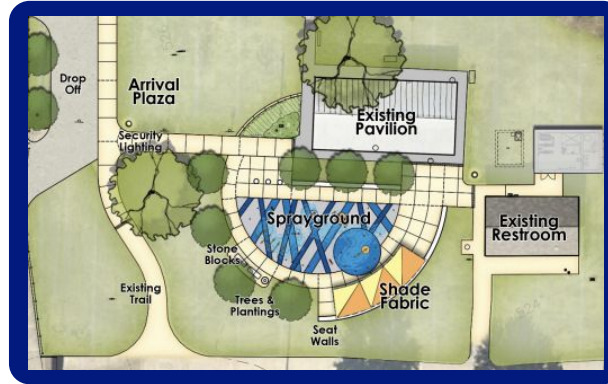
**TRAIL**  
Park Boulevard



**COMMUNITY  
GARDEN PAVILION**  
Municipal Complex

# PROJECT UPDATES continued

## SPLASH PAD Community Park



## SPLASH PAD East Meadow



# REC CENTER ANNUAL REPORT

## HIGHLIGHTS



USER FEE  
REVENUE  
\$992K

BENCHMARK \$960K

PROGRAM  
SURVEYS  
4.7 STARS

BENCHMARK 4.0



RETURN TO  
PRE-COVID  
ATTENDANCE

REC PASS RUU  
RATE 15.2%  
BENCHMARK 6%+

31% OF  
RESIDENTS  
PARTICIPATED IN  
SOMETHING

103%  
RECOVERY OF  
DIRECT COSTS



# REC CENTER ANNUAL REPORT

## HIGHLIGHTS *continued*



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**54%  
OF REC  
PASSHOLDERS  
ARE MALE**

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**52%  
OF CLASS  
PARTICIPANTS  
ARE FEMALE**

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**43%  
OF REC  
PASSHOLDERS  
ARE ADULTS  
AGES 18 - 54**

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# DEPARTMENT REPORT CARD

## AMENITIES - MEET OR EXCEED

### Parks and Open Space

Benchmark: 28+; COW: 40

### Playgrounds

Benchmark: 16+; COW: 22

### Outdoor Basketball Courts

Benchmark: 7+; COW: 7

### Youth Baseball Fields

Benchmark: 8+; COW: 8

### Dog Park

Benchmark: 1+; COW: 1

# DEPARTMENT REPORT CARD

## AMENITIES - MEET OR EXCEED continued

### Community Garden (SPL)

Benchmark: 1+; COW: 1

### Toddler Playgrounds

Benchmark: 5+; COW: 7

### Skate Park

Benchmark: 1+; COW: 1

### Rec Center

Benchmark: 1+; COW: 1

### Community Center

Benchmark: 1+; COW: 1

# DEPARTMENT REPORT CARD

## AMENITIES - MEET OR EXCEED continued

### Splash Pads

Benchmark: n/a; COW: 2

### Cricket Pitch

Benchmark: 0; COW: 1

### Sand Volleyball

Benchmark: 0; COW: 1



# DEPARTMENT REPORT CARD

## AMENITIES - UNDER MINIMUM

### Adult and Youth Fields and Outdoor Courts

Several variations of dedicated and multipurpose needed

### Amphitheater

Benchmark: 1; COW: 0

### Outdoor/Indoor Aquatics

Benchmark: 1 each; COW: 0

# ENGAGEMENT REPORT

**Parents and kids visit parks**

**Trails are critical**

**Outdoor fields and courts are essential**

**The Rec Center is important**



# ENGAGEMENT REPORT

**Why do you  
participate?**

**Spend time with family  
and friends**

**Take a break**

**Stay active and/or  
physically fit**

**Be in nature**

**What are your  
priorities for PARD  
facilities?**

**Accessibility**

**Safety**

**Welcoming**

**Inclusive**

**What is your primary  
obstacle to  
participating?**

**TIME!**

# **MASTER PLAN REPORT CARD**

## **COMPLETE / IN PROGRESS**

**Trail Connections**

**Splash Pads**

**Outdoor Benches and Seating**

**Dog Park**

**Playground Replacements**

**Park Art**

# **MASTER PLAN REPORT CARD**

## **TOP 10 REMAINING**

**Lake Amenities**

**Aquatics Outdoor / Indoor**

**Amphitheater**

**Additional Lighting**

**Additional Athletic Fields**

# THREATS

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**PRICE GOUGING  
OR  
INFLATION**

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**PRIORITIZATION  
AND BALANCE  
OF LONG-TERM  
AND POP-UP  
NEEDS**

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**LACK LARGE  
LAND**

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# 5-YEAR RECOMMENDATIONS

## STAFFING 4B

### EQUIPMENT OPERATOR I - IRRIGATION



**Split the city into two zones. Each zone includes one splash pad and athletic complex. West zone includes the dog park.**

**Rapid response reduces water loss that leads to waste and higher utility costs and reduces amenity downtime. Quick repairs and maintenance also support standards for turf cultural practices.**

# 5-YEAR RECOMMENDATIONS

## EQUIPMENT 4B

### FY 2025

Replace Spray Rig	\$80,000
Replace Riverway Playground	\$70,000
New Ford Transit A with wheelchair lift	\$75,000
Replace 1 Ton Unit 278	\$70,000
Replace Sage Creek Playground	\$60,000
Replace 3/4 Ton Unit 339	\$60,000
Replace Front Loader Tractor	\$40,000
New Ride on Broadcaster	\$20,000





# 5-YEAR RECOMMENDATIONS

## EQUIPMENT 4B continued

### FY 2026

New Ford Transit B with wheelchair lift	\$75,000
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Replace Creekside South Playground	\$70,000
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New Ford Transit C without wheelchair lift	\$70,000
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Replace 3/4 Ton Unit 299	\$60,000
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Replace Southbrook Playground	\$60,000
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Replace Infield Machine	\$30,000
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Replace Zero Turn Mower	\$15,000
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Replace Dump Trailer	\$10,000
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# 5-YEAR RECOMMENDATIONS

## EQUIPMENT 4B continued

### FY 2027

Replace 3/4 Ton Unit 319	\$60,000
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Replace 3/4 Ton Unit 320	\$60,000
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New Skid Steer	\$50,000
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### FY 2028

Replace Zero Turn Mower	\$15,000
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### FY 2029

New Outdoor Fitness Equipment	\$125,000
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### EXAMPLE



# 5-YEAR RECOMMENDATIONS

## PROJECTS 4B

### FY 2025

Plans Engineered Parking multiple locations	\$350,000
Reno Founders Parking Phase 1	\$1,000,000
Reno Founders South Field	\$1,000,000
Reno Brown House Parking, Restroom / Pavilion	\$300,000
Property Acquisition	\$4,000,000

EXAMPLE



# 5-YEAR RECOMMENDATIONS

## PROJECTS 4B continued

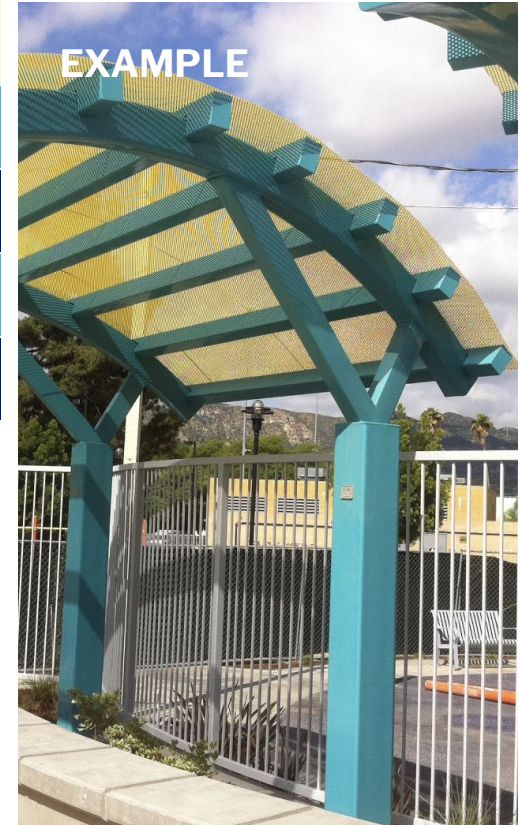
### FY 2026

Founders Football Concession, Restroom, and Parking	\$1,650,000
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Shade Structure Pirate Cove and Community	\$1,000,000
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Community Field Renovation	\$1,000,000
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Community Parking Phase 1	\$300,000
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# 5-YEAR RECOMMENDATIONS

## PROJECTS 4B continued

### FY 2027

Founders Parking Phase 3	\$1,000,000
Porte-cochere and Sprinkle Community Park Center	\$550,000
Pickleball Lighting and Shade	\$300,000
Dog Park Restrooms	\$300,000

### EXAMPLE





# 5-YEAR RECOMMENDATIONS

## PROJECTS 4B continued

### FY 2028

Splash Pad Pirate Cove	\$3,000,000
Community Park Lighting and Parking Phase 2	\$1,000,000
Rec Center Reno Feasibility and Construction Docs	\$150,000

### FY 2029

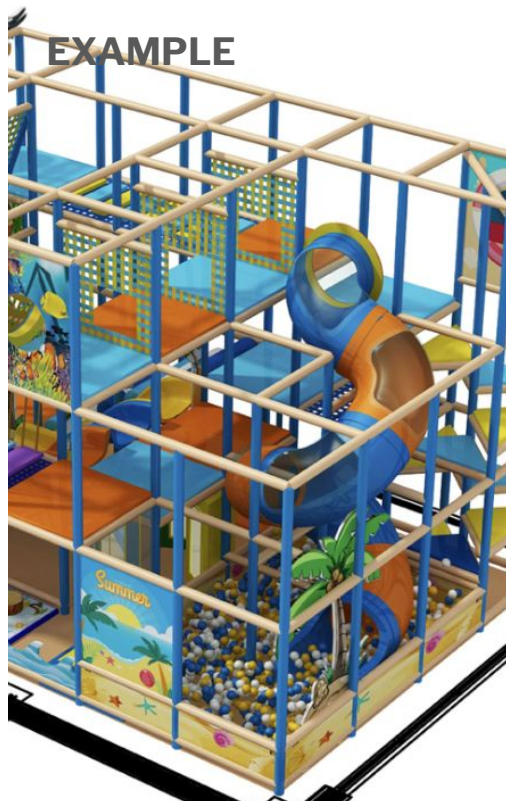
Rec Center Reno	\$5,000,000
Municipal Complex Trail Lighting	\$750,000
Rec Center Groundwork for Outdoor Fitness Container	\$300,000

### EXAMPLE



# 5-YEAR RECOMMENDATIONS

## PROJECTS 4B | BOND EXAMPLE |



Founders Parking Phase 1	\$1,000,000
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Founders South Field Renovation	\$1,000,000
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Property Acquisition	\$4,000,000
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Founders Football Concession, RR, and Parking	\$1,650,000
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Founders Parking Phase 3	\$1,000,000
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Splash Pad Pirate Cove	\$3,000,000
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Rec Center Renovation	\$5,000,000
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= \$16,650,000
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