



## PARKS AND RECREATION BOARD MEMORANDUM

**FROM:** The Office of the City Manager    **DATE:** August 5, 2019  
**SUBJECT:** NRH Centre, Grand Hall, Athletics, Senior Center, Richland Tennis Center Programs and Services Update.  
**PRESENTER:** Adrien Pekurney, Assistant Director

### **GENERAL DESCRIPTION:**

Ms. Adrien Pekurney, Assistant Director, will present an update on activities at the NRH Centre, Grand Hall, Athletics, Senior Center and the Tennis Center.

### **NRH CENTRE**

- A. The NRH Centre will feature a 3-month Back-to-School Membership special beginning August 2019 through September 2019. The membership package will include 3 months of group fitness for the individual/family along with a \$25 gift card that may be used on items such as personal training, massage therapy, nutritional consultations, kids club visits, concessions & merchandise, program activities and special event registrations.
- B. The NRH Centre is a host site to several wellness benefit plans, offered through a variety of insurance plans, to provide preventative care services to their plan users. The current plans hosted at the NRH Centre are: SilverSneakers/Prime, Silver&Fit/Active&Fit, and OptumHealth/RenewActive. Each plan is a separate contract with the NRH Centre and revenue is generated through plan members activation of benefits and utilization of the facility. Since opening the NRH Centre in April 2012, these programs have generated an average of \$200,000 annually in revenue.
- C. The NRH Centre continues to remain aligned with the 2019 fitness trends as identified in the American College of Sports Medicine annual survey. All of the top 10 trends for 2019 are represented at the NRH Centre, through a variety of fitness pursuits available at all fitness levels. The top 10 trends for 2019 include:
  - Wearable Technology* - (this is encouraged by trainers and group fitness instructors; watches, chest straps, etc.)
  - Group Fitness*
  - High-Intensity Interval Training (HIIT)*
  - Fitness Programs for Older Adult*
  - Bodyweight Training*
  - Employing Certified Fitness Professionals*
  - Yoga* - (offering classes, workshops, private training)



*Personal Training*

*Functional Fitness*

*Exercise is Medicine (Wellness through Massage, FDM, and Chiropractic care)*

E. Member and participant feedback are both critical to the ongoing success and adaptability within the NRH Centre Wellness Division. Staff regularly reaches out to members and participants to receive feedback on programs and services offered. Some of the recently received feedback on group fitness instructors, fitness staff and trainers includes:

- *Comment from citizen for group fitness instructor Cindy:* "I wanted to share how fabulous Cindy was in yesterday's 8:30am class. I told her at the end, 'Cindy, I love you and hate you, all at the same time'. I am actually pleasantly surprised that I can move my arms today. If only she could teach more classes!"
- *Comment about the NRH Centre and fitness staff:* "I want you and others to know that all the work currently being done throughout the Centre, i.e. refurbishing the pool, refinishing floors in the gym, etc. hasn't gone unnoticed and is very much appreciated! Consistently making strides in areas that has needed improvement compliment these positive changes. More importantly, investing in these updates insures NRH Centre remains "First in Class" and speaking for the majority we're THRILLED!"

The entire NRH Centre team looks forward to continuing the dialog with members and participants to provide real time feedback on all programs and services offered.

F. Aquatics has had a great summer with 714 participants enrolled and participating in the Learn to Swim lessons. Two sessions remain of the summer season, which will conclude on Thursday, August 8, 2019.

G. New this summer, Camp NRH offered campers the opportunity to participate in the Learn to Swim program by taking swim lessons while attending Camp NRH. Staff developed this enhancement to the program, with a special rate, as a convenience to camp parents. There have been 38 total participants so far this summer.

H. The NRH Centre Aquatics division is partnering with The LV Project for the 2<sup>nd</sup> annual kids triathlon "Splash 'N Dash" scheduled to be held at NRH<sub>2</sub>O this September. The LV Project is covering the cost of instructors from the NRH Centre Aquatics division who will be teaching swimming skills, technique instruction for the "Splash 'N Dash" and life-long water safety skills. There are 28 children between the ages of 4-12 enrolled in the program.

I. Camp NRH is having a record year, setting new attendance and revenue benchmarks while continuing to maintain the strong integrity of the program. Camp NRH enrollment increased from 85 kids per week to 100 kids per week over the span of an 11-week period, an increase of 18%. Very little attrition has been experienced this year, with an attendance retention rate of just over 97%. Camp NRH Friday Drop-ins have also been heavily utilized, with a 100% attendance rate over the entire span of camp. Camp NRH revenues for FY 2019 are projected to finish at 23% over prior year actuals. The final week of the 2019 Summer Camp NRH season will be August 5-9.



- J. Youth Programs are having another great year with revenues trending to eclipse the \$100k mark for the first time in six years, an improvement of 47% from just two years ago. The NRH Centre also welcomed a new part-time Youth Recreation Coordinator, Mrs. Jordan Strickler. Jordan is a resident of NRH and her past camp and youth experience should allow the NRH Centre Youth division to grow even more over the coming years.

### **GRAND HALL AT THE NRH CENTRE**

- A. Total adopted budget revenue for the Grand Hall for FY19 is \$290,000. As of July 19, the Grand Hall has generated \$439,226 in revenue, which is 151.5% of total year revenue adopted for FY19. Revenue for future events already booked for FY19 is \$67,652 bringing the FY19 total year revenue to \$506,876 or 174.8% of the adopted budget. The Grand Hall is on track for a record setting year and will exceed \$500,000 in revenue for the first time ever.
- B. In the month of August, the Grand Hall will host a number of Community and NRH City events. These events will include the NRH City Budget Review and the Northeast Tarrant Chamber Luncheon.

### **ATHLETICS**

- A. 'Round the Town Bike Rides and Walks continue into the fall. Monthly bike rides will continue to traverse the city with new routes and starting points. Visit <http://nrhtx.com/766/Round-the-Town-with-Oscar> for up-to-date information. Just a reminder, helmets are required for the ride.

#### *2019 Remaining MONTHLY BIKE RIDES*

Tuesday, August 6	6:30pm	NRH Centre	9.69 mile ride
Tuesday, September 3	6:30pm	Green Valley Park	11.64 mile ride
Tuesday, October 8	6:00pm	Northfield Park	9.12 mile ride

#### *2019 Remaining MONTHLY WALKS*

Thursday, August 9	6:15pm	Richfield Park	1.35 mile walk
Thursday, September 5	6:15pm	Northfield Park	1.30 mile walk
Thursday, October 10	6:15pm	Richland High School	1.28 mile walk

- B. The 2019 NRH Road Runner 5K Run and One Mile Walk along the Barfield Trail will be held on Saturday, October 5. The NRH Road Runner begins at Green Valley Park and winds through the beautiful John Barfield and Calloway Branch Trails. This year's race will benefit Children's Literacy through the NRH Library, the Community Enrichment Center, which is located in North Richland Hills and helps families in crisis, and H.E.L.P Inc., a non-profit organization that helps orphans in Nigeria. Cash prizes will be awarded for the Overall 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> place Male and Female and Overall Masters



Male and Female (ages 50+). Registration includes an official Road Runner race shirt, drawstring backpack, custom Road Runner 5K finisher medals, ribbons for 1K participants, and other additional participant giveaway items. All BISD campuses can show their school spirit at the NRH Road Runner 5K! For every student that signs up for the Road Runner 5K, \$5 will go back to your school to the Physical Education program. Online Early Bird registration is open now for the NRH Road Runner 5K Run and One Mile Walk at [www.nrhroadrunner.com](http://www.nrhroadrunner.com).

- C. Summer Athletics is currently hosting 26 volleyball teams, 57 softball teams, and 14 basketball teams. These leagues will end in early/mid-August, and Fall Leagues will begin enrollment in late August for the September – November season.
- D. Athletics has re-developed the NRH Basketball League to be played as a less competitive league on a shortened court. This change has allowed the league to double the potential league capacity (7 to 14). In the first season of the *Average Joe's Basketball League*, the league filled to its max capacity of 14 teams. Feedback has been extremely positive from league participants that love basketball and the new format.
- E. NRH Athletics is preparing for the NRH Kickball league in early September 2019. The league will open registration in July, and continue until one week prior to the league start date. This league will be played on Wednesday evenings at Fossil Creek Park.
- F. NRH Athletics is continuing the NRH Bowling League on Wednesday nights beginning at the end of August. The NRH Bowling League was first offered in the Spring of 2018 and saw two seasons of success before a brief hiatus and re-introducing the league in Fall 2019.
- G. The NRH Police vs. NRH Fire Sand Volleyball game will be taking place on August 10, 2019 at 10:00 a.m. The game will be played at the sand volleyball courts at Northfield Park, and the victor will be awarded a Championship Belt, as well as a trophy.

### **NRH SENIOR CENTER**

- A. The NRH Senior Center will be offering a Newcomer Social on Tuesday, August 6, at 1:00 p.m. New members are welcome to join us once a quarter for an opportunity to learn what the NRH Senior Center has to offer.
- B. The NRH Senior Center, in partnership with Dean Owen Attorney-at-Law, will be celebrating National Root Beer Float Day, on Tuesday, August 6 at 2:00 p.m.
- C. Dr. Kate Leary will be conducting a Wellness Seminar regarding "Superfoods", at the NRH Senior Center on Thursday, August 8 at 11:00 a.m.



- D. The NRH Senior Center will be hosting a DIY-Decorative Birdhouse workshop on Friday, August 9 at 10:30 a.m.

### **RICHLAND TENNIS CENTER**

- A. Summer tournament season continues throughout the end of the season with RTC hosting a UTR tournament August 24-25. RTC will be the host site for the NETT pre-season doubles and singles tournament August 26-28. RTC will also be hosting UTR tournaments September 14-15 and October 19-20. The UTR (Universal Tennis Rating) tournaments have been very successful programming addition for the Richland Tennis Center.
- B. The Fall 2019 session of programs will begin the week of August 26 and conclude the third week in December.

### **CULTURAL ARTS AND SPECIAL EVENTS**

- A. The *Lights & Music* live music and projected light spectacular returns to North Richland Hills on Saturday, October 5. A concert featuring Escape (Journey tribute band) is back by popular demand and will kick off the fun at 7:00 p.m. at the outdoor City Hall Plaza, 4301 City Point Drive. The 90-minute concert will feature a laser and projected light show presented by Inside Image Designs of Fort Worth. Food trucks will be on-site, and music lovers of all ages are encouraged to bring their blankets and lawn chairs to relax picnic-style under the stars for this free, outdoor, family-friendly event.
- B. Join the NRH Library Friday, September 6 at 6:30 p.m. for the inaugural *NRH Authors and Arts Gala* for a memorable evening celebrating Texas authors. This event will feature a diverse and dynamic group of authors with special guest Skip Hollandsworth, current Texas Monthly Editor, as the keynote speaker. The event will be held in The Terrace at the Grand Hall. As a part of the event, nationally acclaimed landscape artist Dennis Farris will be showing three of his large West Texas vistas in the lobby of the Terrace. Farris travels nationally and internationally each year to see and capture the most glorious scenes in plein-air sketches that he then transfers to large-scale canvases when he returns to his Fort Worth studio. He is renowned for his oil paintings of Big Bend and National Parks. NRH Authors and Arts attendees will have the opportunity to meet with Dennis Farris and ask him about his work and artistic process. Support the Friends of the NRH Library, meet special guest artist and authors, and listen to an engaging panel discussion about their work at this exclusive fundraising gala. You can find more information and purchase tickets online for \$55 each at the following link: [NRH Authors & Arts Gala](#).