



# PEARLAND PARKS & RECREATION



## FALL QUARTERLY REPORT

SEPT- DEC 2023



**WE'RE BUILDING A HEALTHY, CONNECTED, AND VIBRANT COMMUNITY THAT ENRICHES LIVES THROUGH EXCEPTIONAL EXPERIENCES.**

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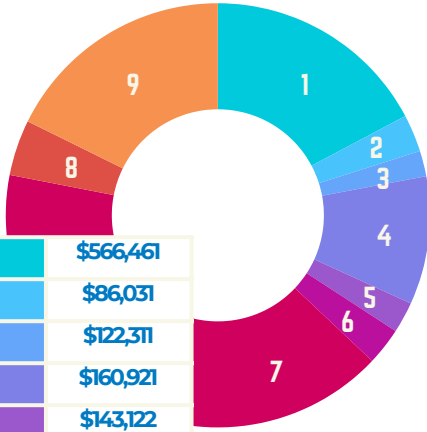
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## INTRODUCTION

This Fall report provides a department-wide status update for the months of September, October, November and December 2023; (Fall Season), For this review period, Pearland Parks & Recreation has connected community to programs, services, rentals and events to create impactful experiences and generate over \$630,000 in revenue. In addition to serving 7,000+ program participants, 5,800+ facility members, 40,000+ event patrons, other areas of focus include the onboarding of newly converted full-time-front-line staff positions (Recreation Attendants, Facility Attendant, Lifeguards). Staff collectively attended 9 position relevant certifications and attended 7 different conferences and professional development opportunities across the department.

# BUDGET PERFORMANCE

## Operations & Maintenance, by Division



1-Administration	\$566,461
2- Recreation Programs	\$86,031
3- Athletics	\$122,311
4- Special Events	\$160,921
5- Senior Programs	\$143,122
6- Aquatics	\$227,143
7- Parks	\$932,243
8- Natural Resources	\$116,761
9- Recreation Operations	\$522,525

**\$1,754,404**

Salary, Wages & Benefits

**\$1,123,113**

Operating Expenses

**\$632,260**

Total Revenue Generated

## Primary Revenue Sources:

Programs, Leagues & Camps

Pearland RCN Memberships

Field, Pavilion & Facility Rentals

**\$71,955**

**\$152,549**

**\$471,113**



# RESOURCE DEVELOPMENT

**\$69,812**

Sponsorships Collected  
September - December 2023



# RECREATION PROGRAMS

## FALL PROGRAM NUMBERS, ALL DIVISIONS



197

TOTAL NUMBER OF PROGRAMS OFFERED



3,721

TOTAL PROGRAM ATTENDANCE



\$71,955

TOTAL REVENUE GENERATED IN PROGRAM REGISTRATION



## KNAPP ACTIVITY CENTER HIGHLIGHTS

Total # of Facility Memberships

788

Total Meals served through ActionS partner

4,346

7,321

Total Number of Class Participants

9,766

Total Number of Membership Scans

In addition to the 74 socials hosted this reporting period, the Knapp Activity Center began a new partnership with opProsthetics to offer a monthly support group at the KAC.



## 119 TOTAL FALL ATHLETIC LEAGUES PARTICIPANTS

Pickleball  
Adult Softball  
Miracle League Baseball

# NATURAL RESOURCES

## 2023 CHILDREN IN NATURE CHAMPION ORGANIZATION AWARD WINNER: CITY OF PEARLAND'S DELORES FENWICK NATURE CENTER



Delores Fenwick  
NATURE CENTER



The City of Pearland Delores Fenwick Nature Center (DFNC) uses native animals, interactive exhibits, in-person programs, and social media content to capture the interest of the Pearland community and educate all visitors about native wildlife and habitats. One of the DFNC's most exciting educational projects is its Adventures with Edu-Katie (AWEK) video-series. The AWEK series takes nature and science topics and breaks them down into fun and edu-taining videos that help kids, and their families better understand the environment, especially native Texas species. Adventures with Edu-Katie has highlighted the Stella Roberts Recycling Center in How to be Plastic Free, shared about the conservation work the DFNC is doing in partnership with Texas Parks & Wildlife and the Texas Horned Lizard Breeding/Reintroduction program in Texas Horned Lizards!, and educated viewers about how and why to follow TPWD fishing laws in Gone Fishing! As the series continues, AWEK will continue to highlight local organizations and further the message of conservation and the importance of nature and the outdoors.



## NATURAL RESOURCES ONLINE ENGAGEMENTS:



**5,029 Engagements**



**1,127 Engagements**



**2,147 Edu-Katie Views**

**3,273**

Total number of DFNC  
visitors SEPT - DEC 23

**510**

Total number of  
program participants in  
32 classes SEPT - DEC 23

# CONNECTING COMMUNITY TO NATURE

## Solar Eclipse Viewing Event

On October 14, 2023, the DFNC hosted a free community event to view the Annular Solar Eclipse as its path crossed over Texas. Prior to the event, at home/DIY craft activities and education material about eclipses were shared on social media platforms. At the event, attendees were provided with solar viewing glasses for a safe viewing experience. Other features included several space-themed craft stations, a photo-op location, corn hole boards, and a food truck on-site. Although it was anticipated 150 patrons would participate, the viewing party received over 750 event attendees!



## 2nd Annual Outdoors for All Event

On November 4th, Natural Resources staff, in partnership REI-Baybrook hosted the 2nd annual Outdoors For All event at Independence Park. This event aims to help connect people to an outdoor community or group that will help and encourage them to get outside. Vendors included national gear companies (Oboz Footwear, Wrightsock, Adidas, Victorinox Swiss Army Knife) and local clubs and businesses (Pearland Bicycles, Wild Pear Running, Parks Foundation, Pearland Tinkergarten, Wild Birds Unlimited, Master Naturalists, Master Gardeners), as well as a selection of food trucks.

This year's event was enhanced with entertainment by Eco-Rapper, Hila the Earth and her DJ, to perform with musical education and provide a festive atmosphere throughout the event.

The development of REI-Baybrook's long term partnership is melded by collaborative efforts all year long. DFNC staff attended REI's "Fall into Running" in-store event earlier this year to share information on PARD programs, provided information about Pearland trail and park systems, and advertised for upcoming events and races in Pearland.



# PARKS MAINTENANCE

## CARING FOR OUR PARKS

680

SEPT - DEC  
PARKS STAFF SUPPORT HOURS  
FOR 3 TOURNAMENTS

2,037

SEPT - DEC  
SPECIAL EVENT PARKS STAFF  
SUPPORT HOURS

This Fall reporting period, Parks Crews manage all outdoor spaces, trails, athletic fields, parks and playgrounds. The crews supported Hometown Christmas events, parade, Tour De Lights and the monthly Farmer's Market.

Overall, the team managed 3 tournaments, but the November tournament showcased the dedication and excellent level of customer service and integrity of the team. When heavy rainfall had the potential to cancel an organizer's large athletic event, the crews worked quickly and creatively to make the fields playable for a successful tournament.

December marked the end of the maintenance contract that cared for several park properties. As approved through FY24 budget process, the department has opted to forego contract service, and hire staff to fulfill this maintenance. Parks crews are currently maintaining all areas that have rolled off of contract until January when the new positions will onboard and take over these areas.

Major projects conducted this reporting period include:

- Aeration of all athletic fields
- Hometown Christmas light decoration maintenance & support
- Managed irrigation projects at several sites
- Completion of the West Pearland Community Center marquee
- Completion of Southgate Playground replacement

## NATURAL RESOURCES PRESERVATION PROJECTS



This reporting period, 500 native plants were installed. All grown in-house with an estimated \$4,000 value.



# SPECIAL EVENTS



## CITY EVENTS

- Sunset Cinema
- Trick of Treat Trail
- Hometown Christmas Parade

## EXTERNAL EVENTS

- Party with the Police
- Old Pearland Farmers Market
- Pearland Turkey Trot
- Tour de Lights

12,401

Website Visits

144,284

Facebook & Instagram Engagements

1,027

Livestream Views

24,720

TOTAL ATTENDANCE  
CITY SPONSORED  
EVENTS

15,500

TOTAL ATTENDANCE  
EXTERNAL EVENTS

## VOLUNTEERISM

Volunteers helped support Parks & Recreation for a total of 757 hours across:

- Special Events
- Athletics Coaching
- Miracle League Buddies
- Natural Resources Service Projects



# PEARLAND RECREATION CENTER & NATATORIUM

11,330

PARTICIPANTS IN 804 TOTAL GROUP X CLASSES

399

PERSONAL TRAINING SESSIONS

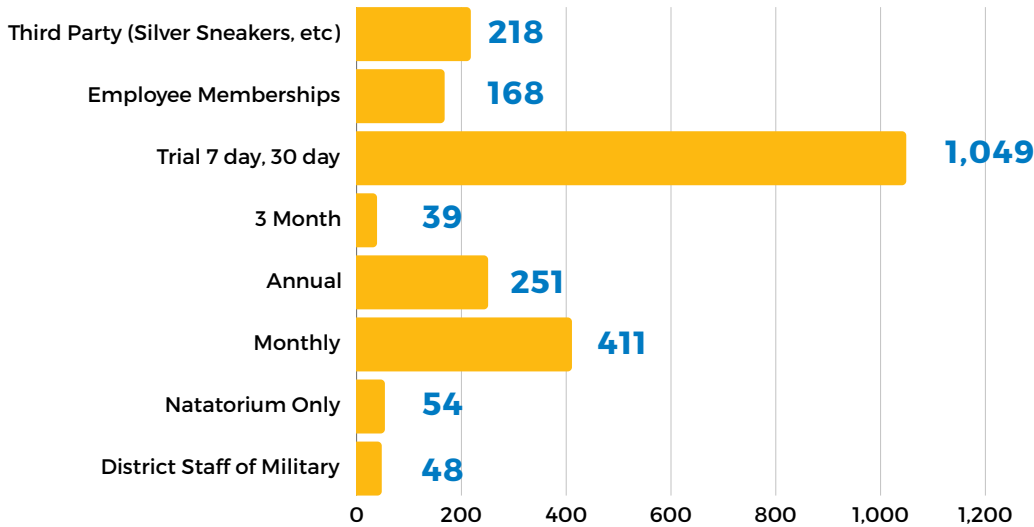
5,089

TOTAL ACTIVE MEMBERSHIPS AS OF 12.31.2023

## RCN MEMBERSHIPS

\$152,549

Total Revenue Generated from Membership Sales



Total Memberships Sold, by Type



## ANNUAL FACILITY CLOSURE

The week of December 11th, Recreation Operations conducted annual facility closure of the Pearland RCN. During this time, the floors were refinished, facility signage was replaced and the facility name plate on the Marquee was updated. Full and Part Time staff took advantage of this time for annual training, deep cleaning of the facility, and inventory management.

\$78,122

AQUATICS REVENUE, RENTALS PROGRAMS & EVENTS



Total Number of Facility & Pavilion Rentals

64

Facility & Pavilion Revenue

\$350,535

# ATHLETIC FIELD & NATATORIUM RENTALS

## TOURNAMENTS:

**3 USFA TOURNAMENTS** TOOK PLACE THIS REPORTING SEASON ACROSS CENTENNIAL PARK, VETERANS COMPLEX, AND THE SPORTS COMPLEX AT SHADOW CREEK RANCH GENERATING **\$18,145** IN REVENUE WITH AN OVERALL ECONOMIC IMPACT OF **\$1,448,884** FOR THE CITY.

**2,263**

TOTAL # ATHLETIC  
FIELD RENTALS

**\$120,578**

ATHLETIC FIELD  
REVENUE



IN ADDITION TO SWIM LESSONS AND SPECIALTY PROGRAMS, THE NATATORIUM FACILITY GENERATES SIGNIFICANT REVENUE FOR RENTALS. UTILIZATION INCLUDES GAMES, PRACTICES & TOURNAMENTS FOR:



**\$55,884**

REVENUE FROM  
375 NATATORIUM  
RENTALS

**PEARLAND ISD**

**SOUTHSIDE WATER POLO**

**BAY AREA STARS DIVE TEAM**

**PHAP LUAN BUDDHIST CULTURE CENTER**

**BALKAN UNITED WATER POLO CLUB**

**PEARLAND AQUATICS**

# 2023 DEPARTMENT AWARD RECIPIENTS

## Rookie of the Year – Recreation

Andrew Pudwill

## Rookie of the Year – Parks

Waylon Fisher

## Bridge Builder

Austin Flores

## Part-Time Employee of the Year

Suzanne Jurek

## Full-Time Employee of the Year

Cullen Ondracek

## Director's Award of Excellence

Randi Wyatt

## STAFF DEVELOPMENT & ACHIEVEMENTS

### DEPARTMENT QUARTERLY MEETING

The agenda for September's Department Quarterly meeting was far from ordinary. In addition to a CAPRA reaccreditation celebration, Parks staff and Recreation staff teamed up to participate in a mock equipment rodeo where many staff received a crash course on precision mowing and other skills outside of the norm. Later, the real professionals went on to place at TRAPS Maintenance Rodeo. (Justino Rodriguez, 3rd place Nail Driving)

### NEW CERTIFICATIONS

**Cullen Ondracek** - Remote Pilot Certificate, FAA

**Tracy Jewell** - Mental Health First Aid Certification

**Monica Montoya-Phelps** - Mental Health First Aid Certification

**Austin Flores** - TDA (Tx Dept of Agriculture) License Vegetation Management Endorsement

**Chrystopher Bickham** - CPRE (Certified Parks & Recreation Executive)

**Kevin Carter** - CPRE (Certified Parks & Recreation Executive)

**Sydawnie Douglass** - CPRP Certified Parks & Recreation Professional

**Kelly Moody** - IFEA Certified Festival/Events Associate

**Andrew Pudwill** - Certified Pool Operator



### CONFERENCES & TRAININGS

- NRPA Annual Conference
- Texas Children in Nature Network 2023 Summit
- Site One Annual Athletic Field Lunch and Learn Mental Health First Aid Training
- Sponsorship Collective Participation
- Emotional Intelligence for Managers LGU Training Million Dollar Property Program
- Event Management School
- IFEA Convention & Expo