



Dallas Park & Recreation
Bringing Communities Together

Citywide Athletics, Reservations and Events (CARE) Division Update

Park and Recreation Board
04/21/2022

Purpose of Briefing

- Discuss how division was established
- Mission and Vision Statement for CARE
- Provide an organizational overview
- Summary of goals and objectives for the CARE Division
- Summarize unit operations



Reason for Division

- Division was proposed as part of department's restructuring / efficiency plan in 2020
- Consolidated our athletic programs oversight under one division





2021 Org Chart



2022 Org Chart

Primary Areas of Focus

To provide quality and accessible leisure and sport services, programs, and reservable facilities; promoting wellbeing and enhancing the quality of life.

To champion equitable and inclusive services and programs to encourage lifelong recreation interests.

CARE Org Chart

John Lawrence
Assistant Director



Erika Rodriguez
Executive Assistant



Charli Jackson
Reservations



Kevin Redburn
Golf & Tennis



Melissa De La Cruz
Administration



Robin Steinshneider
Aquatics



Sergio Garza
Youth Athletics



Christine Chauncey
LVDM

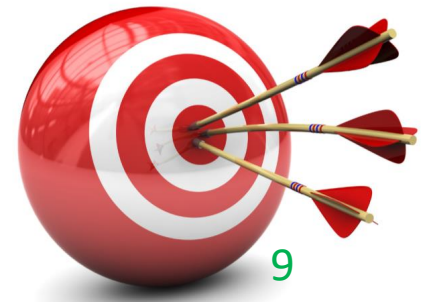


Division Staffing

FTEs	Full Time Positions	Part Time Positions	Total
Golf/Tennis	84	-	84
Reservations	8	2	9
LVDM	5	-	5
Aquatics	22	23	33.5
Youth Sports	4	4	6
Southern Skates	2	5	4.5
Kiest Softball Complex	1	2	2

CARE Goals and Objectives

- Growth of our recreation leagues
 - Increase our participation rates
 - Expand availability of programs
- Strengthen marketing programs
 - Maximize our participation with MAC Team
 - Develop focused advertisement
- Increase field quality through cooperation with Park Maintenance Operations



CARE Goals and Objectives (Continued)

- Partnerships
 - Develop new partnerships with sponsorship opportunities
 - Strengthen existing partnerships (Texas Rangers, etc.) to enhance programs
 - Provide funds to offset fees and develop scholarships
- Self Sufficiency
 - Maximize the use of revenues generated to grow programs and increase field quality
 - Maximize sponsorships
 - Off set fees
 - Provide scholarships

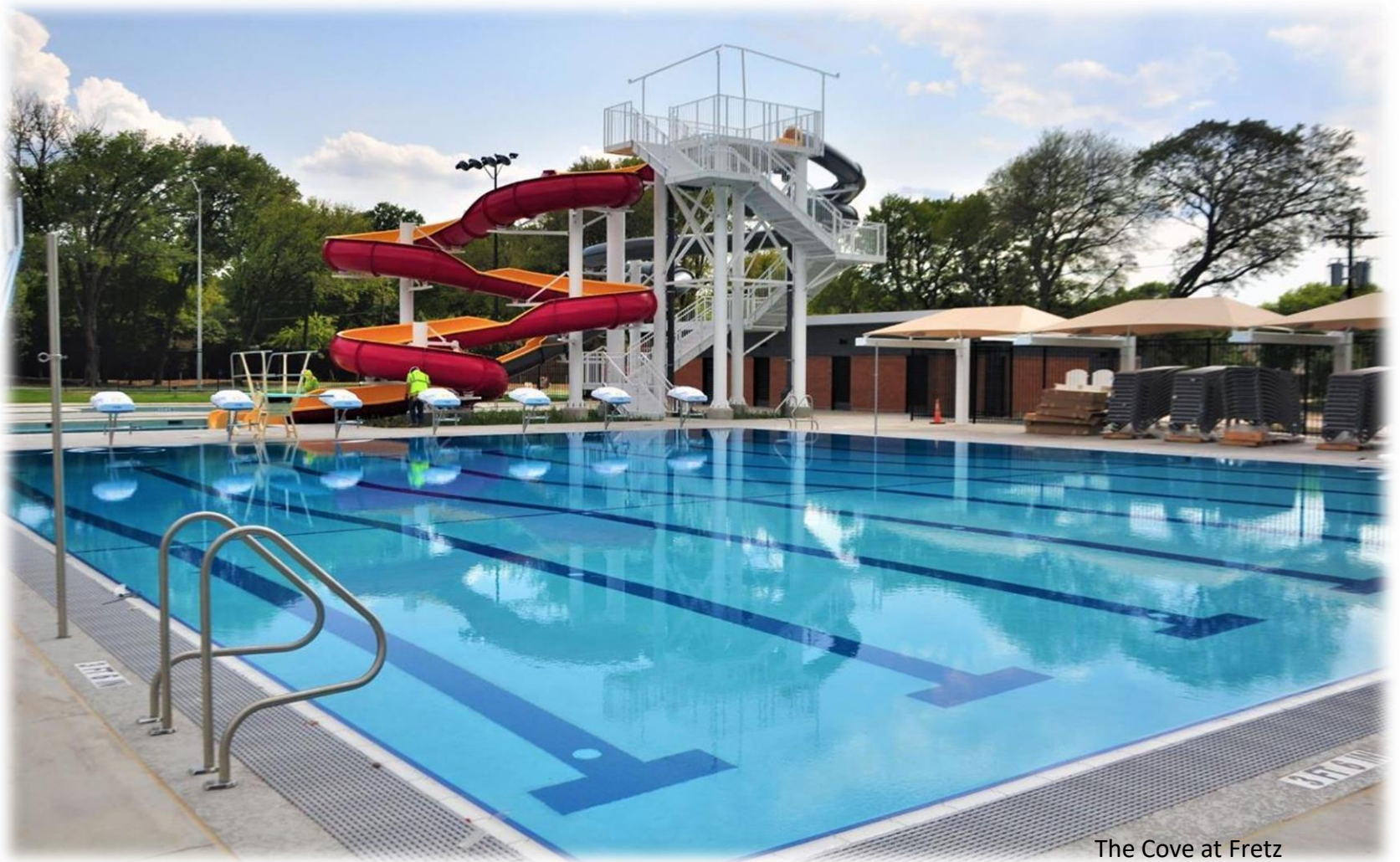




Dallas Park & Recreation

Citywide Athletics, Reservations and Events (CARE) Units of Operations Summary

Aquatics Programs and Operations



The Cove at Fretz

Aquatic Operations

Dallas Aquatics is the division of the Dallas Park and Recreation Department responsible for the operation of Bachman Indoor Pool, Bahama Beach Waterpark and seasonal outdoor community pools located throughout the City. Currently, we have:

- Bahama Beach Waterpark
- 9 Aquatic Centers
- 9 Community Pools
- Bachman Indoor Pool
- DISD Aquatics Partnership Program



Locations

AQUATIC CENTERS

- 1 The Cove at Crawford
- 2 The Cove at Fretz
- 3 The Cove at Samuel Grand
- 4 Bachman
- 5 Exline
- 6 Harry Stone
- 7 Kidd Springs
- 8 Lake Highlands N.
- 9 Tietze

SWIMMING POOLS

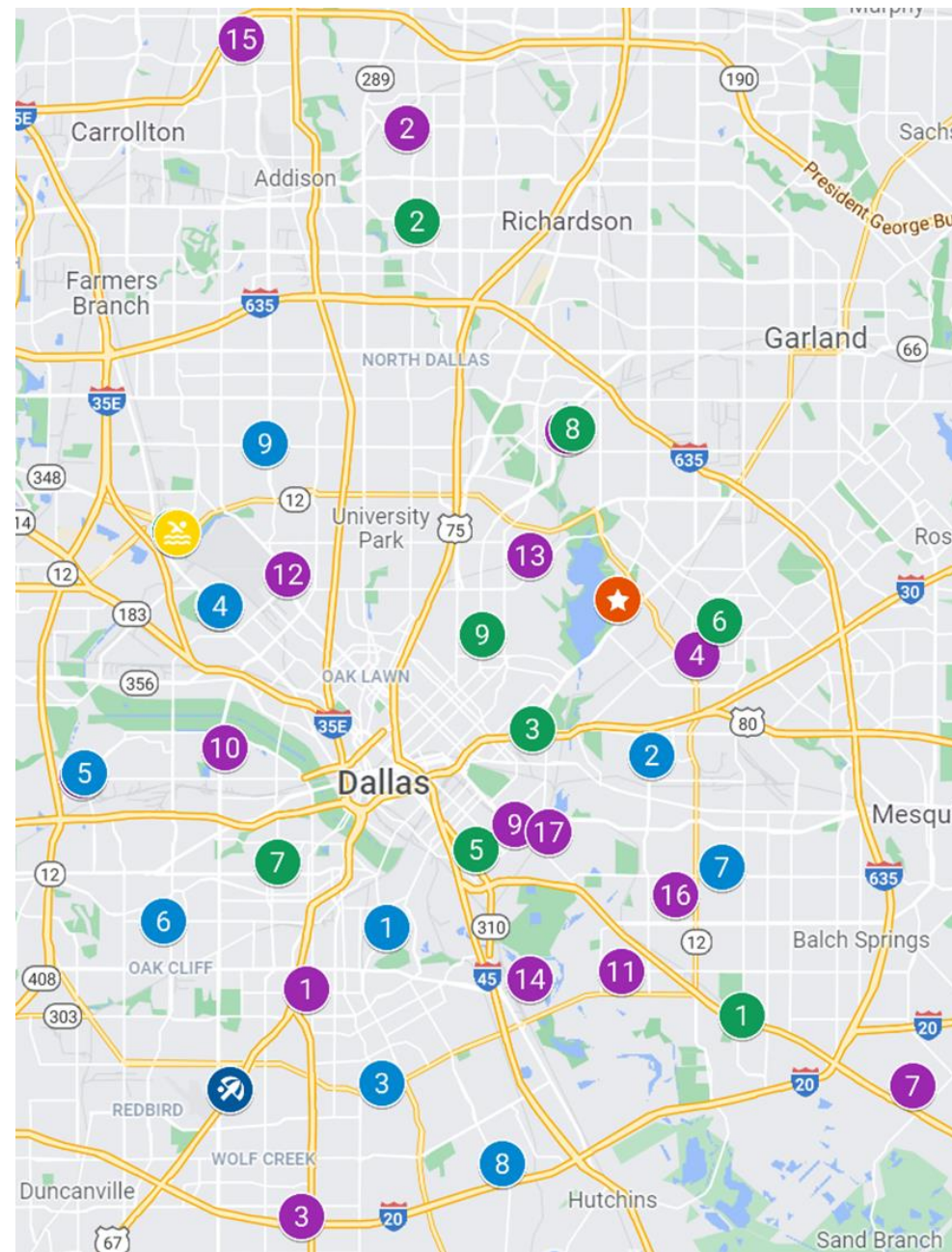
- 1 Bonnie View
- 2 Everglade
- 3 Glendale
- 4 Grauwyler
- 5 Jaycee Zaragoza
- 6 Martin Weiss
- 7 Pleasant Oaks
- 8 Tommie Allen
- 9 Walnut Hill

SPRAYGROUNDS

- 1 Beckley Saner
- 2 Campbell Green
- 3 Daniel Dale
- 4 Ferguson
- 5 Grauwyler
- 6 Jaycee Zaragoza
- 7 K.B. Polk
- 8 Kleberg-Riley
- 9 Lake Highlands N.
- 10 Mildred Dunn
- 11 Nash-Davis
- 12 Pemberton Hill
- 13 Ridgewood
- 14 South Central
- 15 Umphress
- 16 Timberglen
- 17 Willie Mae Butler

SPECIAL FACILITIES

-  Aquatics Administration
-  Bachman Indoor Pool
-  Bahama Beach Waterpark



Successes

- Opened 8 Family Aquatic Centers and expanded Bahama Beach Waterpark in the last 4 years.
- Raised \$465k and awarded over 6,500 scholarships since 2006.
- Employ 394 local youth each summer.



Goals

- Support the Strategic Priorities of the department
- Resume “new normal” operations
- Successfully open Bachman Aquatic Center



Youth Sports



Youth Sports Division

Overview

- Conduct affordable citywide recreational sports leagues for youth ages 4-14.
- Partner with Dallas ISD to provide sports programming and off-season leagues for elementary and secondary schools.
- Oversee and provide support to the community sports programs conducted at recreation centers.



Youth Sports Division - Goals

- Expand sports program offerings to provide a robust and inclusive youth sports model for all participants.
- Develop a plan with Park Maintenance to improve field conditions for PKR coordinated leagues that promotes equity.
- Assess and evaluate PKR sports programs to ensure programs are adhering to best practices.
- Foster current partnerships in an effort to return to pre-pandemic participation levels within 2 years.
- Provide staff with opportunity to attend trainings and certifications that enhance the quality of our youth sports programs.



Athletics, Events and Reservations



Winfrey Point

Overview continued...

Recently added areas of management under the AER Section:

Fair Oaks Tennis Center

- Total of 10 tennis courts
- Four are stripped for pickleball

Kiest Softball Complex

- Four-plex softball complex that offers state of the art softball fields for leagues and tournaments

Outdoor Fee-Based Program Permits

- Permits for organized programs or series of classes that take place over consecutive number of weeks in which participants by an enrollment fee

Temporary Food and Drink Permits

- Permits for food concessionaires in park locations



Lake Highlands Sand Volleyball Courts

- Two lighted fenced in sand volleyball courts

Southern Skates

- Skating Rink offering open skate, skating lessons, and rental space for events.

Athletics Events & Reservations Overview

Manages the permitting processes for events/activities being held on department owned and managed property, except for property that is under contract with a management company.

Reservation types:

- Special Events
- Athletic Events
- Facility Events (includes picnic, outdoor weddings, and building reservations)

Successes

- Moved reservations online
 - Increased means for customers to begin the reservation process
 - Created another avenue for clients to make reservations
- Created reservation teams that are area focused
 - Gives agents specialized areas within reservations
 - Decreases the number of staff that clients get within the specific reservation area
- Created and implemented customer satisfaction survey
 - Informs us of what areas need improving and what areas we are excelling in
- Upgraded Interactive Voice Response (IVR) System
 - More reporting options
 - Recording capabilities
 - More tracking options



Goals

- Promote self-service and increase efficiency by moving Kiest Complex and Southern Skates reservations online and routing clients calls to one centralized location by end of the fiscal year.
- To modernize Southern Skates by creating and initiating a plan to address renovation and maintenance needs that will allow the facility to compete with private local entities.
- To expand our customer satisfaction survey and monitor social media mentions via our MAC Division in the next six months.



Golf Course Operations



Stevens Golf Park

Strategic Goals

- Develop Marketing Program
 - Establish design standards for golf course websites and link all websites directly to one another to improve customer service.
 - Social Media/Golf App
- Customer Surveys
 - Increase survey solicitation
- Staffing
 - Refine position descriptions to include areas of responsibility
 - Training and career development opportunities
 - Address supervisory roles
- Community Engagement
 - Golf Advisory Committee



Tennis



Strategic Goals

- Develop and improve partnerships
- Increase youth tennis participation by developing long term partnerships
- Continue to implement tennis court resurfacing plan so that all courses are resurfaced once every five years
- Develop improvement plan for at least one tennis center in the next five years

- Marketing
 - Establish design standards for tennis center websites and link all websites directly to one another to improve customer service.



Questions?



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