

**THE DEPARTMENT  
OF  
PARKS & RECREATION**

**“THE YEAR OF CHANGE”**

**FY2020/2021**

**BUDGET PRESENTATION**

# **THE DEPARTMENT OF PARKS & RECREATION MISSION STATEMENT**

**1000 METRO  
CENTER  
LOCATION**



**3880 BULLARD  
STREET  
LOCATION**

The mission of the **Department of Parks and Recreation** is to enhance the overall physical and recreational needs of the public by promoting the quality of life, **reinforcing positive recreational programming through coaching, teaching, mentoring, and preserving park lands.**

**Encouraging and providing an overall quality, shared park experience for all patrons, by maintaining safe, clean and aesthetically pleasing environments at all City of Jackson parks and designated green spaces.**

**FY 2019 -20**

**VS**

**FY 2020 - 21**

**MISSION  
POSSIBLE  
THE SEQUEL**

**“THE YEAR  
OF  
CHANGE”**

The Department of Parks and Recreation introduced a totally new and exciting venue of sporting events, concerts, outdoor movies and much more! Our plan of action was to increase public interest as well as generate much more City revenue!

The following plan of action was set in place to help accomplish our goals. Goals were as follows:

- ❖ **Increase Park Maintenance personnel.**
- ❖ **Upgrade mowers, weed-eaters, trimmers and other equipment.**
- ❖ **Upgrade our community centers and gymnasiums.**
- ❖ **Upgrade our park grounds and green spaces.**

The Department of Parks and Recreation focused on the year of Adaptability and Change. Our whole mindset had to change because of the current climate and issues.

The plan of action was set in place to help accomplish new goals which were formed by Events beyond our control.

Goals were as follows:

- ❖ **Increase Park Maintenance personnel.**
- ❖ **Upgrade mowers, weed-eaters, trimmers and other equipment.**
- ❖ **We renovated our community centers, Parks and gymnasiums.**
- ❖ **Create Exciting Programs within the Parks & Recreation Division. In lieu of the Concert Series, we adapted and offered Drive-Inn Movies.**

# ACCOMPLISHMENTS

Provides and supports functions for the entire department, such as:

## MISSION POSSIBLE THE SEQUEL

- ❖ **Annual Fireworks Extravaganza** - Hosted at Smith Wills Stadium; an estimated 4,500+ guests attended.
- ❖ **Park Concerts** - Parks & Recreation successfully orchestrated and launched for a second year, the Jackson Soulful Music Concert Series; highlighting three (3) major concerts: Blues in the Park, the We Are One White Party and the Jackson R & B Fest. This years concert series attracted 21,123 soulful attendees.
- ❖ **Outdoor Movies In The Park** - Parks & Recreation has offered two (2) of five (5) outdoor movies in our movie series. Each movie boasts of 75 – 100 people attending each showing, with one (1) more movies to go!
- ❖ **Park Pavilion Rentals** - Sixty-two (62) park pavilions, as of July 31, 2019.
- ❖ **Mind, Body and Soul Health and Wellness Expo and 5K & Youth Fun Run** - This event is scheduled to be held on August 23-24, where Parks & Recreation is partnering with the Department of Human Cultural and Services, the Department of Planning and Development. (Arts Fair, Job Fair, Senior Citizens Health Fair and Gospel Concert.)

## “THE YEAR OF CHANGE”

The results were as follows:

- ❖ **Annual Fireworks Extravaganza** -
- ❖ **This year we still offered a Fireworks Extravaganza at Smith Wills Stadium; an estimated 1000 cars within the Parking Lots.**
- ❖ **Drive-In Outdoor Movies In The Park** - Parks & Recreation has offered for the Month of July Family and Mature rated movies throughout the City. Movies were shown on Friday and Saturday nights. Each movie hosted 75 – 150 cars attending each showing, and we offered a second viewing on Saturday nights.
- ❖ **Jackson Zoo**- Parks & Recreation was tasked with getting the Zoo Accreditation and are now preparing to open August 21, 2020
- ❖ **Mind, Body and Soul Health and Wellness Expo and 5K & Youth Fun Run** - This event is scheduled to be held on September 11 and 12, where Parks & Recreation is partnering with various Departments in the City. This years Event will feature a Virtual Run and a Street health Fair focusing on not only physical well-being but mental well- being due to Covid- 19.
- ❖ **Sykes Gym and Parks**- renovation we torn the down the old baseball Dugouts, and painted the concession stand with the Goal of creating (2) Youth Football fields. We repainted the Sykes Gym and fixed roof leaks and the parking Lot was repaved by a CDBG through Human Culture. **This project is ongoing.**
- ❖ **Kurts Gynasium**- The building was completely re-painted, the Gym floor has been replaced. **Projects are complete.**
- ❖ **Westside**- New AC unit, ADA ramp installed, Update Restroom and lockerooms and painted the Gym and hallways. **Projects are complete.**



# ACCOMPLISHMENTS - CONT'D

Provides and supports functions for the entire department, such as:

## MISSION POSSIBLE THE SEQUEL

- ❖ **Parham Bridges Parkway / Entranceway Parks & Recreation** tore down the old police station and removed the concrete slab. **This project is scheduled to be completed by August 30, 2019.**
- ❖ **Manhattan & Vine Street Parks Projects** Both projects were funded by Representative Chris Bell. Receipt of funding was delayed due to challenges of the process; however, the funds have been received. **Projects are complete.**
- ❖ **Flowers and Ineva May-Pittman Park Improvements** - New rubber surfacing has been installed at Ineva May-Pittman Park. Rubberized surfacing and playground equipment were added. **Projects are complete.**

## “THE YEAR OF CHANGE”

The results were as follows:

- ❖ **Champion Gym- New Bleachers, bathroom upgrades and painted the whole building. Repaved the parking lot Project are complete.**
- ❖ **Medgar Evers Gym and Community Center- Painted the Gym outside and Bleachers, and renovated the Community Center (Ongoing)**
- ❖ **Jayne Avenue- we upgraded and paint the outdoor bathroom Facilities and repaired the roof and placed a new Playground Unit in the park**
- ❖ **Parham Bridges we built a State of the Art Fitness Pavilion with a partnership with AARP.**
- ❖ **VA Complex we added new fences and wind screen, upgraded bathrooms did major landscaping and field resurfacing.**
- ❖ **Leavell Woods we added a new fences and some landscaping on the track with more to come before 2020 is over.**
- ❖ We are preparing **Little Lonnie Park** and **Alta Woods** parks for new Playgrounds
- ❖ **Lake Hico- We added a new Fence and painted the Basketball Courts and currently working with Hinds County to resurfaced the Parking Lots**
- ❖ **Battlefield Park- Field outdoor bathroom and Tennis Courts**
- ❖ **Tennis Center South- Court Resurfacing is set for August 2020, the building was repainted, the roof was repaired and new Air Condition Unit are being prepared to be installed.**



# PARK MAINTENANCE DIVISION

Provides maintenance services for all city parks, athletic ballfields, golf course, stadium and botanical garden.

**“THE YEAR OF CHANGE”**



## MISSION POSSIBLE PART I

### SERVICES

- ❖ **57 Parks**
- ❖ **72 Athletic Ballfields**
- ❖ **1 Botanical Garden (Mynelle Gardens)** - Innovative and exciting new programs were offered to schools & community. Also, wedding fees were reduced, which increased our the number of rentals; thereby **increasing revenue 211% from 2019-20.**
- ❖ **6 Cemeteries** - Parks & Recreation is still limited to totally dedicating staff to maintain our cutting and trimming schedules; however, we were successful maintaining a cutting schedule and by spraying. We continue to perform interment opening and closing services, showing an **increase in Cemetery revenue by 247% from 2017-18.** Based on the Parks & Recreation Fund Balance, our goal is to hire part-time staff for Cemeteries, Gateways, R-O-W's and Park Maintenance (20 employees).

### SERVICES

- ❖ **57 Parks**
- ❖ **72 Athletic Ballfields**
- ❖ **1 Botanical Garden (Mynelle Gardens)** - Innovative and exciting new programs were offered to schools & community. Also, wedding fees were reduced, which increased our the number of rentals; Although we didn't increase revenue the facility was re-painted, we fixed the roof leaks, updated the Greenhouse and had many rentals scheduled until the pandemic.
- ❖ **6 Cemeteries** - Parks & Recreation is still limited to totally dedicating staff to maintain our cutting and trimming schedules; however, we were successful maintaining a cutting schedule and by spraying. **We tried to hire Seasonal Workers and had little success because of timing and the pandemic to help with our cutting schedule.** We continue to perform interment opening and closing services, and are show we have reach 78% of our stated Goal for 2019/2020

# PARK MAINTENANCE (GOLF) DIVISION

The Department of Parks and Recreation has created an ideal destination spot for golfers in the Jackson Metropolitan area to partake of a pleasing and enjoyable experience.

**“THE YEAR OF CHANGE”**



## MISSION POSSIBLE THE SEQUEL

### Golf Services

- ❖ **Sonny Guy Municipal Golf Course** was renamed the **Pete Brown Golf Facility**.
- ❖ The Pete Brown Golf Facility received a **360 degree total transformation**.
- ❖ **Built a new cart barn** for staff at the **Pete Brown Golf Facility**.
- ❖ **Equipment was upgraded** at the **Pete Brown Golf Facility**.
- ❖ **Increased the number of youth golf clinics as well as the number of youth participants** and will continue to offer quality youth golf clinics in our great City.
- ❖ **Added a fully integrating tracking system and software** to ensure fiscal responsibility.
- ❖ **Revenue has increased** at the **Pete Brown Golf Facility** by **498%**, which is a **501%** increase in the rounds of golf that was played 2018/19. (As of August 9, 2019)

### Golf Services

- ❖ **Pete Brown Golf Facility. We upgraded Equipment in the Maintenance Division.**
- ❖ The Pete Brown Golf Facility continual to change the course and I was told by a Lifelong Golfer “ This is the best the Course has looked in 30 years”.
- ❖ **Pete Brown Golf Facility - the Clubhouse kitchen has been re-novated and we hope to have a vendor or vendors in placed by the end of 2020.**
- ❖ **We offered youth golf clinics but some were cancelled because of Covid-19 but we have many plans to increase in 2020/2021**
- ❖ **We have added a credit card machine at Pete Brown and will offer the same at Grove Park once it is open.**
- ❖ **As of July 2020 we reach 101% of the Golf Course Revenue Goal even with a 2 1/2 month shutdown during Peak Golfing Season**



# **PARK MAINTENANCE DIVISION**

**The Department of Parks & Recreation provides maintenance services for all city parks, athletic ballfields, golf course, stadium and botanical garden.**

## **REFLECTIONS ON EQUIPMENT**

### **MISSION POSSIBLE THE SEQUEL**

**The Department of Parks & Recreation is in dire need of adding equipment for FY2019-2020 and has requested \$180,000.00 to purchase trucks, tractors and other much needed equipment to allow us to continually upgrade equipment yearly.**

### **“THE YEAR OF CHANGE”**

**The Department of Parks & Recreation has created a better maintenance plan for servicing Equipment but will need to continue to add new Equipment yearly as we ride equipment to extinction. We revised our 2020/2021 budget to add needed Trucks, Lawnmowers and a Backhoe and other much needed equipment to allow us to continually upgrade equipment yearly.**

**We currently maintain 288 miles of r-o-w, 8 cemeteries, 1 botanical garden, 57 parks and walking trails, 72 athletic fields, 8 swimming pools, vacant lots, numerous City facilities and gateways the pandemic didn't stop us from maintaining these areas but slowed us down significantly.**





# PROGRAMMING DIVISION

The Program Division, manages and oversees four (4) community centers & functions while overseeing reservations (rentals). Provides instructional programs, dance programs and special interest programs, including social activities and special events!

## MISSION POSSIBLE THE SEQUEL

### Introduction of New Services

- ❖ **Sleigh Bell Christmas Fashion Show** successfully held at Jackson Medical Mall's Center Stage. There were 21 participants.
- ❖ The **Praise Dance Explosion** at Thalia Mara Hall, had over 21 different groups participating from all over the State of Mississippi. **Over 800 people attended.**
- ❖ **Fish Tales Rodeo** reeled in close to **90 youthful participants.** (Rumor has it that the parents and grandparents had as much fun as their children!) This event was held at **Mayes Lake.**
- ❖ **Mind Body & Soul Health and Wellness Expo & Race** is scheduled to be held on August 23-24, 2019.
- ❖ **Tumbling classes** are held on Wednesday evenings at the **Grove Park Community Center.**
- ❖ **The Summer Program** opened at **3 locations,** and enrolled **78 participants.** Lunch and two snacks were served daily, in collaboration with another local agency..

## "THE YEAR OF CHANGE"

- ❖ **Youth Feeding Programs** was in feeding youth at Vergy P, Battlefield, Westside and Grove Park during the pandemic and assisted the community Box give-away at Skyes park for the month of June.
- ❖ The **Dance of the Lion King** at Thalia Mara Hall, had over 21 different groups participating from all over the State of Mississippi. **Over 800 people attended.**
- ❖ **Sleigh Bell Christmas Fashion Show** was held at the Jackson Medical Mall Center Stage in the month of December for boys and girls ages 6- 12 years old. **Over 25 youth participated in the fashion show.**
- ❖ **Mind Body & Soul Health and Wellness Expo & Race** is scheduled to be held on September 11-12, 2020. We will feature a virtual race and have a street health fair. Our theme will focus on the effects of COVID-19 as it relate to the "mind, body & soul".
- ❖ **Tumbling classes** are held on Wednesday evenings at the **Grove Park Community Center.** We offered two (2) sessions servicing over 50 students.
- ❖ **Drive-Inn Movies in the Parks** were shown on Friday nights for a family themed movie and on Saturdays nights for a mature themed movie in the month of July. Movies were shown at various locations throughout the City. Each movie hosted 75 – 150 cars attending each showing, and we offered a second viewing on Saturday nights.



# PROGRAMMING DIVISION – CONT'D

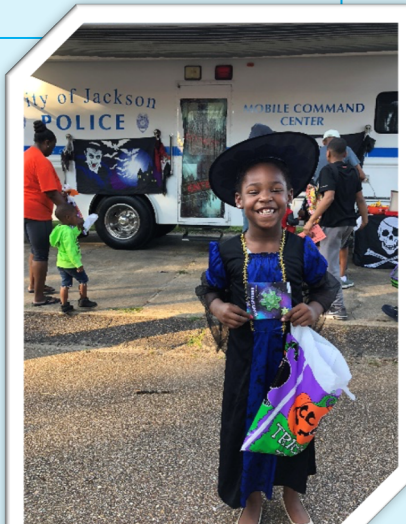
## “THE YEAR OF CHANGE”

- ❖ **Trunk or Treat Harvest Carnival** was a successful event, held at the Jackson Police Training Academy. Estimated attendance was over **3,250** participants. This year’s event included a movie, horseback riding, live entertainment, photo booth, face painting, and a tremendous amount of candy give-a-ways. (There were 30 trunks, participating.)
- ❖ **Annual Fireworks Extravaganza** was held at Smith Wills Stadium parking lot. We offered a “park and watch” event with an estimated total of 1000 cars within the Parking Lots. The 20-minute fireworks display was seen by thousands all in the comfort of their vehicles.



- ❖ **Award Winning Annual Easter Egg Hunt** WAS CANCELLED DUE TO COVID-19

2019/2020 City of Jackson Parks & Recreation received from Mississippi Recreation & Parks (2) State Awards:  
“Mind, Body and Soul”  
“Peace In the Streets, Unity in the Community 3 on 3 Basketball”



# ATHLETIC DIVISION

The Athletic Division manages 5 gymnasiums, 1 sports complex. Is responsible for all gym and ballfield rentals and reservations for all youth and adult leagues and oversees 20 park facility use agreements.

## MISSION POSSIBLE THE SEQUEL

### YOUTH & ADULTS

- ❖ **Cartoon Basketball and Slammin Jammin Basketball Leagues, successfully registered 64 teams.**
- ❖ **Grove Park Youth Baseball**
- ❖ **Forest Hill Youth Baseball**
- ❖ **Battlefield Baseball – Working closely with JPS**
- ❖ **Youth Kickball – We were unable to obtain the numbers needed to host; however, we will try again this year.**
- ❖ **Biddy Youth Basketball was offered in the Spring with 10 teams at Westside Gym.**
- ❖ **Girls Youth Softball & High School Baseball - Parks & Recreation has also partnered with JPS to offer High School baseball at multiple sites.**
- ❖ **The Sykes Park baseball fields were transformed into multi-purpose fields. Construction is scheduled to be completed by September, 2019.**

## “THE YEAR OF CHANGE”

### YOUTH & ADULTS

- ❖ **Cartoon Basketball successfully registered 40 teams. Our Summer Leagues was cancelled**
- ❖ **Grove Park Youth Baseball were cancelled due to Pandemic**
- ❖ **Forest Hill Youth Baseball were cancelled due to Pandemic**
- ❖ **Youth Kickball – were cancelled due to Pandemic**
- ❖ **Biddy Youth Basketball was offered in the Fall with 6 teams at Westside Gym.**
- ❖ **The Sykes Park baseball fields were transformed into multi-purpose fields. Construction is scheduled to be completed by Spring 2021.**



# REVENUE – ATHLETIC DIVISION

The Athletic Division manages 5 gymnasiums, 1 sports complex. Is responsible for all gym and ballfield rentals and reservations for all youth and adult leagues and oversees 20 park facility use agreements.

We were able to program Sports for the First Quarter and Second Quarter and were on pace to reach all revenue goals until the pandemic shut down those leagues and programs.

## MISSION POSSIBLE THE SEQUEL

### FEE COLLECTIONS - FY 2017/18

ATHLETIC FEES (Collected) - \$31,910.00

GYMNASIUM USER FEES (Collected) - \$20,573.00

FIELD RENTALS (Collected) - \$23,405.00

**REVENUE INCREASED: 52%**

## “THE YEAR OF CHANGE”

### FEE COLLECTIONS – FY 2020/2021

(As of August 11, 2020)

ATHLETIC FEES (Collected) **40%**

GYMNASIUM USER FEES (Collected) – **41%**

FIELD & PARK BUILDING RENTALS (Collected) –  
**45%**



# ATHLETIC DIVISION - ( AQUATICS )

## SPLASH PADS...UNDER CONSTRUCTION!

**“THIS WAS MORE OF A MARATHON THAN A SPRINT!”**

**MISSION POSSIBLE THE  
SEQUEL**

**“THE YEAR OF CHANGE”**

**Phase I** - Based upon cost estimates, Parks & Recreation will only be able to install one (1) splashpad at the **Presidential Hills Park II**, and is currently under construction.

**Projected Revenue: \$15,000 to \$20,000**

**Phase II** – In **2020**, our goal is to install a second splashpad at the **Parham Bridges Park**. In **2021**, our goal is to install a splash pad at **Battlefield Park**.

This year we opened six (6) pools which included Battlefield Park. These pools were re-surfaced and ran relatively all summer with minor issues. *(Please keep in mind, these pools are over 30 years old.)*

**We anticipate to the Opening of Kingston Frazier Splash pad Labor Day Weekend.** The Venue will be open by reservation only limiting the number of youth per hour. We will make a proposal to the Covid-19 Task Force in our next meeting to get the medical guideline for opening a Splash Pad

**Phase II** – In **2021/2022**, our goal is to install a second splashpad at the **Parham Bridges Park**. In **2023**, our goal is to install a splash pad at **Battlefield Park**.

This year all Pools were Closed all Summer due to Covid-19

# JACKSON SOULFUL CONCERT SERIES!

The City of Jackson, Department of Parks and Recreation, was set to offer for the Third year, an amazing music concert and events series for the citizens of Mississippi, and beyond but Covid-19 change those plans. In 2020/2021 we plan to offer a scaled down version if the pandemic is still in effect.

## MISSION POSSIBLE THE SQUEL

ATTENDANCE RESULT

**21000**

REVENUE GENERATED

**\$65,400**

ECONOMIC IMPACT

**\$1.6M**

## “THE YEAR OF CHANGE”

**Parks & Recreation ALL Events were scheduled for Spring and Summer and were cancelled Due to Covid-19.**



# **“THE YEAR OF CHANGE”**

## **Goals & Long Range Planning**

- ❖ **Continue to evaluate, review and provide comprehensive strategic plans on all of our parks. (Ongoing)**
- ❖ **Automate our cemeteries burial information. 2020/2021**
- ❖ **Construct a new Athletic Complex; complete with Arts & Culture rooms, communications labs, indoor swimming pool and indoor water park. 2021/2022**
- ❖ **Add a dog park. (2021/2022)**
- ❖ **Redesign Battlefield Park and Buddy Butts Park to become two (2) well-known and highly desired destination parks. (Will include skate park and bump track.)**
- ❖ **Create a online “live” Parks and Recreation app, that will allow the public to track work progress and activities. (Tyler Parks & Recreation)**
- ❖ **Create a Jackson Soulful Series/special events website that will allow public to all information, in real-time, regarding the Jackson Soulful Series was ready to rolled out but we will roll it out in 2020/2021**
- ❖ **Create youth Multiple Purpose Fields all over Jackson. Anticipated completion date Spring 2021**
- ❖ **Continue to Upgrade and maintain of Gyms and Community Centers (Ongoing)**
- ❖ **Established and Develop a Parks & Recreation Foundation board with the sole reasonability of raising funds to upgrade parks, facilities and Equipment**