

MANSFIELD PARKS & RECREATION

MARCH 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

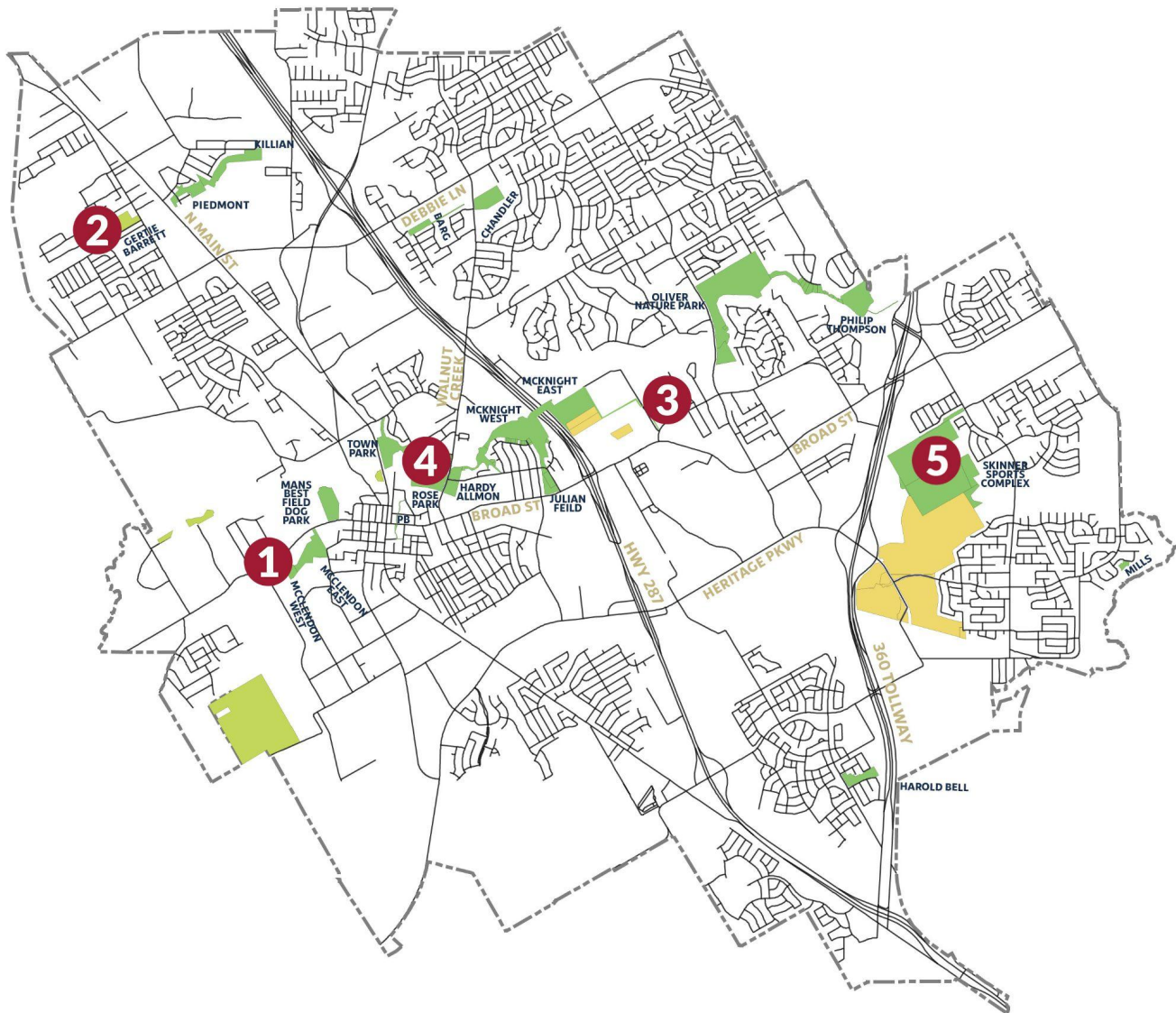
The City Council's Visioning Workshop included a shark tank program where departments presented options for the remaining funds the City of Mansfield received from the American Rescue Plan Act (ARPA). Having considered the City and Council's goals and initiatives, the council passed a resolution on March 6 authorizing the appropriation and allocation of these funds to specific projects. We are thrilled to announce that this resolution included an additional \$4m for improvements to Katherine Rose Memorial Park following the new master redevelopment plan!

Several staff members and MPFDC board members attended the Texas Recreation and Park Society's annual conference in Frisco on March 1-2, 2023. In addition to the great educational sessions, Anthony Ford and Chris Adolph competed in the irrigation assembly competition during the maintenance rodeo and won the title for the third straight year!

Staff met on site with representatives from Texas Parks and Wildlife regarding the recently awarded \$750K grant for development of James McKnight Park West. Funding for this grant is being provided by the National Park Service, so a few additional steps are required before the grant agreement can be executed. We expect the agreement to be executed in September, but plan on hiring a consultant for the park design in the coming months. We also expect to begin the public engagement for the project this summer prior to the agreement being finalized.

Staff are working diligently with numerous contractors to complete construction improvements at McClendon Park West, Gertie Barrett Park and Watson Branch Park. Barring any major delays, staff is tentatively working on the coordination of the three ribbon cutting ceremonies on Saturday, April 15. More details will be provided as we get closer to that date. In addition to the big construction projects, we are also getting ready to bid the parking lot expansion project at Elmer W. Oliver Nature Park, adding 16 spaces to the popular park without impacting the native trees.

PARK PROJECT UPDATES



1	McClendon Park West	799 W. Broad St.	Splash pad, basketball court & restroom	Construction
2	Gertie Barrett Park	2121 Gertie Barrett Rd.	New neighborhood park construction	Construction
3	Walnut Creek Linear Trail	Cannon/Carlin to ONP	Phase 3B on street side path trail	Design
4	Katherine Rose Memorial Park	303 N. Walnut Creek Dr.	Master plan & new playground	Master Plan
5	Skinner Sports Complex	920 N. Holland Road	Baseball facelift and improvements	Design

MCCLENDON PARK WEST

1**TARGET COMPLETION** WINTER 2023**BUDGET** \$2.3 million**DESIGN FIRM** Pacheco Koch**PROJECT MANAGER** James Fish**FUNDING SOURCE** MPFDC/GF COs**CONTRACTOR** The Fain Group**SUMMARY** This project includes replacing the underutilized softball field with two new basketball courts and adding a splash pad, new restroom building and expanded parking.**CURRENT UPDATE** Construction continues to work towards the project closeout. The basketball project is 98% complete with final electrical service remaining. Mechanical, electrical and plumbing work inside the restroom pump house building is 90% complete and is expected to finish in the next week. All concrete has been placed and site clean up is underway along with installation of the site landscaping.

Staff is working towards a park opening and ribbon cutting on April 15, 2023.



MCCLENDON PARK WEST

1



GERTIE BARRETT PARK

2**TARGET COMPLETION** WINTER 2023**BUDGET** \$2.3 million**DESIGN FIRM** Dunaway**SUMMARY** New neighborhood park for the northwest quadrant that includes a playground, splash pad, restrooms, parking, walking trail and open natural spaces.**CURRENT UPDATE** Final construction activities continue to work towards the project closeout. Mechanical, electrical and plumbing work inside the restroom pump house building is 98% complete and is expected to finish in the next week. 95% of all concrete has been placed with only the trail connection pieces remaining. Overall site clean up is underway along with site landscaping being installed.

Staff is working towards a park opening and ribbon cutting on April 15, 2023.



GERTIE BARRETT PARK

2



WALNUT CREEK LINEAR TRAIL 3B

3

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	<p>Staff has completed the review and comments for the consultant's 30% construction plans. Economic development staff are helping coordinate discussions with the five private property owners where right-of-way (ROW) acquisition or easements are needed.</p> <p>The project is tentatively scheduled to be advertised for bidding this summer and construction beginning in the fall of 2023 pending ROW acquisitions.</p>		



KATHERINE ROSE MEMORIAL PARK

4**TARGET COMPLETION** SPRING 2024**BUDGET** \$7 million**DESIGN FIRM** Parkhill

SUMMARY Katherine Rose Park 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.

PROJECT MANAGER Bryan Lyness**FUNDING SOURCE** GF, ARPA, MPFDC**CONTRACTOR** TBD

CURRENT UPDATE The first phase was planned to provide a larger, inclusive playground with a realigned roadway and parking lot. On March 6, the City Council passed a resolution authorizing the use of \$4m of American Rescue Plan Act funding towards the project. This additional funding will allow for the construction of new restrooms, pavilions, tennis courts, pickleball courts, basketball courts, sand volleyball courts and a story walk trail. With this revised scope of work, the consultant is developing a proposal for construction documents that will be presented to the MPFDC and City Council for approval in April.



SKINNER SPORTS COMPLEX

5

TARGET COMPLETION	various dates 2023	PROJECT MANAGER	Bryan Lyness/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	<p>Staff anticipates this to be a project that potentially runs into 2024 depending on budget allocations. The improvements are being planned to be completed during MYBA's off season as much as possible to provide as little disruption to their seasons as possible. Fencing and painting contractors were scheduled to begin on February 1, but winter weather delayed the work until the week of February 13 for the painting contractor. The painting contractor is scheduled to have the work completed by the middle of April pending weather.</p> <p>The fencing contractor has been delayed until summer due to MYBA scheduling tournaments and the weather. Staff has contracted with TRC Architects to design the restroom expansion, interior remodeling and improvements for shade structures with initial design concepts received and in review. Staff has started the design work internally for the entry plaza, walks and landscaping (trees, benches and lighting). The current plan is to begin these improvements in June as soon as the spring season of MYBA concludes. Some of these improvements will most likely will run into the fall season of baseball in order for them to be complete.</p>		



PARK OPERATIONS

BALL FIELDS AND COURTS

FIELDS & COURTS MAINTAINED	57
FIELD & COURT RENTALS	102
RACES AND TOURNAMENTS	0

PARKS AND TRAILS

PARKS MAINTAINED	21
PLAYGROUND SAFETY INSPECTIONS	13
PAVILION & AMPHITHEATER RENTALS	8
MILES OF TRAILS MAINTAINED	9
PONDS, CREEKS, AND LAKES MAINTAINED	12

AQUATICS

SPLASH PADS MAINTAINED	0
WATER CHEMISTRY TESTS	0

PUBLIC GROUNDS

ACRES MAINTAINED OF MUNICIPAL BUILDINGS & PROPERTIES	160.6
PUBLIC PRIVATE PARTNERSHIPS	5
MEDIANS	232
RIGHTS OF WAY	70

CURRENT UPDATE

Over 1,200 pansies were installed on Main Street. Oliver Nature Park has a new security camera system at the front of the park and four new benches that have replaced the benches that were rotting and did not meet ADA standards. Town Park received sidewalk repairs for the uneven and cracked areas, as well as swings that needed upgrading. Chandler Park landscape beds and splash pad are being assessed and focused on in preparation of the upcoming summer splash pad season. Chandler athletic field concessions and announcers building are being prepped for new windows to replace those that are weathered and broken. Skinner Sports Complex is finishing up field preparations for the spring season along with baseball fencing being painted black. Public private partnership parking lot clean up and beautification has begun with plant materials on order. Three new landscape technicians have been hired with more interviews taking place with the goal of being fully staffed by summer.



RECREATION SERVICES

MAC

MAC VISITS 12,997

MEMBERSHIPS SOLD 249

DAY PASSES SOLD 61

PROGRAM AND EVENT REGISTRATIONS 545

MAC RENTALS 54

KIDS ZONE REGISTRATIONS 33

SENIOR LIFESTYLES

SENIOR VISITS 554

MEALS SERVED 404

PROGRAM AND TRIP REGISTRATIONS 256

NATURE EDUCATION

PROGRAM AND EVENT REGISTRATIONS 284

FIELD TRIP PARTICIPANTS 0

ATHLETICS

ATHLETIC PROGRAM REGISTRATIONS 594



CURRENT UPDATE

The Stargazing with Astronomers program was a huge success with approximately 200 people in attendance. Guests explored the night skies with astronomers from the Fort Worth Astronomical Society, examining constellations and planets with high-powered telescopes. AARP provided free tax preparation service for seniors by appointment at the MAC. Seniors celebrated by dressing up in their best cowpoke duds, listened to the tunes of Devon Dawson and feasted on a remarkable chili lunch. The MAC offered \$5 Family Fun Fridays in February with themes designed to bring families together: scrabble tournament, rock/paper/scissors tournament, puzzle competition and chess/checkers tournament. Rocket League e-sports tournament was held when school was out for the presidents day holiday engaging teens in a fun filled activity.

MARKETING AND COMMUNICATIONS

SOCIAL MEDIA

FACEBOOK FOLLOWERS 10,969

FACEBOOK REACH 61k

INSTAGRAM FOLLOWERS 3,312

INSTAGRAM REACH 3k

EMAIL SUBSCRIBERS 3,787*

EMAIL OPEN RATE 60%

ONLINE PRESENCE

WEBSITE VISITS 5,972

AVG GOOGLE RATING 4.63



CURRENT UPDATE

Decrease in email subscribers this month because we cleaned up our list to clear out inactive users. We also worked with nature education staff to create targeted email newsletters for preschool and home school students, their two biggest user groups. By focusing the audience and creating more valuable, targeted content, the two new emails sent this month had an average 72% open rate and 10% click rate, compared with the previous mass nature education newsletter, which was averaging at 35% open and 1% click rates. A smaller audience can be more effective if it's the right audience!

Also of note, we received the following two reviews on Katherine Rose Memorial Park this month: *"Great place to take the kids, they love the playground and playing basketball. You can also walk or ride your bike on the trail. Always kids and families and people enjoying the park."* and *"I wish they had bigger stuff for older kids with special needs to play,"* both of which help affirm the Rose renovations are on the right track and will serve needs that people value and/or want to see! Keeping a strong connection to the pulse of the community helps our entire organization be more effective in all our efforts.

The city website will be getting a refresh soon, which means staff is currently undergoing an audit of our department pages and would love any feedback from the board regarding information you would like to see, navigation issues or other recommendations. Other initiatives this month include preparing the summer recreation guide, spring campaign events and planning for summer.



UPCOMING PROGRAMS & EVENTS

- 03/17/23 Intro to Fishing
- 03/17/23 Paint & Paddle Kayaking
- 03/19/23 Puppies & Paddles Kayaking
- 03/20/23 Kids Zone Summer Camp registration opens
- 03/22/23 Senior Dallas Arboretum Trip
- 03/25/23 Night Bite Fishing
- 03/31/23 Senior Weatherford Trade Days Trip
- 04/01/23 Kayaking 101
- 04/01/23 PRESERVE Roots & Wings begins!
- 04/01/23 Bunny Brunch
- 04/07/23 Kids Day Off
- 04/08/23 Self Defense
- 04/12/23 Senior Fort Worth Zoo Trip
- 04/12/23 Preschool Picassos
- 04/15/23 Kayaking 101
- 04/15/23 Hike with a Naturalist
- 04/15/23 Kids Zone After Dark
- 04/20/23 Summer Discount Day

More details and registration at mansfieldparks.com

PRESERVE ROOTS & WINGS

PRESENTED BY METHODIST MANSFIELD MEDICAL CENTER

APRIL 1	BUNNY BRUNCH
APRIL 7	TRAIL ROCK HUNT
APRIL 22	COMMUNITY PLANTING DAY
APRIL 29	EARTH DAY MANSFIELD
MAY 13	MONARCH FESTIVAL



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