



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

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- 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

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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

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Sabrina Sheridan  
Jason Hernandez  
Michelle Hernandez  
Dora Boyle  
Dee Santa Cruz

Demetrius Hopson  
Lauren Shrum  
Jared Montney  
Sydney Paredes



## BUFFALO VALLEY YOUTH ASSOCIATION

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

## SENIOR CENTER ADVISORY BOARD

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

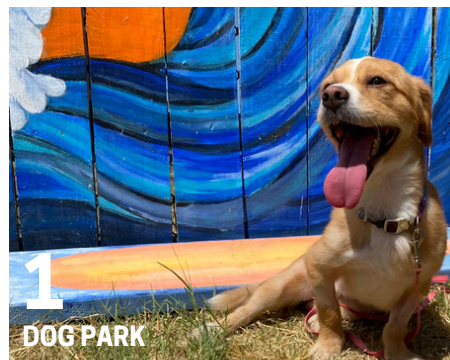
## FRIENDS OF CRESCENT BEND

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



# WHAT WE DO





# 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**

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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**

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

## **RECREATION**

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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**

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

## **SENIOR CENTER**

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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

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### 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.





# 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**



