

WYLIE

PARKS & RECREATION

Connection moves us because it moves you



3

Indoor
Facilities

660

Acres

19

Miles of
Trail

16

Dedicated
Athletic Fields

9

Multi-purpose Fields

2

Athletic Complexes

2.5 million +

visitors each year

22

Playgrounds

50

Acres Non-Park City
Facilities

140

Acres of ROW and Medians

9,641

Program Registrations

13

Outdoor Public Artworks

17,168

Rec Passes

**REDUCE
ENVIRONMENTAL
COSTS**

**ATTRACT
HOMEBUYERS**

**STIMULATE
TOURISM**

**INCREASE
PROPERTY
VALUES**

**GENERATE
SALES**

**ATTRACT
BUSINESSES**

**PROVIDE
JOBS**

**REDUCE PUBLIC
HEALTH COSTS**

Parks and Recreation
**ECONOMIC
IMPACT**

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



STAFF

117 Employees

70%

Part-Time

and

Part-Time Seasonal

200+

**Contract
Service Providers**

AMENITIES

CLIMBING WALL

INDOOR TRACK

ROOM RENTALS

PAVILIONS

ATHLETIC FIELDS

TRAILS

PLAYGROUNDS

FITNESS EQUIPMENT

WELCOME CENTER

OPEN SPACE

RIGHT-OF-WAYS

PUBLIC ART

SPLASH PADS

DOG PARK

PICKLEBALL

OUTDOOR BASKETBALL

SAND VOLLEYBALL

CRICKET PITCH

SKATE PARK

DISC GOLF

OUTDOOR RENTALS

INDOOR BASKETBALL

INDOOR VOLLEYBALL

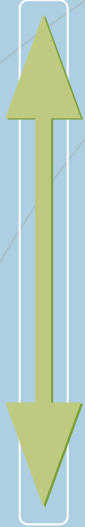
INDOOR PICKLEBALL

CLASSES

CAMPS

SERVICE CLASSIFICATION

**INDIVIDUAL
BENEFIT**



**BROAD
PUBLIC
BENEFIT**

**COST
RECOVERY**

80%+

30 - 80%

0 - 30%

**VALUE
ADDED**

=

USER FEES

IMPORTANT

=

**SUBSIDIZED FROM
TAXES AND FEES**

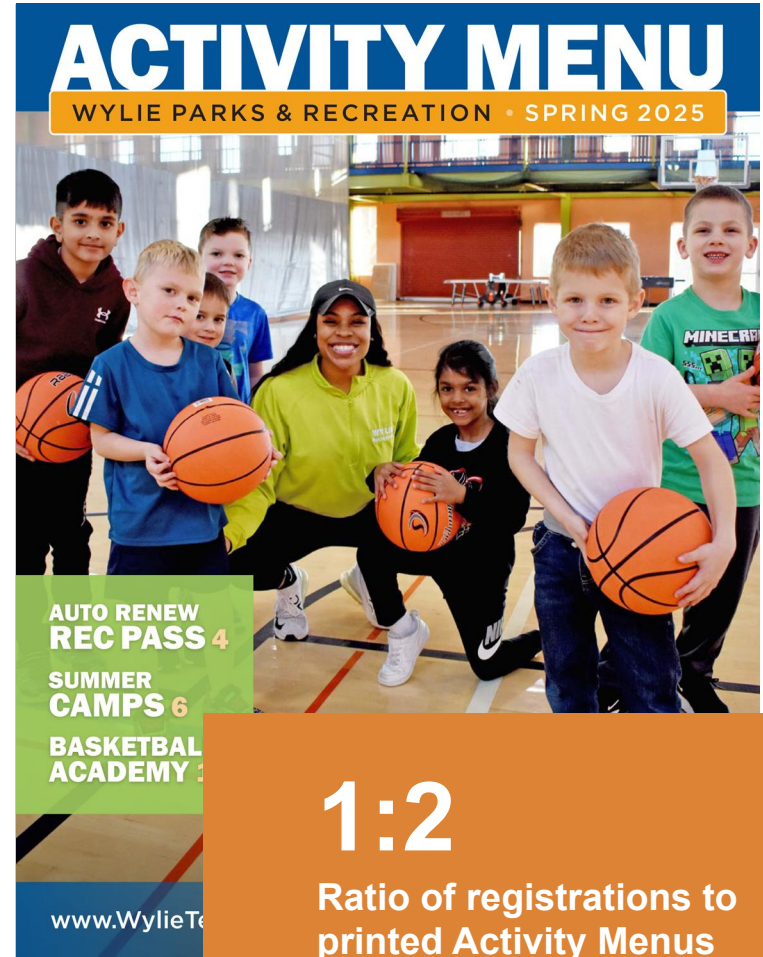
CORE SERVICES

=

GENERAL FUND TAX SUPPORTED

MARKETING

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



ACTIVITY MENU
WYLIE PARKS & RECREATION • SPRING 2025

AUTO RENEW
REC PASS 4

SUMMER
CAMPS 6

BASKETBALL
ACADEMY 5

www.WylieTexas.org

1:2
Ratio of registrations to
printed Activity Menus

REGULAR PROMOTIONS

Rec Pass Holder Pricing

Resident Pricing

Early Bird Online Registration

PNO Sibling Discount

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' (in an orange circle with arrows pointing to 'GENERAL FUND' and '4B SALES TAX'), 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**

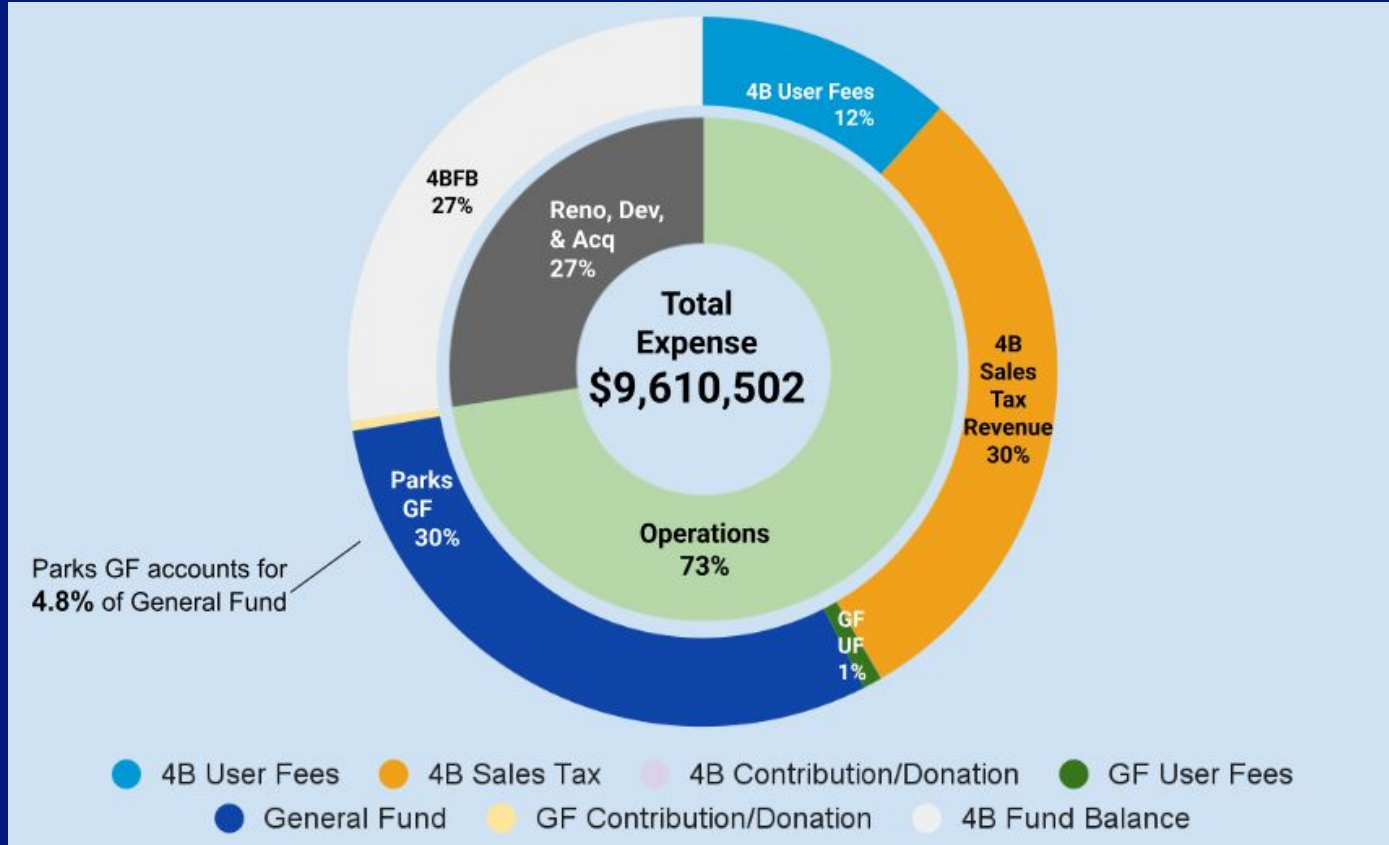
**4B
SALES TAX**

**A&I
LAND
DEVELOPMENT
FEES**

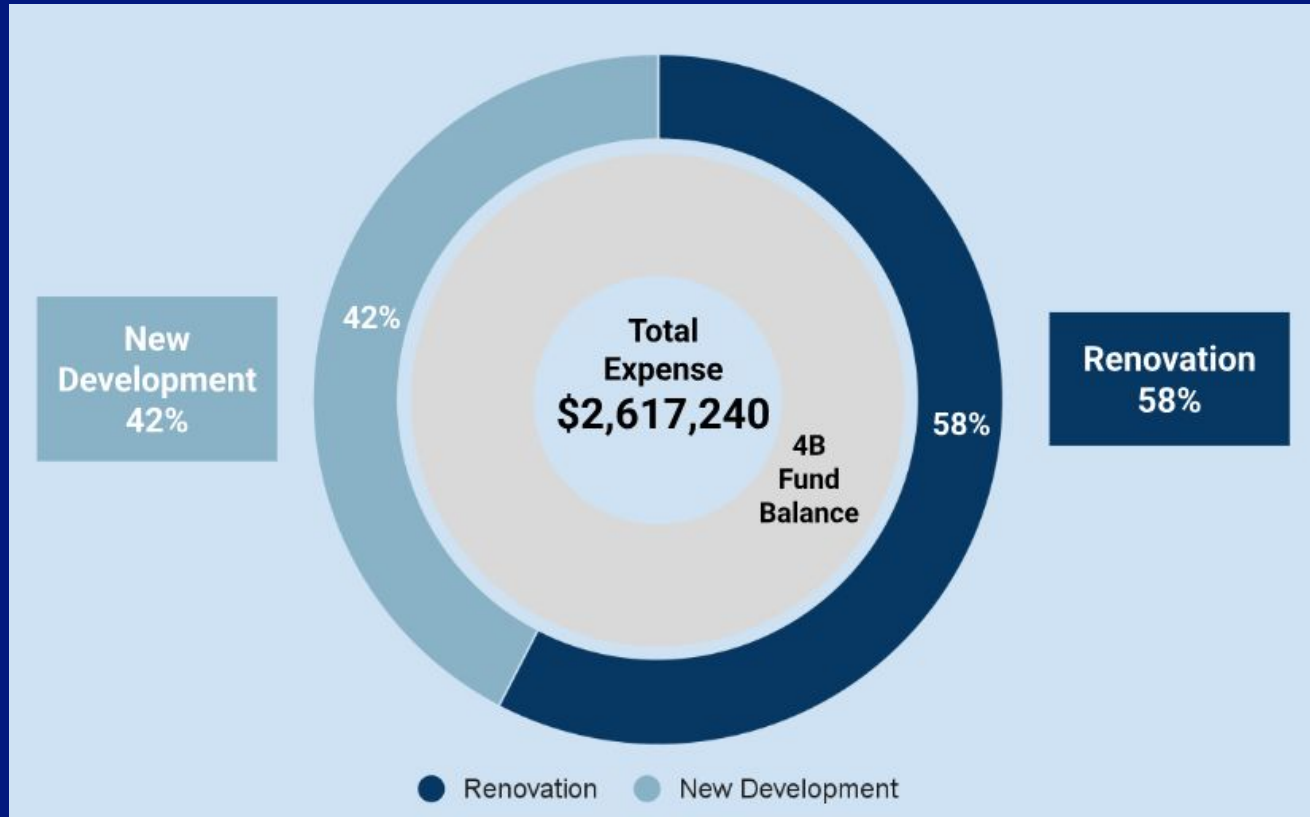
**GRANTS
&
DONATIONS**

**REVENUE
SOURCES**

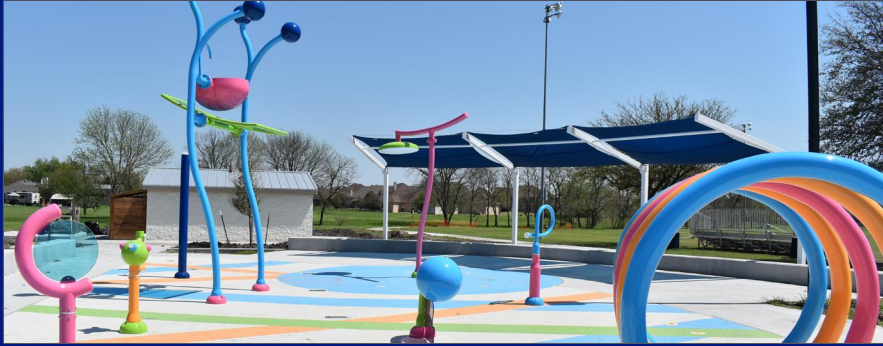
PARD Expenses FY 23 - 24



Renovation, New Development, and Acquisition FY 23 - 24



PROJECT UPDATES



SPLASH PAD
Community



SPLASH PAD
East Meadow

PROJECT UPDATES



FIELD RENOVATIONS
Founders North



PLAYGROUND
Pirate Cove



RENOVATIONS
Community Park
Center

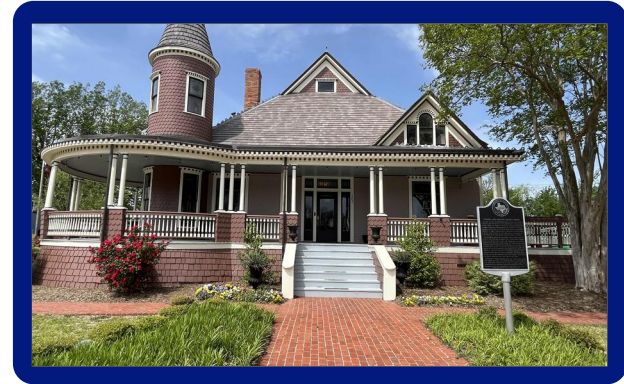
PROJECT UPDATES



PLAYGROUND
Community



GARDEN PAVILION
Municipal Complex



REPAIRS AND PAINT
Brown House

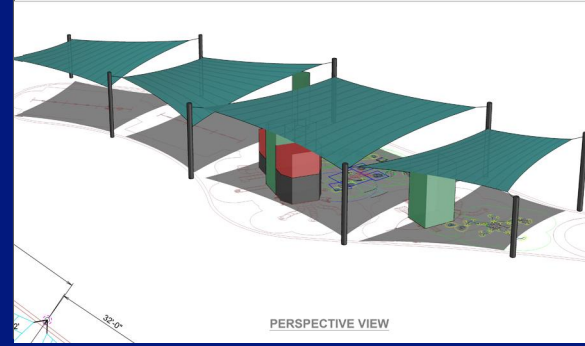
PROJECT UPDATES



NEW SHUTTLES
Transit Vans



**PICKLEBALL
EXPANSION**
Community Park



SHADE COVERING
Pirate Cove

PROJECT UPDATES



LIGHTING
Dog Park



TRAIL CONNECTION
Wylie-Murphy



FIELD RENOVATIONS
Founders South

PROJECT UPDATES



PARKING
Founders and
Community



PLAYGROUND
Riverway



PLAYGROUND
Sage Creek

REC CENTER ANNUAL REPORT

HIGHLIGHTS



**USER FEE
REVENUE
\$1,095K**

BENCHMARK \$944K

**PROGRAM
SURVEYS
4.8 STARS**

BENCHMARK 4.0



**35% Increase in
Kid and Teen
Summer Rec
Passes**

**REC PASS RUU
RATE 13.2%
BENCHMARK 6%+**

**35% OF
RESIDENTS
PARTICIPATED IN
SOMETHING**

**110% RECOVERY
OF DIRECT
COSTS**

DEPARTMENT REPORT CARD

AMENITIES - MEET OR EXCEED

**Parks and
Open Space**

Benchmark 28+
COW 40

**Youth
Baseball
Fields**

Benchmark 8+
COW 8

**Toddler
Playgrounds**

Benchmark 5+
COW 7

Playgrounds

Benchmark 16+
COW 22

Dog Park

Benchmark 1+
COW 1

Skate Park

Benchmark 1+
COW 1

**Outdoor
Basketball
Courts**

Benchmark 7+
COW 7

**Community
Garden (SPL)**

Benchmark 1+
COW 1

Rec Center

Benchmark 1+
COW 1

**Community
Center**

Benchmark 1+
COW 1

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

THREATS

**PACE OF
INCREASING
COSTS**

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

**LACK LARGE
LAND**

5-YEAR RECOMMENDATIONS

EQUIPMENT 4B FUND BALANCE

FY 2026

Replace Playground Creekside South	85,000
New Ford Transit (C) with wheelchair lift CPC	80,000
Replace Playground Southbrook Park	70,000
Replace 3/4 Ton Unit 299	60,000
Replace Infield Machine	30,000
Replace Zero Turn Mower	15,000
Replace Dump Trailer Parks and Athletics	15,000
Replace Commercial Refrigerator Freezer CPC	15,000



5-YEAR RECOMMENDATIONS

EQUIPMENT 4B FUND BALANCE **continued**

FY 2027

Replace 3/4 Ton Unit 319	60,000
Replace 3/4 Ton Unit 320	60,000
New Skid Steer	50,000

FY 2028

Replace Zero Turn Mower	15,000
-------------------------	--------

FY 2030

Replace Zero Turn Mower	15,000
-------------------------	--------



5-YEAR RECOMMENDATIONS

PROJECTS 4B FUND BALANCE

FY 2026

Trail Master Plan

150,000

FY 2027

Plans and Construction Lights Pirate Cove

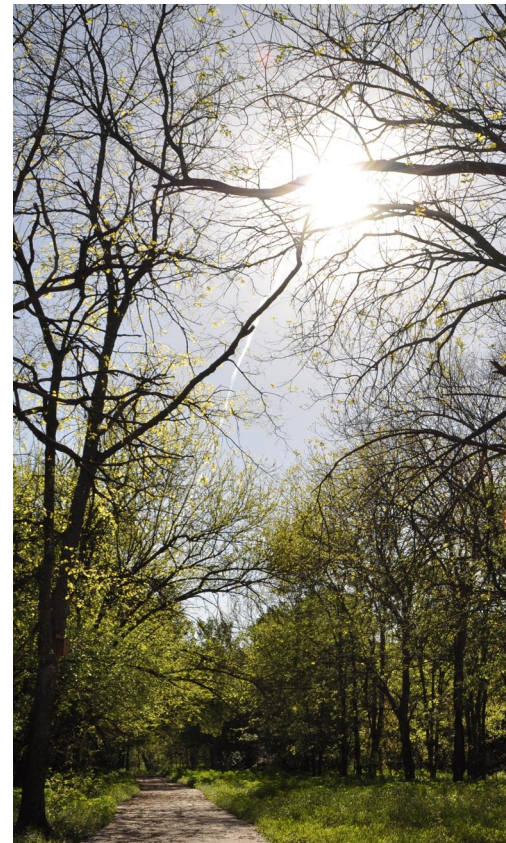
150,000

FY 2028

Plans and Construction Fence Pirate Cove

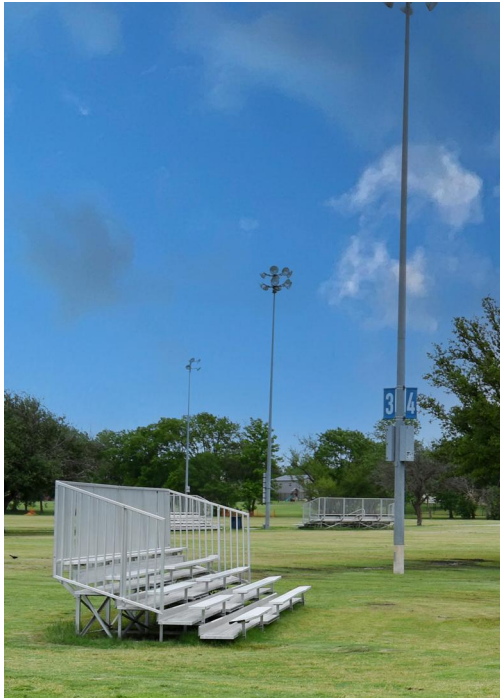
150,000

FY 2029 and Beyond - projects in the queue, as funds are available



4B BOND

| **CONSIDERATION** |



Field Renovation Community Park and Founders Softball	2,000,000
Football Concession, Restrooms, and Parking Founders	1,650,000
Pavilions Founders Pirate Cove and Community	1,000,000
Lighting and Parking Community North	1,000,000
Parking Founders Pirate Cove	1,000,000
Parking Founders Northwest	1,000,000
Trail Renovation Sage Creek Park	1,000,000
Develop Braddock Park	1,000,000
Trail Lighting Municipal Complex	750,000
Porte-cochere and Fire Suppression CPC	550,000
Plans and Construction Playground Expansion Pirate Cove	500,000
Plan Renovate Trail Sage Creek Park	150,000
	11,600,000