

Parks and Recreation Board

Biannual Update



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Mission & Vision

- **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.



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Let's get physical

Examples of Success

Aquatics Center

- Natatorium - 17% increase in usage
- Frog Pond – Over 42,000 summer attendees
- Just 6% shy of meeting 2019 numbers (Carrollton closure inflated 2019 numbers)



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Updates

Examples of Success

Recreation Center

April-Sept. scans

- 37% increase in usage
- 138% increase in memberships sold
- Rentals – Rental revenue has grown from 13k to almost 300k in less than 4 years
- Additional Programs



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Events

Examples of Success

- Independence Day
- Family Night Out
- Hoppy Hour
- Denton Drive Live Series
- Summer Funshine
- Daddy Daughter Dance



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Future

- Sand Volleyball
- Signature Park
- Changes in Parks philosophy
 - Honed the Rec Side – Now Parks turn
 - Streamlined Structure
 - Efficiency measures
 - Technology – iPads in trucks
- Master Plan – ahead of schedule



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Questions?



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