



Dallas Park & Recreation

Outdoor Adventures at Samuell Farm

Park and Recreation Board
October 7, 2021

Presenter: Lisa McClendon, Special Events Coordinator

PRESENTATION OVERVIEW

- History of Outdoor Adventures program
- Overview of Adventure Camp at Samuell Farm
- Future Outdoor Adventures programming at Samuell Farm
- Request funding for year-round program



HISTORY OF OUTDOOR ADVENTURES PROGRAM

- Began in 2016 made possible by a grant from Texas Parks and Wildlife; developed and implemented by a committee of recreation staff members;
- Core adventure programming includes: overnight camping, mountain biking, kayaking, fishing, archery, geocaching, nature photography
- Offered primarily to the youth and families of Dallas
- Program delivered at recreation centers and throughout Dallas parks
- Featured at NRPA conference in 2018 in Baltimore
- Received TRAPS North Region Excellence in Programming Award (2019)
- Received TRAPS State Lone Star Program Award (2020)
- Featured at the Southwest Parks Institute (2020)
- 3,800+ participants have experienced an adventure with DPARD

HISTORY OF SAMUELL FARM

- 1981: City opened Samuell Farm as a working pioneer farm.
- 2001: Samuell Farm becomes a passive park
- 2020: Park board requests PKR programming at Samuell Farm; approves initial funding to support facility repairs and programming needs.
- June – August 2021: Adventure Camp



OUTDOOR ADVENTURES AT SAMUELL FARM (Phase 1 – Summer 2021)

First Adventure Camp at Samuell Farm

- 9 Weeks
- Ages 7 – 15
- 8:30 am – 5:30 pm
- \$75/week (Dallas residents); \$100/week (non-residents)
- Activities for campers include core adventures plus arts and crafts, camp songs and skits, team building, environmental education
- Served 172 Dallas Residents; 57 non-residents = total 229
- Unique enrollments: 132 campers



Outdoor Adventure Camp!



SAMUELL FARM, 100 US-80, MESQUITE, TX 75149



Register Now!

June 7th - August 6th
Monday - Friday | 8:30am - 5:30pm
Ages 7-15

Counselor in Training positions available for 16 & 17yr olds.

- Arts and Crafts
- Fishing
- Geocaching
- Kayaking
- Mt. Biking
- Nature Photography
- Sports and Games
- Survival Training

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\$75
Dallas Resident
Per Child/Per Week
\$100
Non Dallas
Resident



BENEFITS OF SUMMER CAMP

- Develop independence by overcoming challenges
- Appreciation for diversity
- Increase social skills
- New skills and likes developed through exposure to new things
- The intangibles
 - Self confidence
 - Trustworthiness
 - Responsibility
 - Empathy
 - Developing an ethical compass



CREATING A CAMP CULTURE

- Staff Values
- Camper Values
- Camp Traditions
- Group Flags and Chants



ADVENTURE CAMP



Fishing at West Pond



Camp Olympics



Challenge Course

ADVENTURE CAMP



Archery at Northwest Field



Nature Photography at East Barn

ADVENTURE CAMP



Central Fire Pit



Northeast Pond



West Fishing Pond

ADVENTURE CAMP



Mountain Biking Skills Course



Kayaking at Northeast Pond



Samuell Farm Trail System

PARK RANGERS OUTREACH PROGRAM



TRINITY RIVER AUDUBON OUTREACH PROGRAM



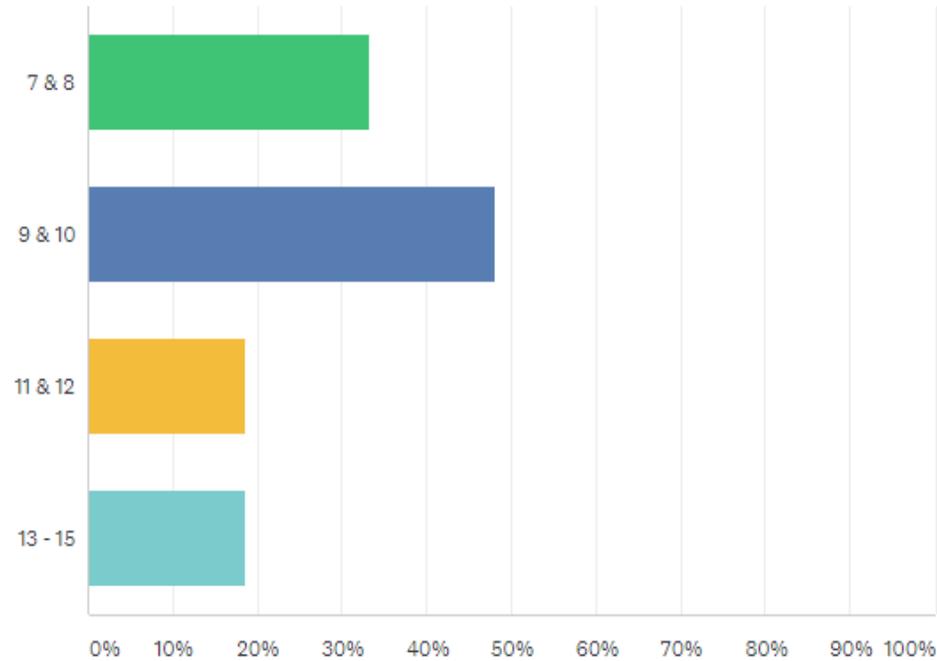
ADVENTURE CAMP SURVEY

- Distributed online through Survey Monkey to parents and guardians
- Submitted to 93 households with emails on file; 27 responded
- 29% return rate

ADVENTURE CAMP SURVEY RESULTS

What age group was your camper(s) in?

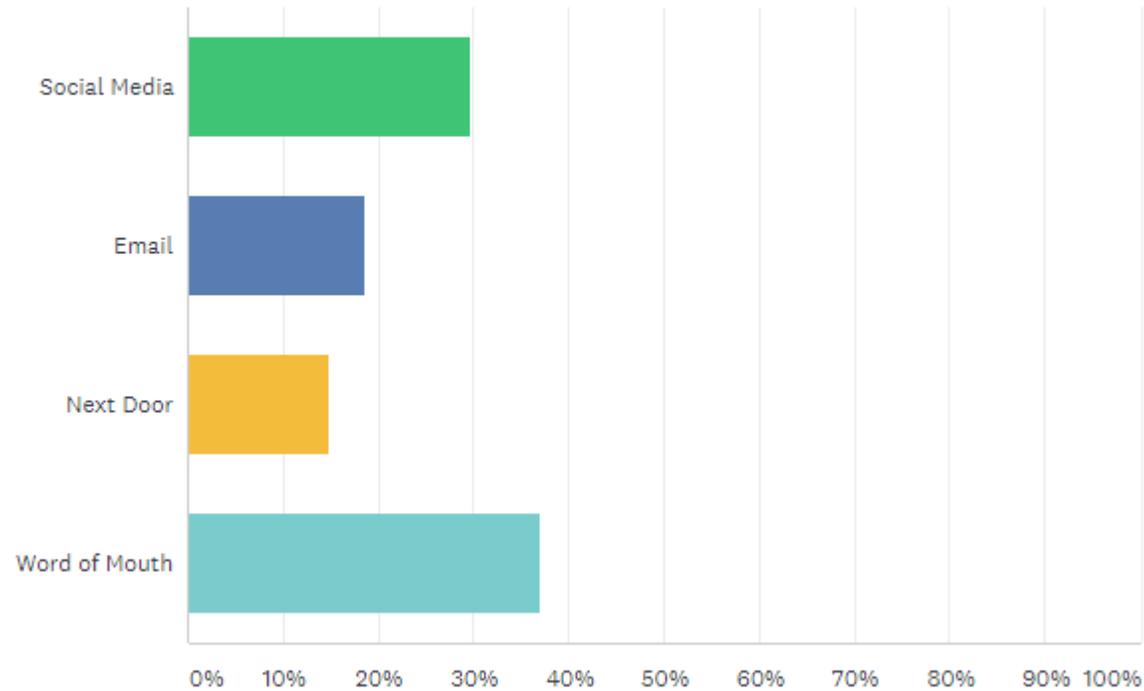
Answered: 27 Skipped: 0



ADVENTURE CAMP SURVEY RESULTS

How did you hear about adventure camp at Samuell Farm?

Answered: 27 Skipped: 0



ADVENTURE CAMP SURVEY RESULTS

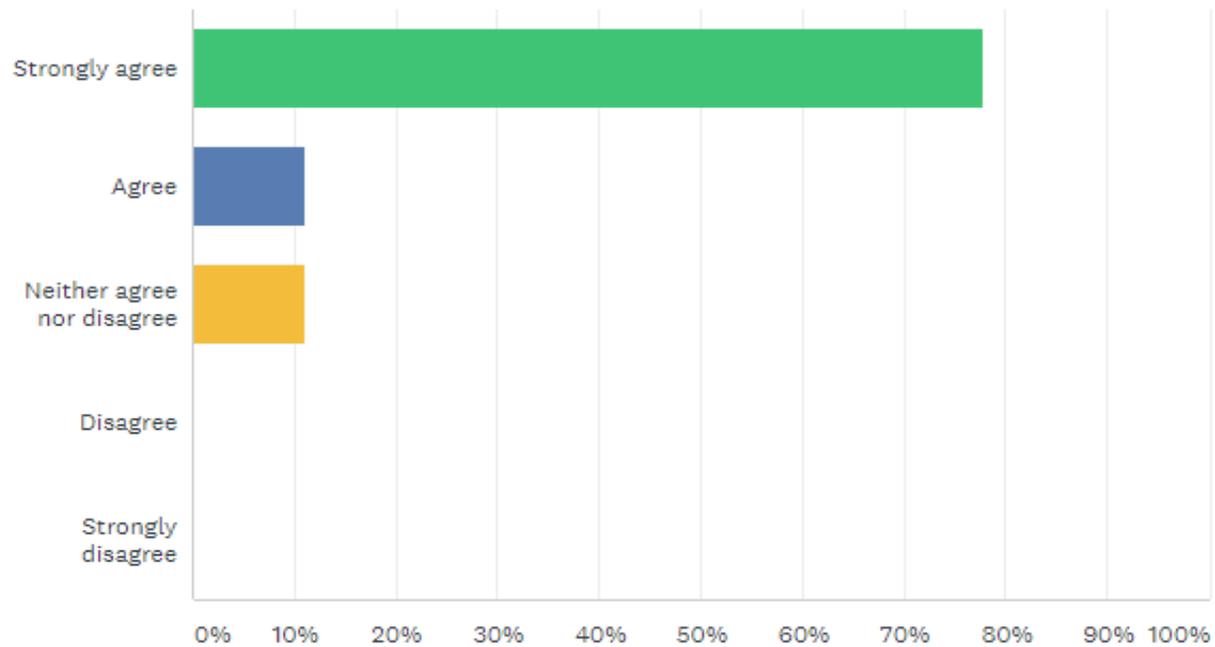


- 100% of parents felt their camper learned something new at Adventure Camp
 - 100% of parents felt their camper enjoyed Adventure Camp
 - 100% of parents would recommend Adventure Camp
 - 52% of parents would be interested in transportation provided to and from a Dallas Recreation Center
-
- Accessibility was rated 4.7 out of 5 stars
 - Safety was rated 4.9 out of 5 stars
 - Friendliness of staff was rated 4.9 out of 5 stars

ADVENTURE CAMP SURVEY RESULTS

I felt the cost of the camp matched the value of the program.

Answered: 27 Skipped: 0



ADDITIONAL SURVEY COMMENTS, FEEDBACK, SUGGESTIONS

- Very well done.
- Love, love, love.
- I love this and feel like this is exactly what summer camp should be – and I'm glad it's very affordable!
- This was my grandson's last week of camp and he enjoyed every day he went. It was the best experience for him.
- This camp experience was unforgettable.
- No feedback – you all did an amazing job.
- See you soon in a couple of weeks! With both of my kids this time!
- Very satisfied and excited with the experience my grandson will get this summer.
- My kids really liked it. They even went for two weeks and my daughter cried the last day.
- Nothing to add - It's awesome. I love the experiences the camp had to offer and he loves it as well.



HOW CAN ADVENTURE CAMP BE IMPROVED?

- Offering a week of campers to experience a stay away from home in camp housing.
- Not sure – my son loved it and couldn't stop talking about it and singing all the team songs each day!
- More birding centered activity – maybe even engaging with the Dallas Zoo Crane project or having animal encounters of some kind. I was super impressed with the quality of the camp staff, the facilities. For a first year camp, I am blown away and so excited about the growth in the future.
- This was a better than expected experience.
- Stocking pond with fish to catch.
- A shuttle from a Dallas rec center would be awesome but I know that might be hard to manage.
- My son loved it 'as is' so I would say no improvement is needed at this time.

WHAT'S NEXT? (Phase 2: FY2021-22)

Year-round Outdoor Adventures programming at Samuell Farm will consist of:

- Daily Programming
- Special Events
- Seasonal Camps
- Adventure Packages
- STEM Programming/Field Trips
- Samuell Farm Canteen and Equipment Rentals



Archery at Northwest field

DAILY PROGRAMMING

- Ongoing Adventure Classes and Clinics
- Senior Program Division Adventures
- Fall Family Series
- Spring Family Series

Choose an adventure the whole family can enjoy!



OUTDOOR ADVENTURES FALL FAMILY SERIES

Samuell Farm: 100-US 80, Mesquite

- ✓ Nature Photography (Sep. 11th)
- ✓ Archery (Oct. 30th)

White Rock Lake: Boat Ramp, Dallas

- ✓ Kayaking* (Sep. 25th)

Harry Moss Park: 7601 Greenville Ave, Dallas

- ✓ Mountain Biking* (Oct. 9th)

**PROGRAMS
BEGIN
SEP 11TH!**

**REGISTER ONLINE OR IN-PERSON AT ANY
DALLAS REC CENTER.
ALL EQUIPMENT PROVIDED.
PARENT/GUARDIAN MUST BE AN ACTIVE
PARTICIPANT.**

*Mountain bike participants must be able to confidently ride a bicycle.
*Kayaking Participants must be able to swim.



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OUTDOOR ADVENTURES PRESENTS

**S'MORES
AND 'NOT SO'
SPOOKY STORIES**

**OCTOBER 8TH, 2021
6PM-8PM**

SAMUELL FARM: 100 US-80 MESQUITE, TX
\$25 per family (6 family members max)
S'mores supplies and entertainment provided
Please bring your own camping chairs and dinner

REGISTRATION OPENS SEPTEMBER 6TH
Register online or in person at any Dallas rec center



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The poster features a dark blue background with a starry sky. At the top left is the Dallas Park & Recreation logo. The title is in large, bold, orange and white letters. The event details are in a white oval with two s'more illustrations. The bottom of the poster shows a silhouette of a haunted house on a hill with trees, and three glowing jack-o'-lanterns in the foreground.

SPECIAL EVENTS

- S'mores and Stories
- Mountain Bike Maintenance Clinic
- Outdoor Cinema Series
- Seasonal Family Camping Trip to Cedar Hill State Park (Fall)/
Samuell Farm (Spring)
- It's My Park Day
- BioBlitz 2021
- Fishing Derbies

SIGNATURE EVENTS

- Holiday at the Farm (Dec 2021): It's a holiday celebration at the farm! Go on a hay ride, visit the holiday market with goods from local Artisan vendors, make s'mores over a campfire, take a photo with Santa, decorate an ornament, compete in the gingerbread house contest and so much more!
- Farm Fest (Apr 2022): Bring the entire family for Farm Fest! 'Touch a Tractor,' enjoy a farmers market from local vendors, experience goat yoga or play with animals in the petting zoo, explore the farm on a hay ride, enjoy cooking and gardening demonstrations and dive into fresh culinary cuisine!

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Dallas Park & Recreation



OUTDOOR ADVENTURES
INVITES YOU TO THE 1ST ANNUAL
HOLIDAY AT THE FARM



Dec. 11th, 2021 • 4pm - 8pm
SAMUELL FARM: 100 US - 80, MESQUITE, TX

Join us for
Pictures with Santa
Arts & Crafts • Artisan Gift Market
Live Performances • Sweets & Treats
and much, much more






Samuell Farm: 100 US-80, Mesquite, TX

OUTDOOR ADVENTURES WINTER BREAK CAMP

DECEMBER 20 - 23
 &
 DECEMBER 27 - 30
 9AM - 4PM

\$80 Dallas Residents
 Per Child/Week
 \$100 Non Dallas Resident



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SEASONAL CAMPS

- Thanksgiving Camp
 - This seasonal camp is all things outdoors with a special focus on hiking, mountain biking and kayaking! Campers will also enjoy arts & crafts and sports & games. Ages 7-15
 - November 22 - 24

- Winter Break Adventure Camp
 - It's our thrilling adventure camp over winter break! Campers will participate in all our adventure activities including archery, kayaking, mountain biking, survival skills and more. Ages 7-15
 - Session 1: December 20 - 23
 - Session 2: December 27 - 30

ADVENTURE PACKAGES

Small Adventure Package

- Up to 10 participants. Choose from geocaching, nature photography, or nature exploration. Package includes a 1-hour guided adventure and 1 hour use of the event room.

Big Adventure Package

- Up to 10 participants. Choose from kayaking, archery or mountain biking. Package includes a 1.5 hour guided adventure and 1 hour use of the event room.

Corporate Team Building Programs

- Boost morale and strengthen your organization through our corporate team building packages. Select from a variety of adventures led by certified staff to build a package that's right for your group. Includes 1 hour use of the event room.

BIRTHDAY PARTIES CORPORATE RETREATS SPECIAL EVENTS

Adventure Packages!



Small Adventure Package - \$250

- 2.5 hours
- Fishing
- Nature Photography
- Geocaching
- Use of party room
- Set up and clean up
- Special T-shirt for birthday child*

Large Adventure Package - \$300

- 3 hours
- Archery
- Mountain Biking
- Kayaking
- Use of party room
- Set up and clean up

All activities are led by certified staff!



Dallas Park & Recreation

PACKAGES AVAILABLE SATURDAYS
AT SAMUELL FARM: 100-US 80,
MESQUITE

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STEM (FIELD TRIP) PROGRAMS

- Booking Fall 2021; Coming Spring 2022
- Outdoor Adventures at Samuell Farm can provide your next field trip or education enhancement by connecting children with nature through outdoor programming. Sessions are booked based upon 25 students per class. Choose from:

INTO THE WILD: It's a modern-day treasure hunt in the great outdoors using GPS devices. Students will learn the concepts of latitude and longitude, develop a deeper understanding of how GPS works and learn the 7 Leave No Trace principles prior to adventuring out to find hidden caches around the farm.

NATURE THROUGH THE LENS: Photography is powerful and capturing nature through the lens leads to a deeper appreciation for the natural world. This program, heavily founded on conservation principles, teaches students photography techniques to capture images that tell a story about the wonderful natural world around us. Students will receive a color print of their favorite picture.

THE SAMUELL FARM CANTEEN

Get snacks, drinks, Samuell Farm apparel, souvenirs and more at the new Samuell Farm Canteen. Hourly equipment rentals for use at the farm are also available during canteen hours.

Merchandise:

- OA/SF t-shirts and hats
- OA/SF water bottles
- Fishing bait
- Ice
- Snacks
- Drinks

Rental Equipment:

- Mountain bikes
- Kayaks
- Fishing Poles
- Camping Equipment

PRIORITIES

Staffing Level

- 5 FTE's

Facility/ Program Needs

- Security System
- Network Connection
- Wooden Gaga ball pit
- Kayak/Fishing Dock
- Permanent Outdoor Archery Range Setup
- Outfit Canteen and Point of Sale System
- PMO/DORBA – Samuell Farm Trail System
- Red Barn Assessment
- Low Ropes Course
- Grey storage building for use

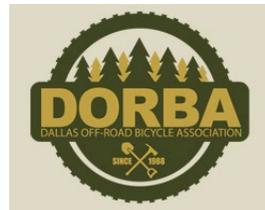
Major Needs for Long-Term Consideration

- Big Red Barn (Renovated/Replaced)
- Amphitheater
- Dining Hall
- High Ropes Course



EXISTING PARTNERSHIPS

- Texas Parks and Wildlife: Provides certifications for outdoor leadership, archery and angler education. Supports events and ongoing programming. Provides camping support through the Texas Outdoor Family Program
- Dallas Off Road Bicycle Association (DORBA): Provides support for mountain biking program including group rides, trail maintenance, and bicycle clinics. Interested in the possibility to create a beginner level trail at Samuell Farm
- Trinity River Audubon Center: Provided outreach programs for seasonal camp
- Dallas Zoo: Provide whooping crane educational program
- Dallas Arboretum: Provides support for nature photography program and plant identification



INTERNAL COLLABORATIONS

- City of Dallas Park Rangers: Provide outreach programs during seasonal camps
- City of Dallas Urban Biologist Brett Johnson: Provides wilderness first aid training and plant identification education for staff. Partners with Outdoor Adventures for Bioblitz and conservation events
- Dallas Animal Services: Provides education to staff to safely prepare for situations involving stray animals

PROJECTED BUDGET FY21-22

EXPENSE

Staff Costs \$201,000

Supply Cost \$72,575

Services Cost \$29,200

Total projected expense: \$302,775

REVENUE

Special Event Revenue \$34,000

Program Revenue \$145,600

Store Sales and Equipment Rental \$32,000

Total projected revenue: \$213,000

- Initial funding through Samuell Farm multiyear fund and revenue
- Seeking grants, sponsorships and alternative funding

PROJECTED BUDGET FY22-23

EXPENSE

Staff Costs \$201,000

Supply Cost \$22,575

Services Cost \$29,200

Total projected expense: \$252,775

REVENUE

Special Event Revenue \$40,800

Program Revenue \$160,160

Store Sales and Equipment Rental \$35,200

Total projected revenue: \$236,160

- Initial funding from Samuell Farm multiyear fund
- Seeking grants and alternative funding

NEXT STEPS

- Recruit qualified and motivated staff
- Develop a finalized price list of program fees to include Dallas resident and non-resident rates
- Identify scholarship opportunities
- Propose rental and additional fees to the Admin and Finance Committee
- Funding request from the Park Board
- Develop a marketing strategy with the Marketing and Communications Team
- Partner with recreation centers
- Meet with City Attorney's Office for liability waivers and form enhancements

SAMUELL FARM MASTER PLAN

The Master Planning scope will be a multi-disciplinary effort lead by the landscape architectural firm of StudioOutside. The scope will consist of master planning the portion of the 380-acre Samuell Farm site that is owned by the City of Dallas on the south side of U.S.80.

The project will include site assessments, public engagement, project programming, and draft and final master plan visioning for the site.



SAMUELL FARM MASTER PLAN

PROPOSED SCHEDULE

- PB authorization of contract June 17, 2021
- CC authorization of contract August 11, 2021
- Notice to Proceed Expected by October 1, 2022
- Assessments and Discovery October 2021 – January 2022
- Program and Site Scenarios January – April 2022
- Master Plan Development April – July 2022
- Implementation Strategy August – September 2022
- Final Project Completion September 2022