

Mansfield Quarterly

FISCAL YEAR 2024

QUARTER 3



Q3

Mansfield receives \$40,000
grant from the National
Endowment for the Arts

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True NORTH



The City of Mansfield's GUIDING PRINCIPLES

Noteworthy Essentials

The City of Mansfield will continue to deliver high-quality essential services to its residents, businesses, and visitors.

Organizational Excellence

The City of Mansfield will foster a healthy environment for its own employees to maximize productivity, boost morale, attract high-quality candidates and establish itself as a destination employer.

Remarkable Experiences

The City of Mansfield will find creative and innovative ways to provide its residents, businesses and visitors with world-class amenities and experiences - above and beyond essential functions and services.

Together As One

The City of Mansfield will remain a close-knit community as growth continues. The City of Mansfield will provide world-class social infrastructure and opportunities for all its residents to connect and enjoy remarkable experiences together.

Healthy Economy

The City of Mansfield will support and strengthen its economy in all strategic decision-making and will leverage its assets to preserve its economic vitality.



BUILDING SAFETY

The Building Safety Department promotes construction methods that provide for the safety of occupants and appropriate use of the buildings. We strive to assist applicants and citizens with construction projects using an efficient and professional approach. We process permit applications, conduct plan review, and complete field inspections according to the 2018 International Code Council construction guidelines as adopted by our City Council.

Building Safety Activity April 1 to June 30

Inspected and Completed

- 2501 N. Walnut Creek – Cutting Edge Pediatric Therapy
- 601 S. Main Street – Farmers Insurance Office
- 1170 N. Main – Sunshine Convenience Store
- 803 2nd Ave. – Metal Industrial Shell Buildings
- 1670 E. Broad Street - HEB Retail Complex
- 1000 N. Main Street - Mouser Expansion
- 600 2nd Ave. - Compressed Air Systems expansion
- 221 Airport Dr/900 S. 2nd - BCB Warehouse
- 1206 Antler – Storage Building
- 620 N. U.S. 287 - 106 – Dermani Medspa



Perry Homes in M3 1809 Cypress Gap

Approved and Under Construction

- 4451 E. Broad Street - Shell Office Building
- 1725 E. Broad Street – The Alexander Apartments
- 410 U.S. 287 – Portillos Restaurant
- 1601 Heritage Pkwy. - Police Complex
- 200 Carlin Rd. – Shell Building Office
- 213 E. Debbie Lane - Sonie Eyecare Medical Office
- 1660 E. Broad Street- Retail Shell
- 2301 E. Broad Street – Retail Shell Buildings #100 and #200
- 3000 E. Broad Street – Retail Shell
- 812 S. 5th Ave - Don Lee Farms Expansion
- 1320 S. US 287 - Medical Building
- 1701 Fountainview - Office
- 990 N. U.S. 287 Suite #124 - Hearth Café Expansion
- 3000 Reserve - Townhomes at the Reserve
- 700 E. Debbie Lane - Retail
- 402 S. US 287 - Camp Bow Wow Dog Care Facility
- 945 Trinity – Ferguson Warehouse
- 120 N. Mitchell Rd. – Office Shell
- 2300 Reserve Way – Leasing and Amenities Center
- 500 E. Dallas – St. Jude Addition

Fees Collected
\$3,773,239.84



601 S Main Insurance Office



3000 E. Broad Street

Currently in Review

- 961 W. Debbie Lane – Shell Building for Office Condos
- 250 N. Miller - The Revel Apartments
- 603 Strada Cir. – Office Shell
- Urban Living Phase 2 – Apartments
- 1195 W. Debbie Lane – Convenience Store and Fuel
- 1855 Lone Star Rd – NRG Phase II Volleyball
- 971 Matlock Rd. – Shell and Office
- 2199 Matlock Rd. – Matlock Dentistry
- 1935 FM 157 – Dr. Azer Veterinarian Practice
- 2771 Broad St. #211 – Teaspoon
- 1400 U.S. 287 – Medical Office
- 1061 N. S.H. 360 – Texas Trust
- 2421 E. Broad Street – Retail Facility in the Reserve
- 2411 E. Broad Street – Retail
- 1100 Heritage Pkwy. – Oldcastle Expansion
- 3801 Britton Rd. – Data Center
- 1100 S. Main Street – Texas Collision
- 3180 E. Broad Street – Hilton Garden Inn

BY THE NUMBERS APR. 1 to JUN. 30

Received, performed plan review, and issued over 1K permits including:

384	New single-family homes
19	New commercial projects
212	Additions, remodels, etc.
98	Other/Miscellaneous
71	Certificate of Occupancy
427	Single-trade permits
425	Garage sale permits
60	Open Records requests
13,517	Inspections conducted



Staff for Building Safety Month May 2024

Staff achieved two new endorsements for Residential Multipurpose Fire Sprinkler Specialist and four new ICC certifications



Levi Mittag



Stephanie Flores



3030 E. Broad Retail Shell June 2024

COMMUNICATIONS & OUTREACH

The Communications and Outreach (C&O) team creates and delivers external communications for the City of Mansfield to maintain transparency and engagement with its residents. This department also oversees the website, social media and media relations on behalf of the city. Additionally, this team is responsible for creating engagement opportunities through annual outreach events, My Mansfield Mini-Varsity and the Mansfield Volunteer Program.

As the days grew longer during the summer quarter, the C&O team stayed busy with educational campaigns and the promotion of the season's events. Here's a peek at the sunny strides staff made over the past quarter.

In a rapidly growing city like Mansfield, change is a constant. The C&O team is dedicated to keeping our residents informed and connected. One of this summer's major campaigns was the introduction of the six-month rideshare pilot program, Trinity Metro On-Demand, which launched in mid-July. Our team delivered eight community presentations and shared information at ten special events. We also executed a comprehensive print and digital campaign, utilizing local magazines, water bill inserts, direct mailers, and social media. More information about this program may be found at www.mansfieldtexas.gov/TrinityMetroOnDemand.

Staff partnered with Regulatory Compliance to assist in a business education campaign regarding recent legislative changes to Americans with Disabilities Act (ADA) parking. The changes require businesses managing ADA parking to update signage and markings in their parking areas. Staff mailed an informational letter to all businesses and property owners within the city limits ahead of the new ordinance adoption date. Additionally, we created a dedicated webpage to help businesses navigate these changes.

The C&O team supported other departments for educational campaigns associated with an upcoming utility billing platform change and changes coming to Historic Downtown Mansfield and The LOT Downtown. And who could forget the excitement surrounding the communication of the new H-E-B!

Communications welcomed back intern Briana Date. Briana originally interned with the City of Mansfield in 2021 as a high schooler through the Ben Barber Innovation Academy. Check out more about Bri and her fellow summer interns in the Intern Corner.

Staff represented the city at the annual Texas Association of Municipal Information Officers conference in June, where they gained valuable insights into current information trends and providing the best information for residents. Mansfield was proud to bring home the Award of Excellence for Best Recurring Special Event for our State of the City event! "As a first time attendee, TAMIO set the bar high with illuminating sessions and great networking with Texas communicators," said Reid Mullins. "We're already looking forward to next year!"



Dustin Dangli and Reid Mullins at TAMIO



Trinity Metro On-Demand



TAMIO Award of Excellence



H-E-B Social Media Post



TMOD Presentation at Sr. Lifestyles

And of course, C&O was on-site to capture as well as advertise for summer events like Mansfield's Juneteenth Celebration, Mansfield Rocks and the End of Era concerts.

Neighborhood Services

The C&O team is gearing up for the fifth cohort of the city's civic academy. My Mansfield Mini-Varsity. This summer also marks the launch of My Mansfield Mini-Varsity, a version of the civic academy specifically geared toward young adults. We closed applications for this program within three days due to the overwhelming response. This three-day intensive camp partners with Mansfield's Youth Council to build a pipeline for future MYC members and engage the community's youth in the city's activities.

The quarter rounded out with staff actively organizing volunteer opportunities for service days and projects and presenting 2023 volunteers with their President's Volunteer Service Awards (PVSA). The PVSA is a prestigious award issued by the President of the United States to recognize civic volunteerism.

As C&O heads into 2024, the team is excited to continue making a positive impact and fostering community connections.



President's Volunteer Service Awards



Juneteenth Celebration

CALLING MANSFIELD HIGH SCHOOLERS

JULY 30 - AUGUST 1 | 9 A.M. - 5 P.M.

incoming 9th, 10th, 11th, and 12th graders
MISD students OR Mansfield residents

APPLY BY
JULY 19

- Nextdoor Members - 36,567 (+2,048)
- Facebook Followers - 28,151 (+691)
- Youtube Subscribers - 792 (+25)
- LinkedIn Members - 1,537 (+147)
- Instagram Members - 1,619 (+176)

BY THE NUMBERS APR. 1 to JUN. 30

Top Posts by Reach

197.7K	H-E-B Grand Opening
83.8K	Walnut Creek Bridge Update
25.8K	The LOT End of an Era
20.5K	Solar Eclipse Thank You
16.7K	E. Debbie Lane Update
14.2K	Duckling Save

Website - MansfieldTexas.Gov

651K	Total Page Views
185K	Total Users

Top Pages by Views

80K	Homepage
36K	Search
25K	Job Opportunities
21K	Library
20K	Calendar

CULTURAL ARTS

Farr Best Theatre

During this quarter, our team produced 27 events at the Farr Best Theatre with 51 days of use. The theatre debuted new stage lights and installed new sound equipment. 5 new cultural incubator partners have been added, while the '24-'25 season bookings are currently underway.

National Endowment for the Arts Grant

The City of Mansfield received an award of \$40,000 by the National Endowment for the Arts (NEA) for a Grants for Arts Project. This funding will help support the creation of a new piece of public art in Mansfield to be commissioned, fabricated and installed no later than early 2026. This grant, along with the city's matching \$40,000, will support the city's new public art program.

The Cultural Arts Master Plan, adopted in Nov. 2023, received a Gold Level Hermes Award for design in the category of publications. The Hermes Creative Awards is one of the oldest and largest creative competitions in the world.



ECONOMIC DEVELOPMENT

The Mansfield Economic Development Corporation's (MEDC) mission is to increase the City of Mansfield's tax base by attracting desirable new development to the community and assisting with the retention and expansion of existing businesses. MEDC engages in a variety of marketing initiatives to attract new businesses and works with existing businesses to help them grow and expand.

Healthcare Alliance

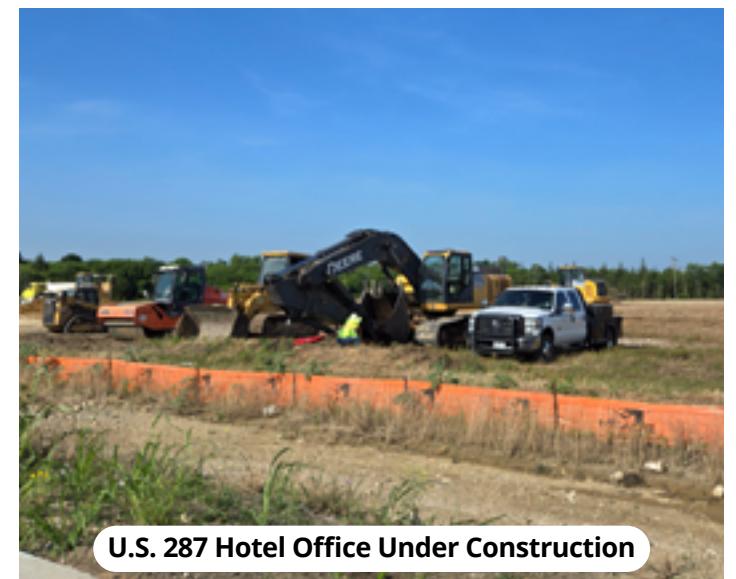
MEDC hosted its quarterly Healthcare Alliance at Texas Health Hospital Mansfield on May 14. This networking event served both small and large businesses in the healthcare industry, offering an opportunity to build referral networks and share best practices.

Workforce Summit

MEDC hosted an inaugural Workforce Summit on June 12 at the MISD Performing Arts Center. This included a career expo and a State of the Workforce panel discussion with community leaders examining the current state of the workforce, preparing our future talent, and navigating challenges. Todd Simmons, MEDC board member, attended and said, 'This was a valuable event for our business community. The workforce panel discussion had a diverse group of perspectives and it was interesting to see the intersection of industry, education, and government on the topic of workforce.'

Dallas Business Journal Best Real Estate Deals

MEDC sponsored this event on April 18.



ECONOMIC DEVELOPMENT

Urban Land Institute (ULI) Center for Leadership

Rachel Bagley, Director of Marketing & Innovation, graduated from the 9-month ULI Center for Leadership program on May 30.

Kroger Ribbon Cutting

We celebrated Kroger as it completed a full renovation of its store on Broad Street on April 10.

H-E-B Ribbon Cutting

H-E-B celebrated its long awaited grand opening last week on June 25. The store includes a True Texas BBQ, fresh sushi bar, as well as the largest prime beef dry-ager of any of their stores.



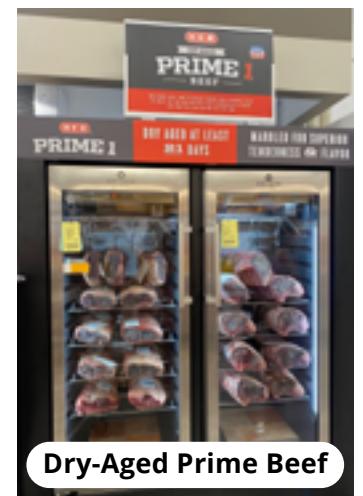
H-E-B Ribbon Cutting



ULI Center for Leadership



Kroger Ribbon Cutting



Dry-Aged Prime Beef



Kroger Grand Opening



LCRE May 2024 Meeting



LCRE May 2024 Meeting

ENGINEERING REPORT

This Quarterly Road Report includes street projects currently under construction or in the design phase in the City of Mansfield. For the most up-to-date information about street projects in the City of Mansfield, please see our [Roadway Capital Projects Dashboard](#).

Street Projects Under Construction

Day Miar Road. (E. Broad Street to Seeton Road)

Street Bond Fund, Tarrant County Transportation Bond Fund, Grand Prairie

Day Miar Road is being improved to a four-lane undivided concrete roadway. Roadway drainage will be curb and gutter with inlets and piping draining to a parallel open channel on the west side of the road. The open channel will extend from Grand Meadow Boulevard to the detention area north of Lake Ridge High School. The project includes sidewalks along both sides of the roadway, two pedestrian crossings at the MISD school sites, and traffic signals at the intersections with Grand Meadow Boulevard and Seeton Road enhancements. Project construction is being coordinated with the MISD and City of Grand Prairie.

The reconstruction and excavation of the MISD ponds near Broad Street has started and is progressing as weather permits. The construction of water lines and drainage structures has started and will continue in phases until complete. Paving construction is complete except at driveway connections. Those are being addressed on a case by case basis with the Property Owner. Traffic has been moved to the center of the roadway to allow for work in the ROW to be completed.

Gertie Barrett Road (Country Meadow Drive to Wildwood Court)

Street Bond Fund

This project will reconstruct Gertie Barrett Road as a 3-lane undivided 36-foot-wide asphalt roadway with a turn lane where appropriate.

Small sections of water line are being lowered to allow for construction of the drainage improvements. Expect temporary shoulder closures as materials are delivered and work progresses adjacent to the roadway. Paving construction is expected to begin soon.

Walnut Creek Drive Bridge-TxDOT

TxDOT

This replaces the existing bridge with a new four lane bridge including 6-foot sidewalks on

each side. It is a federal bridge replacement program project administered by TxDOT.

Phase 3 construction has begun and northbound traffic is open. Southbound traffic will be moved to one lane while the new sidewalk is being constructed. Magnolia Street and Walnut Creek Drive will remain a 4-way stop until construction is completed in April.

Bridge construction is complete. The project is awaiting final clean up and grading.

South Holland Road (Stonebriar Trail to Garden Path Lane)

Street Bond Fund

South Holland Road will be improved to a four-lane divided thoroughfare. The project includes completing the north side of National Parkway west of Holland Road and several hundred feet to the east. It includes a traffic signal at Holland Road and National Parkway and roadway sidewalks and a sidewalk along the east side to Elizabeth Smith Innovative Learning. This project requires the construction of detour pavement on the east side of the existing roadway to accommodate construction.

Street light installation on Holland Road by Oncor starts soon. The construction is substantially complete. Final vegetation establishment, irrigation and punch list items are being completed.

US 287 Frontage Roads-TxDOT (UPRR to Lone Star Road)

TxDOT

This project includes construction of both the northbound and southbound frontage roads of US 287 between the Union Pacific Railroad and Lone Star Road and additional lanes at the Lone Star Road bridge and a southbound to northbound U-Turn. This includes traffic signals at the Heritage Parkway/Northbound US 287 jug handle intersection along with signals at the intersections of the Northbound and Southbound US 287 Frontage Roads at Lone Star Road and US Business 287 at Lone Star Road.

Roadway construction began on July 5, 2022, anticipating completion in early 2025.

Mansfield Country Estates Street Bond Fund

Asphalt reconstruction of all roadways within the Mansfield Country Estates subdivision.

Construction has begun and is anticipated to be complete late 2024.

Street Projects Under Design

Cardinal Road NB Right Turn Lane at FM 1187

Street Bond Fund

Design and construction of a northbound right turn lane at FM 1187. Cardinal Road is an improved roadway with a traffic signal at FM 1187. It is a minor collector serving MaryJo Sheppard Elementary School and residential traffic onto FM 1187. The northbound approach currently accommodates a left turn lane and a combination through and right-turn lane. To assure safety the improvement will also necessitate improving the traffic signal, median nose and pedestrian route at the intersection.

60% plans have been reviewed. Additional coordination with TxDOT is necessary for improvements to wheelchair ramps on FM 1187 that may modify the scope. ROW acquisition is beginning. The project is anticipated to bid later this year.

E. Broad Street (Fire Station to Holland Road)

Street Bond Fund

This will provide improvements around the TX-360 intersection necessary to maximize vehicle throughput, especially eastbound to northbound movement. Creating dual-left turn lanes on the bridge and extending west is anticipated. Right-of-way acquisition at the southwest corner of the intersection will be considered if necessary. Limits may extend west to Cannon Dr. and east to Holland Rd. to maximize vehicle throughput. This will likely utilize asphalt pavement as is existing to the west. A traffic signal at Fire Station 3 will be included.

Design is progressing toward a 30% submittal.

HISTORIC DOWNTOWN MANSFIELD

Hurtado BBQ

Hurtado BBQ opened its third location in Mansfield earlier this year. Brandon Hurtado chose Mansfield because "it's an underserved barbecue community." The location was previously Big D Barbecue.

Sunshine Yoga Shack Ribbon Cutting

On May 15, Sunshine Yoga Shack held a ribbon cutting ceremony.

Getcha Sum

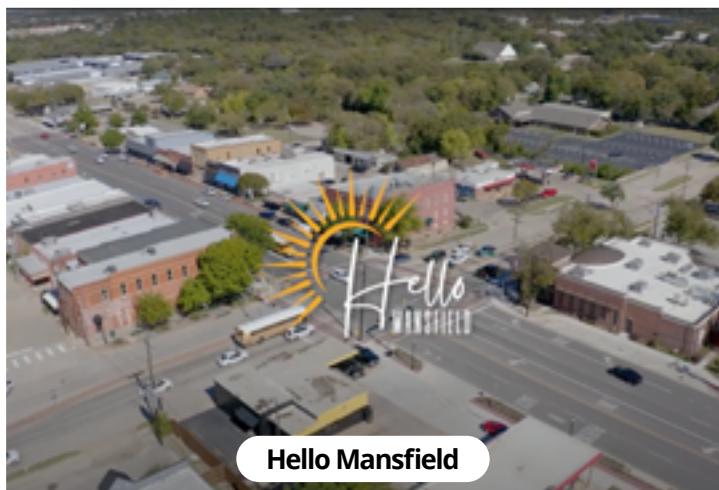
Getcha Sum Ice Cream opened its doors this June on Broad Street in Historic Downtown Mansfield. This serves as the company's second location, but is its first sit down concept.

Hello Mansfield

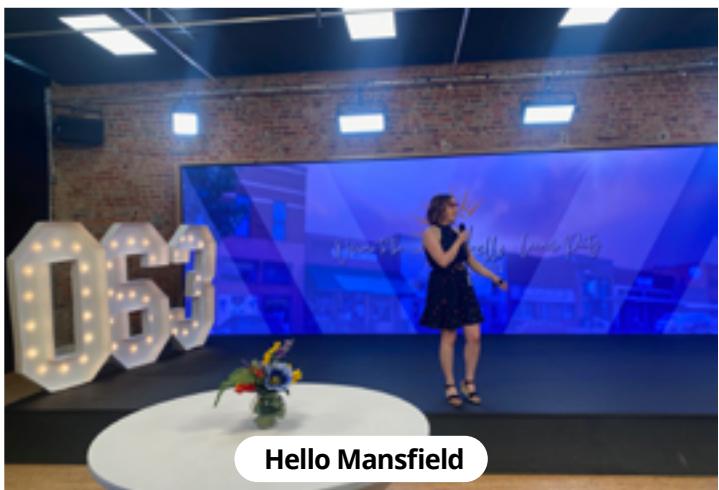
On June 12, Mayor Michael Evans and Lynn Rozak aired their video series 'Hello Mansfield' from 063 Studios, discussing the latest news, events and business happenings in our city.



Sunshine Yoga Shack Ribbon Cutting



Hello Mansfield



Hello Mansfield



Getcha Sum



Hurtado BBQ

HISTORICAL SERVICES

Historic Preservation Month

May is National Historic Preservation Month. This year, the museum in collaboration with the Historic Landmark Commission planned several history or preservation-related events. The Historical Commission planned a classic car show, chalk art contest, and a scavenger hunt which all took place in historic downtown Mansfield. Tours were given of downtown and the Mansfield cemeteries

Together, the museum and commission, along with the Mansfield Historical Society, worked on a project called This Place Matters. 31 historic places were selected and with the property owners permission, signs were placed at each location. The locations were revealed each day in May online along with a synopsis of each location and the role it played in Mansfield's history.

This is the fourth year the City of Mansfield has participated in Historic Preservation Month and plans are already underway for next year.



D. Preston Davidson

The next Historical Preservation Advisory Board meeting will take place at 6 p.m. on July 25 at the Mansfield Historical Museum.

D. Preston Davidson Program

On May 3, the museum had a speaker event as a part of Historic Preservation Month. D. Preston Davidson, a former U.S. Marshall and author of historical fiction books, gave a presentation at the Man House Museum. Mr. Davidson spoke about his books, a chronicle of a fictional U.S. Marshall in the late 1800s, and how Mr. Davidson researches historical topics and events to use in his books. His next book will take place mostly in Tarrant County and will feature some storylines in Harmony, an African American community outside of Mansfield.

Guests Served

838	32	44
Visitors	Researchers	Volunteers



D. Preston Davidson



TAM Conference



TAM Conference

From April 14-17, museum staff members and Historic Preservation Advisory Board members attended the Texas Association of Museums (TAM), a state-wide museum conference in Lubbock. This was the third year that board members attended the conference and reported that their attendance was beneficial in understanding the operations of professional museums.

HUMAN RESOURCES

Engaged and Appreciated Employees Deliver More

Employee engagement is the driving force behind exceptional workplaces. It embodies the commitment and enthusiasm employees bring to their roles. Engaged employees are key to delivering exceptional customer experiences as they are more productive, provide higher quality service, and are more likely to stay.

When employees are engaged, it translates to more efficient and effective services for our citizens, businesses, and visitors.

As we continue our commitment to fostering a supportive and thriving workplace, we've joined up with several community partners to provide resources designed to empower employees with the tools and support they need.

Thank you to our partners for being a part of our journey. Together, we are building a brighter future for our employees and our community.

Introducing HealthNavigation



HealthNavigation is a new complimentary service available to you and your family members that provides quick and easy access to the care you need when you need it. Our providers are located within Mansfield and the surrounding areas. For assistance, please call a health navigator at 682.688.9961 or email THM.HealthNavigation@AdventHealth.com.



Celebrating Our Team with Moments that Matter

We also know that recognizing and celebrating our employees' hard work and dedication is essential. Employee appreciation events are a cornerstone of our efforts to build a positive and engaging workplace. National Employee Appreciation Day 2024 was held at McKnight Park East for our You Hit It Out of the Park! celebration. Team members from across the City joined in for kick-ball, board games, and a wiffle ball home run derby.

THANK YOU TO ALL OUR PARTNERS HEALTH & WELLNESS

Alberry
Calm
Center for Cancer & Blood Disorders
Cigna
Empower
Envision Imaging
Methodist Mansfield Medical Center
Prevent Blindness
Sibley
Solis
Texas Health Navigator
USI
Wellworks
YMCA

FINANCIAL WELLNESS

TMRS
Empower
Mission Square
Nationwide

EMPLOYEE APPRECIATION

Hawaiian Falls
The Texas Rangers



“
Thank you Mansfield for a few hours away from the office to celebrate WITH my team at our Employee Appreciation Lunch! We laughed so hard and had the best time hanging out around the table eating and playing a few rounds of UNO. Thank you for an incredible day!

-Heather Leonard
Court Administrator

INTERN CORNER

Noah Meyer

Noah serves as the Finance department intern. Some of his tasks include the ACO Fund Analysis, and updating the Fiscal Year 2024 Utility Billing worksheet weekly.

Briana Date

Briana is the Communications and Marketing department intern. Her responsibilities have included photographing events including the H-E-B store opening, creating a Fireworks marquee image, and assisting with the rollout of the Emergency Alert Marketing campaign.

Christian Sullivan

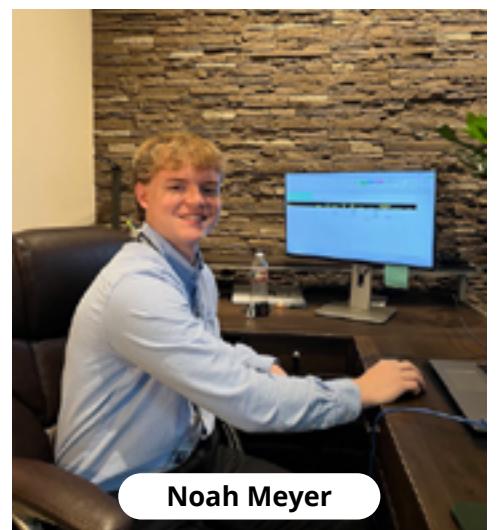
Christian is the Human Resources intern. His projects have included assembling New Hire kits, creating LinkedIn job posting flyers, writing job descriptions, and maintaining the Certification database.

Isabella De La Hoz

Studying Sustainable Urban Design at the UT Arlington, Isabella De La Hoz is an intern with the Planning and Development Services department. She has worked primarily with Katasha Smithers on assignments including: reviewing and approving plat applications, participating in Development Review (DRC) and Plat Review Committee (PRC) meetings, meetings with developers, and increasing her knowledge of urban planning and urban design in a municipal setting.

Courtney Thor

A lifelong resident, Courtney is the MEDC intern. She is set to graduate from Texas A&M University in the Spring of '25 with a B.S. in History. Her tasks include organizing files, creating compliance forms for MEDC's companies to review and internally for staff review.



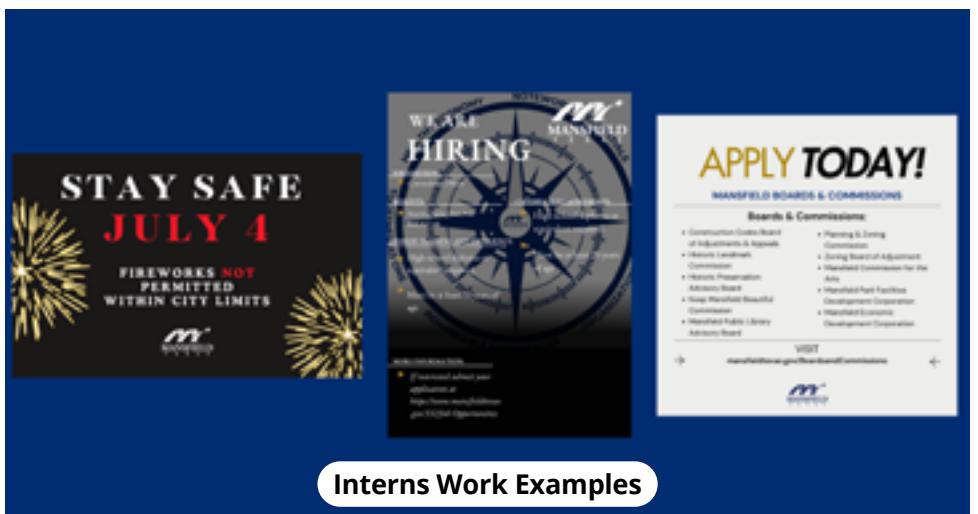
Noah Meyer



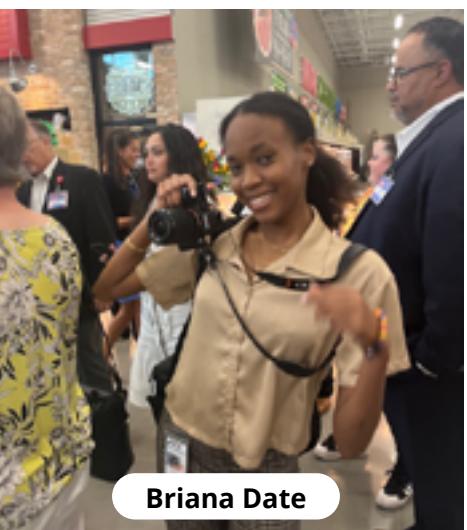
Courtney Thor



Isabella De La Hoz



Interns Work Examples



Briana Date



Christian Sullivan

MANSFIELD PUBLIC LIBRARY

Summer at the Library

Mansfield Public Library's Summer Reading Challenge was busier than ever! Participants of all ages logged their reading days and earned various incentive rewards. The reading challenge runs from June 1 to July 25 and the end of summer reading party will be held on July 26 at the Mansfield Activity Center.

MPL is also partnering with MISD to provide lunches to all children under 18 every week day this summer at the library. In the first four weeks there were 79 programs and 4,666 patrons of all ages attended the different programs and classes.

Library in the Community

Mansfield Public Library staff engaged in multiple community events across the city, such as the Earth Day Festival, Music Alley, Juneteenth Celebration, 100 Hours of Play events with Parks and Rec, and others. Staff actively promoted library services like the Summer Reading Challenge 2024 and provided different activities at each event. During the months of April to June, the library reached out to 2,834 community members through 14 outreach events.



BY THE NUMBERS APR. 1 to JUN. 30

34,247 Number of Library visitors
1,435 Number of Library cards issued
979 Number of meeting room reservations

Social Media

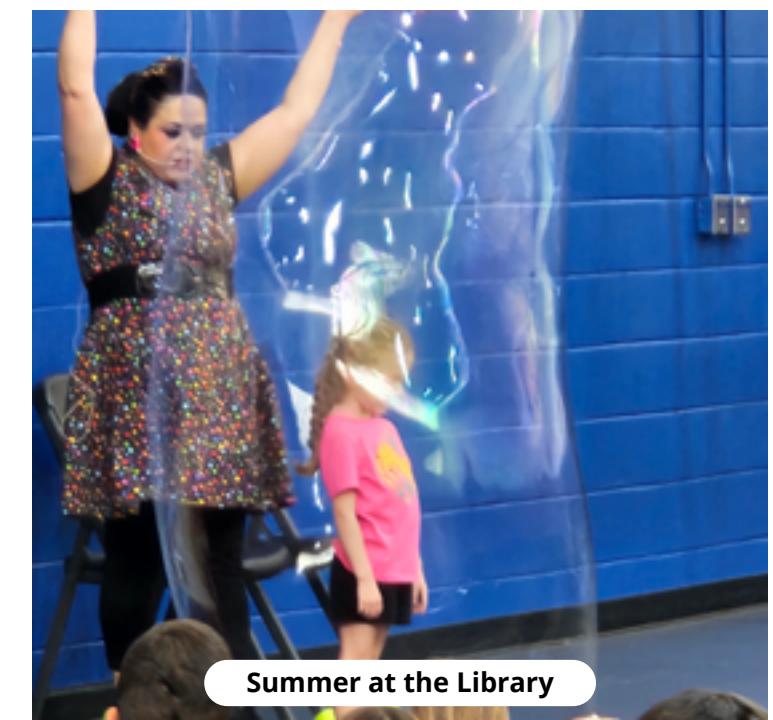
Facebook Followers
3.3K followers
Facebook Reach
14.8K
Instagram Followers
1,072
Instagram Reach
1.2K



Fancy Nancy Tea Party



Fancy Nancy Tea Party



Summer at the Library

MANSFIELD PUBLIC LIBRARY

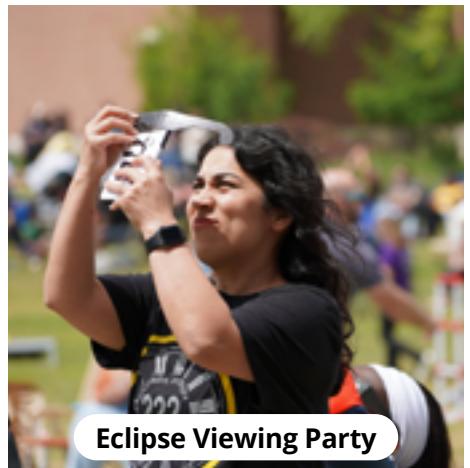
Mansfield Grows

The Mansfield Public Library announced a new program in Spring 2024 called Mansfield Grows, cultivating a love for horticulture, educating the public on plant care, and encouraging water-wise practices. The joint program between the Mansfield Public Library and Environmental Services department used one indoor greenhouse cabinet as a springboard and supplement to the library's existing seed and propagation sharing services.

The greenhouse cabinet is the home to a variety of plant propagations including fragrant herbs, elegant ornamental houseplants, resilient native Texas plants, and seed grown vegetables. This green haven is more than a space; it's where education, hands-on learning, and community flourish.



Mansfield Grows



Eclipse Viewing Party



Mansfield Grows



Library in the Community

PARKS & RECREATION



Super Awesome Tiny Tri June 2024

Staffing News

Join us in welcoming these new employees to the City of Mansfield:

- Lauryn Bourget, Nature Education Specialist
- Morgan Snead, Recreation Attendant
- Matthew Bellotti, Recreation Attendant
- Elisabeth Sanders, Recreation Attendant
- Brittany Thomas, Kids Zone Counselor
- Ava Emerson, Kids Zone Counselor
- Brian Shamayev, Kids Zone Counselor
- Sarah Barham, Kids Zone Counselor



TAMIO Awards

Mansfield Parks and Recreation was proud to accept two awards at the 2024 Texas Association of Municipal Information Officers conference in June, starting with first place in the state for photography, for the images of our park crews and shelter pups last spring. Not only did that campaign result in some priceless photos, it also helped a dozen dogs find new homes! The team also took home first place in the statewide municipal communications and marketing awards for best social media post for last summer's Barbie post. She hit the splash pad, took a walk on the trail, played pickleball, and did it all, just like a true Mansfield resident, and the unique take on park promotions won the judges over.



Skinner Construction



Super Awesome Tiny Tri June 2024



MAC Paddle Battle June 2024

PARKS & RECREATION

Community Feedback Survey

Parks and Recreation conducted a community feedback survey as the first round of public engagement for the five-year update to the 2020 Master Plan, beginning this fall. The survey was shared on all City and department social media, on posters at all parks and facilities, and sent via email newsletters. The department hosted a birthday-themed public meeting with 40 attendees in honor of the 30th anniversary of McClendon Park East, which opened on April 23, 1994. The event included information about current park projects, lawn games and fun treats. Staff also conducted outreach during the Music Alley Music & Arts Festival as well as in the parks.

The survey received 414 responses, exceeding the 383 required for statistical validity with a 95% confidence level. Residents are largely satisfied with the quality of our parks and maintenance, and to a slightly lesser extent, programs. Recreation scores suffer due to the lack of aquatics and/or space at the MAC. Scores on a key question, "Do you feel the parks/programs have improved/declined in the last five years?", increased for parks (71% report improvement vs 58% in 2019) but declined for programs (44% report improvement vs 58% in 2019.) Residents' impression of the value of parks improved, with 79% rating the department a good or great value this year, compared to 73% in 2019.

Adding aquatics was the highest priority with 30% of respondents placing it as their first choice. Trails, typically second, dropped to fourth place behind upgrading existing facilities and building new parks in underserved areas. Playgrounds and open spaces again dominate as the most used/highest ranked amenities.

Spring Flooding

DFW received over 30 record-breaking inches of rain this year, causing flooding and disruptions throughout our parks, especially along Walnut Creek. Crews have been working to clear debris and repair damage left by the storms. This spring saw significant flooding causing multiple park closures. Park crews restored the parks to safe, working condition in record time, and still managed to plant 15,000 new flowers for some gorgeous summer color!



Senior Lifestyles Memorial Day



Super Awesome Tiny Tri June 2024



MAC Mothers Day Tea



Spring Flowers



100 Hours of Play June 2024



Monarch Festival May 2024

Project Updates

KATHERINE ROSE MEMORIAL PARK

Construction for Phase 1A is nearing completion, with the new entry drive open and new parking lot in the final stages. The final step for Phase 1A will be the demolition of the existing parking lot for the new playground and restroom. In June, Mansfield City Council approved the design of Phase 1B, and the purchase of all amenities and equipment. Staff is working with consultants and manufacturers to begin planning a construction timeline for Phase 1B.

Budget: \$7.5 million

Source: GF Certificates of Obligation, MPFDC, ARPA

Target Completion: Winter 2025



MAC Nerf Night June 2024



Skinner Baseball Light Pole



Rose Park Construction



100 Hours of Play June 2024

SKINNER SPORTS COMPLEX

The Skinner baseball complex is nearly completion after a \$1.5 mil, 18-month renovation. The new entry fencing, irrigation and landscape has been installed and contractors finished the installation of a 25-ft tall baseball atop a light pole wrapped to look like a bat for a truly remarkable entrance. All work is expected to wrap by the end of July and be ready for an exciting opening day for fall seasons this August.

Budget: \$1.2 million

Source: MPFDC

Target Completion: Summer 2024

WALNUT CREEK LINEAR TRAIL PHASE 3B

Construction documents have been fully reviewed by staff and are awaiting right-of-way clearance. The project will advertise for bids once negotiations for right-of-way driveway encroachments and property acquisitions are completed, expected to wrap up in Summer 2024. To save time, staff enlisted the consultant to assist with negotiations between the City and the various utilities and/or property owners for encroachment permissions. Plans and bid documents are being reviewed.

Budget: \$3 million

Source: MPFDC

Target Completion: Spring 2025



Rose Park Flooding May 2024



Skinner Entrance



Monarch Festival May 2024



Monarch Festival May 2024

MCKNIGHT PARK WEST

Texas Parks and Wildlife Grant process of Federal Pre-agreement Compliance requires City to acquire concurrence from several jurisdictional agencies, including the United States Army Corps of Engineers (USACE) prior to grant agreement execution. USACE completed their review on March 7, 2024 and issued an NPR (No Permit Required) letter to the City. It was determined that the scope of work involving two pedestrian creek crossings will not require a permit. This information has been forwarded to Texas Parks and Wildlife Department (TPWD) which will be submitted to the National Parks Service Regional Program Officer for next steps. City is anticipating a response from TPWD to advise on next steps on agreement execution. City staff has begun coordination with the design consultant for preliminary design work and data collection. Staff and the design consultant plan for community engagement meetings to take place soon, as many disc golf course designers continue to express interest in the project.

Budget: \$2.1 million
Source: TPWD Grant/MPFDC
Target Completion: Winter 2025



Mayor with Parks & Rec Intern Jakari Buie



Spring Flowers



Monarch Festival May 2024

JULIAN FEILD PARK

Staff and consultants are preparing the construction documents for phase one development of the original design concept, expected ready for bidding by Fall 2024.

Budget: \$5.4 million
Source: GF/Tirz 1/Drainage fund
Target Completion: Fall 2025

Spring/Summer Events

April 06-08: Eclipse Fest

Parks and Recreation crews brought the play to the weekend full of space-themed fun, starting with Music Alley, then Teen My.Space, and finally the community watch party on Monday. Staff provided tons of active play entertainment for guests at each event and had a great time engaging the community.

May 11: Oliver Nature Park Monarch Festival

Over 500 guests attended the annual celebration of pollinators at Oliver Nature Park that included an immersive butterfly tent, games, plenty of crafts and a butterfly release.



PARKS & RECREATION

BY THE NUMBERS APR. 1 to JUN. 30

Park Operations

48	Playground inspections
196	Pavilion and/or amphitheater rentals
185	Athletic field rentals
519	Splash pad water tests

Recreation

41,996	MAC Visitors
2,700	Recreation program participants
197	Nature Education participants
696	MAC memberships sold
1,750	Senior meals served

Social Media

Facebook	14,119 Followers; 221K total reach
Instagram	4,382 Followers; 99K total impressions
Email News	6,507 Subscribers; 34% open rate

June 6: 100 Hours of PLAY Kickoff

The annual campaign challenging Mansfield families to log at least 100 hours of screen-free, unstructured play time kicked off on Thursday, June 6, with a huge party at Chandler Park. Hundreds of families have gathered each week for the events, which are spread to different locations throughout the city and hosted by multiple city departments, all working together to encourage healthy, active fun for all ages.

June 8: Super Awesome Amazing Incredible Fantastic Tiny Tri

Dozens of pint-sized superheroes ran (crawled/toddled), biked (triked/strolled) and swam (splashed/slid) their way to the finish line at this adorable event.



100 Hours of Play June 2024



100 Hours of Play June 2024

PLANNING & ZONING

CITY COUNCIL

The following cases were approved by the City Council during the third quarter:

ZC#24-010:

A zoning change from PR, Pre-Development District to S, South Mansfield Form-Based Development District on approximately 19.974 acres (City property on State Highway 360), located east of State Highway 360, west of the Tarrant Regional Water District pipeline tract, and 800 feet south of Lone Star Road was approved at first reading.

ZC#24-009:

A zoning change from PR, Pre-Development District to PD, Planned Development District for Mixed Uses on 134.8 Acres (Arcadia), located 1500 feet east of State Highway 360, south of Lone Star Road, and south of Britton Road was approved at second and final reading.

ZC#24-007:

A zoning change from SF-7.5/12, Single-Family Residential District, D, Downtown District (SD-1, Broad Street Corridor), and C-2, Community Business District to D, Downtown District, D3, Urban Center Zone on 10.52 acres (Geyer Commons) located at 605 and 703 E. Broad Street was approved at first reading.

ZC#24-006:

A zoning change from PR, Pre-Development District and PD, Planned Development District to PD, Planned Development District for commercial uses on 1.292 acres (Villa di Lucca) at 1741 East Debbie Lane was approved at first reading.

ZC#23-024:

A zoning change from PR, Pre-Development District to PD, Planned Development District for single-family residential and D, Downtown District, D-1 Sub-District uses on 318.38 acres (Westhill Parks), generally located on the south side of Newt Patterson Rd and the Union Pacific Railroad at 403 Williams Court and 1669, 1671, 1791, 1821, and 1901 Newt Patterson Road, was approved at second and final reading.



History Hunters Scavenger Hunt

Gas Well Drilling and Production

- Total E&P plugged and abandoned three wells at the MEDC drill site at 2301 Heritage Parkway. The gas well operator will restore the property to pre-drilling conditions.
- Each drill site in Mansfield is inspected monthly by the Gas Well Inspector for compliance with the City's drilling and production regulations.

Zoning Board of Adjustments

The Board did not hear any cases during the third quarter.

ZC#23-018:

A zoning change from PR, Pre-Development District to PD, Planned Development District for single-family residential uses (Kinney Park) on 32.35 acres located at 1970 North Main Street was approved at second and final reading.

ZC#23-007:

A zoning change from A, Agricultural District to PD, Planned Development District for single-family residential uses on 3.13 acres (Mymerla Estates) located at 880 Turner Way was approved at second and final reading.

The Planning and Zoning Commission will review the following development cases during the next quarter:

ZC#24-005:

A zoning change from SF-7.5/12, Single-Family Residential District to PD, Planned Development District for office and warehouse uses (Second Avenue Business Park) on 1.57 acres at 604 Elizabeth Lane and 611 and 613 South Second Avenue is pending review.

ZC#23-019:

A zoning change from SF-12/22, Single-Family Residential District to PD, Planned Development District for commercial and town-home uses on 10.57 acres (North Holland Road Development), located at 650 and 700 North Holland Road, is pending review.

ZC#23-017:

A zoning change from PD, Planned Development District to S, South Mansfield Form-Based Development District (Mansfield Lonestar - Trike) on 46.04 acres located at 1401 South Main Street and 1416 South U.S. Highway 287 is pending review.

ZC#23-016:

A zoning change from PD, Planned Development District for single-family residential uses to PD, Planned Development District for townhome and single-family residential use on 5.481 acres (Retta Road Development) located at 801 Lillian Road was tabled.

PLANNING & ZONING

DOWNTOWN DISTRICT PROJECTS

Staff is reviewing the projects for these properties in the D, Downtown District:

SD#24-013:

Staff approved a plat for five manor houses at Waxahachie and East Kimball Streets. With the recording of the plat, the developer can move forward with building permits for the homes.

DS#23-001:

Two new residences are nearing completion at 306 and 308 Tarrant Street. The owners designed the two-story homes under the D, Downtown District development standards. Each house includes a detached garage with an upstairs accessory dwelling unit.

PLANNING DEPARTMENT UPDATES

• The Planning Department welcomed Katasha Smithers, Planning Manager, Current Planning, to the team in May 2024. She was a Principal Planner in Southlake prior to joining Mansfield. Also joining the team in June was Isabella De la Hoz, Planning Intern, currently a student in the UTA Urban Design program.

• The Planning Department celebrated Shirley Emerson's 25th year of service with Mansfield on June 10, 2024. Shirley began her career with Mansfield in the Building Safety Department and now works as Planner I.

The team held a tree giveaway for residents at the Earth Day Festival on April 27. This annual event promotes the fundamentals of environmental sustainability to our community.



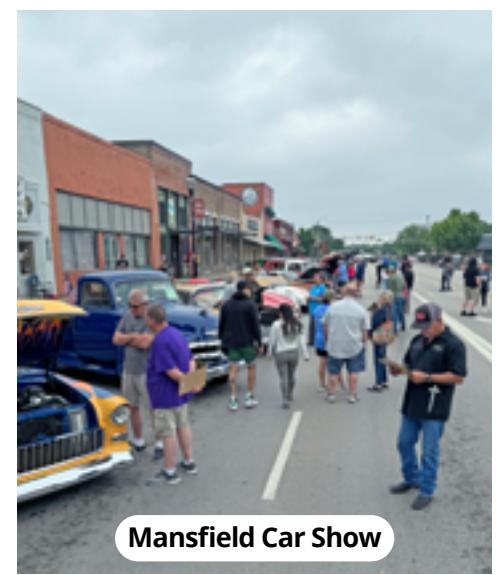
Earth Day Tree Giveaway

HISTORIC LANDMARK COMMISSION

The Commission acted on the following items during the first quarter:

HLC#24-002:

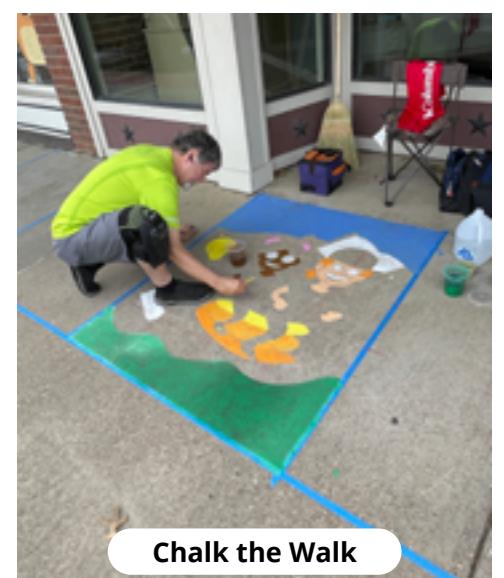
In May, the Commission designated the E.O. Driskell House, c. 1895, as an officially recognized historic resource. The house, located at 106 Pond Street, was home to E.O. and Mayme Driskell. He served as Mansfield's postmaster for 34 years, starting in 1914. The Commission designated the Patterson Addition as an officially recognized historic neighborhood. The Patterson Addition was Mansfield's first Mid-Century neighborhood platted in 1950, and contains a collection of homes from that period.



Mansfield Car Show

HLC#24-001:

The Commission continued work on an update of the 1999 Historic Preservation Plan including a citizen's survey to learn about the public's perception of historic preservation. The Commission formed an advisory committee with members of the Historic Preservation Advisory Board to assist with the project.



Chalk the Walk

EARTH DAY MANSFIELD 2024

For Earth Day, Mansfield's Landscape Division, Caleb Tandy and Steve Olinski, brought nearly 100 trees back to Mansfield from Glen Flora, Texas.



Earth Day Tree Giveaway



PLANNING & ZONING

HISTORIC PRESERVATION MONTH

Historic Preservation Month is a month-long celebration of Mansfield's unique heritage. For the past two years, the Historic Landmark Commission, the Historic Preservation Officer (HPO), and the Historical Services staff hosted several events and presentations throughout the month to highlight the City's heritage. This year, the Commission offered three core events, including the Historic Downtown Mansfield Car Show, the Historic Mansfield Chalk the Walk contest, and the Mansfield History Hunters Scavenger Hunt. These events help broaden our residents' and visitors' interest in Historic Downtown Mansfield.

LANDSCAPE CORRIDOR SWEEP PROGRAM

Every month the Landscape Division performs sweeps of over 18.5 miles of commercial corridors and hundreds of acres of commercial development. These help to assess the condition, maintenance, and compliance of landscaping elements along key corridors within the City of Mansfield.

When landscaping deficiencies are identified, a courtesy notice is sent to the property owner and business operator to inform them and provide a practical course of action to comply with the City's Landscaping Ordinance. This program ensures the safe and effective management and enhancement of its public spaces, contributing to the overall well-being and satisfaction of residents and visitors.



Retail Strip Center - Before



Retail Strip Center - After



This quarter's success story is **Retail Strip Center at 1710 U.S. Highway 287**.

During an inspection it was noted that shrubs in the parking lot and drive aisles at 1710 U.S. Highway 287 Lane were dead or missing. The Landscape Inspector, Steve Olinski, notified the property owner and new evergreen shrubs have been installed in those same areas.

PUBLIC WORKS

The Public Works Division consists of separate departments, all contributing to the daily functions of the division: Environmental Services, Streets/Traffic Operations, and Water Utilities.

Environmental Services

Household Hazardous Waste Totals

Recycled Materials:

- Toner Cartridge: 75 lbs
- Batteries: 40 lbs
- Grease: 2,304 lbs
- Paint: 11,080 lbs
- Tires: 5.43 tons
- Electronics: 6,569 lbs
- Car Oil: 347 gal
- Antifreeze: 339 gal
- Misc Haz Chemicals: 13,051 lbs



100 Hours of Play June 2024

Total Households Served per Monthly HHW Event:

- April 11-13: 267
- May 9-11: 210
- June 6-8: 234

April 6 Shred Day and Chunk Your Junk:
300 Households Served and 34.18 tons of waste removed

Miles Swept - 626 miles (Street Sweeper)

Mosquito Info

We are 12 weeks into the mosquito trapping season! So far we have trapped a total of 7,419 Culex Quinquefasciatus. The average Mansfield trap captures 103 each week. Zero traps in Mansfield tested positive for West Nile Virus and St. Louis Encephalitis during Q3.

Public Education

Earth Day Mansfield

Over 450 people came to Earth Day Mansfield to learn about sustainability around the community. Vendors provided educational materials, city resources, tree giveaways, painted barrels for our silent auction, pony rides, petting zoos, face painters, and caricature artists at the event to help make it successful. Keep Mansfield Beautiful partners with the Environmental and Water departments to host Earth Day Mansfield every year.

Miscellaneous Events:

- We partnered with TRWD to provide a Rooted In: Go N Grow pick-up location in Mansfield this spring. 18 local families picked up native garden kits to transform their landscaping.
- Garden Club helps maintain the Demonstration Gardens at the Burkett Service Center. They had a work day in April to get the gardens ready for the summer.
- May the Fourth be with you! We were assisted by community members in cleaning up the "rebel scum" around town on May Fourth during our community cleanup!
- Our mosquito team went to Monarch Festival hosted by the Parks Department to teach the public about the life cycle of mosquitos and monarch butterflies.



Monarch Festival



Danny Jones Class Lessons



Earth Day Rain Barrels Auction

Classes in the Community:

- TRWD partnered with the City of Mansfield to provide a DIY Pollinator House class at the service center. Attendees learned about native pollinators and how to construct their own Pollinator House.
- During Mansfield Grows at the Library we presented a lesson on water conservation in the garden and gave away a miniature Native Garden to class participants to get them started with water conservation.
- Water Utilities went with our education team to the Auburn Park HOA meeting to present about water conservation in yards and brought the hydration station.
- Unique Upcycling class at the library where we made Mixed Media Sculptures using materials from our Environmental Collection Center.



100 Hours of Play June 2024



BGE Intern Tour

PUBLIC WORKS



MISD Career Signing



Harvins Crew Street Repair Woodland Drive

Streets/Traffic Operations

Streets Report for April-June 2024:

1,595 Potholes were filled around Mansfield. In addition, 50 Street work orders were completed which include repairs of sidewalk, street, curb and gutter replacements, asphalt patches, utility manhole repairs, and concrete grinding.

Harvin's Crew completed a street repair on Woodland Drive. During this repair, crews cut out the old concrete and put in new concrete.

Traffic Report:

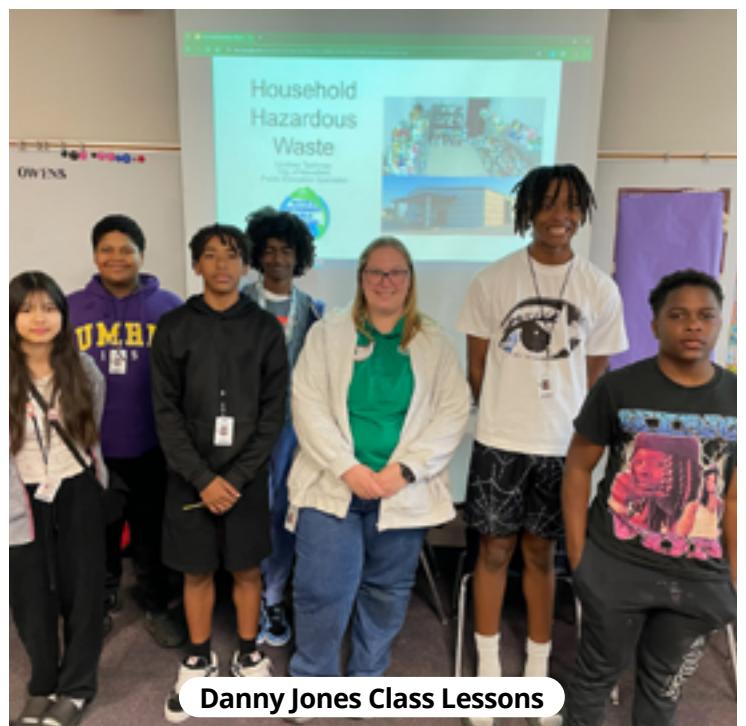
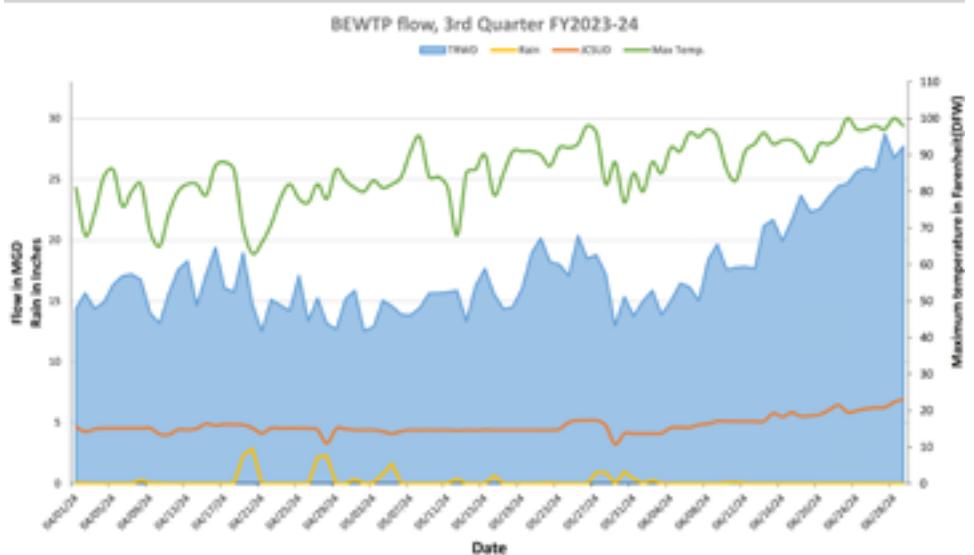
Traffic Operations went out to the 100 Hours of Play hosted by the Parks Department. Terrence and Jared brought out the bucket truck for the event.

Water Utilities

In May, Eddie Martinez signed a letter of intent to work with the water utilities department as a field operator. He joins the team after interning through the Mansfield ISD Ready2Work program this Spring. Water Utilities supervisors joined Eddie at the signing ceremony at the Chambers of Commerce

As the weather is warming up, our utilities operations team provides water to cool off with the hydration station and water conservation education at events throughout the community.

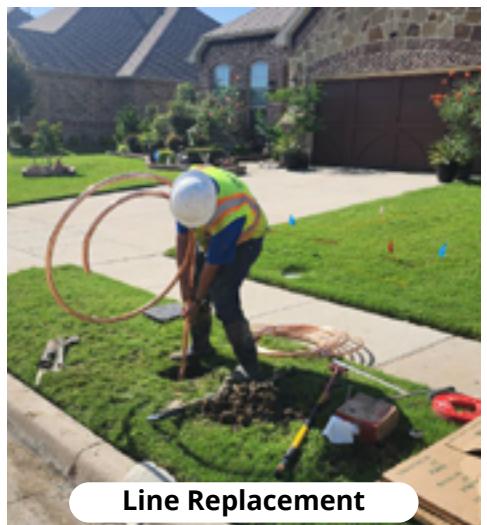
A Utilities crew replaced a copper water service line that runs underneath the roadway.



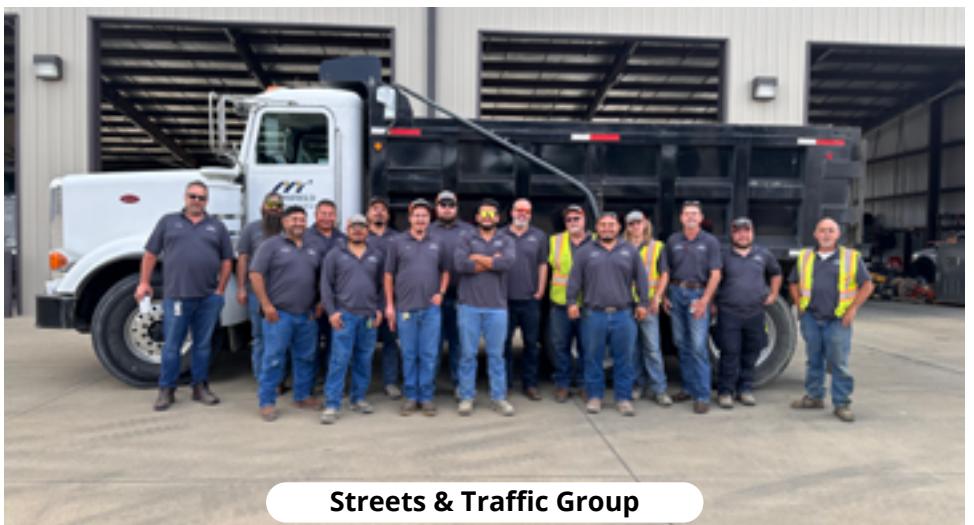
Danny Jones Class Lessons



Another MRF Group



Line Replacement



Streets & Traffic Group

REGULATORY COMPLIANCE

The Regulatory Compliance Department enforces all city ordinances to protect property owners' investments and promote the health and welfare of the community. Regulatory Compliance officers are committed to providing compliance through a professional, efficient and due process approach for residents of Mansfield. The Regulatory Compliance houses four programs: the Code Compliance program, Health Inspections program, and Rental Inspections program.

April 1 - June 30, 2024

Citations Issued - 21

Short-Term Goals | Department News

Regulatory Compliance continues its' role in keeping Mansfield citizens and businesses in compliance by educating our citizens through one-on-one communication, visiting our citizens to address issues and complaints, helping our citizens when needed through coordination with our MVP, and keeping our inspectors and officers up to date on the latest training and technologies.

This quarter has seen the department in the full swing of our busy season of high grass and weeds, overhanging tree limbs, and trash and debris. This spring and summer season have seen rainy weather patterns, which will continue as north Texas sees some of the periphery impacts of Hurricane Beryl. High grass and weed cases jumped from 64 to 562 cases this quarter, and overhanging tree limbs saw an increase from 10 to 48.

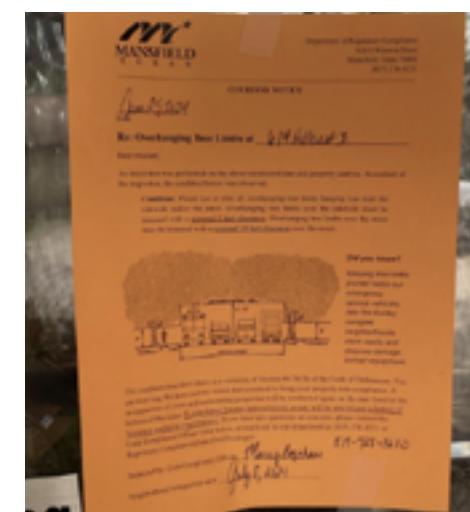
This quarter a Courtesy Notice for Overhanging Tree Limbs communication initiative was launched by Officer Beecham. These courtesy notices worked to inform Mansfield residents of the importance of keeping their tree limbs pruned back over the roadway and sidewalks. One key priority this initiative supports is preventing damage from the city's emergency service vehicles, such as fire trucks. Thank you Officer Beecham!

Abatements	66
Forced Mowing,	
Overhanging Limbs,	
Trash Removal, Visibility Issues	



The Regulatory Compliance Department refers to illegal signs as "bandit" signs. The following table details the number of illegal signs they collected each month during this quarter.

Illegal Signs (Bandit) Picked Up	
April	195
May	381
June	172
Quarterly Total	748



Compliance Activity April 1 to June 30 Type of Case.....# of Cases

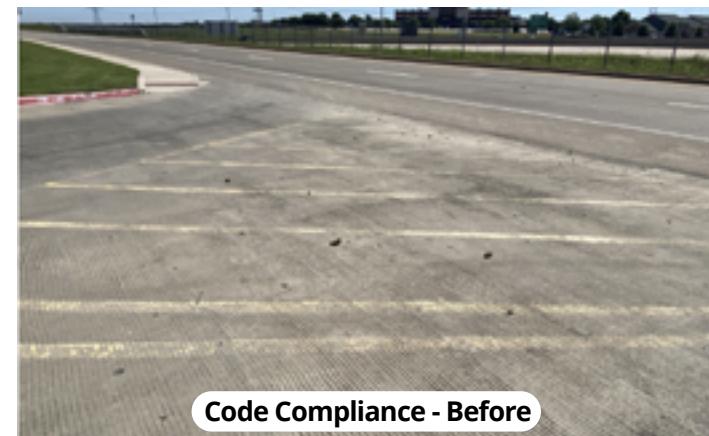
Accessible Parking.....	4
Accessory Structure Setback Violation.....	1
Address Identification.....	2
Boats.....	9
Building Permit Required.....	0
Illegal Dumping.....	0
Dangerous Structures.....	0
Donation Boxes.....	14
Dumpster Violations.....	10
Garage Sales.....	0
Graffiti.....	1
High Grass and Weeds.....	562
Landscape Maintenance.....	4
Miscellaneous.....	16
Nuisance - Tree, shrub or similar plant.....	0
Outside Placement of Airtight Appliance.....	5
Outside Storage.....	41
Property Maintenance.....	73
Referred to Environmental.....	0
Residential Outdoor Lighting Nuisance.....	1
Right-of-Way Obstruction.....	7
ROW Obstruction: Basketball Goal.....	2
Smoking Ordinance.....	0
Stagnant Swimming Pool.....	11
Trash and Debris.....	112
Vacant Building Registration.....	0
Commercial Vehicles.....	4
Junked Motor Vehicles.....	25
Parking on the Grass.....	14
Street Parking Violation – Referred to PD.....	0
Certificate of Occupancy Required.....	1
RV.....	13
Trailer.....	39
Chickens/Poultry.....	2
Fence Violations.....	16
Home Occupations.....	14
Illegal Signs.....	2
Non-Traditional Smoking Related Business.....	0
Overhanging Tree Limbs.....	48
Parking Lot Maintenance.....	6
Section 4400 Illegal Land Use - Residential.....	1
Sign Maintenance.....	2
Vacation Rental/Short Term Rental.....	2
Vehicles on Blocks/Jack Stands.....	4
Visibility Obstruction – Shrubs, bushes.....	4
Commercial Window Signage.....	0
Substandard Structures.....	2
PODS Permit.....	8
TOTALS.....	1106

REGULATORY COMPLIANCE

Health Department Activities

Food Establishment Inspections	237
Mobile Food Inspections	7
Daycare Inspections	4
Pool Inspections	82
Consumer Health Notices	83
Temp Event Food Inspections	45
Permits for New Food Establishment	3
Permits for New Facilities	0
Food Establishment Closures**	4
Food Borne Illness Complaint	7

** Food Establishments that are closed due to a verified health violation or a failed annual health inspection are authorized to reopen as soon as the violations have been resolved and verified through our Health Department and follow up inspection.



Code Compliance - Before

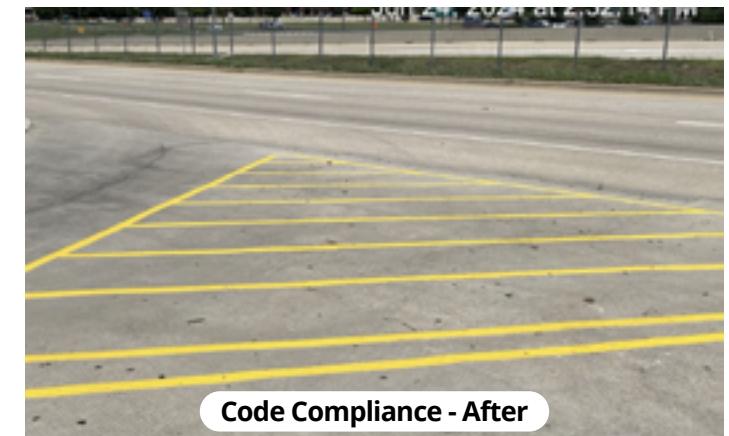


Code Compliance - Before

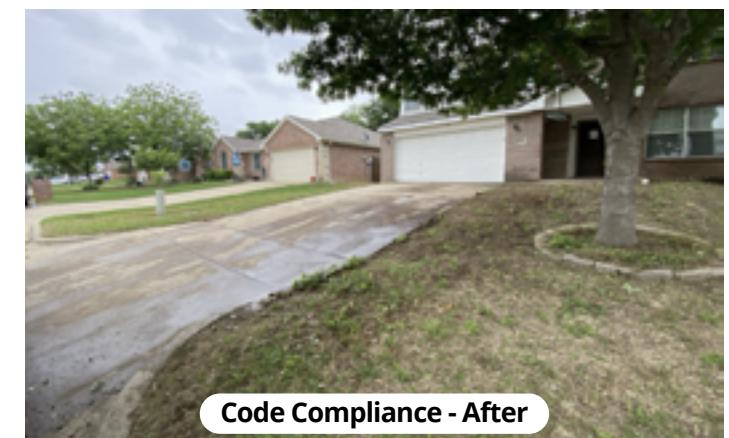
Department	Online Complaints Received
Code Compliance	434
Rental Inspections	2
Health Inspections	19



H-E-B \$10K Check to Animal Control



Code Compliance - After



Code Compliance - After

ANIMAL CARE & CONTROL



Pack the Pallet Pet Food Drive Walmart

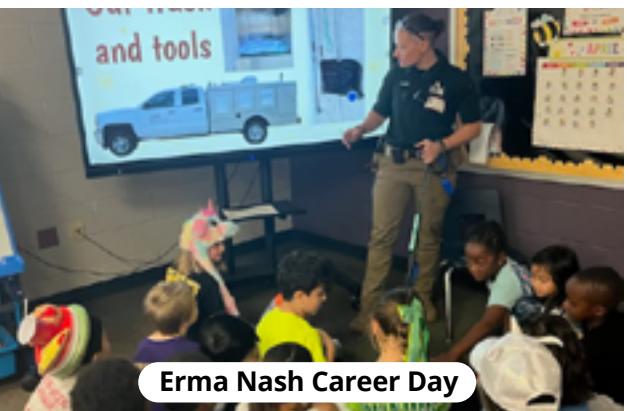
Animal Care & Control Activities	
Doggy Day Out	178
Citizens - Pet Food Assistance	7
Quaid Gets 'Em Spayed	115
Calls for Service	1228
Total Animal Intake	817
Adoptions	108
Rescues	129
Reclaims	78
City Licenses Issued	81



Kenneth Davis School Career Day



Girl Scout Troop 2179 Giving Donations



Erma Nash Career Day



Mom Boss Expo \$1,000 Check & Donations

SPECIAL EVENTS

Music Alley Eclipse Fest was held on April 6 in Historic Downtown Mansfield with four stages of live music, 20 performances, over 15 artist vendors and 7 hands-on activities with several thousand people coming to enjoy the festivities.

On March 20th Community Engagement was tasked with creating two farewell concerts for The LOT Downtown to be held on June 28 & 29. In that brief span of time two very popular groups were researched and booked (Taylor Nation and Bluffett), a branding look and marketing plan was created with different strategies across four separate social media pages, ten food and market vendors were identified and booked, interactive arts opportunities were crafted, a drone show was added late in the process and organized to sync extremely well with the final performance and over 3,100 free tickets were claimed with both shows selling out before their performance dates. The rapid reaction from both End of an Era concerts has been overwhelmingly positive and staff reports that the day of process was one of the smoothest ever.

A remarkable achievement across the board for a two day event invented and organized with no prior prep inside of exactly 100 days.



The End of an Era



Music Alley



Taylor Nation: The End of an Era



Music Alley



Bluffett: The End of an Era

VISIT MANSFIELD



North Texas Eclipse

North Texas Eclipse

The quarter began with North Texas Eclipse Weekend, an event we prepped for almost three years. The hard work paid off. Music Alley Eclipse Fest was well attended, with hundreds out at our watch party on April 8 and filling our hotels.

We personally met guests from the far reaches of Texas, Tennessee, Nebraska, Wyoming, Wisconsin and the United Kingdom. According to a PlacrAI report, 0.9% of people departing Mansfield on April 8 were on their way to DFW Airport, around 650 people in total.

Mansfield truly capitalized on and celebrated this once in a century event.

Outside Media and Attention

Mansfield got a huge boost into the spotlight when an episode of the paranormal reality show "Ghost Adventures: House Calls" which featured a home in Mansfield debuted in April. In the following weeks web hits spiked and a blog of the Top 5 Haunted Locations in the city was read over 5,000 times.

An article written by Visit Mansfield entitled "Home Cooking" was published in the April edition of Texas, Town & City magazine. It highlighted the success of several local eateries and how tourism is impacted by and works with these great partners.

In May an episode of the original streaming series "Vindication" was filmed at McClelland Park West. Mansfield is proud to be a Film Friendly Texas Community.

Returning to the paranormal front, in June it was announced that Visit Mansfield's original paranormal documentary, "Return to the Farr Best", had been accepted into the Roswell Daily Record Film Festival. The short will play at the festival in early July.



Social Media

This was one of the best months ever for social media performance across Visit Mansfield's platforms. The Top 5 Haunted Locations post had a reach of over 130,000 and the post celebrating a Mansfield student making the Olympics had a reach of over 140,000. These are the top 2 performing posts of all time on Facebook.

On Instagram a Throwback Thursday reel focusing on a fun story from 1980 involving Mansfield High had over 50,000 plays, making it the most viewed reel ever created by Visit Mansfield.

On Facebook we also crossed 10,000 followers meeting our goal to hit that mark by this quarter.





mansfieldtexas.gov

MANSFIELD QUARTERLY

Q3 2024