



CITY OF
FARMERS BRANCH
TEXAS

Parks & Recreation Board

Year in Review | December 10, 2024



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Parks and 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.

2024 CRITICAL BUSINESS OUTCOMES

Critical Business Outcomes are specific projects that City Council has identified as being crucial to progress and success.

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|-------------|--|
| CB01 | Ensure strategic planning alignment to current status of City and mission/vision |
| CB02 | Improve access to responsible and diverse housing |
| CB03 | Plan for, build, and maintain high quality public assets |
| CB04 | Support the evolution of the arts, culture and recreation in Farmers Branch |
| CB05 | Strategically identify and acquire property to further the goals of the City |
| CB06 | Improve overall and targeted community engagement |

Events

2024

Multicultural Event – 3000

Fishin' Fun - 1500

Independence Day - 8000

Bloomin Bluegrass – 5300

Veterans Day - 185

Upcoming Events

Holiday Carnival

Feliz Navidog

Pancakes and Pajamas

Upcoming 2025 Events

Multicultural - Spring

Fishin' Fun - Spring

Independence Day - Summer

Frightn' Fun Fest – Fall

Veterans Day -Fall

Holiday Carnival – Winter



Examples of Success

- Opening of Joya Park has united the Farmers Branch Community and attracted visitors who support local economic growth-Opening numbers?
- Community Multicultural Task Force and Event was a notable success
- Mercer Park-Phase 1 trails are completed
- Median transition from HOA to City-Mercer and Oakbrook was established
- Highest attendance totals since COVID for Aquatics Center-Numbers?
- Successfully continue our revitalization and beautification efforts on winter storm damages-87 trees replanted?



Updates and Future

- Halloween Event returns in 2025-pictures from years ago?
- Multicultural Event- 2nd year with new time
- The Branch Connection-Phase 2 completed, and operations return back to facility
- Mercer Park-Phase 2
- Begin community outreach for Squire and Dutch Village Parks





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Questions?

