



PARKS AND RECREATION BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** August 1, 2022
SUBJECT: NRH Centre, Grand Hall, Athletics, Senior Center, Richland Tennis Center, Programs and Services Update
PRESENTER: Antonio Evangelista, Recreation Operations Manager

GENERAL DESCRIPTION:

Mr. Antonio Evangelista, Recreation Operations Manager, will present an update on activities at the NRH Centre, Grand Hall, Athletics, Senior Center, Cultural Arts and the Richland Tennis Center.

NRH CENTRE

- A. NRH Centre Membership revenues continue to rebound strong YTD for FY21/22 with membership revenues projected to top \$1.3M in total revenues. A rise in the family membership demographic is a key contributor to our strong membership revenue jump and will provide long-term revenue sustainability. Day pass sales are also projected to set an all-time record due to the increased usage in the aquatics area as well as gymnasium usage.
- B. Programming in the youth and aquatics divisions are both on record enrollment and revenue paces. In Aquatics, every FY22 swim lesson session offered has sold out and been on a waitlist. Some waitlists have had over 200 people waiting to get into our popular swim lesson offerings. Total Youth programming projected revenues are set to improve 50% over PY actuals setting a new all-time total revenue record and attendance record. Camp NRH finishes another successful camp season the first week in August with 965 kiddos coming through camp!
- C. The NRH Centre Fitness division has seen nice growth every line item. Highlights include an increase in revenues over PY actuals in Supplemental Insurance Income (i.e. SilverSneakers, Optum, Silver & Fit) by 66%, an increase of 40% in Massage, an increase of 143% in Group Fitness and 59% in Personal Training.
- D. The NRH Centre pool and spa will be closed Monday, August 8 through Wednesday, August 17 for a kiddie slide mat repair, HVAC work on the aquatic ventilation system as well as general maintenance items. Both the pool and spa are scheduled to reopen on Thursday, August 18.

GRAND HALL AT THE NRH CENTRE

- A. Total adopted budget revenue for Grand Hall in FY21/22 is \$425,000. Actual total revenue as of 7/18/2022 is \$412,886.24 or 97.15% of total year budget.
- B. Grand Hall pre-booked revenue for the remainder of FY21/22 is currently \$56,794.67 which has total revenue projected at \$469,680.91 or 110.51% of total budget.
- C. While July through September are traditionally slower months from an event standpoint, the Grand Hall sales team is continuing to book steadily. Q1 2023 starts with over \$70K of projected revenue and limited holiday dates available after a successful "Christmas in July" campaign.

ATHLETICS

- A. NRH Adult Volleyball is in its second summer session with 24 registered teams over two nights, Tuesdays and Thursday. League offerings include Intermediate A and B leagues on Tuesday nights with Recreational and Competitive leagues offered on Thursday nights.
- B. NRH Athletics welcomes back Average Joes Basketball league to the NRH Centre. There had been an extensive layoff due to a shortage in basketball officials. The Monday evenings Average Joes league sold out quickly for the July session with 12 total teams. The current league will go through the end of August 2022.
- C. Field Rentals within NRH continue to have a strong fiscal year, as Walker's Creek Park, Cross Timbers Field #3 and Fossil Creek Park have been utilized heavily and generated excellent revenue. Organized weekend tournaments at Walker's Creek Park have brought in a great deal of local teams and introduced them to the park which has led to heavy field rental usage. Prior year saw record field rental revenues and FY22 current field rental revenues are outpacing prior year benchmarks.
- D. Adult Softball continues at Northfield Park with Summer II Session beginning first part of August. All games are played at Northfield Park with offerings on Monday, Tuesday, Thursday and Friday evenings. There are leagues for all skill levels including Men's Church, Men's E, Men's D and Coed divisions.
- E. 'Round the Town with Oscar monthly bike rides are Rollin' on through '22! Join us on Tuesday, August 2 at 6:30 p.m. at Northfield Park 7804 Davis Boulevard and Tuesday, September 6 at 6:00 p.m. at NRH2O Water Park, 9001 Boulevard 26. These are family-friendly rides and open to all ages. It is a great opportunity to get outdoors in Nature Right Here and be active. Riders should bring their own personal water bottles and helmets are required for the ride. More info and route maps at: www.nrthx.com/roundthetown.



NRH SENIOR CENTER

- A. The NRH Senior Center "Gives Back" second quarter service project was gathering bottled water for the NRH Fire Department. Over 81 cases of water were delivered during April – June. The third quarter initiative is for "I Can Still Shine" which serves abused women and their children in Tarrant County. Donations include school supplies in July, \$20 gas cards in August, ending with small toiletry products in September.
- B. The first quarterly Seed Central education seminar was offered on Wednesday, June 22. Master Gardner, Teddi Zonker spoke to the group regarding "Creating a Suburban Oasis for Pollinators". One of the high points was the opportunity to see butterfly's and caterpillars up close.
- C. The NRH Singers performed a Patriotic Sing-a-long on Monday, July 5. The performance was attended by 60 members with a commemoration to all those that served our country in the different branches of the military.
- D. The NRH Senior Center relies heavily on Community Partnerships in order to offer many of the programs. Partnerships fall into three (GOLD, SILVER and BRONZE) categories. Gold Level consists of the monthly luncheon partnership. Silver Level are special activities. Bronze level consists of Bingo and monthly tournament prizes.

June and July Community Partners:

Gold Level: Watermere at the Preserve – "The Benefits of Staying Active" Educational Session

Silver Level: Nations Insurance Solutions - Powers of Attorney Seminar; Trinity Home and Health – Blood Pressure Check; Watermere at the Preserve – National Tea Day; All in All Rehabilitation – National Fudge Day; Humana & Valora Medical – Hot Dog Cookout; Lucas Funeral Home – Pizza; Green Valley Healthcare – Cup of Soup; Watermere at the Preserve – World Chocolate Day; Nations Insurance Solutions – Widowed Persons Brunch; Healing Hands Healthcare – National Lasagna Day

Bronze Level: United Healthcare – 6 Bingo events; Humana – Bunco Tournaments
CareBuilders at Home – Farkle Tournaments

RICHLAND TENNIS CENTER

- A. Richland Tennis Center is having a great summer. The summer morning tennis camp is averaging 15 kids each week. The golf and tennis camp will be held July 18-22 and we are expecting bigger numbers for that week. Summer classes are growing along with the adult programs. Summer camps will run through August 11. RTC is hosting a UTR Tournament on July 23-24 and a NETT Fall Preseason Tournament on August 22 and 24.



CULTURAL ARTS AND SPECIAL EVENTS

- A. The Art of Music Free Guitar Concert and Art Exhibition will be held on Thursday September 29, 2022 in the Grand at NRH Center, 6000 Hawk Avenue. An Artist's Reception will be at 6:30 p.m. with the concert beginning at 7:30 p.m. Artwork with a music theme will become an intrinsic part of a beautiful performance by members of the Texas Guitar Society. Join us this Fall as we explore the deep connection that visual art and music share and enjoy a pre-performance artist's reception and art viewing before the music begins. The exhibition and concert are free and open to the public and will take place in the elegant Grand Hall at NRH Centre. Please visit <https://www.nrhpopupgallery.com/art-of-music> for more information.
- B. Artwork by NRH Residents are featured on local electronic billboards until September. Commuters driving along the Loop 820 corridor may notice some artwork interspersed with advertising on several electronic billboards within the City. North Richland Hills Cultural Arts has implemented a new electronic billboard program that encourages and supports creativity in our town. The billboards will run at various locations during July 1 - August 31, 2022 at no cost to residents. The temporary electronic billboard exhibition has been launched as part of the 2022 Art Lives in Our City initiative, which provides visibility for the talented people who make art in North Richland Hills. To find out about the four NRH artists (Jack Daw Russell, Betsy Allaire, Richie Budd and Mark Penland) featured in this exciting program, please visit <https://www.nrhpopupgallery.com/art-billboards>.