



CITY OF  
**FARMERS BRANCH**  
TEXAS

# Parks & Recreation Board

## YEAR IN REVIEW

CITY COUNCIL MEETING | DECEMBER 10, 2024



# Parks & Recreation Board

## MISSION

Make recommendations pertaining to the operation of park facilities and recreation programs.

## VISION

Be continuously aware of the recreational needs of our residents. Create, repurpose, and adapt our parks and facilities to meet those needs.

### MISSION

Our mission at the City of Farmers Branch is to build a vibrant, dynamic community that consistently seeks to improve the quality of life for our residents.

### VISION

Our vision is to be a city of the future with a vibrant and diverse economy that supports beautiful parks, great amenities, and friendly neighborhoods.





# Parks Events

## 2023-2024 Attendance

Multicultural Event – 3,000

Fishin' Fun – 1,500

Independence Day – 8,000

Bloomin Bluegrass – 5,300

Veterans Day Celebration - 185

Feliz Navidog - 500 (2023)

Christmas Carnival - 7,000 (2023)

## Upcoming Events

Pancakes and Pajamas will be held on  
December 14 at the Recreation Center

## 2025 Events

Multicultural - Spring

Fishin' Fun - Spring

Independence Day - Summer

Frightn' Fun Fest - Fall

Holiday Carnival - Winter





# Success Stories

## One-of-a-Kind Amenities

Unveiled Joya Park, providing a truly unique attraction for residents, while also attracting visitors that support local economic growth. Thousands attended the Grand Opening on January 2024

## Inclusive Programs & Events

Worked with the Council-appointed Multicultural Task Force to create and produce *Gateway to the Globe* with notable success

## Enhance Quality of Life

- Completed the initial phase of the Mercer Park improvements
- Opening of Venue 1842
- Texas Arbor Day-Tree planting at Rawhide Trail

## Medians

Implementation of Median transition from HOA to City-Mercer Crossing and Oakbrook Subdivisions

## Success In Numbers

Recreation Center Resident Memberships  
3,781  
6% increase  
Aquatics Resident Memberships  
360  
70% increase

## City Beautification

Continuation of the revitalization and beautification of the City.

- Replaced 87 trees due to winter storm damage
- Addressing median and Rights of Way maintenance i.e. shrub maintenance



# Looking Forward

## Halloween Event Returns in Fall 2025



## Gateway to the Globe Returns Spring 2025



## The Branch Connection Phase 2 Spring 2025



## Mercer Park Phase 2



## Squire & Dutch Village Park Rehabs



Continue providing World Class customer service for residents at all facilities

NPS®



88% Promoters - 5% Detractors = 83 NPS®

# Questions?

CITY COUNCIL MEETING | DECEMBER 10, 2024