Grand Prairie
TEXAS
PARKS, ARTS & RECREATION

ANNUAL REPORT 2021

A YEAR IN REVIEW

DUANE STRAWN, DIRECTOR

As the Director for the Parks, Arts & Recreation Department for the City of Grand Prairie, it's my pleasure to present the 2021 year-end report. Coming out of the crazy year, 2020, high hopes arose for the year 2021 in Parks, Arts & Recreation Department. The year started off normal enough but soon proved to be another interesting year. In February, "Snowmageddon" landed here and turned much of the Metroplex and Grand Prairie into a frozen wasteland. Wanting to take care of our citizens, city staff partnered together to convert the Ruthe Jackson Conference Center into 24 hour warming center. Although the Ruthe Jackson Conference Center was never meant to be a warming center, it touched the lives of many of our citizens who were in need.

Early 2021 would bring changes to our Park Board also. We want to thank outgoing Park Board members Emita Garcia, Jerry Partain, and VanDella Menifee for all their hard work and dedication during their term as Park Board members. We are also excited to welcome new Park Board members Tracy Aldridge, Angela Lucky-Vaughn, and Warren Landrum to begin their journey with us on the Grand Prairie Park Board.

Fighting the ever-present COVID-19 variants proved to be difficult but not impossible. Our staff and the citizens of Grand Prairie were ready to get back out and reestablish their normal lives. The Summit reopened in March and quickly saw membership numbers approaching the pre-pandemic levels, our golf courses received record number of golfers and ended the year with record revenues. Our special events were extremely successful and were heavily attended with both the Crawfish Festival and Hatch Chili Fest selling out of product in record time. To honor our Veterans, the Memorial Day Celebration was held virtually, but we were able to celebrate in-person on Veteran's Day. We are so proud we are able to acknowledge and thank our Veterans for their service and sacrifice.

2021 also saw a lot of park development with the Splash Factory reopening after a Sports Facilities Development Corporation sponsored renovation. New funding sources brought the beginnings of new projects such as Tyre Park Master Plan and Phase I renovation, Turner Park Master Plan and Phase I renovation, Mi Familia Park Master Plan and Phase I renovation, Lynn Creek Park Picnic Pavilion and the PlayGrand Adventures newest phase "Tranquil Adventures". Thanks to the Grand Prairie Sports Facilities Development Corporation, the Texas Park and Wildlife Grant Fund and the American Rescue Plan Act for funding these great projects.

Epic Waters was truly our standout success story of the year. Through the great management practices of our partners, American Resort Management, our indoor water park brought in record revenues while providing a fantastic customer experience.

To end an already successful year on a positive note, Prairie Lights had a record-breaking year with the return of the Holiday Village tent, pictures with Santa, and our famous Lighted Walk-Through Forest. To help with crowd control, we did not bring back the indoor holiday show but utilized the area to spread our guests out and give them plenty of room to sit and eat with their friends and family and for the long lines we knew would be there for Santa and our famous concessions.

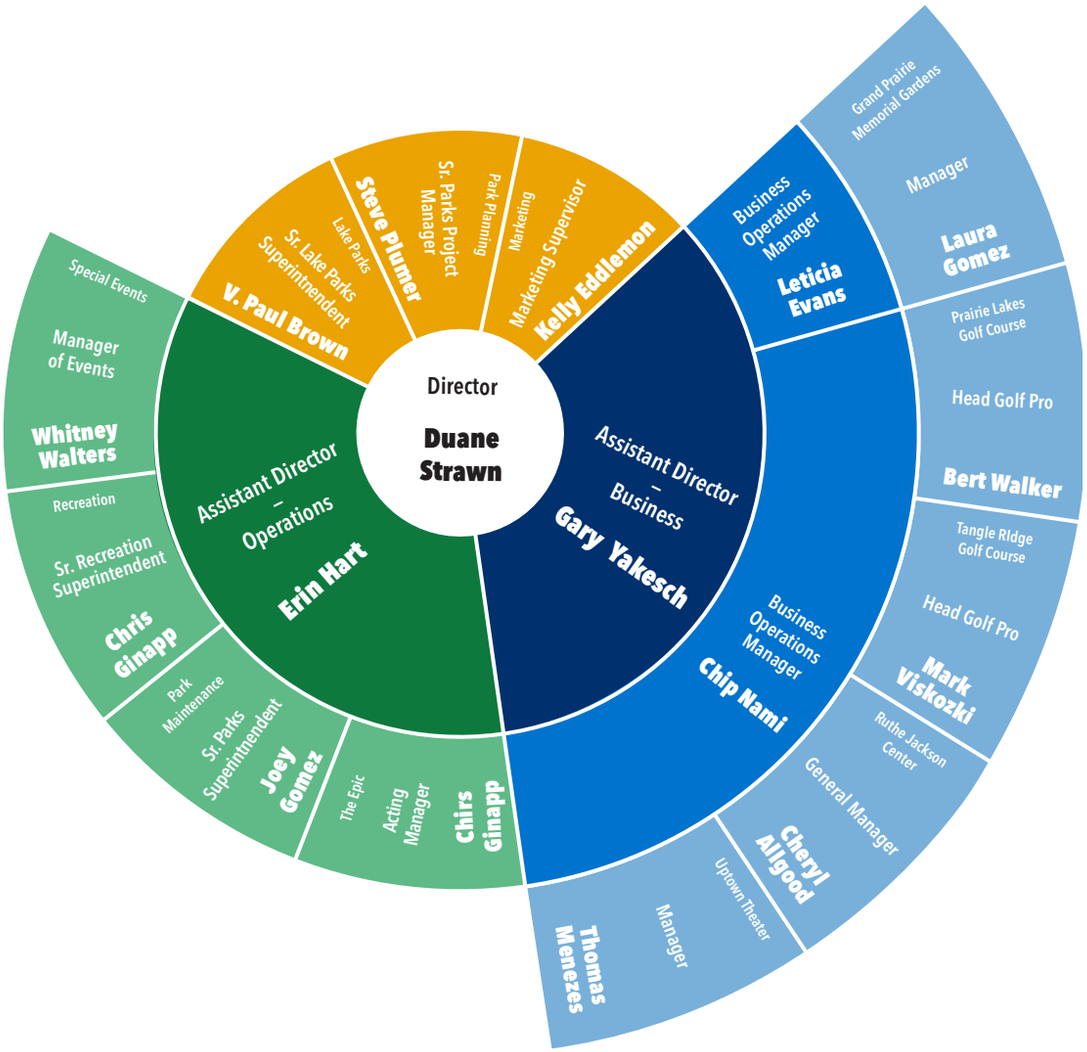
Inside this report you will see the results of many long, hard hours, days, nights, weekends, and holidays as your Parks, Arts & Recreation staff delivered world-class customer service to the citizens and visitors of Grand Prairie.

2021 LEADERSHIP TEAM

DUANE STRAWN
DIRECTOR

GARY YAKESCH
ASSISTANT DIRECTOR - BUSINESS

ERIN HART
ASSISTANT DIRECTOR - OPERATIONS



Current as of March 2022

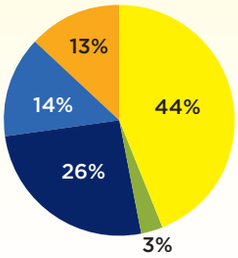
BUSINESS OPERATIONS

PARK VENUE FUND

In FY 2021 Parks, Arts, & Recreation revenues declined 3.2% over the prior year. The revenue decrease was from reductions in user fees and programming options due to the effects of the corona virus pandemic. While user fee and programming revenues saw a slight decline, the ¼ Park Venue Sales Tax receipts increased 12.84% year over year. Proactive management cost saving actions as well as service level reductions resulted in appropriation savings of $2.7M for FY 2021.

FY2021 PARK VENUE FUND APPROPRIATIONS
(Unaudited)

PERSONNEL	$6,922,434
SUPPLIES	$510,078
SERVICES	$4,054,188
TRANSFERS	$2,159,441
DEBT	$2,048,218
TOTAL	**$15,694,359**



PRAIRIE LIGHTS FUND

In FY 2021 revenues increased 4% over the prior year. Reductions in labor and operating expense provided an additional $70K savings for the Prairie Lights Fund. The popularity of the event continues to grow as management and event staff continue to refine the world class event and provide customers a memorable experience for the holiday season. FY 2021 marked the fourth year for the Fast Pass option for the convenience of customers.

	BUDGET	ACTUAL	VARIANCE
Appropriations	1,276,673	1,206,847	(69,826)
Revenues	1,491,500	1,552,584	61,084
Profit/(Loss)	214,827	345,737	130,910

THE EPIC FUND

FY 2021 revenues increased 39% year over year as corona virus pandemic restrictions eased along with an increase in user fees at Epic Waters and a 12.84% increase in the ¼ Epic Sales Tax. The Epic shares the Epic Fund with Epic Waters and certain administrative elements related to the operation of both facilities. Proactive management cost savings actions as well as service level reductions allowed savings of $2,289,811 in appropriations for FY 2021; these appropriation savings rolled to the bottom line of the fund and will be used for future expansion or programming elements for operations housed in the Epic Fund.

	BUDGET	ACTUAL	VARIANCE
Appropriations	11,806,834	9,517,023	(2,289,811)
Revenues	11,786,406	14,125,351	2,338,945
Profit/(Loss)	(20,428)	4,608,328	4,628,756

GOLF FUND

Total golf rounds played in FY 2021 were just over 105,500; these rounds represent an 23% increase year over year. Revenues exceeded budgeted expectations by $438K; appropriations costs savings of $199K were realized due to sound fiscal and operational management while operating in a pandemic year; golf operations materially broke even for FY 2021.

	BUDGET	ACTUAL	VARIANCE
Appropriations	3,176,252	2,977,264	(198,988)
Revenues	2,537,700	2,975,689	437,989
Profit/(Loss)	(638,552)	(1,575)	636,977

CEMETERY FUND

Cemetery operations generated revenues total $2.1M for FY 2021; these revenues were $1M over the budgeted expectation for operations. The additional revenue streams were a result of increased business levels due to the effects of the corona virus pandemic; in spite of the increases in business levels, there were significant savings in appropriations. The net effect of the added revenues and decreased costs resulted in an increase of $1.1M in operating profits for FY 2021.

	BUDGET	ACTUAL	VARIANCE
Appropriations	1,601,870	1,482,099	(119,771)
Revenues	1,106,600	2,111,313	1,004,713
Profit/(Loss)	(495,270)	629,214	1,124,484

LAKE PARK FUND

Lake Park operations generated revenues totaling $3.3M for FY 2021 which was short of the budgeted goal of $3.7M. Continued corona virus pandemic restrictions and unfavorable weather conditions early in the fiscal year coupled with planned improvements from electrical and sewer upgrades restricted available inventory further impacting revenue growth. While revenues fell short of budget, executed cost saving measures allowed Lake Park to produce an operating profit of $159K.

	BUDGET	ACTUAL	VARIANCE
Appropriations	3,325,953	3,180,534	(145,419)
Revenues	3,671,500	3,339,561	(331,939)
Profit/(Loss)	345,547	159,027	(186,520)

PARKS OPERATIONS

LYNN CREEK PARK

Lynn Creek Park opened for the 2021 season on February 27 welcoming the return of fisherman and guests to enjoy the day use park.

The fun continued through the summer with a safe and successful 4th of July weekend.

Finally, Lynn Creek Park finished the season with cross-country races, Prairie Lights set-up, and the run of the Prairie Lights event.

LYNN CREEK PARK

176,148	VISITORS (ESTIMATE)
13,092	VISITORS ON 4TH OF JULY (ESTIMATE)
15	SPECIAL EVENTS HOSTED

LOYD PARK

Loyd Park had a great turn out for the Movies on the Beach series and Summer Adventure Camp that allowed youth to learn to fish, boat and other activities.

Local radio, TV and other media outlets were a success to promote the luxury Yurts and Glamping.

The two-weekend event, Forest of Fear, continues to be a big hit for Loyd Park. Booking a year in advance is required to guarantee a spot.

LOYD PARK

168,873	VISITORS (ESTIMATE)
30,972	CAMPING RESERVATIONS MADE
716/292 RMS	CABIN/LODGE RESERVATIONS MADE
12	MOVIES ON THE BEACH
35	ADVENTURE CAMP REGISTRATION

MAJOR ACCOMPLISHMENTS

- Successful reservation software conversion (RMS from Reservation Dynamics).
- Loop A, F and G successfully upgraded to 50amp and full hook-up.
- Both Yurts (Site#122 and Site#221) opened and ready to reserve.

DID YOU KNOW

Yurts come from Central Asia and have been around for 3,000 years.

PARK MAINTENANCE

The Parks Maintenance team is a made up of 35 staff who maintain City owned grounds, all parks, athletic fields, and medians throughout the City.

42	PARKS MAINTAINED
47	ATHLETIC FIELDS MAINTAINED
2,049	ACRES MAINTAINED
360	ACRES OF MEDIAN/RIGHT-OF-WAYS MAINTAINED
260K SQ. FT.	BEDS MAINTAINED
20.3	MILES OF TRAILS MAINTAINED

MAJOR ACCOMPLISHMENTS

- Dredged the inlet and cleared the banks of the Mike Lewis Park Pond.
- Added LED lighting to several park and Gateway signs across town.
- Filled in and leveled the old pavilion site at Turner Park.

AWARDS

Park Maintenance team members Charles Gray, Samuel Graves, and Mike Hollifield received a Teamwork Award in April 2021.

DID YOU KNOW

Parks Maintenance collected over 450 Tons of litter and trash from parks in 2021.

SPECIAL EVENTS

2021 was a year of reimagination and reinvention for the Grand Prairie Parks, Arts & Recreation Department and specifically, the Special Events Division. Events from the past, were brought back to life after more than a year off, but with significant modifications, protocols, and separation. The events team managed to bring back events in the summer, while still recognizing the challenges and changes that COVID-19 presented. Each month and each event got stronger, and 2021 came to an end with the greatest Prairie Lights season the department has ever seen!

Total Number of Special Events: **21** Total Number of Attendees: **230,925**

DID YOU KNOW

The City of Grand Prairie Parks, Arts & Recreation Department hosts the most free special events compared to surrounding cities.

EVENT HIGHLIGHTS

SUMMER AT EPIC CENTRAL

3
TOTAL NUMBER OF DAYS OF ENTERTAINMENT

19
TOTAL NUMBER OF INDIVIDUAL ACTIVITIES (include multiples of same event)

1,300+
TOTAL NUMBER OF ATTENDEES

3
NUMBER OF MOVIES ON THE LAWN

HATCH CHILE FEST

2,030
TOTAL POUNDS OF HATCH CHILES ROASTED

5,000
TOTAL POUNDS OF HATCH CHILES SOLD

3
SOLD OUT IN HOW MANY HOURS?

600
TOTAL NUMBER OF ATTENDEES

27
TOTAL NUMBER OF VENDORS AT EVENT

PRAIRIE LIGHTS

37
NIGHTS OPEN

36,880
VEHICLES (1,550 vehicles on the biggest night)

1,987
FAST PASSES SOLD

21,625
NUMBER OF GENERAL ADMISSION TICKETS SOLD

210,925
NUMBER OF VISITORS (based on average # per vehicle)

OTHER SIGNIFICANT EVENTS

ARBOR DAY — CRAWFISH BOIL — VETERANS DAY — MEMORIAL DAY — HALL OF FAME EVENTS

MAJOR ACCOMPLISHMENTS

- Converted to a centralized event tracking program.
- Record Breaking Prairie Lights!

THE EPIC

2021 was a year of adversity for The Epic as modifications forced by the pandemic continued to hinder full operations. Strides were made during the year to safely phase back most of the divisions of the facility such as Aquatics, Youth Programs, and Fine Arts making a resurgence as 2022 approaches.

MAJOR CORPORATE CLIENTS/SPONSORS

Texas Trust Credit Union

191,301 USER VISITS (members and day pass)

2,227 MEMBERSHIPS

6,730 MEMBERS

977 DAY PASSES SOLD

AWARDS

The Epic's Financial Analyst, Gabby Gonzalez, was named 2021 Employee of the Year for the Parks, Arts & Recreation Department.

26 EVENTS HOSTED
1,300 FITNESS PROGRAMS/CLASSES OFFERED
200 AQUATIC PROGRAM PARTICIPANTS (Contracted to SafeSplash)
0 CULINARY PROGRAMS/CLASSES OFFERED (City COVID-19 restrictions, staff turnover, position still vacant)
4 ART PROGRAMS/CLASSES OFFERED (City COVID-19 restrictions, staff turnover, Art Specialist hired October 2021)
3 CAMPS HOSTED
140 CAMP PARTICIPANTS
154 POOL PARTIES

SIGNIFICANT EVENTS HOSTED

- Grand Prairie Parks, Arts & Recreation Job Fair
- Comedy Show Series featuring Vince Morris, John Wessling, & Jodi White
- Dallas Heat Basketball league games
- The Epic Open House
- Grand Prairie Parks, Arts & Recreation Hall of Fame Banquet

MAJOR ACCOMPLISHMENTS

- Contracted with Safe Splash Swim School to operate our swim lesson program.
- The Epic hosted its first ever Epic Holiday Open House.
- The Epic tackled a variety of facility related projects, one to include adding Carpet into the IKEA Culinary Kitchen.

EPIC WATERS

Epic Waters Indoor Waterpark guests slowly returned to make a splash following a year of modifications and closures. 2021 saw the strongest per cap experienced at the waterpark at over $45 per guest. With record sales in tickets, arcade, and retail, guests came to Epic Waters ready to enjoy themselves and escape from the new normal. Epic Waters guests were looking for a fun, family friendly space for everyone and they found that as soon as they entered Epic Waters!

$12,229,228 REVENUE

267,935 VISITORS

1,000 SEASON PASSES SOLD

1,500 PARTIES HOSTED

AWARDS

Epic Waters Indoor Waterpark was recognized by the WWA for being the chosen winner for Best Direct Mail, Best Email Campaign, Best Promotion, and Best TV Commercial.

Dallas Observer Readers' Choice, Best Water Park in Dallas

The Dallas Morning News Bronze Winner for Best in DFW

SIGNIFICANT EVENTS HOSTED

- Flow Tour National's Tournament & Flowapalooza: 3-day festival in August
  - 3,000+ in attendance
- Epic H2Olidays
  - Live Tree Lighting Ceremony
    - 800+ attended & 4600 people reached on Facebook
- Breakfast with Santa
  - Sold out 4 dates with over 250 guests (record number of attendance)
- Epic Family New Year Celebration
  - Over 1100 guests attended (record number of attendance)

MAJOR ACCOMPLISHMENTS

- Increased overall revenue by 19% over 2019 and by 46% over 2020.
- Awarded Travelers' Choice 2021 on TripAdvisor.

RECREATION

AQUATICS

The Aquatics division is made up of five facilities, operated by a team of professional lifeguards who safeguard the members of the communities. In 2021, the Aquatics division was able to open all five locations with limit hours and offer swim classes that teach lifesaving skills.

24,400 USER VISITS
32 MEMBERSHIPS
2 EVENTS HOSTED
36 PROGRAMS/CLASSES OFFERED
8 RENTALS

MAJOR ACCOMPLISHMENTS

- Splash Factory hosted a Grand Re-Opening event after completion of renovation.
- Aquatic Coordinator, Elise Del Toro, was nominated for an award at the City's Employee Banquet.
- Three part-time managers were promoted to full-time positions as specialist and coordinators at The Summit and The Epic.

DID YOU KNOW Aquatic Supervisor, Joey Sanchez, started as a part time lifeguard with Grand Prairie Parks, Arts & Recreation in 2008.

ATHLETICS

In 2021, athletic programming was well received across the community with increased participation and registration. Youth volleyball league 8 teams participate each Spring, Summer & Fall season. 2021 marked the highest registration on average for the three seasons run during a year. Youth Fall soccer league registered 40 youth teams playing at the Mountain Creek Soccer Complex ranging in age from 3-12 years old. Other activities offered included youth basketball, Andrus Baseball Academy, adult softball, adult volleyball, and pickleball.

MAJOR ACCOMPLISHMENTS

- Providing successful youth and adult athletic leagues while navigating through the COVID-19 pandemic.
- Partnering with Pylon 7v7 to host the National Championship at Park Hill Park.

RECREATION CENTERS

CHARLEY TAYLOR

5,300 USER VISITS
627 MEMBERSHIPS
4 EVENTS HOSTED
10 PROGRAMS/CLASSES OFFERED
57 RENTALS

MAJOR ACCOMPLISHMENTS

- Installed new Projector and screen to further enhance presentations during meeting rentals.
- Installed intercom system to be able to quickly evacuate customers in case of an emergency or for daily paging use.

DID YOU KNOW

- Charley Taylor Recreation Center received a generous sponsorship in November of 2021 towards the Thanksgiving Turkey drive which helped provide assistance for over 150 families.

DALWORTH

7,488 USER VISITS
350 MEMBERSHIPS
9 EVENTS HOSTED
5 PROGRAMS/CLASSES OFFERED
80 RENTALS

MAJOR ACCOMPLISHMENTS

- Dalworth Recreation Center successfully hosted a modified Annual "Hoops for History" Event in 2021. This annual event was carried out in a virtual setting in lieu of in-person due setting due to the surrounding concerns with COVID-19.
- Three events were held in person with safety standards in place.
  - Juneteenth, National Night Out, & Fall Festival
- Dalworth Recreation Center added an additional play & programming space. This space feaures an outdoor basketball court with an adjustable basketball goal, greenspace for outdoor fitness, and is completely fenced in for continued safety.

AWARDS

- Monte Whetstone, Recreation Center Supervisor received the Service award at the Annual City Employee Banquet.

TONY SHOTWELL

26,795 USER VISITS
944 MEMBERSHIPS
3 EVENTS HOSTED
17 PROGRAMS/CLASSES OFFERED
167 RENTALS

MAJOR ACCOMPLISHMENTS

- The return of the Tony Shotwell Life Center Annual Trick or Trail Halloween Event was a huge success. Hundreds of Grand Prairie residents and surrounding communities joined in the spooky fun.
- Tony Shotwell Life Center partnered with a local car club and Garcia Elementary School to host a Christmas Toy Drive. Over 125 toys were collected and issued to help 17 families in the Bowles Community.

DID YOU KNOW

- In 2021 Tony Shotwell Life Center collected over $3K in donations to provide GPISD students with backpacks and school supplies to start the school year!

THE SUMMIT

The Summit 50+ Active Adult Center was thrilled to reopen on March 1, 2021, after almost a full year of being closed due to the COVID-19 pandemic. Upon reopening the facility went through a multi-phase process to slowly bring back amenities and limit the traffic coming in. Each month different amenities were reintroduced and capacity limits were lessened until the facility neared regular operations in late 2021.

131,093 USER VISITS

4,075 MEMBERSHIPS

187 DAY PASSES SOLD

32 EVENTS HOSTED

23 RENTALS

24 PROGRAMS/ CLASSES OFFERED

28,038 MEALS SERVED

MAJOR ACCOMPLISHMENTS

- Full rework of the Wings Theater Marquee. The display was replaced with a full color screen and new lights underneath.
- Hosted an Angel Tree that allowed The Summit to deliver gifts to over 150 nursing home residents during the holiday season.
- Partnered with Dubiski High School to bring culinary students to assist with nutrition program/café and technology students to assist with member's phones and laptops.

AWARDS

The Summit Pottery Club had 4 members enter their work into the State Fair of Texas and brought home 12 ribbons! Nine 1st place, two 2nd place and one 3rd place.

SKATE PARK

Action Park Alliance had an incredible 2021 year! Compared to 2020, giant steps were taken toward a new sense of "normal" with health and safety always in mind. Existing programs continued to succeed, and a number of new programs were launched as well. The park drew national tours throughout the event season and gave back to the community through free/low-cost clinics each month.

40,946 VISITORS

10 CAMP WEEKS

200 CAMP PARTICIPANTS

145 HOURS OF LESSONS GIVEN

25 SPECIAL EVENTS HOSTED

30 BIRTHDAY PARTIES HOSTED

MAJOR ACCOMPLISHMENTS

- Hosted the first annual Jon Comer Memorial Skate Jam that raised money for WCMX & Adaptive Skateboarding athletes in the name of the late Jon Comer - Dallas native & the first adaptive skateboarder to go pro.
- RC Pro Series took place in September for a weekend of racing with over 150 entries, drawing participants from around the country.
- Hosted 6th Annual Texas Blade Classic, in October, as an official Blading Cup pro qualifying event. Participants from around the world visited Grand Prairie to earn their spot to compete at the finals in Santa Ana, CA. Over 200+ in attendance with millions of views on social media.

AWARDS

Team rider, Tia Pearl, took 1st place at the Des Moines, Iowa Dew Tour event, last May for the Women's Adaptive Skateboarding Division and team rider, Alana Smith, competed, at the 2020 Tokyo Olympics for women's skateboarding as the first ever non-binary athlete to compete at the games.

Recognized as the leading car event producer, with MDS, entering its 6th successful year.

Celebrated 15-year anniversary in Grand Prairie.

PARK PLANNING

PLAYGRAND ADVENTURES

playgrand ADVENTURES

Design plans were completed in 2021 and construction is set to begin on the next phase of the playground. Tranquil Adventures offers a passive place intended for gathering and repose; where over stimulation and excitement can be calmed with imaginary play.

A tranquil and separated zone encourages a social atmosphere and personal interaction which is so important in play. Tranquil Adventures is scheduled to open in early summer.

OTHER SIGNIFICANT PROJECTS

- EpicCentral Maintenance Facility
- Trinity River Paddling Trail Canoe Launch
- Great Southwest Nature Park
- Lynn Creek Event Pavilion
- CentrePort Trail
- Grand Prairie Memorial Gardens Perimeter Wall

PARK MASTER PLANNING AND PHASE I DEVELOPMENTS

Park redevelopment plans are under way at Tyre, Turner, and Mi Familia Parks. Long Range Redevelopment Master Plans have been developed creating a road map for future improvements at all three parks. Community involvement has been an important part of the design process where meetings were held to listen to the community and incorporate their ideas into each of the designs.

TYRE PARK COMMUNITY MEETING

MI FAMILIA MASTER PLAN

RUTHE JACKSON CENTER

Regroup and Reconnect.....2021 was certainly a year to envision new opportunities in the corporate and wedding world. The RJC team listened to client feedback and created programs and procedures that worked for the evolving market of business and social events. As with any challenge the goal is to listen, learn and come out of the challenge stronger.

AWARDS

Best of Weddings 2021 Award from The Knot

Couples Choice 2021 Award from Wedding Wire

243	57	67	22	97	34,382
EVENTS	WEDDINGS	CORPORATE EVENTS	SOCIAL EVENTS	COMMUNITY EVENTS	ATTENDEES

SIGNIFICANT EVENTS HOSTED

- Prom season returned after the 2020 hiatus. Six local schools brought back the "Prom Right of Passage" event much to the delight of 1,650 senior students.
- The Freedom Luncheon took place and welcomed 400 guests to enjoy a wonderful luncheon with auctions benefiting a very worthy cause.
- Chamber Luncheons returned with 95 guests attending the first luncheon of 2021.

MAJOR CORPORATE CLIENTS/SPONSORS

- Virtual meetings remained strong for companies in 2021. However, toward the end of the year our corporate clientele began to come back with in person Christmas Parties and confirmed bookings for 2022.
- RJC hosted the first Chamber After Hours of the year and celebrated "Fiesta in the Garden".

DID YOU KNOW RJC guests celebrate and gatherd "Fiesta style" for the themed Chamber "After Hours" social; the first event of the Grand Prairie Chamber calendar after a year of COVID-19 cancellations. As guests entered the RJC garden, they were greeted by Big City Farms & miniature burros carrying Topo Chico. A true photo op treat for all guests! This celebration featured the garden and lobby filled with bright color paper flowers, flags, catering, and local Ballet Folkloric dancers. Grand Prairie Chamber staff were thrilled to have 100 Chamber members and guests attend this fun, in person, celebration.

GRAND PRAIRIE MEMORIAL GARDENS

2021 marked the 17th year of operations for Grand Prairie Memorial Gardens. Administrative procedures were implemented in 2021 to enhance customer service to include an updated direct payment service, updated maintenance procedures and hired key staff members. The annual Forever in Our Hearts Ceremony, hosted in October to pay tribute to those who have lost loved ones to Sudden Infant Death Syndrome (SIDS) and Candle Light Memorial Service, hosted in December to pay tribute to loved ones who have their final resting place within Grand Prairie Memorial Gardens continue to be time honored traditions.

480	266	109	13	5	825	150
SPACES SOLD	INTERMENTS IN THE PARK	MARKERS INSTALLED	NEW TREES PLANTED	BENCHES INSTALLED	ATTENDEES CANDLE LIGHT MEMORIAL SERVICE (estimate)	FOREVER IN OUR HEARTS CEREMONY (estimate)

MAJOR ACCOMPLISHMENTS

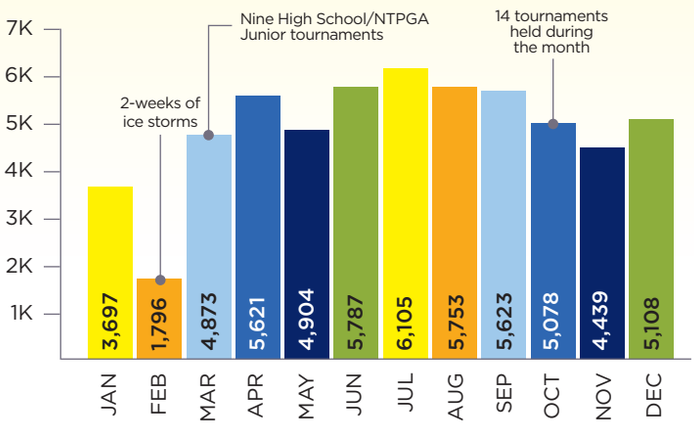
- Developed concept and design for new perimeter wall to enhance the Memorial Gardens (construction to be begin January 2022).

DID YOU KNOW The Candlelight Service was a drive-thru in-car experience for the second year in a row due to the ongoing pandemic with over 800 visitors.

GOLF OPERATIONS

A banner year was enjoyed by both Prairie Lakes and Tangle Ridge. Both golf courses experienced record play during 2021. We also experienced our best financial year in the history of our golf operations. Our maintenance teams continued their outstanding work highlighted by the way our courses weathered the Winter Storm of 2021. We are off to a great start already and look forward to continuing to welcome our citizens and visitors to amazing courses.

PRAIRIE LAKES ROUNDS OF GOLF PER MONTH



58,784 TOTAL ROUNDS OF GOLF

75 TOURNAMENTS

SIGNIFICANT TOURNAMENTS HOSTED

- Hosted the 2021 PGA Sectional Junior League Championship (160 players)
- Hosted the 2021 Grand Prairie ISD Education Foundation Tournament
- Hosted the 2021 NTPGA Summer and Fall Junior Championships

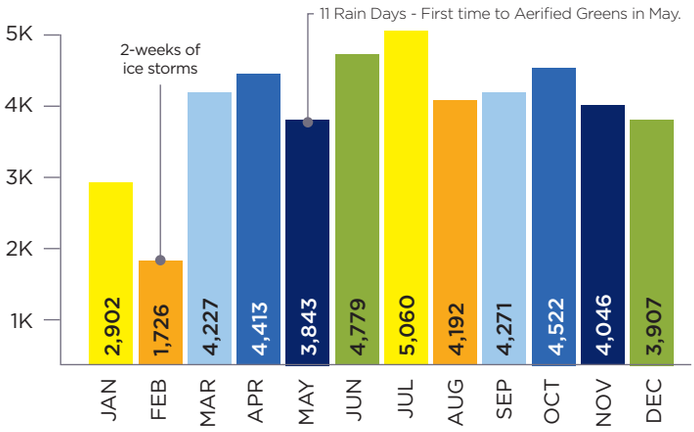
MAJOR ACCOMPLISHMENTS

- Record year for number of players playing Prairie Lakes G.C.
- Record year for revenue generated.
- Record year for beginning golf lessons with a significant increase in more diversity of players at the golf course.

AWARDS
Ranked #1 Value Priced Course and #14 overall (East). Prairie Lakes was the most affordable course ranked in the overall standings!

DID YOU KNOW The pavilion at Prairie Lakes Golf Course was Dedicated to former Grand Prairie Mayor Jerry V. Debo III on July, 13, 2021. It was a pleasure to recognize his many years of service to the City of Grand Prairie.

TANGLE RIDGE ROUNDS OF GOLF PER MONTH



47,888 TOTAL ROUNDS OF GOLF (ALL-TIME RECORD) beating 2020's ALL-TIME record by 6,404 rounds

72 TOURNAMENTS The COVID-19 pandemic still had an effect on the number of and size of tournaments. 10 of the 72 being 2-day events and 1 (Region I 6A) being a 5-day event. The 72 tournaments generated 6,507 Rounds & $228,036 in revenue.

SIGNIFICANT TOURNAMENTS HOSTED

- Dunham & Miller "The Ticket"
- Region I 6A Boys & Girls Championship
- PTSD Hero Golf Tour
- Children First
- Nicklas Foundation
- Grand Prairie Chamber
- Midlothian Chamber

MAJOR ACCOMPLISHMENTS

- Set records in Rounds & Revenue in 9 of the 12 months

AWARDS
Avid Golfer Rankings
#1 Premium Course in DFW
#5 Overall - East Region

DID YOU KNOW
Avid Golfer Rankings
- #1 Top Premium Course in the DFW Area
- #4 Ranking for ALL courses on the "East Side" of DFW
- Most Accommodating Staff

FARMERS MARKET

The Grand Prairie Farmers Market has continued to cement its place as a community stalwart, despite the ongoing challenges that the pandemic presents.

50
AVERAGE NUMBER OF VENDORS PER WEEK

20,000
ATTENDEES (estimate)

AWARDS

Voted in the Top 3 Farmers Markets in Texas by the American Farmland Trust

SIGNIFICANT EVENTS HOSTED

- Hispanic Heritage Month (September) brought out several "salute" days that featured several special performances as well as a number of additional vendors
- Crawfish Festival in June
- Hatch Chile Fest in August

MAJOR ACCOMPLISHMENTS

- With the continuing concerns about the pandemic, the community has turned to the GPFM more and more as someplace they can go safely and enjoy a comfortable experience.
- The 2 big events hosted at the market (Hatch & Crawfish) both sold out in record time.
- The performance stage at the market reopened for 2021 with a wide assortment of unique and talented folks showing the community just how diverse this city is!

DID YOU KNOW There are now 2 permanent walls for display murals at the GPFM. The first of which was featured heavily in the "Love Life Grand" photo contest in early 2021.

UPTOWN THEATER

The Historic Uptown Theater rebounded from the pandemic by enhancing operations and protocols to provide a safe and streamlined experience for all patrons. In addition to a refreshed logo and website, a virtual box office was implemented, complete with a touch free scan-in process. The types of events held have been more diverse and inclusive, including special needs initiatives and plenty of plays, musicals, concerts, art galleries and events for all ages and backgrounds.

12
NUMBER OF SHOWS

6
GP ARTS COUNCIL SHOWS

35
PRIVATE RENTALS

SIGNIFICANT EVENTS HOSTED

- Deep Blue Something – August 21
- Bidi Bidi Banda featuring Monica Saldivar / Nico's Art Gallery – October 15
- Beatles Vs. Stones – November 12

MAJOR ACCOMPLISHMENTS

- In addition to six productions facilitated by The Grand Prairie Arts Council, management worked to increase diversity and inclusion by expanding types of events including weddings, bodybuilding shows, a film festival, art gallery receptions, and tap dance musicals.
- Uptown staff implemented new initiatives that involved the special needs community. In an extension of a partnership with GPISD, Adaptive Zumba took place in the black box every Thursday (9:00 a.m. and 1:00 p.m.). Also, The Uptown will host the Transition Clinic which will feature over 30 agencies for students with disabilities and their families.
- The Uptown logo was redesigned along with an updated website, all done to make the customer experience easier and more streamlined.

DID YOU KNOW The conclusion of 2021 marked the 71st year of The Uptown's Existence and the 16th year of operation as part of The City of Grand Prairie's Parks, Arts & Recreation Department.

MARKETING

As things began to return to "normal" for the department and the GPPARD Marketing Division in 2021, the year also presented the opportunity for new projects as well as the need to revive and refresh others. With the EpicCentral developments well underway, the team, along with an EpicCentral committee, selected an agency for the brand development of the destination with the charge to make it a "top 5 DFW destination". Plans also began toward the process of selecting an agency for the marketing plan which will begin in the 2022 calendar year. The team was also heavily involved in developing policies and preparing information for the CAPRA reaccreditation submittal in 2022. New or redesigned websites were also introduced this year as well as the addition of new social media accounts for several of the divisions or facilities. And, finally, Life is Grand magazine also made its comeback in December '21 with a refreshed and more organized design in a digital-only format. The team continues to strive toward providing world-class service to the customers of the department as well as each of the divisions and is looking forward to what all 2022 will bring.

WEBSITES

	SESSIONS	PAGE VIEWS
GrandFunGP.com	305,206	708,321
JoinTheEpic.com	110,962	262,545
PrairieLights.org	348,005	2,086,630
PrairieLakesGolf.com	51,967	125,617
TangleRidge.com	51,877	93,863
UptownTheaterGP.com	14,310	17,856
RutheJacksonCenter.com	24,378	41,897
GrandPrairieMemorialGardens.com	5,842	10,856
MainStreetFest.com	829	5,848
PlayGrandAdventures.com	36,921	42,693
LoydPark.com	391,923	136,993

151% INCREASE IN WEB SESSIONS FROM 2020-2021

9% INCREASE IN PAGE VIEWS FROM 2020-2021

AWARDS

TAMIO award at the 2021 Annual State Conference:

Award of Honor: Marketing Plan/ Campaign (cities with populations of more than 100,000) for our Prairie Lights 2020 Marketing Plan

EMAIL

ACTIVE CONTACTS **37,665**

23% EMAIL OPEN RATE

70,533 NUMBER OF EMAIL OPENS

48 EMAIL CAMPAIGNS SENT

OPENS BY DEVICE

42% MOBILE

58% DESKTOP

SOCIAL MEDIA

FACEBOOK FOLLOWERS

GrandFunGP	19,936
EpicCentral	1,311
PlayGrand Adventures	3,645
GP PARD Athletics	216
The Epic	3,474
Grand Prairie Farmers Market	10,115
Prairie Lights	37,821
Ruthe Jackson Center	2,338
Prairie Lakes Golf Course	1,196
Loyd Park	12,805
Uptown Theater	6,297
The Summit 50+ Club	3,332
Lynn Creek Park	12,896
Dalworth Recreation Center	1,051
Main Street Fest	10,206
Tangle Ridge Golf Course	988
Tony Shotwell Life Center	1,184
Charley Taylor Recreation Center	637
Kirby Creek Natatorium	1,294

INSTAGRAM FOLLOWERS

GrandFunGP	3,575
PrairieLights	4,682
RutheJacksonCenter	1,474
JoinTheEpic	1,767
FarmersMarketGP	1,885
EpicCentralGP	681
PlayGrandAdventures	1,114
LoydPark	709

TWITTER FOLLOWERS

GrandFunGP	4,228
PrairieLakesGC	367
PrairieLights	1,713
RutheJacksonCenter	410
TheEpicGP	241

YOUTUBE SUBSCRIBERS

/GrandFunGP	327
VIEWS	29,421

9% INCREASE IN SOCIAL MEDIA FOLLOWERS FROM 2020-2021

GOOGLE MY BUSINESS RANKINGS

EpicCentral
4.6 ★ / 1,732 Reviews
Grand Prairie Farmers Market
4.5 ★ / 384 Reviews
Grand Prairie Memorial Gardens
3.6 ★ / 33 Reviews
Kirby Creek Natatorium
4.4 ★ / 194 Reviews
Loyd Park at Joe Pool Lake
4.5 ★ / 1,288 Reviews
Lynn Creek Park at Joe Pool Lake
4.6 ★ / 1,419 Reviews
Prairie Lakes Golf Course
4.4 ★ / 372 Reviews
Ruthe Jackson Center
4.7 ★ / 265 Reviews
Tangle Ridge Golf Course
4.7 ★ / 15 Reviews
The Epic
4.6 ★ / 236 Reviews
The Summit
4.8 ★ / 309 Review
Uptown Theater in Grand Prairie
4.7 ★ / 296 Reviews
Charley Taylor Recreation Center
4.5 ★ / 86 Reviews
Tony Shotwell Life Center
4.6 ★ / 185 Reviews
Dalworth Recreation Center
4.5 ★ / 135 Reviews
Prairie Lights
4.4 ★ / 1,683 Reviews

Grand Prairie
TEXAS
PARKS, ARTS & RECREATION

MAYOR AND CITY COUNCIL

Ron Jensen – Mayor
Jorja Jackson Clemson – District 1
Dennis King – District 2
Mike Del Bosque – District 3, Mayor Pro Tem
John Lopez – District 4
Cole Humphreys – District 5, Deputy Mayor Pro Tem
Kurt Johnson – District 6
Jeff Copeland – At Large, Place 7
Junior Ezeonu – At Large, Place 8

PARK BOARD

B.J. Nichols (Chair)
John Stewart (Co-Chair)
Mal Parkhill Earl
Bryan Parra
Greg Mullen
Tracy Aldridge
Angela Luckey-Vaughn
Malcom Chakery
Warren Landrum

COMMISSION ON AGING

Lorraine Rose-Chair
Freddie Evans-Vice Chair
Barbara Thomas
Prudence Mathis
Nancy Wooton
June Owens
Dexter Coleman
Vance Roper
Thomas Headen

Current as of March 2022

Grand Prairie
TEXAS
PARKS, ARTS & RECREATION

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Grand Prairie, Texas 75050
www.GrandFunGP.com

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CAPRA
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