



PARKS AND RECREATION BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** August 5, 2024
SUBJECT: NRH Centre, Grand Hall, Athletics, Senior Center, Richland Tennis Center, Programs and Services Update
PRESENTER: Garrett Peek, NRH Centre Manager

GENERAL DESCRIPTION:

Mr. Garrett Peek, NRH Centre Manager, will present an update on activities at the NRH Centre, Fitness, Athletics, Grand Hall, Senior Center, Cultural Arts and the Richland Tennis Center.

NRH CENTRE

- A. NRH Centre 12th Anniversary specials concluded at the end of July. Overall total Member/Guest attendance is at an all-time high through June 2024. Total monthly attendance through June currently sits at 343,393, improving on PY's record total attendance of 339,000. The Centre is also seeing record attendance in Group Fitness classes as well as kids club attendance, reaching its highest level since 2019.
- B. Youth programming continues to have an incredible year improving over PY YTD Youth Program Revenues by 9.6%, an impressive feat considering the youth division is coming off a record year in FY23. Unfortunately, our Youth Program Coordinator (Jordan Strickler) recently relocated to another state due to her husband's work. We are in the hiring process to fill that position.
- C. The NRH Centre Fitness division has also seen nice growth in multiple line items. Highlights include an increase in revenues over PY actuals in Supplemental Insurance Income (i.e. SilverSneakers, Optum, Silver & Fit) by 6.6%, an increase of 17% in Group Fitness, an increase 50.1% in Massage Therapy, and a 24% increase in our largest revenue line item Personal Training.
- D. The NRH Centre Aquatic Division is enjoying another successful season, having conducted 1,190 swim lessons through July 2024. Registration for fall swim lessons opens on Friday, July 26, 2024, for the September session, which will be the final one of the fiscal year. Currently, aquatic program revenue has increased by 8.2% YTD compared to prior year's record benchmark.



ATHLETICS

- A. In its 11th year, Round the Town Bike & Hike is a great opportunity to get outside, be active and enjoy time with friends and neighbors. Join in on this monthly community event and choose to bike or hike. The monthly 'Round the Town includes recreational bike rides are 9–12 miles and the routes move through trail and on-road areas, or you can choose the self-paced wellness hike that varies in distance 1-2 miles within the loop trails of the park and are led by city staff. Individuals, groups, and families are welcome. Bring your water bottle. If participating in the bike ride, please wear a safety helmet during the ride. Thank you to the Round the Town bike ride partners Sunrise Bicycle Shop and Medical City North Hills. The remaining 2024 schedule is listed below. More information including routes can be found at <https://www.nrhtx.com/766/Round-the-Town-Bike-Hike>.

Aug 6	6:30pm	Green Valley Park
Sept 3	6:00pm	NRH Centre
Oct 8	6:00pm	Northfield Park

- B. Adult Softball at Northfield Park is currently registering for Summer II with offerings on Monday, Tuesday, Thursday and Friday evenings. Divisions include Men's E, Men's Church and Coed Divisions.
- C. Indoor Adult Leagues are currently in full swing at the NRH Centre. Indoor volleyball is in the middle of the registration process with games scheduled to start the week of September 3. The Wednesday evening Pickles n' Paddles League has sold out again for the 5th consecutive league season with 32 total teams.
- D. The NRH Centre gym is scheduled for a closure Monday, August 12 through Friday, August 16 to refinish the gym floor. This is an annual and necessary process to repair the heavy traffic the gym sees throughout the year with open play basketball, open play pickleball, youth programming, and adult leagues.

GRAND HALL AT THE NRH CENTRE

- A. Spotlight events this month were the Nursing Boot Camp and Annual Riverside Meetings, who were attracted by the Grand Hall Business Package and added additional services to meet their conference needs. The two events brought in almost \$14K, and Nursing Boot Camp has already rebooked for July, mentioning to our sales team that this was their most successful event in 20 years.
- B. June brought an end to Q3, which at \$163,136 is the highest grossing quarter in Grand Hall history. Total budgeted revenue for Grand Hall in FY23/24 is \$503,500. Total current revenue to date is \$413,053.93 or 82% of total budget. Grand Hall pre-booked revenue for the remainder of FY23/24 is currently \$81,741 which brings total revenue to \$492,462 or 97.8% of total budget.



NRH SENIOR CENTER

- A. For the second consecutive year, the NRH Senior Center organized a trip to NRH2O on June 27, providing the group with a covered pavilion, watermelon and fruit punch.
- B. The Craft Fair Planning Team met at the end of June to discuss changes to the vendor process. Vendor applications were then emailed to last years vendors on Monday, July 15. Vendor forms are now available on the NRH Senior Center website for this October 23 and 24 event.
- C. Through June the Senior Center has collected over \$77,136 in Sponsorships and Donations.
- D. The NRH Senior Center relies heavily on Community Partners in order to offer many of our programs. Partnerships fall into three categories, (GOLD, SILVER and BRONZE). Gold Level consists of the monthly luncheon partnership. Silver Level are special activities. Bronze level consists of Bingo, Birthday Party and monthly tournament prizes.
 - a. Gold Level: June/July – Encompass Health, Premiere Senior Advisors and CenterWell Senior Primary Care
 - b. Silver Level: June/July – Humana, Discovery Village at Southlake, Dean Owen Attorney at Law, FYZICAL Therapy & Balance Centers, Green Valley Rehabilitation & Healthcare Centers, Domino's, Premiere Senior Advisors and CenterWell Senior Primary Care, AmeriLife, Encompass Health, Healing Hands Healthcare, Nations Insurance Solutions
 - c. Bronze Level: June/July - Ashford Insurance, United Healthcare, FYZICAL Therapy & Balance Centers, We Care Medicate Specialists, Humana, Roberts & Martinez Funeral Home

RICHLAND TENNIS CENTER:

- A. Richland Tennis Center has had another great year of youth camps. Through June the team has hosted 113 participants in the morning summer camps.
- B. Through June the instructional team of Sarah Swanston, Julia Geask, and Aidan Gennuso have generated \$274,254 in instructional revenue. RTC provides great opportunities to learn or improve your game from drop in group drills to individual one on one lessons.
- C. Fall season for all adult leagues including USTA, NETT, and TCD are now being scheduled and have had strong participation numbers throughout the year.
- D. The next monthly UTR tournament will be held on August 27-28. UTR tournaments are an opportunity for all players to compete based on skill levels and has been a great program for RTC through the years.

CULTURAL ARTS AND SPECIAL EVENTS

- A. This July, North Richland Hills celebrated National Park and Recreation Month with the community. With over 800 acres of park land and 30 miles of trails, NRH makes the great outdoors accessible to everyone. The theme for July was “Where You Belong”. Components of the campaign included: a dedicated website page, calendar with activities, tips and events, social media postings, and a Where You Belong Painted Rock Contest. Painted Rocks were placed throughout our park and trail system and at facilities for the public to find and win a Parks and Recreation Prize Pack. The contest ran from July 17-July 26 and was sponsored by Chic-fil-a, NRH2O and the NRH Centre. All of the rocks were found very quickly and the winners enjoyed their prize packs!
<https://bit.ly/NRHParksRecMonth>
- B. On June 18, which was National Go Fishing Day, over 30 eight and nine year old junior environmental stewards in CAMP NRH at the NRH Centre helped build fishing line receptacle to keep NRH waterways clean. They were experts at following directions and helped Parks staff make eight Monofilament Recycling Bins that were then installed at Linda Spurlock Park, HomeTown Lakes and Liberty Lakes. There were already two in place at Green Valley Park. Thank you to these campers for helping parks staff with this project and it will definitely help the people spread the word to cast used fishing line into the proper bins!
- C. The Texas Jazz Allstars (TeJAS) performed a sold-out concert on Thursday, July 11 in the Grand Hall at NRH Centre. The Texas Jazz All Stars (TeJAS) is a 22 member, teenage all-star group of saxophones, brass, vocalists and a roaring rhythm section. Members are selected by audition, or based on instructor recommendations and their All Region/All State standings. This process yields an elite lineup able to perform college-level and professional level repertoire. This free concert was provided to the public through the NRH Arts initiative “Art Lives in Our City”. For more information, please visit <https://texasjazzallstars.org>.
- D. NRH celebrated July as National Parks and Recreation Month with a Play Tonight and Family Movie Night event on Thursday, July 25 that included an evening of free play with games and activities, then the new family movie *Kung Fu Panda 4* on in the NRH Centre Outdoor Plaza between the NRH Centre, 6000 Hawk and the NRH Library. All ages were welcome and CPAAA was on hand with popcorn, candy and water for purchase and Frio's Gourmet Pops had their ice cold frozen treats for purchase. Parking was available in the NRH Library Parking lot, or the NRH Centre Parking Lot. The community had a great time under the stars!
- E. The work of artist Laura Hunt is being featured in the lobby of the Grand Hall at NRH Centre from June 28 through September 27. The exhibition, titled “My Eyes on Texas,” is a collection of 10 vividly-colored landscapes, painted in acrylics on various materials, from canvas to wood panel. Laura Hunt says “*My Eyes On Texas is an ongoing exploration of both the ordinary and the iconic landscapes*”



that characterize my home state. I invite you to view these paintings as expressions of a dynamic, changing entity that holds stories, memories, and a profound sense of place." Laura Hunt's exhibition follows a very successful Spring Photography Show, which featured 21 outstanding North Richland Hills area photographers, which ran from March 15 through June 26. The Grand Hall Lobby is open daily. Please contact them at 817-427-6640 before you visit to assure that an event isn't taking place at the time you wish to view the art. More information about Laura Hunt can be found at www.nrharts.com.

- F. Live music will return to the stage at NRH City Hall Plaza for the 2024 Autumn Sounds Concerts. On Saturday, September 28 at 7:00 p.m., the Squeezebox Bandits will be playing Honkytonk Country with a TexMex flavor. This concert has been rescheduled from the cancelled April 26 Sounds of Spring concert. On Saturday, October 5 at 7:00 p.m., the very popular Lights and Music event will take place, featuring Project 2, a different kind of 80's band that not only has a kickin' rhythm section and awesome vocalists, but also a hot horn section. As a visual treat, Lightware Labs will be projecting spectacular video imagery onto the face of the NRH City Hall rotunda while the band plays. Community partners for Autumn Sounds include: Medical City North Hills, Centurion American, Sam's Club, and Wing Drone Delivery. More information at <https://www.nrhtx.com/AutumnSounds>.