

MANSFIELD PARKS & RECREATION

MAY 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 past month has been extremely busy for our department. Staff completed FY 2023-2024 personnel, equipment, capital and operating budget requests ahead of meetings with the finance department, city council and MPFDC to begin in late May.

At the DFW Area Directors Association meeting on April 13, Shelly Lanners received the Distinguished Professional Award during their annual awards program. The award recognizes a parks and recreation professional who has made outstanding contributions to the field through their leadership, research, advocacy, community outreach, and program development.



Following 18 months of hard work, the department submitted an application to the National Recreation and Park Association (NRPA) in February with the goal of becoming an accredited agency. The Commission for Accreditation of Park and Recreation Agencies (CAPRA) is the only national accreditation body for park and recreation organizations and the accreditation is a valuable measure of an organization's overall quality of operation, management, and service to the community. It serves as the foundation for a comprehensive management system of operational best practices. Achieving CAPRA accreditation is the best way to demonstrate that your organization and your staff provide your community with the highest level of service.

During the first week of May, we hosted CAPRA visitors who reviewed our agency's information. NRPA will continue their review of our application over the next couple of months, with newly accredited agencies announced at the annual conference in Dallas in October.

Hip, Hip, Hooray for the Greatest Parks on Earth!

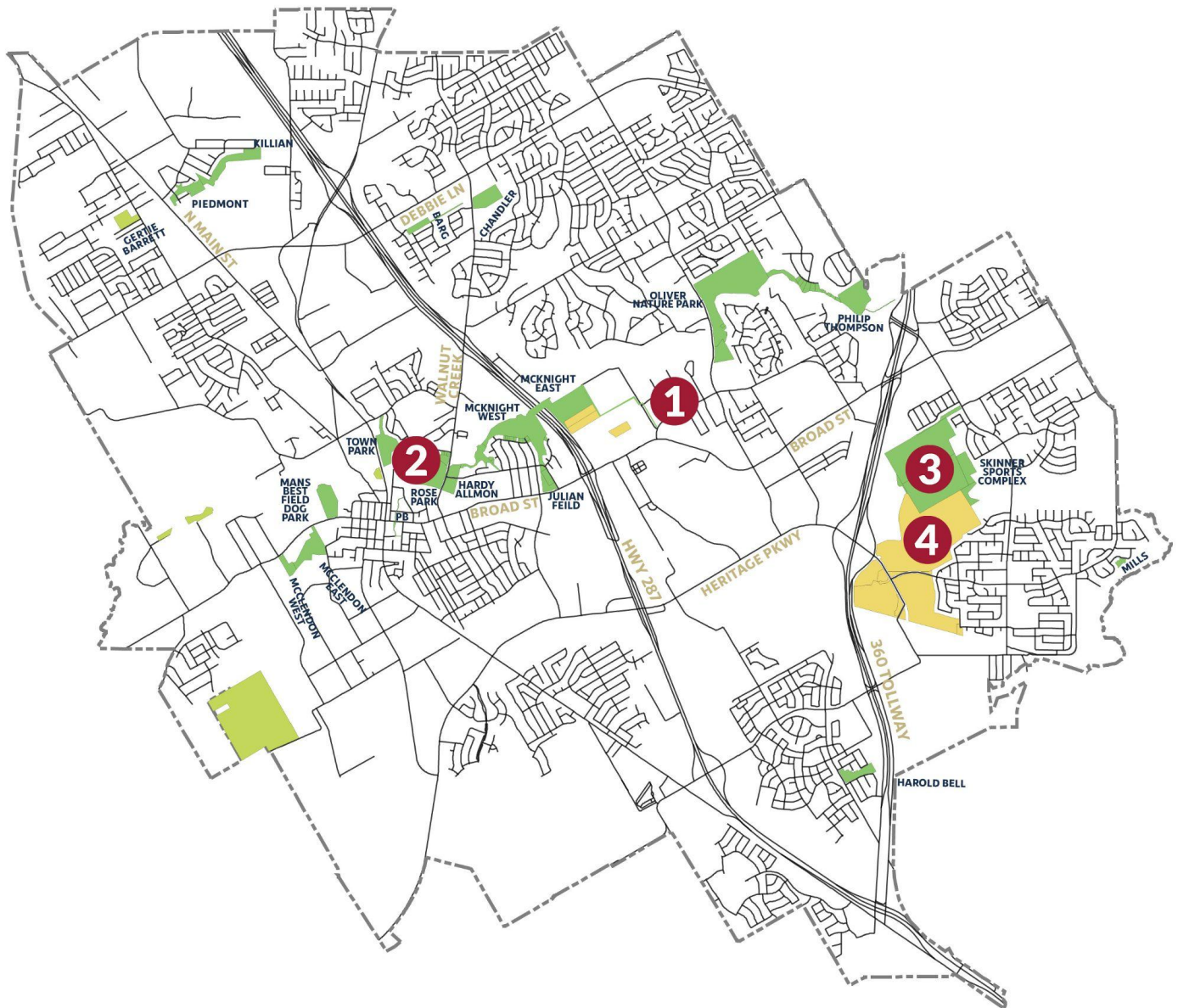
The circus came to town and brought with it three rings of new park fun, which we are now thrilled to say are open to EVERYONE! City and community leaders, staff and residents gathered on Saturday, April 22 to celebrate the grand opening of Watson Branch Park (1420 Watson Branch Road), Gertie Barrett Park (2121 Gertie Barrett Road) and McClendon Park West (799 W. Broad Street.)

Special thanks to Mayor Michael Evans, Councilwoman Tamera Bounds and MPFDC president Scot Bowman for speaking at the ceremonies, along with our entire Mansfield Park Facilities Development Corporation Board and city leadership for their support. We were also honored to have one of McClendon Moody's daughters in attendance to cut the ribbon as we re-dedicated the park named for her father. Now that the ribbons have been cut and photos taken, the parks are open for regular play and sure to get lots of love from an eager community!





PARK PROJECT UPDATES



1	Walnut Creek Linear Trail	Cannon/Carlin to ONP	Phase 3B on street side path trail	Design
2	Katherine Rose Memorial Park	303 N. Walnut Creek Dr.	Master plan & new playground	Master Planning
3	Skinner Sports Complex	920 N. Holland Road	Baseball facelift and improvements	Design
4	Mansfield National Golf Club	3750 National Pkwy	New restroom building	Construction

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 Staff is currently reviewing the consultant's 90% construction plans submittal. Staff is beginning discussions with the five private property owners where right-of-way acquisition or easements are needed.

Pending reviews, permitting, and property acquisition, the project is tentatively scheduled to be advertised for bidding this summer with construction beginning in late fall/early winter.



KATHERINE ROSE MEMORIAL PARK 2

TARGET COMPLETION SPRING 2024

PROJECT MANAGER Bryan Lyness

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 On April 25, the City Council approved a professional services agreement with Parkhill to design and create construction documents for the first phase of master planned improvements. On May 9, Parkhill submitted signed contracts, and that contract is being routed through the appropriate channels for final signatures. Phase 1 improvements in Katherine Rose Memorial will include a realigned park drive and parking areas, a large inclusive playground, a new restroom and pavilion, and improved pedestrian trails including a story walk.

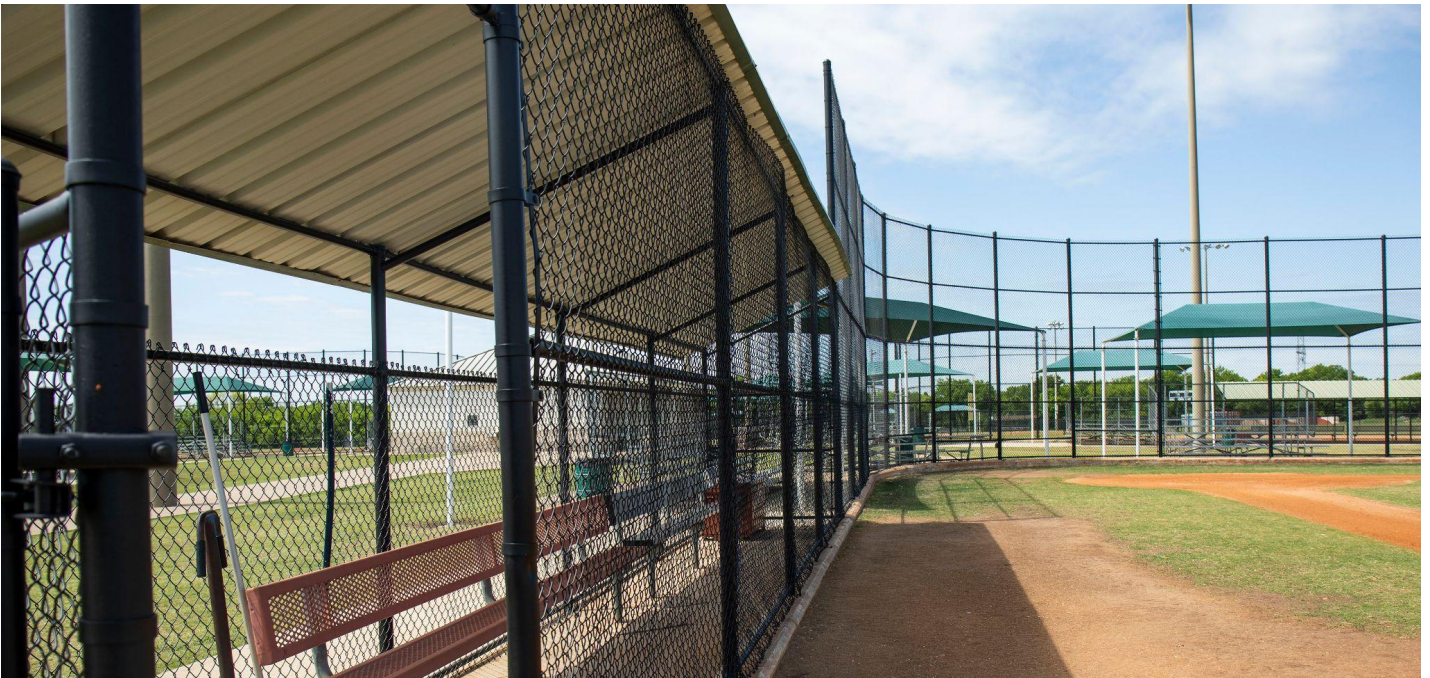
Phase 1 improvements within Hardy Allmon Soccer Complex will include tennis courts, pickleball courts, basketball courts, sand volleyball courts, and a restroom/pavilion structure. The work approved for within this agreement is slated to begin in early June.



SKINNER SPORTS COMPLEX

3

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>Baseball Fields - The contractor has completed painting all of the baseball fields at the complex. The foul line fencing work has been rescheduled to avoid conflict with the MYBA field use schedule. Construction is scheduled to begin early July and be completed before the fall season.</p> <p>Concession/Restrooms - Staff is reviewing 85% construction documents for the renovation of the existing concession stand and installation of a new restroom building. The schedule has been updated to complete these plans in May, with a bid period in June. A construction contract is expected to be presented to the MPFDC and City Council for approval in July, with the project planned to begin in late August and be completed in early 2024 before the spring season.</p> <p>Entryway Improvements - Park planning staff is nearing completion of the construction documents for the fencing, landscaping and paving improvements to the baseball complex entryway. All proposed improvements are being planned for installation during MYBA's off season(s) to provide as little as possible disruption to schedule field usage.</p>		



MANSFIELD NATIONAL GOLF CLUB 4

TARGET COMPLETION FALL 2023

BUDGET 400,000

DESIGN FIRM TRC Architects

PROJECT MANAGER James Fish

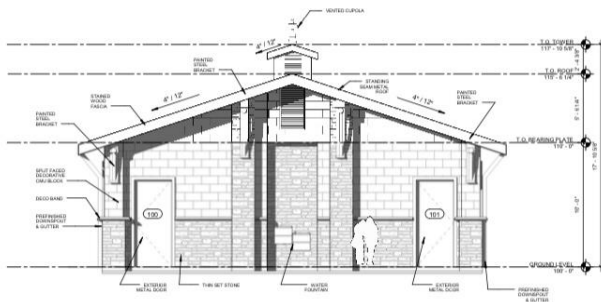
FUNDING SOURCE MPFDC 1/2 cent sales tax

CONTRACTOR AAA Time Saver Services

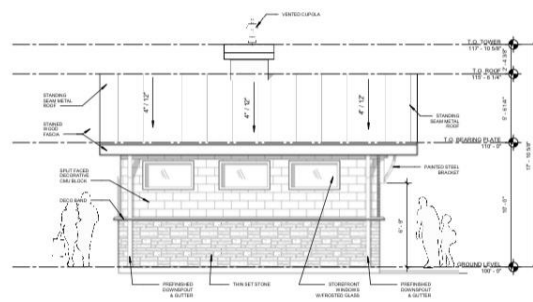
SUMMARY The project will provide a permanent restroom facility on the back nine holes of the course, conveniently located in an area where golfers can access the building after playing holes 12 and 15.

CURRENT UPDATE The sewer and water lines are being coordinated by in-house Water Utilities crews. The sewer line connection has been completed. The water service line will be bored from the Skinner Sports Complex in late May, with access through the Skinner maintenance facility. Electric service will be run from the golf course pump house along the eastern edge of hole 16. Staff is working with Oncor to execute an agreement to cross their easement for the project.

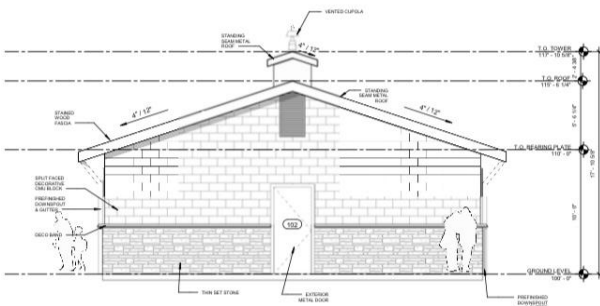
Construction contracts for the restroom building will be executed by mid-May, with the general contractor beginning work by the end of the month. Construction is expected to be completed by the end of 2023.



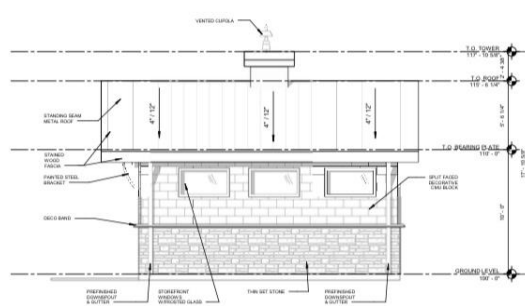
01 Elevation 1 - a
10'4" x 1'0"



03 Elevation 4 - a
10'4" x 1'0"



02 Elevation 3 - a
10'4" x 1'0"



04 Elevation 2 - a
10'4" x 1'0"

PARK OPERATIONS

BALL FIELDS AND COURTS

FIELDS & COURTS MAINTAINED	57
FIELD & COURT RENTALS	47
RACES AND TOURNAMENTS	2

PARKS AND TRAILS

PARKS MAINTAINED	23
PLAYGROUND SAFETY INSPECTIONS	16
PAVILION & AMPHITHEATER RENTALS	79
MILES OF TRAILS MAINTAINED	10
PONDS, CREEKS, AND LAKES MAINTAINED	12

AQUATICS

SPLASH PADS MAINTAINED	3
WATER CHEMISTRY TESTS	33

PUBLIC GROUNDS

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

CURRENT UPDATE

Three new parks with two new splash pads have been added to the park operations maintenance plan. The parks team pulled out all of the stops to get the parks ready for opening day. The fun continues every day after the opening celebration with the parks filled with guests enjoying the new amenities. With the addition of new parks, new staff have been added to the team to make sure all of the neighborhood and community parks and trails are welcoming for all users.

With the Texas bluebonnets and other wildflowers in full bloom this last month, park operations staff were able to participate in a joint effort with animal control to photograph parks staff and shelter dogs in the wildflower areas that allowed several dogs to be adopted. The increase in activity in all the parks has required the team to make every effort toward the goal of being fully staffed in time for the busy summer months. An increased focus on preventative maintenance throughout all of park operations is the plan. Public grounds crews are busy with spring weed control and washout cleanup after heavy rains and headed right into summer annual planting efforts. Athletic field maintenance keeps the turf and fields looking good for the end of season games and tournaments for baseball, softball, soccer and flag football.

Along with regular spring maintenance and preparing for summer, there is an increase of events during the spring months that park operations is involved in. Community wide events such as the Planting Day and Monarch Fest at Oliver Nature Park, as well as Earth Day and Music Alley downtown require the parks team's expertise.



RECREATION SERVICES

MAC

MAC VISITS 14,179

MEMBERSHIPS SOLD 311

DAY PASSES SOLD 44

PROGRAM AND EVENT REGISTRATIONS 376

MAC RENTALS 64

KIDS ZONE REGISTRATIONS 25

SENIOR LIFESTYLES

SENIOR VISITS 700

MEALS SERVED 384

PROGRAM AND TRIP REGISTRATIONS 45

NATURE EDUCATION

PROGRAM AND EVENT REGISTRATIONS 72

FIELD TRIP PARTICIPANTS 277

ATHLETICS

ATHLETIC PROGRAM REGISTRATIONS 180



CURRENT UPDATE

Spring recreation programs and activities are plentiful at the MAC and Oliver Nature Park. Taking advantage of the beautiful weather, nature education school field trip opportunities for all ages and abilities are in full force. Events such as the Community Planting Day and the upcoming Monarch Fest are allowing guests to take notice of the beautiful natural resource we have in the City of Mansfield, that is the Oliver Nature Park. Senior Lifestyles program events are trying to get outside for fun filled adventures. Family gatherings for Nerf Night and Bunny Brunch event excitement have been providing fun for everyone. Kids Zone hiring and training is underway for 10 weeks of summer day camp. Recreation staff worked diligently on the Recreation Programming Plan for CAPRA and presented the information well during the CAPRA visit.

MARKETING AND COMMUNICATIONS

SOCIAL MEDIA

FACEBOOK FOLLOWERS 11,930

FACEBOOK REACH 817k

INSTAGRAM FOLLOWERS 3,485

INSTAGRAM REACH 6.9k

EMAIL SUBSCRIBERS 3,851

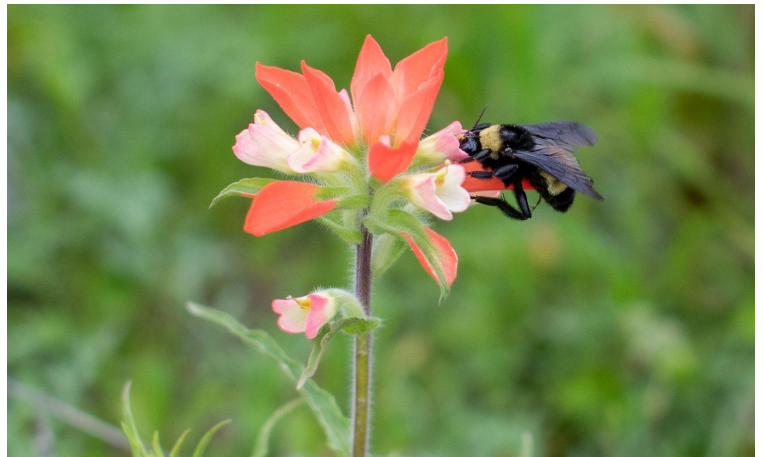
EMAIL OPEN RATE 61%



ONLINE PRESENCE

WEBSITE VISITS 4,952

AVG GOOGLE RATING 4.52



CURRENT UPDATE

April did NOT make fools out of Mansfield Parks & Recreation! A lighthearted post claiming to rename Oliver Nature Park after Taylor Swift turned into our most popular post of all time, reaching nearly 600,000 people. That was followed up by the park opening announcement, which reached 235,000. Well beyond our typical audience, but a great boost for all content and the department profile overall. Key promotions this month included the previously mentioned park openings and Summer Discount Day, which was our second-best DD ever, more than double the revenue from the average.

The 2023 marketing campaign, 365 Ways to Gather, Grow, Preserve and Play also continues. April and May are focused on events and education that highlights the department's commitment to preserving natural resources while also improving awareness and appreciation. Of course, fun and play is never far from the conversation, so the month included a free rock painting and hiding pop up, a photography contest at the Monarch Festival, and more. As this winds to a close with the Monarch Festival on May 13, all focus is now on the 100 Hours of PLAY campaign, which is returning this year bigger and better than before! The campaign will include the challenge, prizes and nine weeks of free family events throughout the city. Get ready to PLAY!



UPCOMING PROGRAMS & EVENTS

05/20/23	Super Awesome Tiny Triathlon
05/25/23	City of Mansfield Volunteer Recognition Dinner
05/26/23	Chandler Park splash pad opens for the summer
05/26/23	Family City Campout
05/27/23	Reptile Hike with a Naturalist
05/29/23	Memorial Day/city offices closed
06/01/23	100 Hours of PLAY kickoff
06/03/23	Sand Volleyball Tournament
06/03/23	Family Fishing Day
06/08/23	100 Hours of PLAY: Pickleball Pop Up
06/09/23	Bug Hike with a Naturalist
06/15/23	100 Hours of PLAY: Truckapalooza

More details and registration at mansfieldparks.com