



PARKS AND RECREATION BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** October 5, 2020
SUBJECT: Walker's Creek Park Athletic Complex Management Update
PRESENTER: Adrien Pekurney, Assistant Director

GENERAL DESCRIPTION:

The Parks and Recreation Department is now managing all field use reservations and tournaments at Walker's Creek Park Athletic Complex. Over the past decade girl's recreational softball leagues have declined at Walker's Creek Park. Just like with other youth sports, select teams and tournament play now dominate youth sports.

The park will be a premier practice facility and tournament site for teams all across North Texas, bringing in visitors to our community. Staff has created a dedicated webpage for practice facilities including Walker's Creek Park. Teams and organizations have several options to choose from including daily or weekend rentals for practices and tournaments, use of the meeting room for tournament headquarters and an umpire break area and excellent field maintenance service from Parks and Recreation ground crews.

The benefits of internally managing athletic events at the park are:

1. Better control of the park and facilities
2. Increased use and participation of the park
3. Increased marketing and branding of the facility
4. Increased revenue to the local economy
5. Increased revenue to Parks and Recreation to offset maintenance costs
6. Future development of recreation leagues, camps and workshops for young and beginning athletes
7. Future possible partnership with local school districts to develop a feeder program for Girls High School Softball
8. Multi-Use opportunities at the park including Adult Kickball leagues

Michael Richardson, Athletic Programs Coordinator will manage the program and NRH20 will operate the concession facility during tournaments.

Adrien Pekurney, Assistant Director, will provide a general overview of the management and updated utilization of the park and future NRH League and program activities.