



**SCHERTZ
PARKS &
RECREATION
FUN** **FY 22-23**
ANNUAL REPORT

WHO WE ARE

21
FULL TIME STAFF



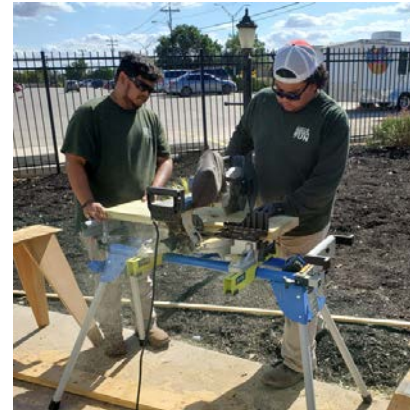
2
PART TIME STAFF



2
SEASONAL STAFF



200
OF VOLUNTEERS



PARKS & RECREATION LEADERSHIP

- Lauren Shrum, Director
- Jared Montney, Park Manager
- Cassie Paddock, Recreation Manager
- Erin Matlock, Civic Center Manager
- Robert Dobratz, Crew Supervisor



BOARDS & COMMITTEES



PARKS AND RECREATION ADVISORY BOARD

Johnie McDow, Chair
William Bosch, Vice Chair
Reginna Agee
Sally Macias
Floy Simmons
Robert Sheridan III

Carol Yauger
James Garvin
Shawn Moore
Jamie Acevedo
Brad Snow

SCHERTZ YOUTH SOCCER ALLIANCE

Sabrina Sheridan
Jason Hernandez
Michelle Hernandez
Dora Boyle
Dee Santa Cruz

Demetrius Hopson
Lauren Shrum
Jared Montney
Sydney Paredes

BUFFALO VALLEY YOUTH ASSOCIATION

Jason Hahn	Ashley Underwood
Barton Bowers	Lillian Redus
Daniel Hernandez	Brad Marshall
Gerald Connell	Nick Morales
Matt Netherton	Jay Walkup

SENIOR CENTER ADVISORY BOARD

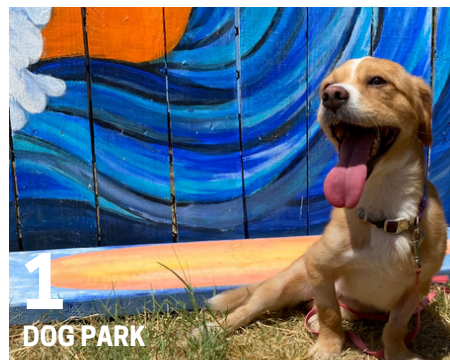
Don Buckley	Linda Powell
Robena Greer	Martha Cantu
Janette Yambo-Muniz	Tess Daniels

FRIENDS OF CRESCENT BEND

Debby Arnold	Ardell Winters
Gary Arnold	Paula Oliver
Bill Skinner	Ann Mallard
Sandi Wheeler	Steve Layton
Branch Archer	Clare Layton



WHAT WE DO

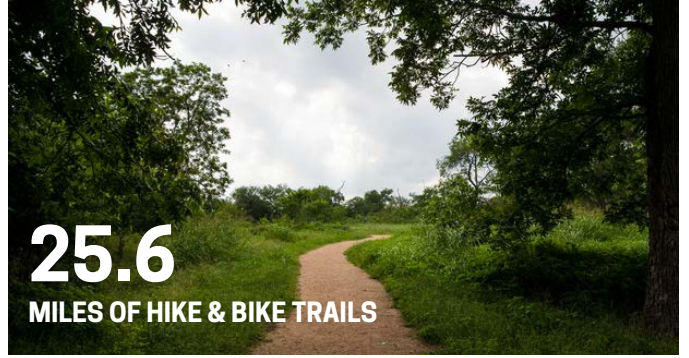




3
ADULT SOCIAL LEAGUES



1
SKATE PARK



25.6
MILES OF HIKE & BIKE TRAILS



1,020
CIVIC CENTER BOOKINGS



5
MURALS



35
EVENTS



15
SOCCER FIELDS



20
SPONSORS



1
CIVIC/CONVENTION CENTER



1
SENIOR CENTER



7
PARTNER ORGANIZATIONS



21
NATURE PROGRAMS

IMPROVING OUR PARKS



CRESCENT BEND NATURE PARK

A new solar-powered automatic gate was installed at Crescent Bend Nature Park to enhance operational efficiency and to highlight sustainable energy solutions. The park's designation as a nature park, and the conservation efforts that are promoted there, led to a recent designation as a Certified Firefly Habitat.

CYPRESS POINT PARK

Cypress Point Park improvements include the addition of 14 trees, drip irrigation and power circuit installation, and a new shaded swing set. Additionally, a new shade structure was installed and a successful slide repair was made.



WENDY SWAN MEMORIAL PARK

The Wendy Swan Memorial Park had a transformative year with the new Splash Pad's grand opening on July 31st, upgraded Basketball court surfacing and hoops, the installation of a 2-bay swing with integrated shade, new irrigation, the planting of 33 new trees, and a full restroom renovation.

OTHER PROJECTS

Many other improvements were made to our parks throughout the year, including the installation of three murals at the dog park, construction of a pedestrian bridge at Heritage Oaks Park, and the addition of multiple BBQ pits, picnic tables and dog waste stations. Multiple parks also had additional playground safety surfacing added.



PLANNING OUR PARKS



 Schertz Senior Center Planting Beds - Concept Layout
City of Schertz
LUCK DESIGN TEAM

November 17, 2022

SENIOR CENTER GARDEN ADDITION

Exciting strides were made in enhancing our senior center as conceptual designs for the garden addition received resounding approval from our senior community. Anticipation grows as engineering plans are on the brink of review, marking a pivotal step toward realizing this project's potential. With plans set to be bid out this fall, we're eagerly moving forward to bring this addition to life for our seniors.



DRY COMAL CREEK NATURE PARK

City staff worked with the Great Springs Project to acquire a 10.5-acre future trailhead site for the City's Dry Comal Creek Trail, the Great Springs Trail, and the El Camino de los Tejas National Historic Trail- 3 interests that all overlap this area! The City was also awarded a \$300,000 Recreational Trails Grant from the Texas Parks & Wildlife Department to develop the site.

A groundbreaking event will be held in late Fall.

THE YEAR IN NUMBERS

PARK RENTAL SUMMARY

Ashley Park Pavilion	7
Crescent Bend (Overnight)	3
Gutierrez Garden Park Gazebo	2
PP- Large Pavilion	132
PP- Aero Pavilion	76
PP- Oak Pavilion	94
PP- Poplar Pavilion	81
PP- Picnic Area A	16
PP- Picnic Area B	12
PP- Picnic Area C	11
PP- Picnic Area D	10
Rhine Valley Park Pavilion	5
Woodland Oaks Gazebo	4
Veterans Memorial Plaza	1

AQUATICS- PICKRELL POOL

Visits	20,330
Admissions	\$28,348
Season Passes	\$6,430

RECREATION

Events	35
Event Participants	26,776
Programs	49
Program Participants	1,238
Leagues	5
League Participants	306
Sponsorships	\$59,850
Volunteer Hours	543

YOUTH SPORTS LEAGUES

Baseball (BVYA)	937
Softball (BVYA)	291
Basketball (BVYA)	255
Volleyball (BVYA)	89
Swimming (BVYA)	172
Soccer (SYSA)	853

SENIOR CENTER

Scan Ins	19,935
Memberships	769
Lunch Memberships	642





SOCIAL ENGAGEMENT



AUDIENCE

16.8% Men



83.2% Women

Age Demographics

25-34: 17.6 %

35-44: 42%

45-54: 24%

Top towns/cities

Schertz: 26%

San Antonio: 18.4%

Cibolo: 13.7%

New Braunfels: 3.4%

Universal City: 2.8%

19.6% Men



80.4% Women

Age Demographics

25-34 yo: 23.8%

35-44 yo: 38.6%

45-54 yo: 23.3%

Top towns/cities

Schertz: 27.1%

San Antonio: 16.6%

Cibolo: 13%

New Braunfels: 4.5%

Selma: 4.5%

PAGE STATS

Facebook Reach:

496,471

+478.2%

New Page Likes:

1,253

+22.4%

Instagram Reach:

17,996

+902%

New Followers:

236

Page Visits:

30,829

+106.6

Published Posts:

311

+18.3%

Page Visits:

1,797

+155.3%

Published Posts:

277

+559.5%

Reach:

346.2K

Reactions:

5.2K



Certified Firefly Habitat Post

BIGGEST REACH



Fathers Day/Go Fishing Day Video

Reach:

1.6K

Reactions:

27

RECREATION



NEW RECREATION TEAM

There were two new editions to the Recreation Team this year. A brand new Recreation Coordinator position was added in the budget and the Event Specialist Position was re-classified to become the Recreation Specialist.

Sydney Paredes joined the team in December filling the Recreation Coordinator role and Kathryn Scheel joined soon after as the Recreation Specialist in February.

SCHERTZ YOUNG LEADERS

SYL debuted this year with a class of 7 students from 3 area High Schools, offering a chance to learn about their community and hone leadership skills. This program not only helps create informed citizens, but also reaches a hard to reach audience: teens.

The first year consisted of 5 sessions, 1 City Council meeting, 1 SCUCISD School Board Meeting, Movin on Main Volunteer, and graduation.



EXPANDED PROGRAMS

With the edition of the new Recreation Coordinator position came a multitude of new programming for all ages and a busy summer!

Arguably the most anticipated of the programs were the Adult Softball League and Archery camp which both sold out quickly with a waitlist. Overall, 9 new programs were added with 39 individual session options.

With the added staff member, the department was also able to expand current offerings, with 2 leagues in the spring rather than 1, and 2 Parks & Rec month activities a week instead of 1.



GOLF TOURNAMENT SUCCESS

The 12th Annual Hal Baldwin Golf Tournament was a resounding success, with a record breaking year. 150 golfers joined us November 18th, bringing in \$40,800 and raising \$23,785.50 for the Scholarship Fund.

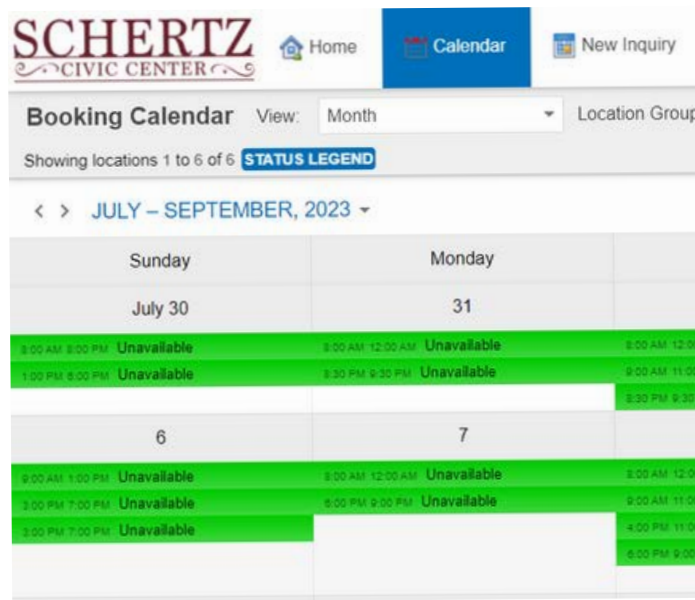


CIVIC/CONVENTION CENTER

DEPARTMENT RESTRUCTURE

In January, the Civic Center, Community Center, and North Center transitioned from the oversight of Public Affairs to Parks and Recreation as part of a comprehensive citywide restructuring initiative introduced by the City Manager.

By consolidating these entities, our department reverted back to its namesake, "Parks, Recreation, & Community Services," with the shared goal of enhancing quality-of-life and providing amenities for our residents.



NEW EVENT MANAGEMENT SOFTWARE

This year, the Civic Center switched to a new management software called Event Pro. Our staff put in hard work during spring to make the change, and officially launched the software in August. It comes with a handy online calendar for the public to view availability and enhanced data gathering features that make it easier to pull reports.

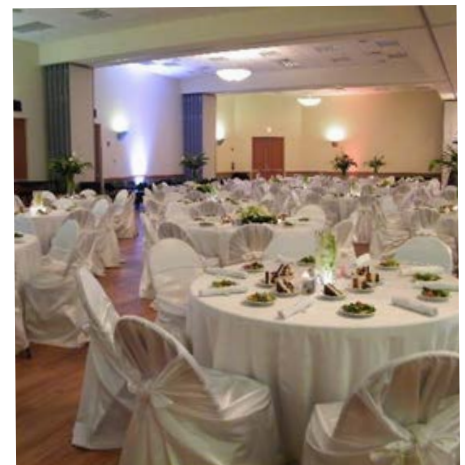
The software now stores customer account information for easy lookup and additional reservations as well as financial integration features that eliminate the need for staff to transfer information to INCODE by hand.



Schertz Civic Center hosts TxAVF September Meeting.



Blanca Ramirez retires from the Schertz Civic Center, May 2023.



Schertz Civic Center upgrades facility equipment and appliances.

AWARDS & ACCOMPLISHMENTS

SERVICE PINS

Erin Matlock: 20 Years
 Jared Montney: 5 Years
 Robert Dobratz: 5 Years
 Arturo Ortiz: 5 Years
 Ian King: 1 Year
 Brandon Garcia: 1 Year
 Ray Tyquiengco: 1 Year
 Cassie Paddock: 1 Year
 Lexi Michael: 1 Year



CITY MANAGER COINS

Robert Dobratz: Kevin's Birthday
 Larry May: Kevin's Birthday
 Cassie Paddock: Schertz Young Leaders

CERTIFICATIONS

Robert Dobratz: Pesticide Applicator
 Cole Moody: Pesticide Applicator
 Ray Tyquiengco: CPO
 Daniel Delong: CPO
 Jeremy Jacoway: CPO
 CBNP: Certified Firefly Habitat



PROFESSIONAL DEVELOPMENT

Lauren Shrum:
 TRAPS Mentor
 Emerging Leaders Mentor
 Robert Dobratz: Emerging Leaders
 Erin Matlock: TxAFV Treasurer
 Cassie Paddock:
 TRAPS Leadership Academy
 TRAPS F&YP Chair-Elect
 NRPA YPN Chair-Elect
 AAPRA Externship
 Sydney Paredes: F&YP Student Chair



Gingerbread House contest winners!

THANK YOU TO OUR 2022-23 SPONSORS & PARTNERS

CATERPILLAR
FLOOR COVERINGS INTERNATIONAL
GUADALUPE MASTER NATURALISTS
GVEC
HEB
ICODE
KIDDIE ACADEMY OF CIBOLO
METHODIST HOSPITAL NORTHEAST
QC KINETIX
QUARTER MOON PLUMPING
RAISING CANES
RE/MAX CORRIDOR
RIVER CITY COMMUNITY CHURCH
SAMCO CAPITAL MARKETS
SA ASTRONOMICAL ASSOCIATION
SA ZOO
SCHERTZ BANK AND TRUST
SCHERTZ-CIBOLO EMERGENCY CLINIC
SCUCISD
SKYHAWKS
SLIM CHICKENS
STATE FARM- NATHAN OBREGON
THE CROSSVINE
THE PURPOSE CHURCH
THE CHAMBER
UT HEALTH SAN ANTONIO
YMCA



