



*Parks and Recreation*



Deer Park Parks & Recreation  
**ANNUAL REPORT 2022**

Charlie Sandberg  
Deer Park Parks & Recreation Director

610 E. San Augustine  
Deer Park, Texas 77536  
281-478-2050

# From the desk of the Director

Charlie Sandberg, Director  
Deer Park Parks & Recreation

## 2022 was an enormous bounce-back year for the department!

Please take the time to educate yourself about each division as they share their contributions to the community in the adjacent pages.

We thank our Parks and Recreation Commission for supporting the department and its commitment to the community.

The department had a significant increase in participation in programming with our special events, instructional classes, swimming lessons, theatre productions, adult sports leagues, concert attendance, and senior programming. Traditional and new programming participation grew exponentially in registration numbers. The most significant increase in programming came from our Maxwell Adult Center, which offers unique and innovative programs.



Our parks and custodial crews continued their excellence in meeting maintenance standards, an essential tool for evaluating our services and productivity.

Our Marketing Division completed our sponsorship and donation policy, which we hope will engage our community and increase our activities' involvement.

The department has different committees that work together to improve processes and programming; we have; the customer service committee, Christmas committee, revenue management plan team, and more.

The department completed many projects, including the Dow Park Bridges, Deer Park Hike and Bike Trails, Nature Preserve Boardwalk Expansion, Tennis Court Fence Replacement, and Glenwood Park Clearing and Grubbing. We have also been working on constructing and designing the parking lot expansions at the Soccer and Girls Softball Complexes, the new Recreation/Community Center, and Jimmy Burke Activity Center.

We proudly serve this community with many great amenities and programs. Thank you for allowing us to participate in your "Quality of Life."





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# Leadership

To access more information on the Deer Park Community Development Corporation and Parks and Recreation Commission including meeting dates and times, visit the City of Deer Park website – [deerparktx.gov](http://deerparktx.gov) – scroll over the “Government” tab, and click on “Agendas & Minutes” in the “Mayor & Council” column.



## City Council

- Mayor Jerry Lee Mouton, Jr.
- Council Member Position 1: Sherry Garrison
- Council Member Position 2: TJ Haight
- Council Member Position 3: Tommy Ginn
- Council Member Position 4: Bill Patterson
- Council Member Position 5: Ron Martin
- Council Member Position 6: Georgette Ford



## City Leadership

- James J. Stokes, City Manager
- Sara Robinson, Assistant City Manager



## Community Development Corporation

- Laura Hicks, President
- Eric Ripley, Vice President
- Justin League, Secretary
- Jeff Lawther, Treasurer
- Faylene DeFrancis
- Les Ellard
- Doug Burgess



## Parks and Recreation Commission

- Alan Cliburn, Chairman
- Eric Ripley, Vice Chairman
- Glenda Jo Kiefer
- Sherry Redwine
- Jamie Cox

# Departmental Leadership



Charlie Sandberg, Director



Jacob Zuniga, Assistant Director



Jazmin Hernandez,  
Administrative Supervisor



Nicole Garvis,  
Marketing/Technical Coordinator



Tiffany McGallian,  
Park Operations Supervisor



Debra Culp,  
Athletics/Aquatics Supervisor



Rene McBride  
Recreation Supervisor



Kristen Villalovos,  
Senior Services Supervisor



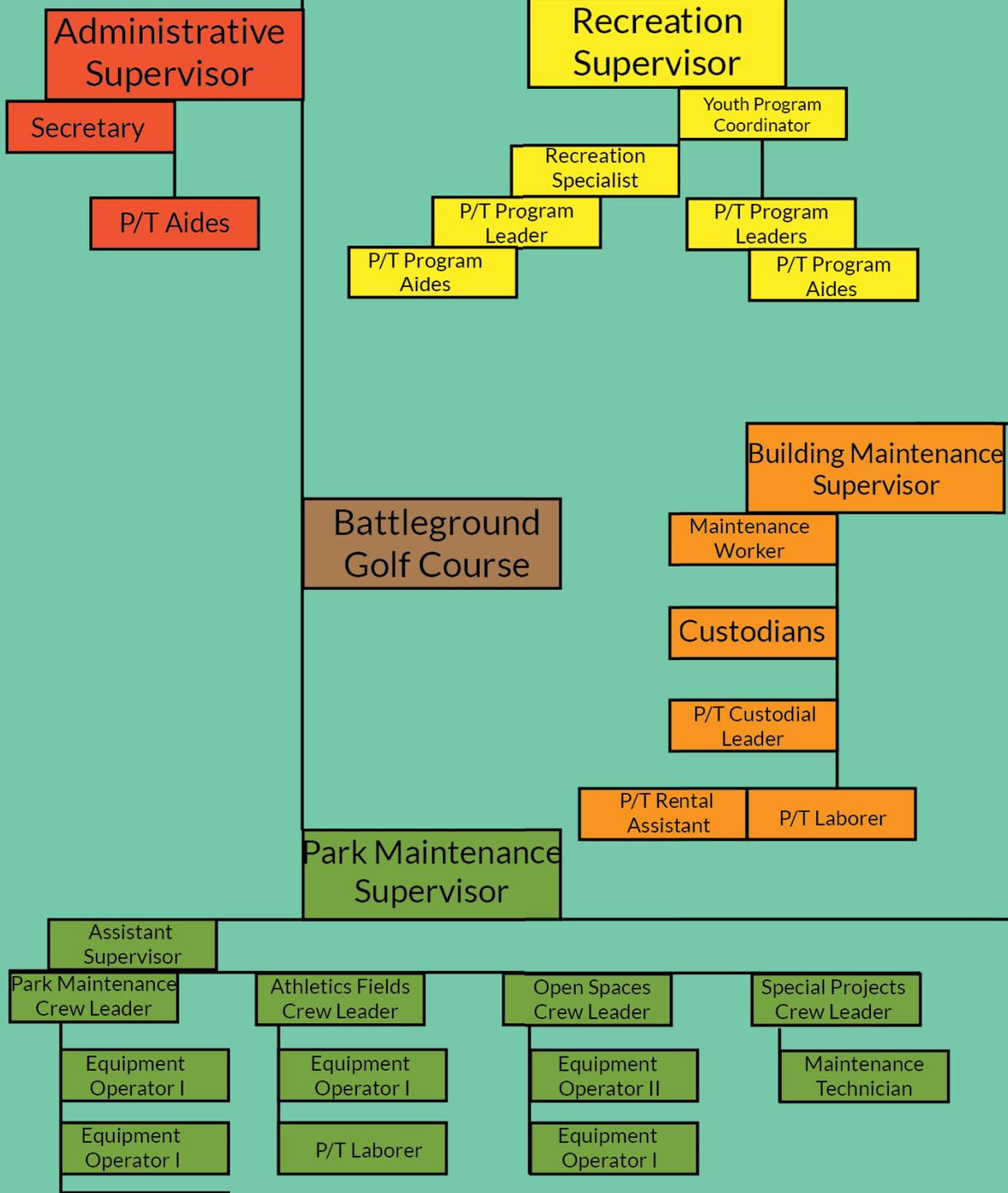
Susan Mele,  
Artistic Managing Supervisor



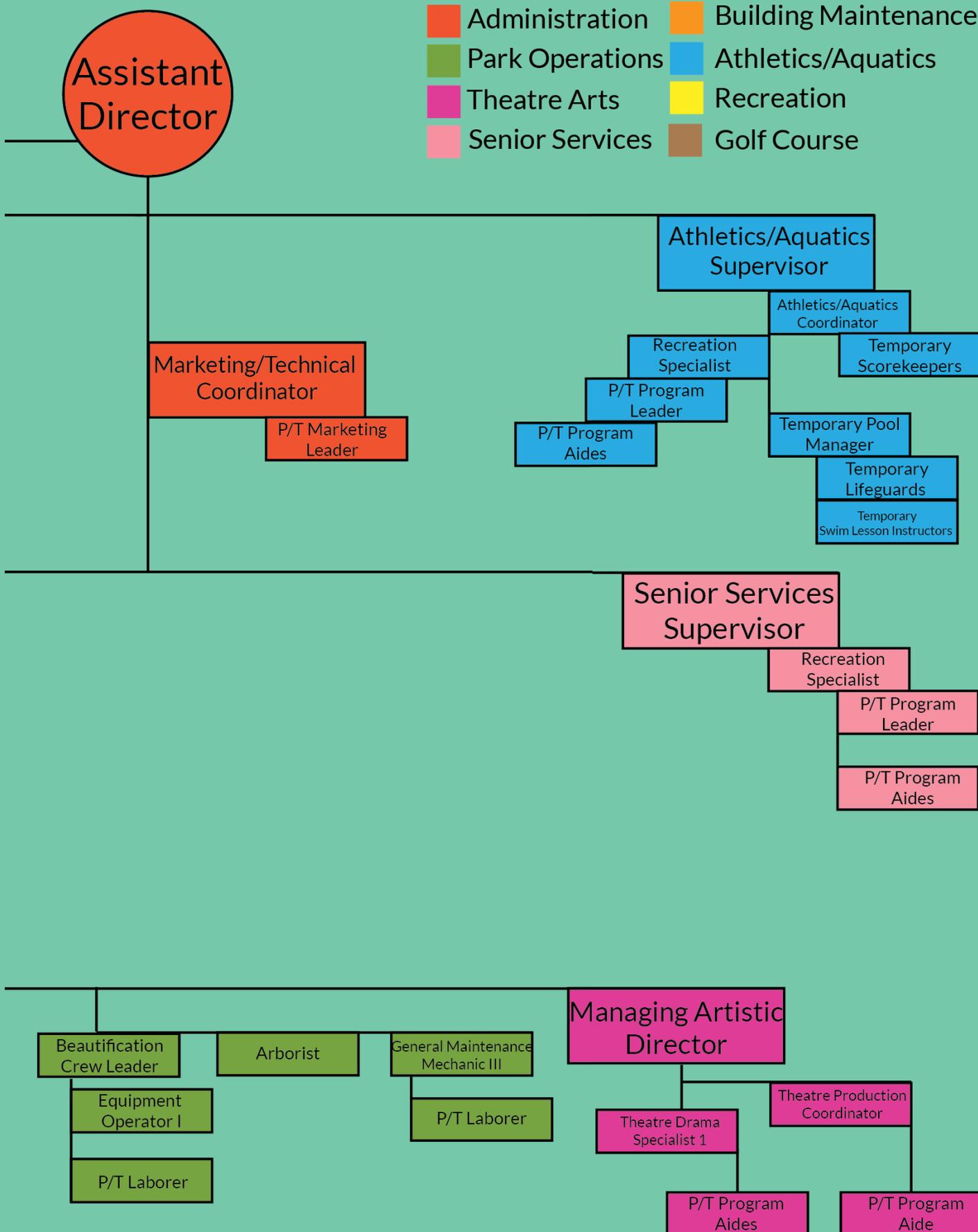
Dawn Crenshaw,  
Public Building Supervisor



Director



# Department Organization



# Strategic Priorities

## Goals & Objectives

1. Ensure that parks and related facilities are considered an integral part of the infrastructure of a city. A well-planned, funded and operated parks and recreation system will serve to enhance the health and quality of life of all citizens, and enrich the environment  
Objectives:

- a) Update and maintain the Park, Recreation, and Open Space Master Plan to address the needs of the community for the next 5 to 10 years
- b) Develop and implement a non-motorized mobility plan, to include hike and bike trails, for the City of Deer Park
- c) Identify and adopt an identity to include standards for park wayfinding, and signage



2. Maintain, update, and enhance existing park and recreation facilities, providing quality resources for the citizens of the City of Deer Park

Objectives:

- a) Renovate and replace existing facilities to meet contemporary park and recreational programming needs and standards
- b) Implement and budget for a system-wide minor repair and construction plan that takes into account the aging infrastructure and condition of many recreational facilities
- c) Provide for ongoing beautification efforts in city parks throughout the City of Deer Park

3. Plan, develop, and construct diversified and balanced park and recreation facilities and programs based upon the needs of the community and surrounding areas

Objectives:

- a) Support and develop relationships with athletic and sport associations that will assist in planning, developing, designing, building, and maintaining local sport facilities





**4.** Ensure that park and recreation facilities are safe and easily accessible for all users  
Objectives:  
a) Budget for and provide safe, well-marked and easy access to all park and recreation facilities; ensure that all recreational facilities are ADA accessible  
b) Renovate and develop existing city parks, to provide a safe park system

**5.** Conserve, protect and enhance the cultural, historical, archaeological, and natural resources of the City of Deer Park

Objectives:

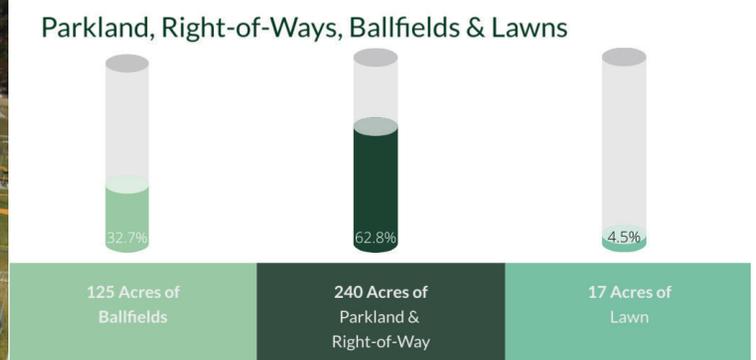
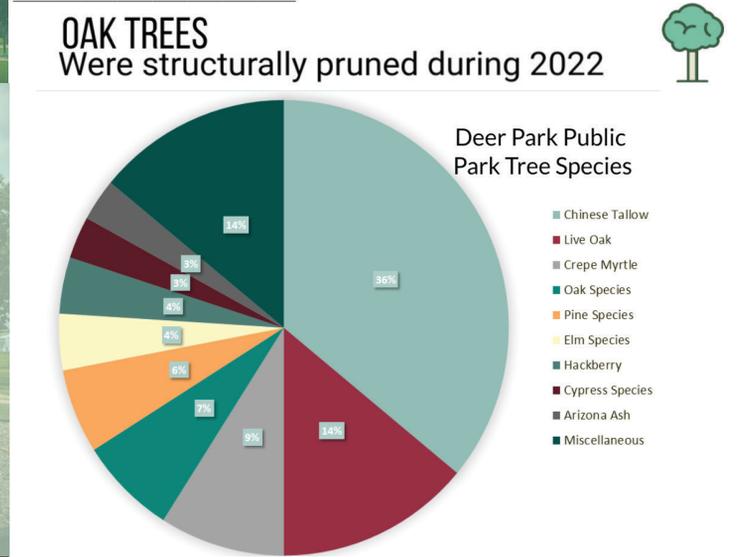
- a) Identify and enhance cultural, archaeological, historical and natural resources
- b) Plan, research and budget for the conservation and preservation of these sites for citizen enjoyment and educational interpretation
- c) Encourage eco-tourism opportunities through the development of sites to provide enhanced visitation to Deer Park
- d) Focus on energy and natural resource efficiency and conservation when rebuilding or constructing parks and recreation facilities.



**6.** Develop a jurisdiction-wide master plan that is in compliance with the requirements of the Texas Parks and Wildlife Department's (TPWD) Park, Recreation and Open Space Master Plan Guidelines, thereby enhancing opportunities for award of funding through the Local Park Grants Program.  
Objectives:  
a) Align plan elements with TPWD guidelines;  
b) Develop a plan timeline for a 10- year implementation, so as to address both short- and long-term needs;  
c) Adopt plan by resolution through City Council  
d) Submit plan for review and approval by TPWD

# Parks, Trails & Green Space

## Outdoor Impact



7,800 hours are spent on maintenance on the athletic fields annually

# Deer Park Nature Preserve

The 38 acres of the Deer Park Nature Preserve include 1.5 miles of trails throughout the property. The main loop is constructed of decomposed granite, while the inner loops are mown trails. The trails take you through a woodland area with lots of shade and birds. On the edge of the wetland area where aquatic life thrives and through the grassland/prairie area where pollinators flutter about.

Improvements to the Nature Preserve during 2022 included 300 linear feet added to the boardwalk, which now totals 753 feet, and benches were installed along the walking trail.



## Hike & Bike Trails

The 2.6-mile Deer Park Hike & Bike Trail from Park Green South to Running Brook Park connects East X Street to East P Street, and along the way Tiffany Amber Park, Wynfield Park, and Runningbrook Park.



### Impact

**PARKS RECREATION FACILITIES IMPACT ON THE LIVES OF OUR CITIZENS**

**260**

**MILLION PEOPLE** in the United States visited a local park or recreation facility at least once during the past year.



**87%**

of people agree that parks and recreation is an important service provided by their local government.



More than

**7 IN 10**

**RESIDENTS**

have at least one local park, playground, open space or recreation center within walking distance of their homes.



**4 IN 5**

**ADULTS**

seek high-quality parks and recreation when choosing a place to live.



# Noteable Achievements

## Department Highlights

### H-GAC Award

Houston-Galveston Area Council Parks and Natural Areas Special Recognition projects under \$500,000 for the Deer Park Hike & Bike Trails

### TRAPS East Region

2022 TRAPS East Region Photography award for Greg Holliman's photo of the Art Park Players production "Footloose".

### 2022 TRAPS East Region Maintenance Rodeo

- 1st Place-Brandon Naranjo, Backpack Blower
- 2nd Place-Noe Mendoza, Mower Obstacle Course
- 2nd Place-Cody Barker, Matt Hicks, Trailer Obstacle
- 3rd Place-Jason Bergman, Taylor Sandoval, Irrigation

### Texas Public Pool Council (TPPC)

City of Deer Park received the Texas Public Pool Council Class 3 Agency of the Year.

- 1st Place-photography award for Pumpkin Splash photo
- 3rd Place-photography award for group photo of the 2022 Lifeguard Staff

### Ellis & Associates

Dow Park Pool Receives Platinum Award

### City of Deer Park Employee of the Year Award:

Joe Piper, Theatre Specialist II

### Maxwell Center received Parks & Recreation

Team of the Year for 2022

The ASAP Program (After School Care) received a 97.3% approval rating from patrons using this program.

## Excellence in the Arts

### Art Park Players Theatre Program

#### Theatre Network of Texas (TNT)

#### Adult State Conference Awards

- Corporate Arts Award – Friends of the Art Park Players
- Front of House Award – Diane Manning
- Star Award – Matt Walker and Arlene Preston

#### Texas Theatre Network Youth State Conference Awards

- Monologue Competition Top 5 Finalist - CharLee Brandon
- Gilmore Spirit Award – Bethany Muir
- Linda Lee Leadership Award – Bethany Muir
- Monologue Competition Honorable Mention – Bethany Muir
- Adjudicator Awards for Outstanding Achievement in Ensemble Work – JAPP Theatre Troup The Company "Perils of Lulu"
- All Star Cast – Bethany Muir, Abigail Reeves
- Brown and Lechler Cap and Gown Award – Bethany Muir
- Dennis Gilmore Style Scholarship Award – Bethany Muir
- Todd Hart Teachers Pet Award – CharLee Brandon and Bethany Muir
- Musical Theatre Ensemble Competition Top 5 Finalist- JAPP Theatre Troupe The Company "Paris Holds the Key"

#### 2022 Broadway World Regional Awards

The Art Park Players were nominated for Broadway World Regional Awards for several of their performances. Performers were nominated for Best Performance and the APP Spotlight.

Women of a Certain Age which premiered on the Art Park Stage in 2021 launched 1st National Tour in Phoenix Arizona crediting the Art Park Players in its credentials.

### Dance Competition Awards

14 team members/14 routines/3 Competitive Events/57 Awards

#### Star Systems

February 25 - 27

- 8 Elite High Gold
- 6 Gold
- 1-1st Overall Soloist
- 1-1st place in Category

#### KAR (Kids Artistic Revue)

March 4 - 6

- 1 Elite Top 1st
- 7-1st place
- 5th Overall Musical Theatre

#### Stage Once Dance

March 4 - 6

- 1 Double Platinum
- 2 Platinum
- 11 High Gold
- 5th Overall Soloist
- 1 Judges Award

- 6 Top 1st
- 1st Overall Soloist
- 9 Allstar Dancers



The City of Deer Park Parks and Recreation Department's core services are providing recreation and community services and maintaining and operating parks. The department's vision is to be a national leader among Parks and Recreation departments by cultivating healthy communities through quality programs and dynamic public spaces. We believe in building healthy communities through our parks, programming, and community members.

Over the past few years, the department has been working towards financial sustainability and becoming less dependent on the City's general fund. Throughout 2022, we have written, evaluated, and fine-tuned a Comprehensive Revenue Policy and Cost Recovery Plan. Due to the demand for services, operating and capital costs, and available tax revenues, meeting the level of parks, recreation, and special event services requested by Deer Park residents is a continuing challenge. We are working diligently to implement revenue-building strategies to offer patrons more innovative services and enhance our community's experience with our organization.

What is cost recovery? Cost recovery is the amount of the annual operating budgeted expense that can be offset by funding from sources other than general taxpayer investment, such as property tax. Currently, our organization resides at a 19% cost recovery rate. This means that we rely on the general fund to financially support 80% of the services we provide to the community.

We sincerely hope that our efforts toward sustainability will allow our organization to continue offering sustainable, equitable, and innovative services to the communities we love and serve.

# Financials

**Recreation Program Fees had a 124.71% increase in Revenues between FY 20/21 & FY 21/22.**

**Instruction Class Fees had a 68.37% increase in Revenues between FY 20/21 & FY 21/22.**

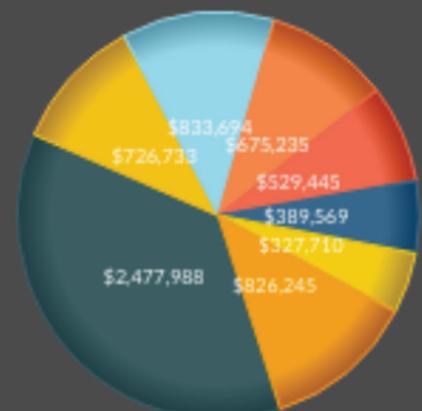
**Aquatics Program Fees had a 173.11% increase in Revenues between FY 20/21 & FY 21/22.**

**Maxwell Meals Fees had a 74.35% increase in Revenues between FY 20/21 & FY 21/22.**



## Total Expenditures per Division

- Parks
- Recreation
- Athletics/Aquatics
- Building Maintenance
- Senior Services
- ASAP
- Theatre
- Administration



# Community Outreach

Programs & services we offer the civic community

## ASAP After School 2022 Care Program

126



### Total Program Registrants

5 - 15 Years of Age

The ASAP program provides transportation from the school to the Community Center and, quality after school care for children enrolled in K - 8th grade in a DPSID campus inside the City limits

## SPRING BREAK CAMP

Registration for Spring Break Camp increased by 30% Compared to 2021. We had 26 campers registered this year compared to 14 the year before.

### Enrollment Residency

40% NON-RESIDENTS

47% DEER PARK RESIDENTS

### Enrollment by Age



7%

Ages 5 - 6  
K - 1st Grade



36%

Ages 7 - 8  
2nd - 3rd Grade



37%

Ages 9 - 10  
4th - 5th Grade



14%

Ages 11 - 12  
4th - 5th Grade



5%

Ages 13 - 15  
Jr. High



## +72 CONCERT LOVERS

More people attended the Summer Concert Kick Off in Dow Park in 2022

60% INCREASE IN ENROLLMENT FROM 2021

## Camp Crabgrass



This fun summer day camp offers weekly enrollment, field trips, swimming game AND MORE!

### Adult Athletic Leagues

810 patrons served

We had 90 teams in our adult leagues equating to 810 patrons served.

## Dance Camp

GENERATED A 40% REGISTRATION INCREASE IN 2022.. WE HAD 13 ADDITIONAL DANCERS.

Deer Park Parks & Recreation offered a total of 6 new & innovative programs during 2022

# 2022 Special Event Attendance

DEER PARK PARKS & RECREATION



800

83

1,200

800

894



Maxwell Special Events

63% Increase to Special Events



10% Increase

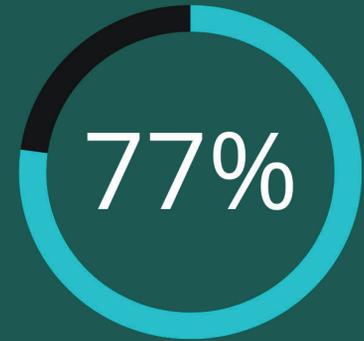
1,543 more homebound meals were served during 2022 compared to 2021.

7,023 senior adults were served with programming

72% Increase



Average Weekly Visits to the Earl Dunn Gym



## Maxwell Exercise Room

There was a 77% Increase on the use of the exercise room at the Maxwell Center compared to 2021.

## Community Center Game Room



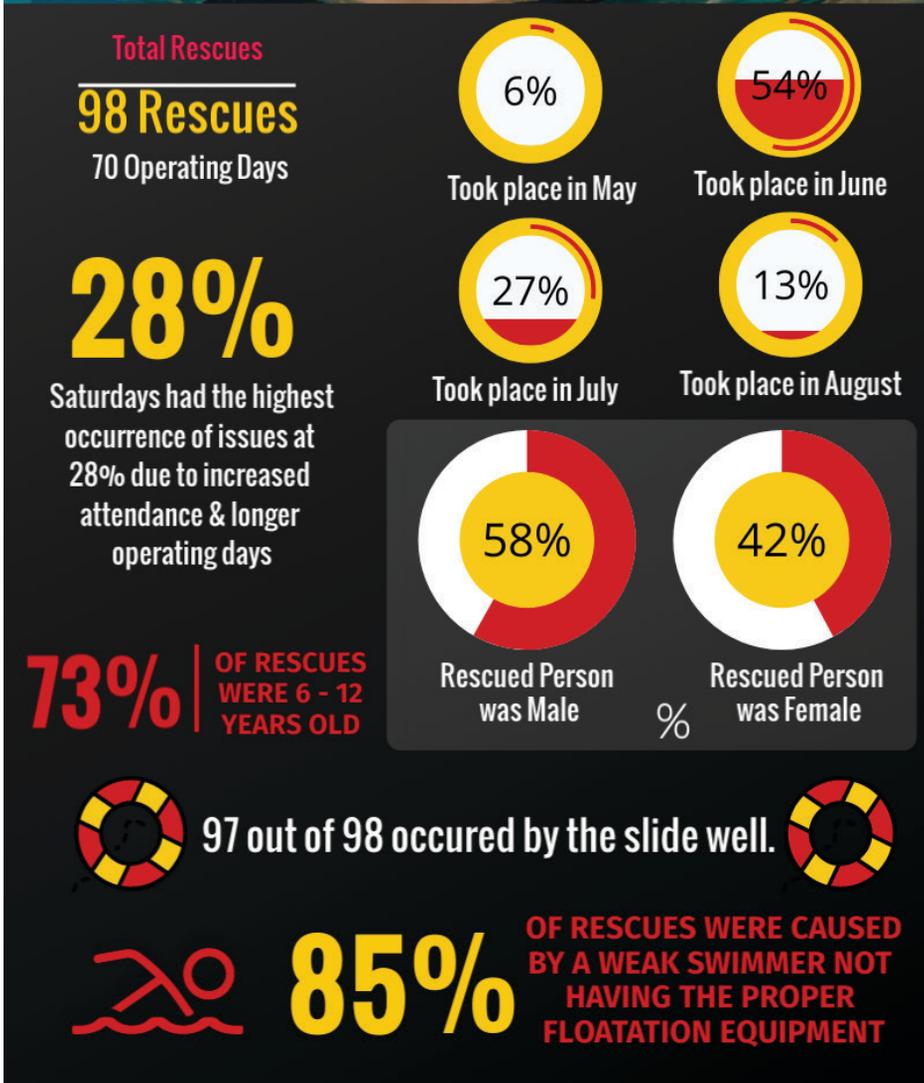
**16%**

The Game Room had a 16% increase in attendance

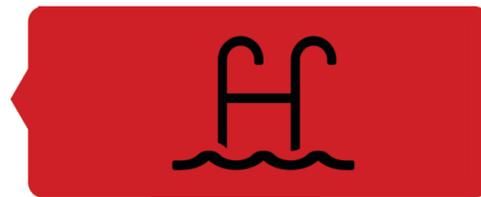
# 2022 Dow Park Pool Rescue Statistics



Training provided by:  
Jeff Ellis & Associates

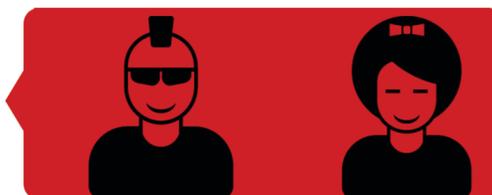


The Dow Park Pool will re-open on Saturday, May 27 for the 2023 Season.



## Operating Days

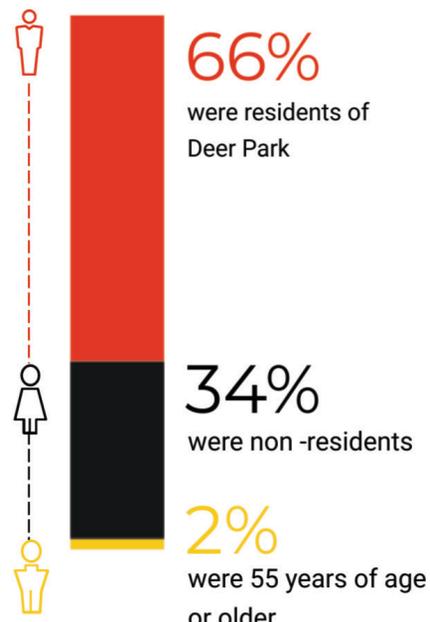
Dow Park Pool was opened seasonally  
May 28 – August 14, 2022  
for 70 operating days



## Attendance

Pool attendance increased by 526 patrons during the 2022 pool season.

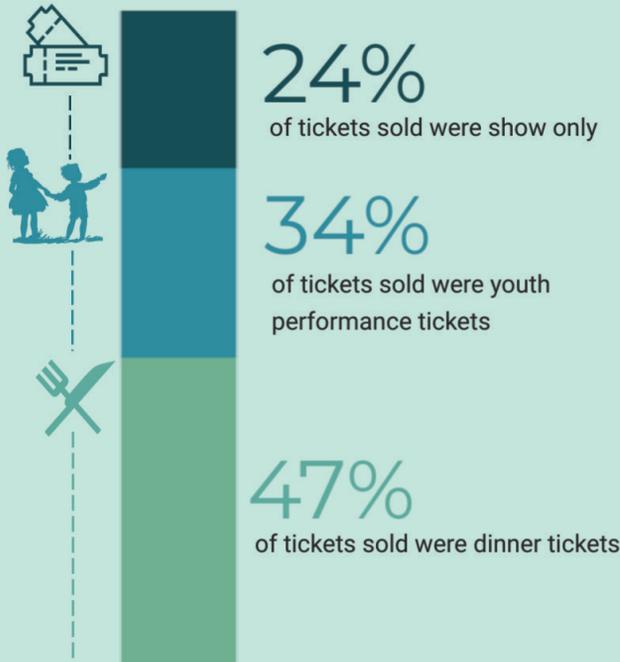
## Pool Attendance Demographics



# Community Outreach

Programs & services we offer the civic community

## Percentage of Theatre Tickets Sold



## Theatre Memberships Sold



## Marketing & Social Media



Outbrain Digital Media Campaign for Reindeer Park Increased Web Traffic by 85%

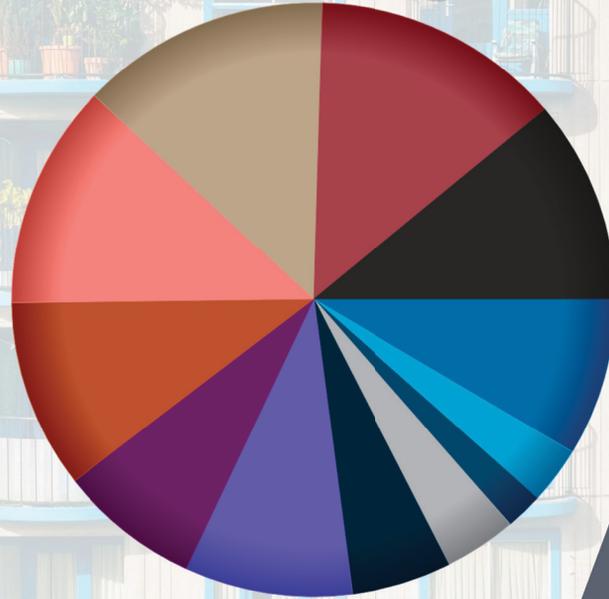
Visit Houston ad campaigns had 2x higher engagement

Sponsorship & Donation Policy was completed and ready for implementation in 2023

# Facilities & Rentals

## 2022 Total Rentals by Month

**DEER PARK**  
*Parks & Rec*



### 2022 Annual Number of Rentals by Facility



CC = Community Center



## Facility Square Footage & Annual Cleaning Hours

|                       | Claude Burgess Center | Avon Center | Community Center | Jimmy Burke Center | Dow Park Big Pavilion | Dow Park Small Pavilion | Totals       |
|-----------------------|-----------------------|-------------|------------------|--------------------|-----------------------|-------------------------|--------------|
| Square Footage        | 3,356 sq ft           | 2,240 sq ft | 22,344 sq ft     | 25,628 sq ft       | 896 sq ft             | 222 sq ft               | 52,866 sq ft |
| Annual Cleaning Hours | 1080 hrs              | 810 hrs     | 4,320 hrs        | 1080 hrs           | 405 hrs               | 270 hrs                 | 7,965 hrs    |

# RECTRAC



Over the past few years, we have enhanced our customer service skills and analyzed our patron involvement. In March of 2022 the Deer Park Parks & Recreation Department launched a new recreation management platform after many months of re-evaluating processes to make changes.

## Choosing a Market Leader

After completing research and software trials, we left ActiveNET and moved to Vermont Systems RecTrac. RecTrac is a market leader in recreation management software specializing in developing fresh software products for managing recreation and parks operations. Vermont Systems covers municipal, county, state, and federal military governmental entities. This software migration has created a more user-friendly experience for our patrons.

Check out RecTrac: <https://www.vermontsystems.com/products/rectrac/>

# Employee Development

## Number of Employees Per Division

Administration - 7 employees

Parks - 23 employees

Recreation - 9 employees

Athletics/Aquatics - 21 employees

Building Maintenance - 14 employees

Senior Services - 9 employees

ASAP - 17 employees

Theatre - 10 employees

*110 Total Employees*



Department  
Total of  
890 Hours

# 2022 Improvements

## Dow Park Bridges

This project handled the replacement of (8) eight wooden bridges with 8' X 23' galvanized bridges in Dow Park and was completed in September 2022.

Funding Source: Capital Improvement and Capital Outlay Funds.

## Special Projects

Deer Park Parks and Recreation has been working diligently on two special projects that will begin construction in the near future. The Deer Park Community & Recreation Center and the Jimmy Burke activity Center will enhance the quality of life for the community.

## Deer Park Hike & Bike Trails

On February 5, 2019, the Deer Park Community Development Corporation recommended and City Council approved a contract with Burditt Consultants, LLC for professional services in the development of the comprehensive hike and bike trail system. This is one of the original Type B projects. The committee comprised City Council members, the Deer Park Community Development Corporation, Parks and Recreation Commission, and City staff. The 2.6-mile Deer Park Hike & Bike Trail from Park Green South to Running Brook Park connects East X Street to East P Street and, along the way, Tiffany Amber Park, Wynfield Park, and Runningbrook Park. The project was awarded on November 2, 2021, to Moran Construction. Construction was completed in August 2022 at the cost of \$399,977.50. A ribbon-cutting ceremony was held at Wynfield Park on September 27, 2022, to celebrate the completion of both the Northeast Hike and Bike Trail and the Hike and Bike Trails, Phase 1.



## Nature Preserve Boardwalk Expansion

The City of Deer Park, Parks and Recreation Department has recently expanded and extended the Deer Park Nature Preserve boardwalk. The project included adding linear footage to the boardwalk and repairing the trail.

PARD staff added 300' linear feet of boardwalk to the trail path. In addition, 62 cubic yards of decomposed granite were added to the existing trails for repair.

Funding Source: FY 21-22 City of Deer Park Parks and Recreation General Fund



# Glenwood Park Clearing & Grubbing

The clearing and grubbing of Glenwood Park to clear the property for future development and provide space for an on-site TCEQ Air Monitoring Station was completed in June 2022. The clearing project was awarded to Soil Worx LLC in the amount of \$55,550.

Funding Source: Fund Balance Type B Economic Development Sales and Use Tax

## Dow Park Tennis Court Fence Replacement

The City of Deer Park Parks and Recreation Department routinely inspects fences at PARD facilities as part of an annual fence replacement program. The Department has identified the Dow Park Tennis Courts perimeter fence needing repairs and replacement. The scope of work would include the removal of the old chain link fence, installing a new 10' chain link fence, and new windscreens.

Work was completed on this project in mid-summer 2022.

Funding Source: FY 21-22 City of Deer Park Parks and Recreation Capital Outlay

## Battleground Golf Course Bulk Head Repairs

The Department has repaired one of the Bulkheads at the Battleground Golf Course on Holes #14.

Construction was completed on this project April 2022.

Funding Source: Golf Course Lease Fund



## Battleground Golf Course Roof Replacement

The City of Deer Park Parks and Recreation Department completed the repairs to the Battleground Golf Course clubhouse roof. The project included removing the existing clay tile roof, waterproofing, and replacing clay tiles.

The Department worked with Tremco and their subsidiary, WSI, to execute a contract for the repairs to the clubhouse roof.

The project was completed in September 2022

Funding Source: Golf Course Lease Fund

## Battleground Golf Course Maintenance Barn

The Battleground Golf Course Maintenance Barn underwent several repairs involving sheetrock, roof, windows, siding, electrical, etc. Total cost for the project was \$63,904. Derk Harmsen Construction Co., Inc. completed the project in August 2022.

Funding Source: Golf Course Lease Fund



# Battleground Golf Course

## Battleground Golf Course Leadership Changes

- Battleground Gold Course Superintendent moved on to a new company at the end of May 2022. A new superintendent was hired and began in June 2022.
- Battleground Gold Course Chef moved to another Touchstone golf course in November 2022. Battleground Gold Course Management completed the hiring search, and a new Chef started in December 2022.



10

FUN

Facts

## 2022 at the Battleground Golf Course

01

**Hot Dog!**

2985 hot dogs sold at the snack bar. Golfers love their hot dogs.

02

**Who you callin' chicken?**

Chicken & Waffles was the most popular Sunday Brunch item.

03

**Giving back**

The Touchstone Golf Foundation at The Battleground raised over \$3300 for local charities around Deer Park.

04

**Tournaments & Charity**

BGC hosted over 4000 golf tournament rounds. Many of which are charitable groups. An estimated \$55,000 was raised from those events

05

**That's a lot of putting!**

We finished the year with 235 members who, collectively, played over 11,000 rounds of golf.

06

**Grip it and rip it!**

Over 1 million range balls were hit at the driving range for the year.

07

**Ya'll must be THIRSTY!**

The BGC sold 5803 Gatorades in 2022.

08

**Here, Fishy, Fishy!**

Our Bass Classic Fishing tournament, held every year, had 107 participants.

09

**Nobody better lay a finger on my...**

Butterfingers were the best-selling candy.

10

**May The Fores Be With You**

Playing golf is good for your health, and it's FUN!.

- During 2022 City of Deer Park leadership approved a budget item to perform a drainage replacement on the 18 greens and two practice greens of The Battleground Golf Course.

- Dead trees along the cart paths and in the parking lot that posed a danger to high-traffic areas (category 1) trees were removed during the 2022 season. Identifying and removing all category two trees will take place during 2023.

- The drinking fountain at the exterior of the clubhouse bathrooms was replaced. Additional replacements will continue throughout 2023.

- A new website with an improved online store platform and integrated email marketing was launched.

## Budgeting and Revenue

- Private Events completed 2022 at 103.2% of budgeted predictions.

- Tournaments completed in 2022 at 127% of budgeted predictions.

- Revenues exceeded \$200K for the first time in October 2022. 2022 annual revenues finished as the highest in the past nine years

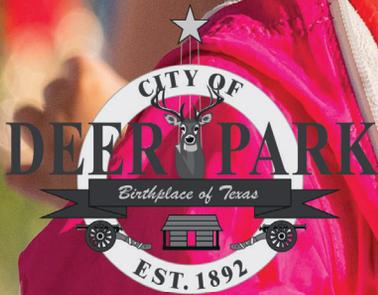


BATTLEGROUND GOLF COURSE

1600 GEORGIA STREET DEER PARK, TX 77536  
281-478-4653

battlegroundgolfcourse.com





*Parks and Recreation*

#### OFFICE LOCATION

610 E. San Augustine  
Community Center  
Deer Park, Texas 77536

#### CONTACT ADDRESS

Phone: 281-478-2050  
Email: [recreation@deerparktx.org](mailto:recreation@deerparktx.org)  
Web: [www.deerparktx.gov/parksandrecreation](http://www.deerparktx.gov/parksandrecreation)