



**FARMERS BRANCH**  
TEXAS

# **Aquatics and Recreation Divisions FY 24–25 Year End Report**

**Parks and Recreation Board | January 15, 2026**

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Requested By the Parks and Recreation Board

FY 24-25 Year End Report

## Mission

It is the mission of the Farmers Branch Parks and Recreation Department to provide citizens, regardless of age, sex, race, interests, or financial consideration, with a year-round functional parks system that promotes active, passive, educational, and recreational experiences through an effective delivery system.



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**Parks & Recreation**





FY 24-25 Year End Report

# Aquatics

Margaret Young Natatorium

Frog Pond Water Park

Select Special Events

FY 24-25 Year End Report

# Fiscal Year 24-25 Goals

## **Aqua Fitness**

Increase attendance by implementing targeted marketing strategies

## **Community Engagement**

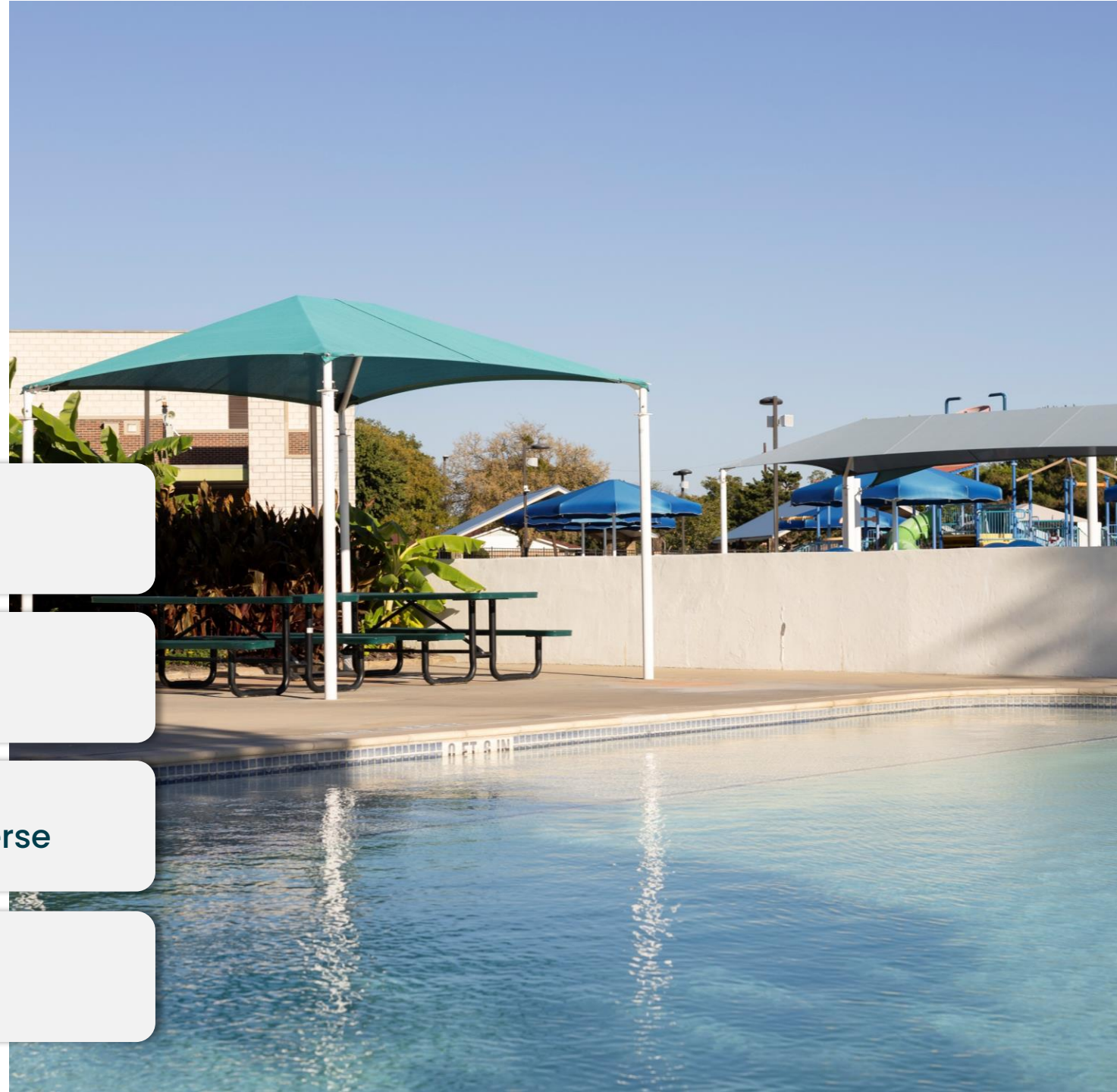
Improve overall and targeted by 20%

## **Community**

Increase overall experience to meet diverse needs of community

## **Learn to Swim Program**

Increase attendance by implementing targeted marketing strategies



FY 24-25 Year End Report

# Achievements

## Aqua Fitness

- Our Aqua Fitness increased in participation by 5% compared to FY 23-24.

## Membership Revenue

- Increase in memberships by 7%.

## Learn to Swim Program

- 1,202 total participants in our program this FY. With 893 being residents and 309 non-residents.

## Community Engagement

- The Farmers Branch Aquatics Center celebrated their 10<sup>th</sup> birthday. Offered free admission to residents and celebrated with the community.
- CFB-ISD Trunk or Treats





FY 24-25 Year End Report

# Recreation

Recreation Center

Athletic Field Operations

Select Special Events



FY 24-25 Year End Report

# Fiscal Year 24-25 Goals

## **Cost Recovery**

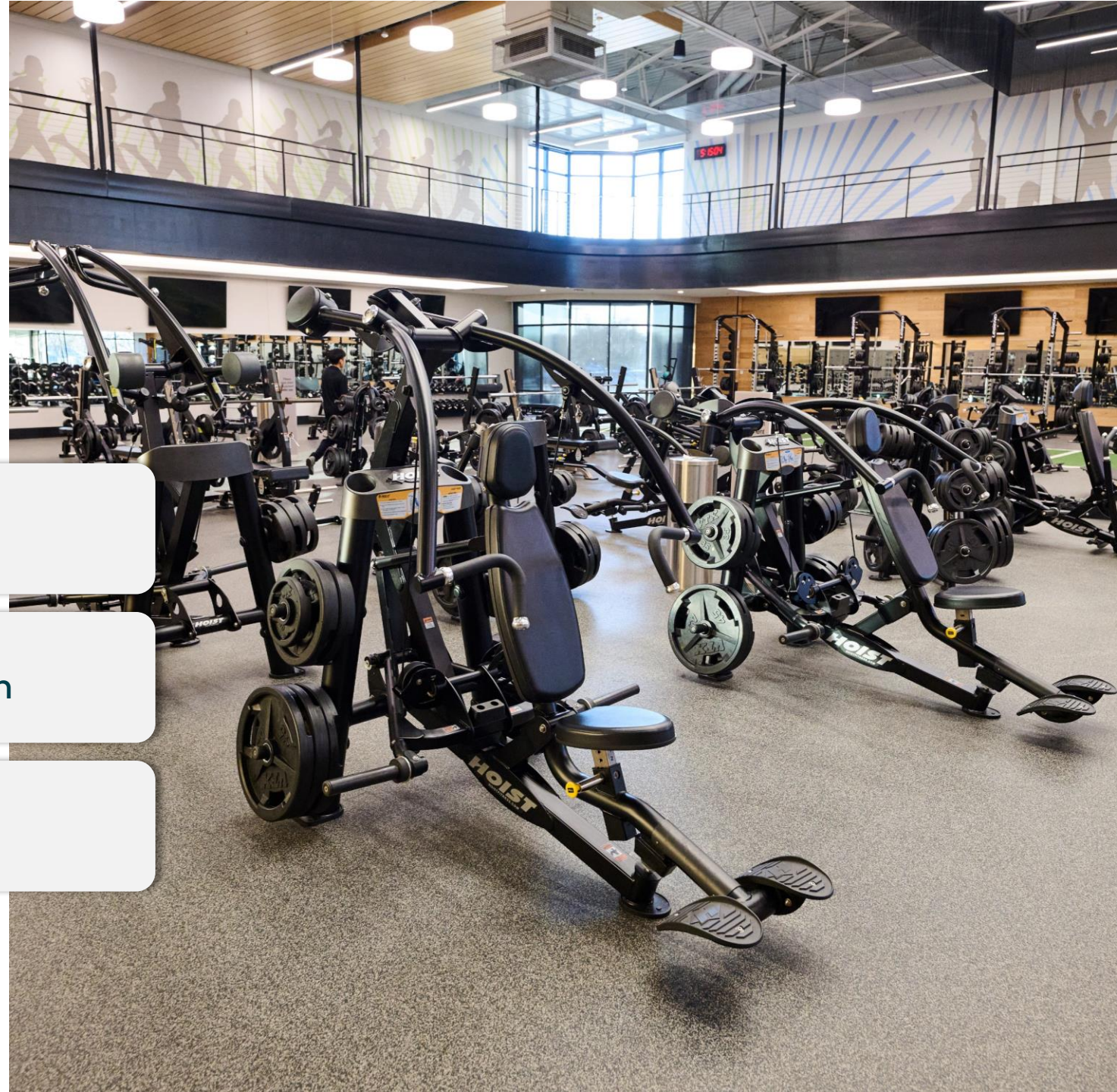
Maintain 100% Cost Recovery

## **Partnerships**

Create partnerships with Farmers Branch Schools

## **Programs**

Offer Unique Programs for all ages



FY 24-25 Year End Report

# Achievements

## Cost Recovery

- The Recreation Center had a cost recovery of 103% for this FY.

## Partnerships

- Mary Grimes Fitness Class
- CFB-ISD Trunk or Treats

## Programs

- Homeschool Open Play – open gym opportunity
- Volleyball Skills and Drills

## Revenue Increases

- Recreation Rentals
- Summer Funshine
- Memberships



# Memorable Moments



FY 24-25 Year End Report

## Looking Ahead to 2026



### Online Reservations

Move all Recreation and Aquatics rentals to an online process



### Increase Social Media Engagement

10% increase in social media engagement with creative and relevant content



### Cross-Training Staff

Train and implement cross-training among the Recreation and Aquatics Center staff



### Cost Recovery

Recreation Center 100% Cost Recovery



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*Community Recreation Center*



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# Questions

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