



PARKS AND RECREATION BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** August 3, 2020
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 continues to be *members only* at this time with no day pass or punch passes available. Staff continue to manage to a strict facility capacity number to ensure the safety of members in all areas of the facility. A welcome tent is on the exterior of the facility to answer any questions members may have, inform them of any new safety protocols and also manage the overall capacity of the building in both the fitness and aquatics areas. The lobby casual seating area has been removed allowing more room to facilitate spacing of fitness equipment throughout the facility. In conjunction with distancing pieces of equipment, the fitness area has been broken up into five different zones with a staff member assigned to each zone to help better facilitate the continuous sanitization of equipment. The NRH Centre reopened with restrictions on May 20, 2020.
- 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. While self-directed fitness is available to these plan users, SilverSneakers group exercise classes of not yet been reintroduced into the schedule. SilverSneakers members utilize both self-directed fitness and SilverSneakers classes; however, due to the COVID-19 closure and no SilverSneakers classes, revenue will be impacted in FY19/20.

- C. The NRH Centre continues to remain aligned with the *2020 fitness trends* as identified in the American College of Sports Medicine annual survey. All of the top 10 trends for 2020 are represented at the NRH Centre, through a variety of fitness pursuits available at all fitness levels. The top 10 trends for 2020 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 Adults (transitioned to virtual options due to COVID-19)

Bodyweight Training

Contracting with Certified Fitness Professionals

Yoga - (offering classes, workshops, private training)

Personal Training

Functional Fitness

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

- E. As of June 20, group fitness classes have been in session with a maximum of 12 students per class; 21 classes per week are currently being offered. Classes include body weight programs, yoga, dance (Zumba, SHiNE) and cycle. Members, fitness staff and instructors are thrilled to have the group fitness classes reintroduced to the fitness options, even with limited capacity and a modified schedule. In the classes, they continue to practice physical distancing, adhere to mask requirements when in common areas where distancing is not feasible, and equipment and space sanitizing protocols. The “regular” schedule for Group Fitness is 52 classes per week including senior exercise and water fitness. Additional outdoor programming is scheduled for this fall. 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 a citizen about personal trainer Joy:* My daughter and I find Joy an inspiration and a pleasure to work(out) with! She's professional and has become a friend. Thoroughly appreciate her dedication to the art of fitness training, which includes nutrition and, yes, even gym etiquette! Her attention to form (never-ending), and our core strength, is so appreciated. Certain keywords (elbows in, shoulders down, glutes/abs in, chest up) have become our mantra. Any of the exercises that we do becomes something so much more when applying said keywords, the difference is startling when not applied (whoops! She notices!), and then applied.
- *Comment from a citizen about Fitness Attendant Korey:* I haven't been able to work out for the past couple of months (knee and arm surgery). I was browsing at the Centre and Korey was very helpful – he stopped sweeping to show me around and answer my questions. Also, of the other gyms I have gone to, the NRH Centre is very clean.

- F. The NRH Centre Aquatics area has been able to run both private and small group swim lessons with increased safety measures in place since reopening on May 20th. Aquatic instructors are masked at all times and are using as little contact as possible throughout each lesson. Only one parent is allowed in the aquatics area during each lesson and the aquatics deck is arranged with physical distancing in mind. Currently



there are 78 kids registered for July and staff is looking at offering more classes in August.

- G. The aquatics pool schedule continues to feature both Fitness Swim and Recreational Splash Swim times throughout the week. During Fitness Swim (ages 16+) the facility is segmented into four areas with a maximum capacity number for each area: Resistance Channel, Plunge Pool, Spa and Lap Lanes. During Splash Swim (all ages) there are 10 available spots for families of up to 6 members in each family. Each spot is socially distanced from one another allowing families to store all their belongings. Members are encouraged to keep their time in the pool to (1) hour or less to minimize any wait times.
- H. Camp NRH is having another great summer despite the challenges that COVID has created. Camp staff has done a fantastic job keeping the kids safe and having fun each day. This summer has provided camp the opportunity to try some new activities and procedures. The check-in and check-out process has been updated as a drive up service and has been successful. Staff will likely implement this for future summers. We have also utilized the Senior Center and Grand Hall during their suspension of operations. The weekly enrollment ranges from 50-55, down from 90-98 during a traditional summer. Part of the protocols include reducing group size to 12 or less (including staff). This has been beneficial in keeping groups similar throughout the summer with repeat campers. This has helped reduce the amount of time camp has been outdoors as summer temperatures increased. Lastly, outdoor activities have been incorporated adding new programming to camp. The final week of the 2020 Summer Camp NRH season will be August 3-7.
- I. Youth Programs have been limited this summer due to COVID-19. The NRH Centre was excited to host Movie Madness Camp July 13-17 hosted by Snapology. The campers enjoyed an exciting adventure doing LegoTM architectural builds, tinkering with robotics, and exploring some of their favorite movies. Staff is working with other camp vendors like, 8Bit Education, to offer virtual camp offerings. Research is also being done to incorporate more virtual and outdoor programs in the fall.

GRAND HALL AT THE NRH CENTRE

- A. Total adopted budget revenue for the Grand Hall for FY19/20 is \$430,000. As of July 17, the Grand Hall has generated \$274,079 in revenue, which is 63.7% of total year revenue adopted for FY19/20. Revenue for future events already booked for FY19/20 is \$27,664 bringing the FY20 total year revenue to \$301,733 or 70.2% of the adopted budget.
- B. Grand Hall is hosting a Community Wedding on September 19! This event will allow couples the opportunity to have a small wedding ceremony with all the traditional elements while adhering to all required safety protocols currently mandated due to

COVID-19. View details of this creative option on the Grand Hall website at <https://www.grandhallnrh.com/community-wedding>.

- C. Due to recent spikes in COVID-19 cases current local restrictions were put in place that do not allow formal gatherings of more than 10 guests. Once those restrictions change staff will continue to work closely with events to provide diagrams and procedures with the safety of all guests and staff in mind.
- D. In the four months since the March 13 closure of City Facilities the revenue impact of confirmed Grand Hall booked events that have been canceled has totaled \$176,477.

ATHLETICS

- A. Summer Athletics features 109 teams for Adult Slow-Pitch Softball, marking the most teams NRH has had in the summer in over five years. Leagues run Sunday-Friday, with summer leagues occurring June 15 and ending mid-August. Fall season enrollment has already begun, as the season will begin the week of August 30 and run through the end of October.
- B. NRH Athletics has completed a successful Bowling League hosted at Bowlero Bowling Alley off Rufe Snow Drive. Next season will be starting up in early September, once Bowlero allows a larger capacity within their facility.
- C. NRH Athletics had to put indoor leagues for Adult Basketball & Adult Coed Volleyball on hold due limitations with consistent social distancing within the NRH Centre gymnasium. Prior to the shutdown, NRH Athletics completed a successful Basketball & Volleyball season, respectively.
- D. NRH Athletics will be re-vamping and hosting an Adult Kickball League in Fall 2020. The league will tentatively begin early September and run through the end of October. All games will be played Wednesday evenings at either Fossil Creek Park or Walker's Creek Park.
- E. After ongoing communication and discussions with NRH Parks and Recreation staff over the last four seasons, NRH Parks and Recreation will not renew its Youth Sports Contractual Agreement with North Richland Girls Softball League (NRGSL) for use of Walker's Creek Park and Fossil Creek Park. Over the last few years, NRGSL has been impacted by declining team registrations for traditional recreational leagues as well as the continuous shift in the youth sports landscape causing the current youth association model to no longer be sustainable. As with many associations across the state and country, diminishing volunteers and parent involvement beyond individual team assistance have made it incredibly difficult to maintain and sustain a viable board-driven non-profit association status year in and year out. Long time NRGSL



President, Orlando Ochoa, has served the community well for over 20 years and provided many girls in and around our community the opportunity to participate in a great sport. We are appreciative of his years of service to the NRH community and love for youth sports. Thank you NRGSL and Orlando!

With this change, NRH Parks and Recreation will take over full management of Walker's Creek and Fossil Creek Parks. The parks will be just as viable and offer opportunities for individual teams to book a limited number of field reservations for practices, scrimmages and game play reservations. Additionally tournament venue packages are being finalized to be ready for the Fall 2020 playing season. NRH Athletics will also take this opportunity to develop additional NRH athletic programs and leagues to maximize the usage of Walker's Creek Park for seasons to come. Staff is excited about this opportunity to continue to showcase a premier athletic facility in our community.

- F. 'Round the Town with Oscar Goes Virtual this summer. NRH Parks and Recreation hosted a Virtual 'Round the Town with Oscar Bike Ride from June 8-14 and again June 15-30. The virtual bike rides encouraged the community to ride their bikes along the over 30 miles of hike and bike trails in NRH! The Bike Rides had five different routes and people were encouraged to take photos at "Selfie Picture Points" and submit them for a chance at prizes. The instructions for participants were posted on social media and the NRH Parks and Recreation website. Twenty different individuals and groups completed Round 1 of the Virtual Ride and posted their Selfie Picture Points. Winners were notified and received NRH Park and Recreation "Play Bucks" where they can choose from one of the following: gift cards from the NRH Centre, Richland Tennis Center, Iron Horse Golf Course or choose a picnic pack from NRH Parks & Recreation. The virtual rides will continue in August and will be occurring August 1-August 15. <https://www.nrhtx.com/766/Round-the-Town-with-Oscar>

NRH SENIOR CENTER

- A. The need for senior engagement, physical activity and mental exercise became critical once facilities closed on March 13 due to Covid-19. The subsequent result for many, to the shift of physical and social distancing for this vulnerable population, is isolation, loneliness and inactivity. Senior Center staff transitioned to a "Virtual Senior Center" within a week of closure. The "Virtual Senior Center" emphasized social engagement, physical fitness, and mental training tools. Facebook was utilized to promote the activities.
- B. With no way of knowing the length of the closure, staff developed the "NRH Senior Center Ambassador Program" to engage senior center volunteers in helping stay connected to as many members as possible, especially due to such an isolating time

for the older population throughout our community. It is easy to forget and sometimes easy to think that this age demographic will weather the COVID storm, but the intense and swift isolation from family and friends was immediately felt and the NRH Senior Center has and continues to fill a social gap directly in our community that creates a direct link to city services, city staff and human contact in general.

As of July 23, there are a total of eight volunteer ambassadors that average 22 phone calls to senior center members per week. Staff assists the ambassadors in valuable communication ideas and topics especially when a senior calls staff to say I would like to be on the ambassador call list because I need the contact. Since the March 13 closure, including Julie and Jennifer's calls there have been just over 871 calls made directly to senior center members that have helped, encouraged, listened, provided resources and direction on how to navigate the current day to day needs of each senior we speak to. Additionally, staff recently began birthday house calls to senior center members. Family members have contacted staff to thank them immensely for making that safe connection in person when they may not be able to.

- C. An electronic newsletter was delivered to members through email, and posted on the senior center website on April 14, June 8 and July 9. The newsletter is another connection point that feels "normal" to the senior members.
- D. Community Partners were utilized to provide prizes for weekly challenge activity winners on the "virtual senior center". These engaging activities included: five weeks of virtual bingo, five weeks of a Daily Challenge, and five weeks of various "National Day" activities. The Community Partners were appreciated and promoted on the Senior Center Facebook page, Senior Center website and Senior Center e-newsletter.

RICHLAND TENNIS CENTER

- A. Prior to the March 13 closure due to COVID-19, RTC was experiencing an upward trend in revenue over the prior fiscal year. At that time RTC was \$8,000 ahead of FY 18/19 which was the highest revenue year along with the lowest subsidy since the opening of RTC in 1996.
- B. Early on, many health resources identified the sport and activity of tennis as a low exposure activity during COVID-19. Prior to reopening, detailed protocols were designed around the safety of all guests and staff members. RTC was able to reopen on May 11 and has exceeded initial expectation in many categories including leagues, lessons, and tournaments. RTC will be the host site for the NETT pre-season doubles and singles tournament August 24-26.
- C. RTC has had great success with the UTR (Universal Tennis Rating) tournament series. Events are typically held monthly with the June tournament being the highest participation since RTC began hosting with 224 singles players, and 62 doubles

teams. We are expecting similar numbers for the July 25-26 event. These larger events are hosted at multiple sites utilizing partnerships with local Birdville, HEB and Keller schools. UTR tournaments are regularly RTC's highest single revenue events and are currently scheduled through the end of 2020. <https://www.nrhtc.com/utr>

- D. The Fall 2020 session of RTC programs will begin on August 24 and continue through the third week of December.

CULTURAL ARTS AND SPECIAL EVENTS

- A. Although the COVID-19 pandemic necessitated cancellation of the Sounds of Spring concert series in 2020, Cultural Arts quickly re-grouped and focused on major design projects, including COVID-19 graphics and signage, and began planning for revised, smaller music and visual arts events for the fall that will work seamlessly while adhering to an state, local and CDC protocols.
- B. After extensive research, concept creation and design drafts, a revision of the Iron Horse Golf Course Logo was recently completed. While honoring the past logo, the new branding reflects an updated look to complement the exciting renovations being made to the Iron Horse clubhouse and course. In addition to redesigning the logo, Cultural Arts assisted Park Planning with Iron Horse signage mock ups, clubhouse exterior and interior renderings and color conversions.
- C. Artwork created and digitally designed in-house for the *Iron Horse Golf Legends Wall Mural* is nearing completion. Portraits of Arnold Palmer, Annika Sorenstam, Jack Nicklaus, Byron Nelson, Tiger Woods and Kathy Whitworth will be featured. The mural will be located between holes 6 and 7, on the concrete retaining wall below the TEXRail railroad bridge that runs over Big Fossil Creek. The mural will serve to honor six fabled golfers who have brought so much to the "great game." The images have been painted digitally and will be output onto a long-lasting aluminum-backed vinyl material that will be adhered to the concrete and will retain the appearance and longevity of a painted artwork. While final artwork details are pending, an official unveiling will be part of the wonderful grand re-opening of Iron Horse Golf Course in September 2020
- D. Cultural Arts recently had the opportunity to assist NRH₂O by designing a new website for the family water park, including an interactive map of the park site. The design project included retaining the friendly feel of the park and making sure that familiar park elements were carried through, while modernizing the overall website appearance in both web and mobile platforms. Bringing the website in-house will generate significant cost-savings, with a yearly price for web and domain hosting of under \$500. Staff can now quickly and easily edit content and the new design provides an accessible and attractive user experience for site visitors.

- E. New and colorful signage for Tipps Canine Hollow Dog Park has entered the final phase of draft production. Featuring a reader-friendly format with cheery dog images, simplified text, and universal symbols, the signage features a QR code for park visitors to scan with their smartphones, directly linking them to a City webpage which will contain the complete Codes and Ordinances pertinent to the dog park.
- F. July is National Parks and Recreation Month and staff highlighted the benefits of Parks and Recreation within our community with the National theme of “We are Parks and Recreation”. This year, the theme focused on the Parks and Recreation professionals and volunteers and the community enjoying the 800 acres of parkland, 30 miles of trails and multiple NRH facilities, while encouraging physical distancing. Staff is engaging citizens through social media platforms including Facebook, Twitter and Instagram with general posts about “We are Parks and Recreation” and with specific posts highlighting staff members. The campaign was very well received and had many positive interactions and comments. A few of the comments included:
- Becky Tam Bolstad: *We love the NRH Parks!!*
 - Cindy Cook Randles: *I use the parks/trails every day; NRH has the best team ever. They were mowing today, and just like every time they mow/trim, they stop and let you run by without throwing debris on you and they always smile and say hello. Great leadership at the top creates a great team and I have experienced this at our parks/trails over 10 years. Great job NRH!*
 - Michele Stanley: *It is a great group of employees that do a great job all the time!*