

MANSFIELD PARKS & RECREATION

SEPTEMBER 2023

OUR VISION

to inspire Mansfield to
gather, grow, preserve & play
through welcoming spaces
& remarkable
experiences

OUR MISSION

to create community by
exceeding expectations
in design, maintenance, operations
and programming with a commitment
to **lead as a team**
with uncompromising integrity

OUR GOALS



Increase Access to
Parks and Programs



Develop, Maintain
and Innovate



Improve Health
and Wellness



Preserve
Natural Spaces



Cultivate
Community Pride



DEPARTMENT UPDATE

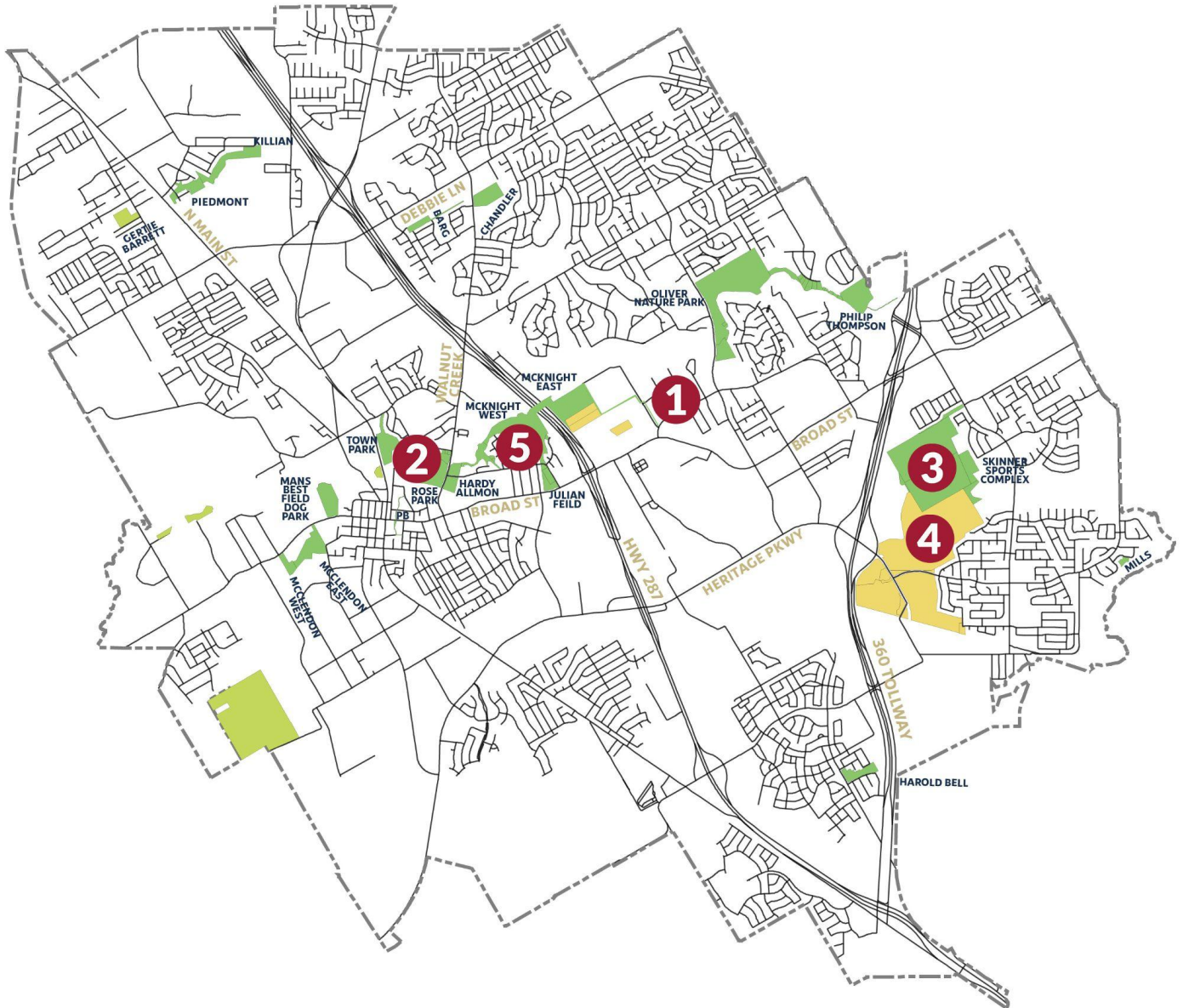
Once a year, residents from across the city sign up for My Mansfield Muni-Versity, a 12-week program designed to give an up-close look at the city, its staff, and the behind-the-scenes operations. Each week, the group rotates through departments for a presentation, Q&A session and some kind of activity or exercise. It's one of our favorite nights of the year, and always a great way to get a quick finger on the pulse of the community.

This month, we welcomed Muni-Versity Class 4 to the Lanners Administration building to learn about parks and recreation. They enjoyed a big-picture overview of our team, responsibilities and services, as well as an update on current projects and priorities. This portion ended with a quick tutorial on the department website, an under-appreciated resource for residents.

The most exciting segment, as always, was the Build-a-Park exercise, when participants are tasked with donning a park planner hat and designing the park of their dreams. This year's group brainstormed concepts for the non-athletic field half of Southwest Community Park; sixty acres full of potential. There was no budget, so the proposals ranged from six to \$30mil! These activities are not only fun, but a great way for staff to see how amenities are prioritized and for residents to see just how expensive (and complicated!) it can be to design, build, maintain and program our parks.



PARK PROJECT UPDATES



1	Walnut Creek Linear Trail	Cannon/Carlin to ONP	Phase 3B on street side path trail	Acquisition
2	Katherine Rose Memorial Park	303 N. Walnut Creek Dr.	Master plan & new playground	Construction
3	Skinner Sports Complex	920 N. Holland Road	Baseball facelift and improvements	Construction
4	Mansfield National Golf Club	3750 National Pkwy	New restroom building	Construction
5	McKnight Park West	302 N. Wisteria Dr.	Playground, park amenities and disc golf course	Design

WALNUT CREEK LINEAR TRAIL 3B

1

TARGET COMPLETION SUMMER 2024

PROJECT MANAGER James Fish

BUDGET \$3 million

FUNDING SOURCE MPFDC/GF Bonds

DESIGN FIRM Kimley Horn and Associates

CONTRACTOR TBD

SUMMARY This segment will extend from the recently completed trail at Cannon and Carlin Roads and create a connection to the entrance of Oliver Nature Park with a combination of added trails and expanded sidewalks along Matlock Road.

CURRENT UPDATE Negotiations for right-of-way and property acquisitions continue, so once these are completed the project will be able to go to bid now that the construction documents have been fully reviewed and passed through the permitting process.



KATHERINE ROSE MEMORIAL PARK

2

TARGET COMPLETION SPRING 2024

PROJECT MANAGER James Fish

BUDGET \$7 million

FUNDING SOURCE GF, ARPA, MPFDC

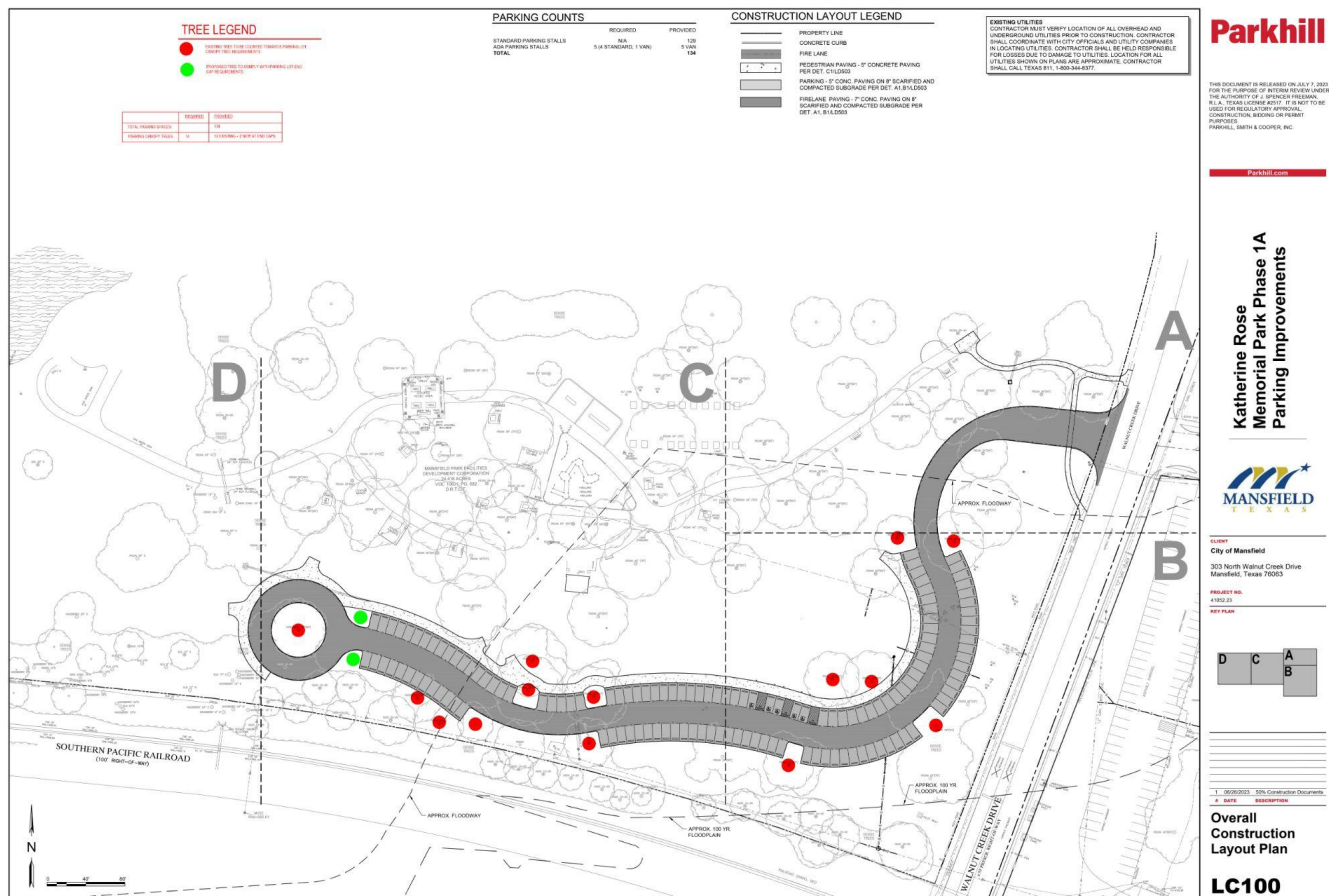
DESIGN FIRM Parkhill

CONTRACTOR TBD

SUMMARY Katherine Rose Park (and Hardy Allmon Soccer Complex) is being reimagined to better fit the needs of a growing community. The project includes a master redevelopment plan of the space, including available nearby properties and parks.

CURRENT UPDATE Parkhill completed the construction plans for Phase 1A - Rose Park Drive and Parking Improvements. These were put together with other necessary bid documents by staff and the first bid advertisement was posted on 8/23/23, with the second ad following on 8/30/23. A pre bid meeting was held on 8/31/23 where Parkhill and city staff were present to walkthrough the plans and scope and answer any questions to potential bidders. The bid opening was held on 9/12/23.

Parkhill also submitted 50% plans for Phase 1B, with a focus on potential playground layout and features. Staff has been reviewing plans and discussing any possible further public meetings necessary to gather and additional feedback and input.



SKINNER SPORTS COMPLEX

3

TARGET COMPLETION various dates 2023

PROJECT MANAGER James Fish

BUDGET \$1.0 million

FUNDING SOURCE MPFDC/GF Bonds

DESIGN FIRM MPARD Staff

CONTRACTOR Various

SUMMARY Project will include fencing improvements and realignment, entryway updates, drop off and pickup improvements, a new entry plaza with new surfacing, an expanded restroom facility and more storage for baseball concessions.

CURRENT UPDATE The foul line fencing realignment was completed by Triple C Fencing. Parks maintenance crews completed removal of the concrete from the old mow strips and hitting pads. Parks maintenance will install and complete the new warm-up areas (pitching mounds and backstops) as the restroom/concession buildings project and entryway renovations project are completed.

AAA Time Saver Services was given their notice to proceed on 9/1/2023 for the concessions renovation and restroom building addition project. They have begun ordering materials and will begin constructing the restroom building while they wait on temporary facilities (portable concessions and restrooms) to be in place before starting on renovations to the concessions building, which should occur on or after October 1st.

Staff has received and is in the review process for the first draft of the construction documents for the fencing, paving, and landscaping improvements to the baseball complex entryway.



MANSFIELD NATIONAL GOLF CLUB

4**TARGET COMPLETION** FALL 2023**BUDGET** 400,000**DESIGN FIRM** TRC Architects**PROJECT MANAGER** James Fish**FUNDING SOURCE** MPFDC 1/2 cent sales tax**CONTRACTOR** AAA Time Saver Services

SUMMARY The project will provide a permanent restroom facility on the back nine holes of the course, conveniently located in an area where golfers can access the building after playing holes 12 and 15.

CURRENT UPDATE Construction of the building continues, with the block work being completed in late August. Contractor is now working on installing the roof framing and rock work on the building faces. The electric service will be completed soon now that a subcontractor was chosen and plans were discussed with staff. The plumbing work (setting fixtures) should continue once the roof framing is in place.



MCKNIGHT PARK WEST

5

TARGET COMPLETION

BUDGET \$2.1 million

DESIGN FIRM Studio 13

PROJECT MANAGER James Fish

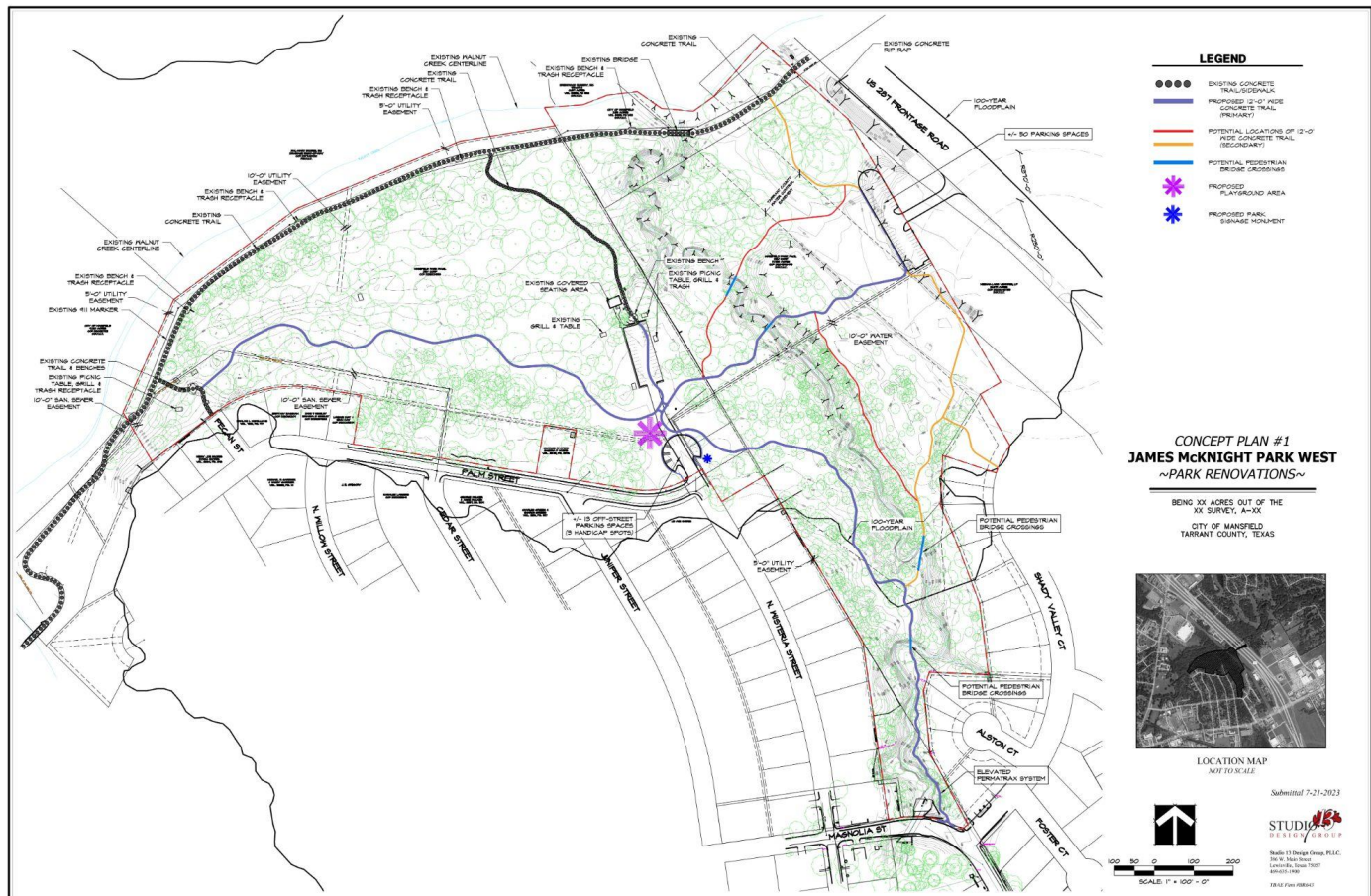
FUNDING SOURCE TPWD Grant/MPFDC

CONTRACTOR

SUMMARY Mansfield Parks and Recreation was awarded a \$750,000 non-urban outdoor recreation grant for James McKnight Park West from the Texas Parks and Wildlife Commission (TPWC) in January 2023 to add much-needed amenities to the 35-year-old park. The concept includes a playground, walking trail with fitness stations and the city's first disc golf course.

CURRENT UPDATE Studio 13 Design Group continues on their design work and is preparing for upcoming community engagement, focusing on overall park improvements. Meetings will be scheduled with neighboring residents and the general public, as well as a meeting with potential course designers and other interested disc golf parties.

We are still waiting on the final cultural resources survey report, but the survey work to re-plat all of the property into one parcel is nearing completion.



PARK OPERATIONS

BALL FIELDS AND COURTS

FIELDS & COURTS MAINTAINED 57

FIELD & COURT RENTALS 62

RACES AND TOURNAMENTS 2

PARKS AND TRAILS

PARKS MAINTAINED 23

PLAYGROUND SAFETY INSPECTIONS 16

PAVILIONS MAINTAINED 29

PAVILION & AMPHITHEATER RENTALS 36

MILES OF TRAILS MAINTAINED 10

PONDS MAINTAINED 12

AQUATICS

SPLASH PADS MAINTAINED 3

WATER CHEMISTRY TESTS 146

PUBLIC GROUNDS

ACRES MAINTAINED OF MUNICIPAL
BUILDINGS & PROPERTIES 160.6

PUBLIC PRIVATE PARTNERSHIPS 5

MEDIANS 232

RIGHTS OF WAY 70



CURRENT UPDATE

The park operations team has spent the month working on the park experience by staying vigilant on safety hazards and removing several large broken tree limbs from multiple park and trail areas. They are pruning back pecan trees, removing graffiti, and dealing with the effects of the extreme heat.

Restroom doors, faucets, and baby changing stations were replaced. Three benches were replaced on concrete pads at Oliver Nature Park., and crushed granite was replaced in washed out areas of the park and compacted with a vibratory roller. New staff are set to begin this month. Wildflower areas are being prepped for fall planting.

RECREATION SERVICES

MAC

MAC VISITS	14,148
MEMBERSHIPS SOLD	270
DAY PASSES SOLD	77
PROGRAM AND EVENT REGISTRATIONS	367
MAC RENTALS	44
KIDS ZONE REGISTRATIONS	70

SENIOR LIFESTYLES

SENIOR VISITS	951
MEALS SERVED	533
PROGRAM AND TRIP REGISTRATIONS	178

NATURE EDUCATION

PROGRAM AND EVENT REGISTRATIONS	232
FIELD TRIP PARTICIPANTS	143

ATHLETICS

ATHLETIC PROGRAM REGISTRATIONS	89
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The senior lifestyles program celebrated Senior Citizens Day on Friday, August 18, 2023. About 150 participants enjoyed the celebration of our amazing seniors with giveaways, games, entertainment, and a delicious lunch. Many local sponsors helped to make the event a success.

The summer wrapped up with a big “we made it ” smile. With most kids back in school, programs and rentals have slowed down some. Once the temperatures cool and school schedules are in place, we will see the return for fall program registration. Overall, recreation program registrations and revenue are trending upward from last year. Additional specialty camps and teen programs were added to the summer lineup that helped increase revenue.

Pickleball continues to be a popular sport played at the MAC with Paddle Battle competitions offered to members. The Mansfield Summer Slam held at FieldhouseUSA accommodated players from around the metroplex giving players the opportunity to compete at a higher level.

The recreation team will be spending the fall and winter months evaluating all recreational programs to determine if they are meeting the overall programming plan. Standard operating procedures will be documented and goals for the upcoming year will be set.

MARKETING AND COMMUNICATIONS

SOCIAL MEDIA

FACEBOOK FOLLOWERS 12,569

FACEBOOK REACH 209k

INSTAGRAM FOLLOWERS 3,934

INSTAGRAM REACH 84k

EMAIL SUBSCRIBERS 4,750

EMAIL OPEN RATE 68%

ONLINE PRESENCE

WEBSITE VISITS 7,349

AVG GOOGLE RATING 4.52



CURRENT UPDATE



We saw a big jump in engagement numbers this month thanks to one post... melting crayons! The timelapse video racked up over 155,000 views on Facebook and nearly 100,000 on Instagram, where the one video led to 251 new followers! We will be actively looking for new things to melt/freeze or otherwise morph for our next attempt at going viral.

The annual brand campaign continues, with September focused on PRESERVE but primarily in education content only. The fun ramps up again in October for WALKtober, with a series of organized walks and a challenge to walk 31 miles for the month. These events are not only a fun way to get people outside and active, but they do a great job telling our story and reminding people of our mission and vision as an organization.

The 2022 100 Hours of PLAY challenge received the Community Engagement Award of Excellence at the 2022 City

and County Communications and Marketing conference in Orlando this month. It was recognized similarly at the TAMIO conference earlier this summer.

FALL 2023 EVENTS & PROGRAMS

- 09/29** Senior Lifestyles Picnic at Town Park
- 09/29** Paddle Battle Pickleball Tournament
- 09/30** Barks & Rec 5k
- 10/02** First Monday Middy Mile
- 10/07** MPFDC Walk & Talk
- 10/07** Founders' Day Festival
- 10/10** NRPA Conference begins
- 10/11** NRPA Best of the Best Ceremony
- 10/14** ONP Family Fun Night
- 10/14** Kids Zone After Dark
- 10/21** Walktober Nature Walk
- 10/26** SUPER Kids Boo Bash
- 10/27** Boo Bash
- 10/28** Trail-o-ween
- 11/09** Senior Veterans Breakfast
- 11/10** MAC Member Appreciation Event
- 11/11** Veterans Day Parade & Salute
- 11/17** Senior Thanksgiving Luncheon
- 11/17** Paddle Battle Pickleball Tournament
- 11/18** Kids Zone After Dark
- 11/18** Campfire Cookout
- 11/21** Family Nerf Night
- 12/01** Hometown Holidays
- 12/08** SUPER Kids Santa Visits
- 12/09** Snowman Run
- 12/15** Senior Holiday breakfast
- 12/15** Paddle Battle Pickleball Tournament
- 12/16** Jane Austen Day Tea Party
- 12/16** Kids Zone After Dark
- 12/22** Candy Cane Hunt
- 12/29** Senior Noon Year's Eve Party

WALKTOBER CHALLENGE



Take a big step towards growing a healthier YOU...
Challenge yourself to log 31 miles of walking or running this month and earn a special WALKtober prize pack!
 Sign up online mansfieldtexas.gov/365ways

MONDAY
OCT
02

Magnificent Monday Middy Mile

Meet at Rose Park every Monday in October and walk a mile with friends, neighbors, and new faces!
 12PM Katherine Rose Memorial Park

SATURDAY
OCT
07

Walk & Talk Town Hall

Share a coffee, a few laps and great conversation with our awesome park board members!
 9AM Katherine Rose Memorial Park

MONDAY
OCT
09

Magnificent Monday Middy Mile

Meet at Rose Park every Monday in October and walk a mile with friends, neighbors, and new faces!
 12PM Katherine Rose Memorial Park

MONDAY
OCT
16

Magnificent Monday Middy Mile

Meet at Rose Park every Monday in October and walk a mile with friends, neighbors, and new faces!
 12PM Katherine Rose Memorial Park

SATURDAY
OCT
21

Nature Walk

Walk the linear trail with our trained naturalists and learn more about the native plants and wildlife.
 11AM McKnight Park East

MONDAY
OCT
23

Magnificent Monday Middy Mile

Meet at Rose Park every Monday in October and walk a mile with friends, neighbors, and new faces!
 12PM Katherine Rose Memorial Park

SATURDAY
OCT
28

Trail-o-Ween

Crafts, photo ops and a fun (not-so-spooky) night walk along the trail for little monsters and perfect punks.
 6PM McKnight Park East

MONDAY
OCT
30

Magnificent Monday Middy Mile

Meet at Rose Park every Monday in October and walk a mile with friends, neighbors, and new faces!
 12PM Katherine Rose Memorial Park

More details and registration at mansfieldparks.com