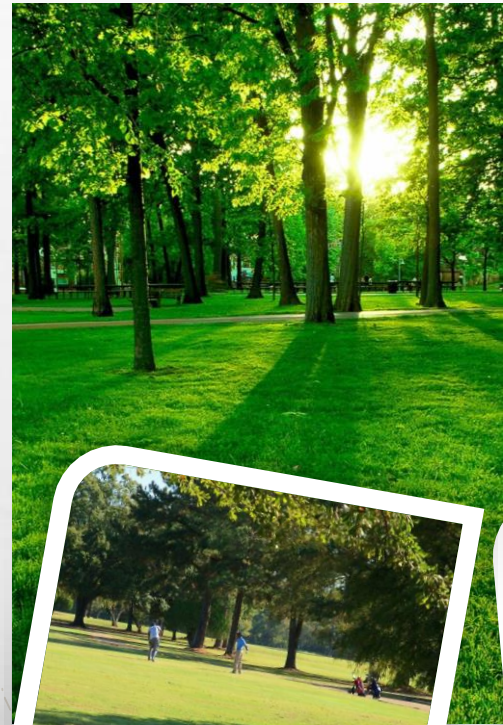


PARKS & RECREATION

“WE’RE CHANGING THE GAME”



PROACTIVE VS REACTIVE

FY 2021 THRU 2022

PARKS & RECREATION INTRODUCTION

2021-2022

Pro-active vs Re-active

/prō'aktiv/

Adjective

(of a person, policy, or action) **creating or controlling a situation by causing something to happen rather than responding to it after it has happened.**

/rē'aktiv/

Adjective

acting in response to a situation rather than creating or controlling it.



WE MUST BE MORE PROACTIVE!

MISSION STATEMENT

**Administrative
Office
1000 Metro
Center**

**Park
Maintenance
Facility
3880 Bullard
Street Office**

**City of Jackson
Zoo
2918 West
Capitol Street**

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 spaces at all City of Jackson parks and designated green spaces.



PARKS & RECREATION

2020-2021 ACCOMPLISHMENTS

- The Jackson Zoo successfully transitioned employees from contract consultant employees to full-time City of Jackson employees, currently receiving full benefits. Previously, they received zero benefits.

- The Kingston Frazier Splashpad replaced the previous old, dated swimming pool located at the Presidential Hills Park II, creating a more safe, welcoming & enjoyable adventure for our patrons.

- Revenue at the Mynelle Gardens Westbrook House, has modestly increased, since being nicely remodeled and updated, in difference to the Covid-19 restrictions.

- Youth basketball participation increased by 33% and is now “live” streamed.

- The Champion Dance Center partnered with the Hinds Community College Montage Dance Theater, proudly displaying a variety of talent through musical productions, dance and other workshops. Events were offered free of charge when possible; upwards to \$5 per person, including a “special” dance production inspired by the MTV music video TV series! This event was a huge hit and enjoyed by all! Nearly 500 patrons attended throughout this fiscal year!

- First year to ever to host a, Spooktacular Drive-thru Trick or Treat Give-A-Way, where over 300 patrons attended!

- Cedar Lawn Cemetery added 212 additional plots in 2017. Since that time, 112 plots have been sold. From 10-01-20 thru 07-31-21, \$18,400.00 in revenue has been received. |

PARKS & RECREATION

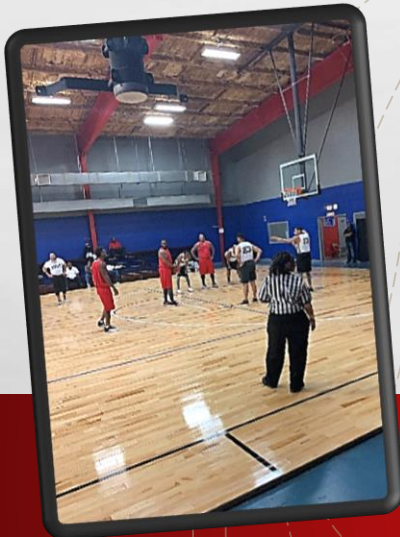
2020-2021 ACCOMPLISHMENTS – CONT'D

- Due to Covid-19, Drive-In Movies in the Park was re-invented to be watched just as we once did, back-in-the day, inside our vehicles. Movies were held at Smith Wills Stadium, Lake Hico Park, V. A. Legion Complex, Grove Park, Presidential Hills II and Forest Hill High School. Approximately 1,200 patrons attended!

- Adult basketball participation increased by 50%.

- From October 3, 2020 thru July 31, 2021, the Jackson Zoo hosted 17,892 guests, with revenue totaling \$127,567.15!

- Over 1,000 patrons attended the 2021 City of Jackson's Fire Works Extravaganza, held at Smith Wills Stadium. This was a free event consisting of a variety of entertainment performed by local artists, ending in a spectacular 20 minute fireworks display!



- 2021 Juneteenth Fire Works Extravaganza hosted 300+ guests, family and friends. This event consisted of musical acts, local dance groups topped off with a festive 20 minute fireworks display!



PARKS & RECREATION

2020-2021 ACCOMPLISHMENTS – CONT'D

- Pete Brown Golf Facility
- FY2019/2020 - Golf Revenue - \$71,810.67
- Oct. 2020 - June 2021 - Golf Revenue - \$103,482.00
- Percentage Increase - 30%.

- Security Cameras were installed at the following locations:
 - Battlefield Community Center
 - Grove Park Golf Course
 - Jayne Avenue Community Center
 - Pete Brown Golf Course
 - Park Maintenance Facility
- All cameras are tied into JPD's Real Time Command Center (RTCC).

- The Annual Mind, Body & Soul Expo and Race was held virtually, due to Covid-19. All participants received participation medals and t-shirts. A total of 52 adults and children participated.

- The 2021 Mayor's Cup Golf Tournament consisted of 39 teams with 117 players. We were able to support the Junior Golf Program through First Tee and Grove Park Junior Golf Programs. A total of seventy-five (75) youth participated!

- FitLot/AARP Fitness Classes are held at Parham Bridges Park, free of charge to the public. Provided by grant funding received from AARP. Classes are held 3 times a week for one hour. Two 8-week sessions are held twice a year. Session I (May 25-July 31, 2021) Number of Enrollees: 313. (Due to Covid-19 restrictions, 25 is the class capacity.) Classes are lead by 3 certified fitness trainers.

- Adult Flag Football was re-introduced.

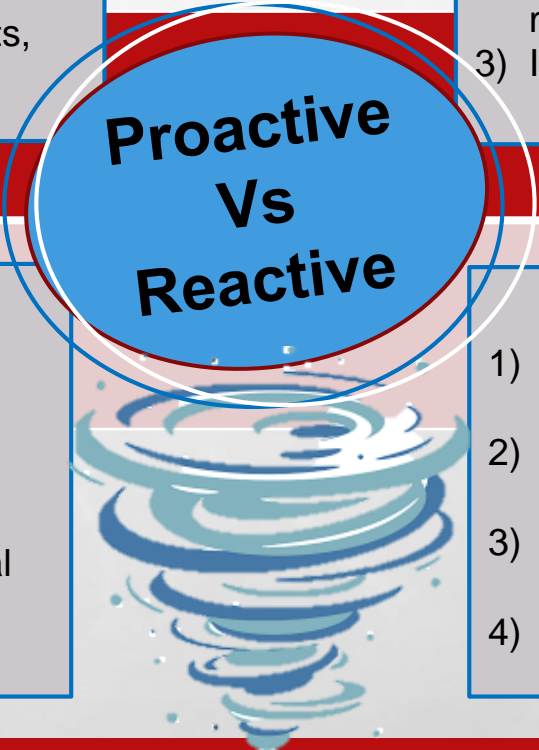
I. Improve Parks

- 1) Update playground equipment.
- 2) Improve Athletic facilities.
- 3) Install Entergy LED Lights & live security cameras.
- 4) Improve park roads & parking lots, with Public Works.

III. Ground Maintenance Improvements

- 1) Increase staff/manpower on a seasonal basis.
- 2) Revise cutting rotation schedules to maximize manpower.
- 3) Improve equipment maintenance.

**Proactive
Vs
Reactive**



II. Improve Aquatics

- 1) Replace Pool – (Battlefield with Splashpad).
- 2) Install Entergy LED lights & live security cameras.
- 3) Begin pool maintenance, several months in advance.

IV. Create More Fun!

- 1) Add more the “community” in our community centers.
- 2) Create City of Jackson, National Youth Sports Programs (NYSP).
- 3) Install Entergy LED lights & live security cameras.
- 4) Offer Girl Volleyball Clinics

I. IMPROVE PARKS

AREAS OF FOCUS

A.	Update playground equipment.	C.	Install Entergy LED Lights & Security cameras.
B.	Improve Athletic facilities.	D.	Improve park roads & parking lots.

Park / Facility	Plan of Action (POA)
Grove Park Baseball Facility	Repair, paint or replace concession stands. • Continue to improve baseball athletic fields. • Update restrooms.
Battlefield Park	Update concession stand. • Update public restrooms. • Create golf park facility, funded by First Tee. • Install LED lights and light poles. • Add a splashpad.
Lake Hico Park	Demolish old restrooms and replace with new public restrooms. • Install security camera's that will be tied into JPD's Real-Time Command Center (RTCC).
Northgate Park	Correct drainage problem. • Install security camera's that will be tied into JPD's Real-Time Command Center (RTCC).
Leavellwoods Park	A \$35,000 grant has been committed for a fitness park received by the National Fitness Parks Foundation; however, additional funds are needed to complete the project. The Greater Arts Council Committee has committed support and help us raise funds for this project. There are also future plans to turn Leavell Woods into a Sports Complex, complete with basketball courts.

I. IMPROVE PARKS – CONT'D

AREAS OF FOCUS

A.	Update playground equipment.	C.	Install Entergy LED Lights & security cameras.
B.	Improve Athletic facilities.	D.	Improve park roads & parking lots.
Park / Facility		Plan Of Action (POA)	
Buddy Butts Park		Public works has replaced the bridge and drainage pipe. We are currently waiting on Public Works to pave the road. Hinds County has also committed to clearing the ditches. (Develop an <i>Advisory Committee</i> , obtain community buy-in and support.)	
Little Lonnie Park aka Medgar Evers Park		Install new playground equipment. Legal Notices will appear in newspapers on August 11 – August 19, 2021. The Pre-Bid conference will be held on September 8, 2021. Sealed bids will be opened on September 21, 2021.	
Alta Woods Park		Install new playground equipment. Install new playground equipment. Legal Notices will appear in newspapers on August 11 – August 19, 2021. The Pre-Bid conference will be held on September 8, 2021. Sealed bids will be opened on September 21, 2021.	

I. IMPROVE PARKS – CONT'D

AREAS OF FOCUS

A.	Update playground equipment.	C.	Install Entergy LED Lights & security cameras.
B.	Improve Athletic facilities.	D.	Improve park roads & parking lots.
Park / Facility		Plan Of Action (POA)	
Sheppard Brothers Park II		Complete drainage repair project. Repair walking trail.	
V.A. Softball Complex		Install security camera's. Install LED lights.	
Westside Park		Repair walking trail.	

Note: (LED lighting is much more cost effective. The City is constantly replacing old electrical balances, wiring and bulbs. LED lights are much brighter and usually require once a year replacement.)

LED Lighting – Before & After



II. IMPROVE AQUATICS

AREAS OF FOCUS

<p>A. B.</p>	<p>Replace Pools – (McDowell, Battlefield, Vine Street, Grove Park, V.A., Mary C. Jones.</p>	<p>C. D.</p>	<p>Install Entergy LED lights & RTCC Security cameras. Replace lifeguard stands & benches.</p>
Park / Facility		Plan Of Action (POA)	
<p>McDowell Pool</p>		<ul style="list-style-type: none"> • Repair major leaks. • Replace fencing with a more secure option. • Eventually, the pool will need replacing. 	
<p>Vine Street Pool Mary C. Jones Pool Grove Park Pool V.A. Complex Pool</p>		<p>Begin pool maintenance several months in advance.</p> <ul style="list-style-type: none"> • Install Entergy LED Lights. • Install security camera's that will be tied into the JPD Real Time Command Center (RTCC). • Pool covers will be added. 	

III. GROUNDS MAINTENANCE IMPROVEMENTS

AREAS OF FOCUS

A. Increase seasonal staff/manpower.

B. Revise cutting rotation schedules.

C. Improve maintenance of equipment.

Increase spraying schedules.

Fact!

Did you know the Park Maintenance Division is responsible for cutting and maintaining ...

- a) 73 City Parks & Other Misc. City Facilities
- b) All City Right-of-Ways
- c) 250+ Vacant City Lots
- d) 62 Medians & Greens Spaces
- e) 72 Athletic Fields
- f) 6 Cemeteries

Plan Of Action (POA)

Plans are to add (seasonal) maintenance staff, for the next cutting season.

Revise cutting schedules, to determine where limited number of workers can be most effective.

Increase spraying to help stunt weed and grass growth, as much as possible. (Please refer to hand-outs.)

We will implement a daily inspection of all maintenance equipment.



IV. CREATE MORE FUN AREAS OF FOCUS

A.	Add more “community” in our community centers and gymnasiums.	C.	Install Entergy LED lights & RTCC Security cameras.
B.	Create City of Jackson, National Youth Sports Programs (NYSP).	D.	Offer Girl Volleyball Clinics

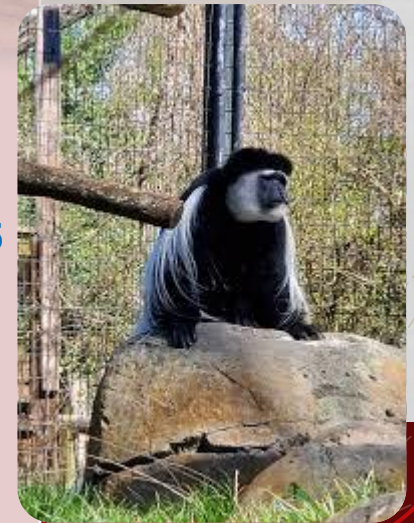
Park / Facility	Plan Of Action (POA)
Create more fun through P&R.	
Gymnasiums	<p>Q: What can we do in our gyms that we don’t currently do now?</p> <p>Example 1: Create a Parks & Recreation Skills Academy (Oct.-Nov.) and offer Volley Ball Clinics on Saturdays at a low to no cost.</p> <p>Example 2: When basketball season has ended, we can provide basketball clinics, at a low to no cost.</p>
City of Jackson Sports Camp - (Battlefield Park)	<p>Parks & Recreation will offer sport camps, similar to the National Youth Sports Program (NYSP). We will call our program the City of Jackson Sports Camp. The Sports Camp will be held at Battlefield Park initially; however, our goal will be to move it to Buddy Butts Park, once our “Destination Park” plans are completed. </p>

JACKSON ZOO AREAS OF FOCUS



Plan Of Action (POA)

- 1) Begin a *Pathway Program* to achieve AZA Accreditation.
- 2) Add a variety of new zoo themes.
- 3) Add to the animal collection (transfers may come from other zoos).
- 4) Retain USDA License by insuring all inspections all passed.
- 5) Increase attendance by increasing community & special events.
- 6) We will add an additional work day (increasing from 4 work days to 5 work days).
- 7) Hire a Developmental Director to be primarily responsible for fund raising.
- 8) Create an inter-active Lory Landing Exhibit. (Funds are currently being raised.)
- 9) Increase marketing & advertising.

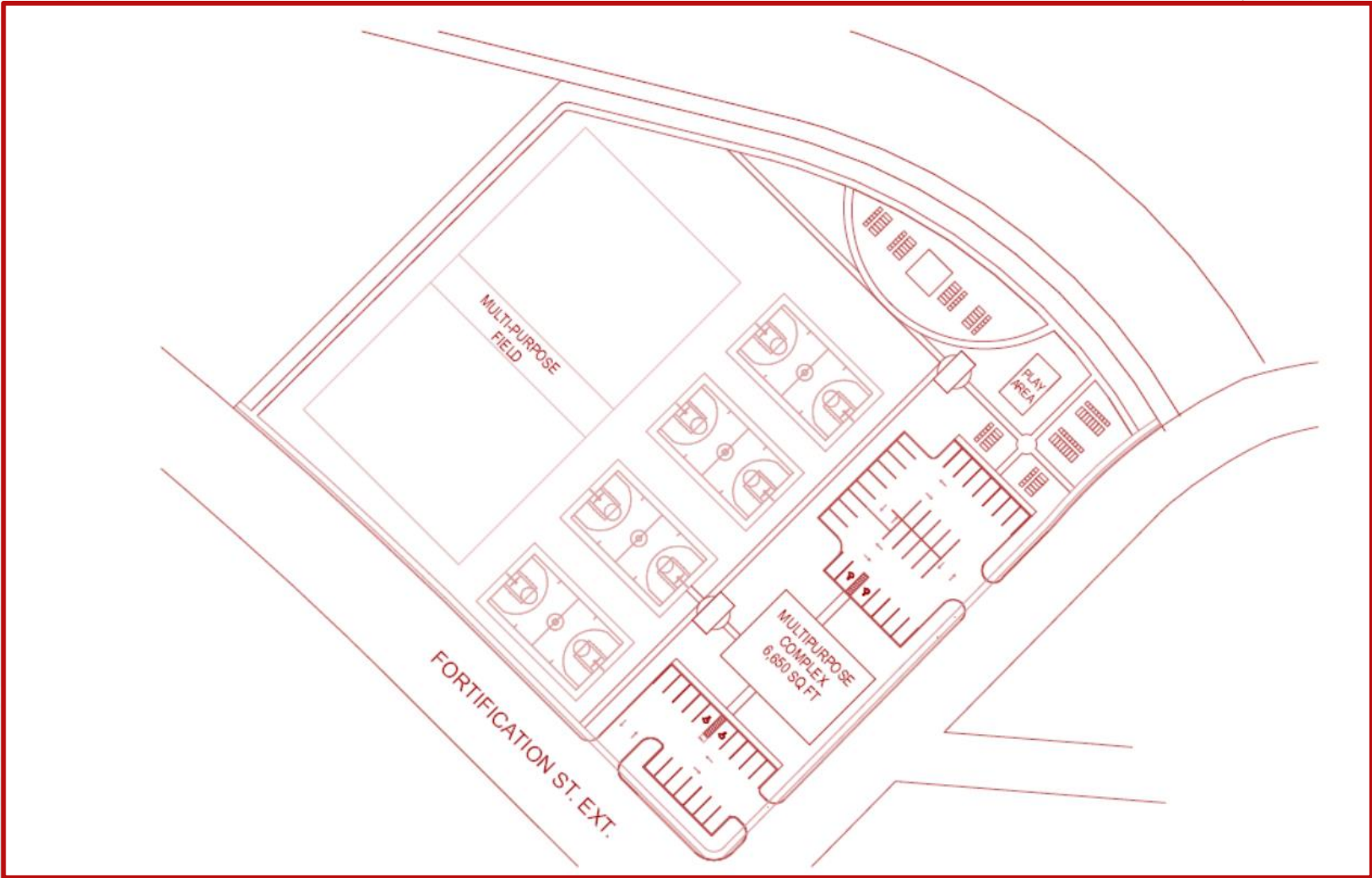


PARKS & RECREATION

FIVE (5) YEAR STRATEGIC PLAN

- 1) A foundation will be developed to raise funds to update parks, swimming pools, community centers, gymnasiums and possibly the Jackson Zoo, with community leaders.
- 2) Obtain AZA Accreditation at the Jackson Zoo. Acquiring AZA Accreditation will allow us to purchase new animals and exhibits. Develop plans that will allow the train to drive throughout the inside of the Zoo, as well as on the outside of the Zoo.
- 3) Substantially increase youth programs within our community centers and gymnasiums, i.e., chess clubs, tutorial programs, video games, after school programs. The Department of Parks & Recreation will offer more family-oriented entertainment, which will lead to celebrating our youth events and programs.
- 4) Propose site improvements at Sykes and Maplewood Complexes, which may include indoor and outdoor fields, walking tracks, playgrounds and Fitness





MAPLE STREET ATHLETIC COMPLEX (PROPOSAL EXAMPLE)



SYKES PARK ATHLETIC COMPLEX (PROPOSED SITE PLAN)

FIVE (5) YEAR STRATEGIC PLAN – CONT'D



- 5) Increase staffing in our Park Maintenance Division, so that we can more efficiently cover all areas of responsibility.
- 6) Increase facility building space at the Park Maintenance Facility. Add an additional 10,000 sq. feet, leasing the attached office space on Bullard Street, adjacent to the Park Maintenance Facility. (By adding 10,000 sq. ft. of building, we can store additional equipment indoors, such as bushhogs, gators, trailers, 4 x 4 trucks and pool covers.)
- 7) Create Destination Parks at Battlefield, Buddy Butts and Livingston Parks. (Destination Parks will have multiple amenities, enticing families to stay and play all day!)

PARKS & RECREATION

GRANTS /STATE BONDS RECEIVED

1)	\$500,000 ▪ Pete Brown Golf Course ▪ Drainage Issues ▪ Club House Renovations ▪ Maintenance Shed Renovations ▪ Purchase Golf Carts/Utility Vehicles.
2)	\$100,000 ▪ Lake Hico ▪ Restroom Facilities ▪ Install Security Cameras/LED Lighting.
3)	\$50,000 ▪ Northgate Park ▪ Drainage, Install Security Cameras/LED Lighting.
4)	\$100,000 ▪ Livingston Park ▪ Dredge Lake ▪ Add Paddleboats ▪ A Dock ▪ Dock Benches.
5)	\$70,000 has been committed from the National Fitness Foundation for fitness parks at Lake Hico Park and Leavell Woods Park .





GRANT APPLICATIONS

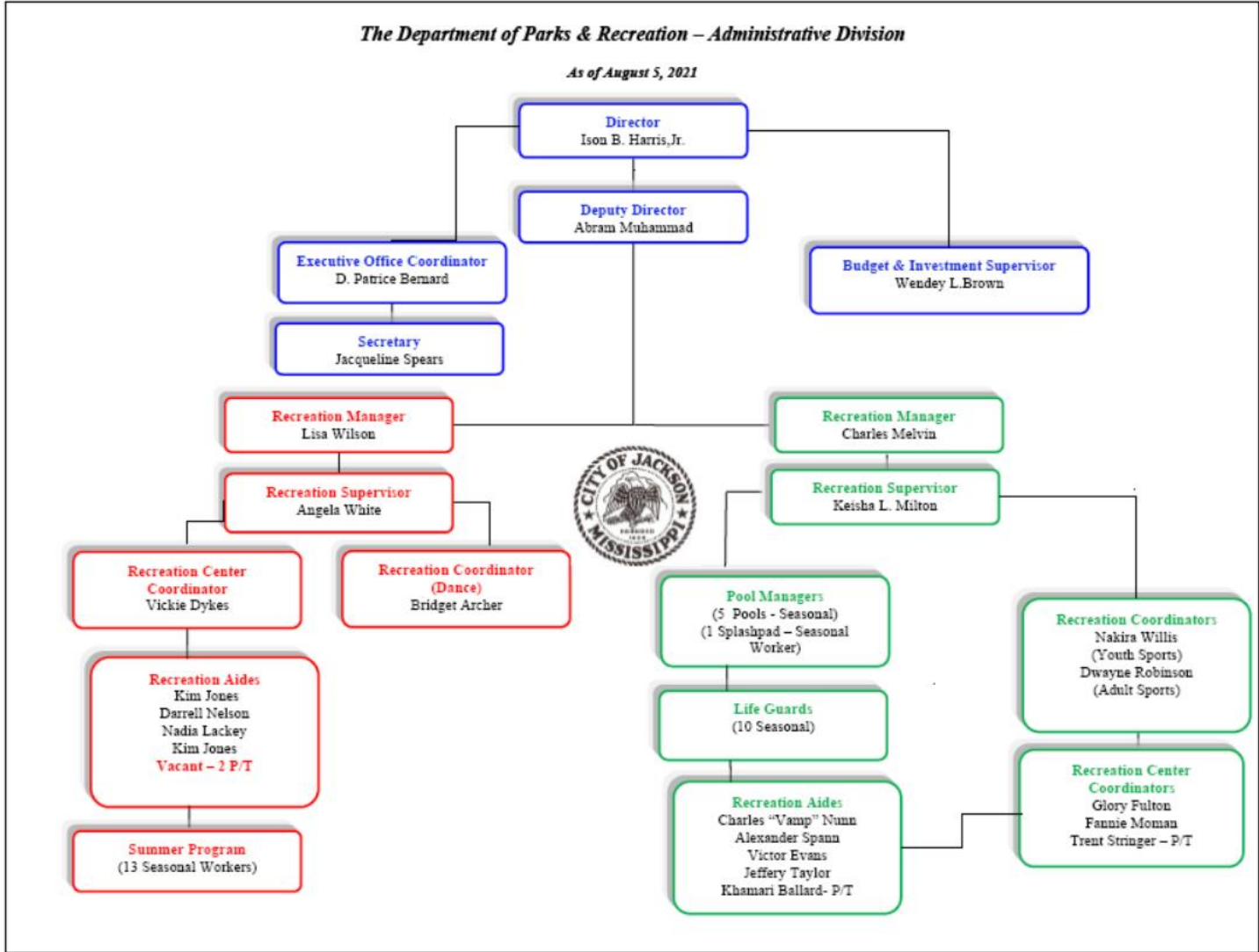
The Department of Parks & Recreation will actively seek grants for the following support listed below.

- Parks
- Sports Complexes
- Aquatics
- Specialized Programs
- Therapeutic Sports Programs
- Other Parks & Recreation Related Opportunities.

Our goal this year, is to apply for over \$5M in grants



ADMINISTRATIVE DIVISION ORG CHART

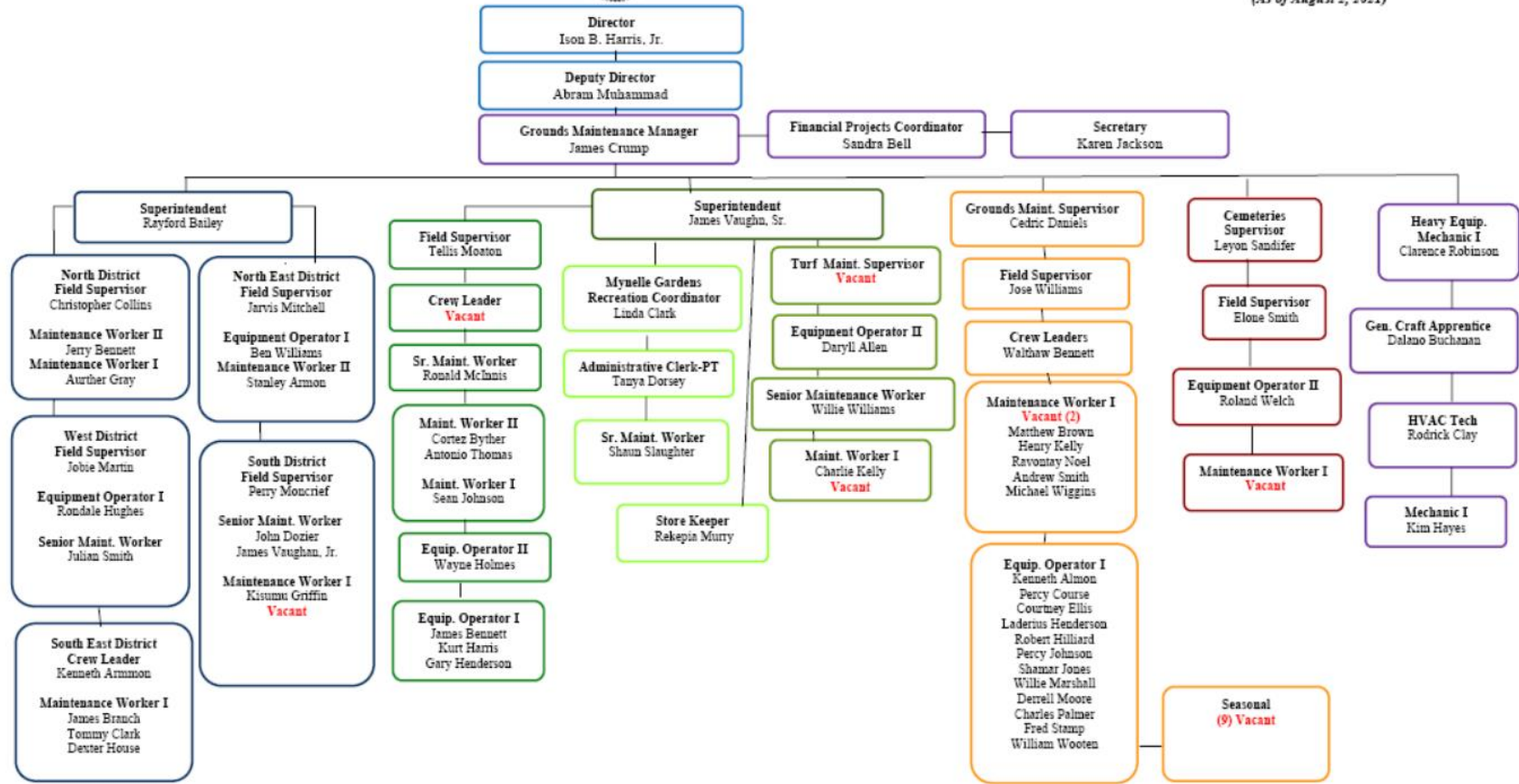


PARK MAINTENANCE DIVISION ORG CHART

CITY OF JACKSON – DEPARTMENT OF PARKS & RECREATION – GROUNDS MAINTENANCE DIVISION



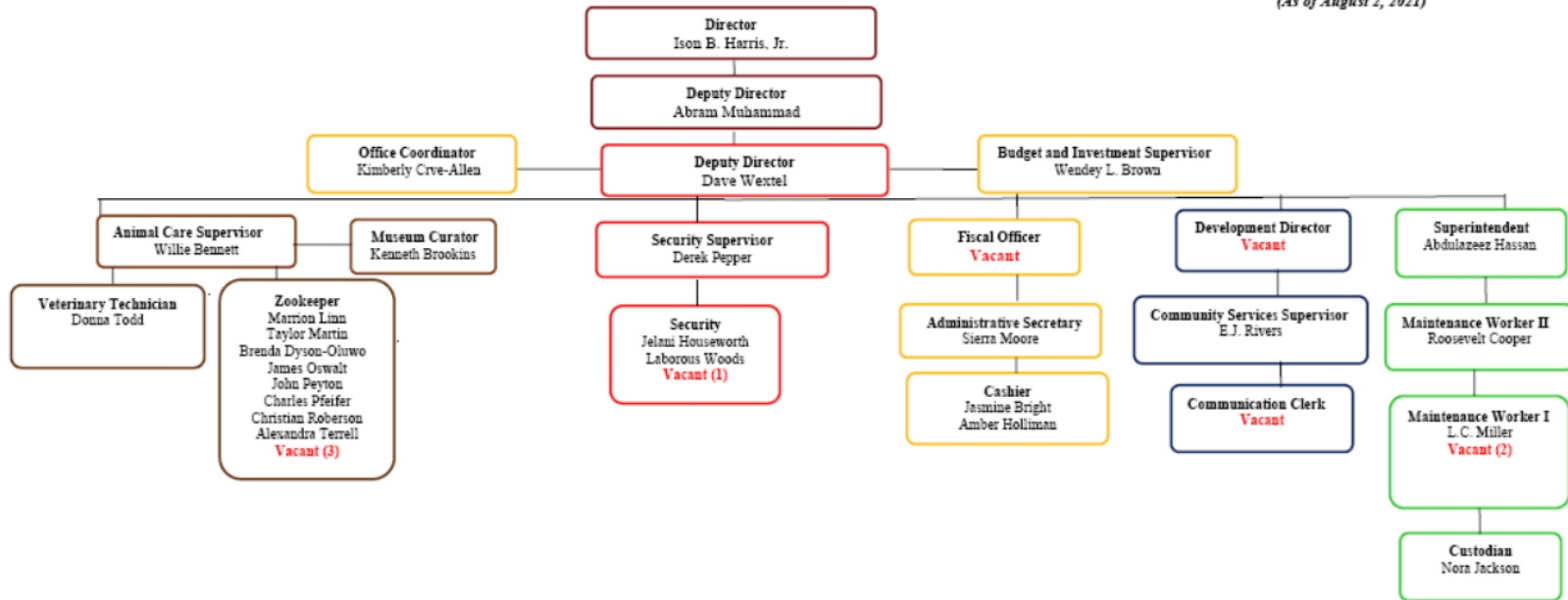
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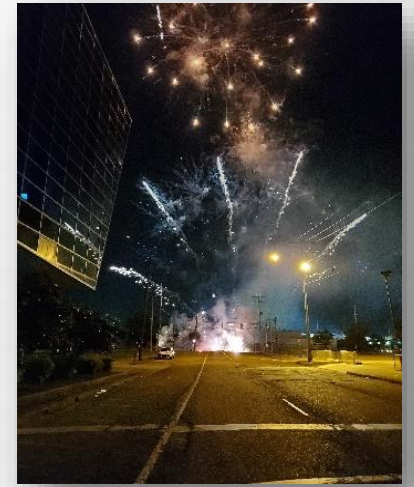


JACKSON ZOO ORG CHART



(As of August 2, 2021)





THANK YOU!

