





21
FULL TIME STAFF

2
PART TIME STAFF

2
SEASONAL STAFF

250+
OF VOLUNTEERS

WHO WE ARE

PARKS & RECREATION LEADERSHIP

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

TEAM ACCOMPLISHMENTS

CITY MANAGER COINS

Parks Crew- Wendy Swan
Sydney Paredes- Programming

AWARDS

Lauren Shrum: Terry Hershey Award
Larry May: Truck & Trailer 3rd Place
Cole Moody: Truck & Trailer 3rd Place
Ian King: Backhoe Competition 6th Place
WSMP: Excellence in Maintenance
Johnie McDow: Individual of the Year
Foam Party: Photography Award

SERVICE PINS

Traci Paprocki: 20 Years
Albert Orosco : 15 Years
Sydney Paredes: 1 Year
Kat Scheel: 1 Year
Daniel Delong: 1 Year
Jeremy Jacoway: 1 Year
Lonnie Corso: 1 Year

Certifications

Archery Trainer
Sydney Paredes
Archery Instructor
Cassie Paddock
Cody Harkins
Aubrey McCardle

PROFESSIONAL DEVELOPMENT

Lauren Shrum:
TRAPS Central Region Director
Emerging Leaders Mentor
AAPRA Mentor
Erin Matlock:
TxAFV Treasurer
Cassie Paddock:
TRAPS F&YP Chair
NRPA YPN Chair
NRPA Young Professional Fellowship
Jared Montney:
Emerging Leaders Mentor
Sydney Paredes:
F&YP Central Region Rep
Emerging Leaders
Texas Master Naturalist Class
Kathryn Scheel:
Emerging Leaders
TRAPS C- Region Awards Committee
TRAPS State Awards Committee
Albert Orosco:
Emerging Leaders



BOARDS & COMMITTEES

PARKS AND RECREATION ADVISORY BOARD

Johnie McDow, Chair
William Bosch, Vice Chair
Reginna Agee
Sally Macias
Robert Sheridan III
Brad Snow

James Garvin
Elizabeth Wiley
Penny Jennings
Christopher Castoro
Tim Dusek

SCHERTZ YOUTH SOCCER ALLIANCE

Sabrina Sheridan
Jason Hernandez
Michelle Hernandez
Dora Boyle
Damani Phillips

Demetrius Hopson
Cassie Paddock
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

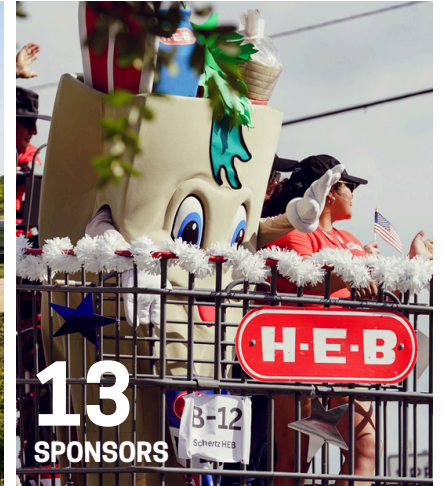
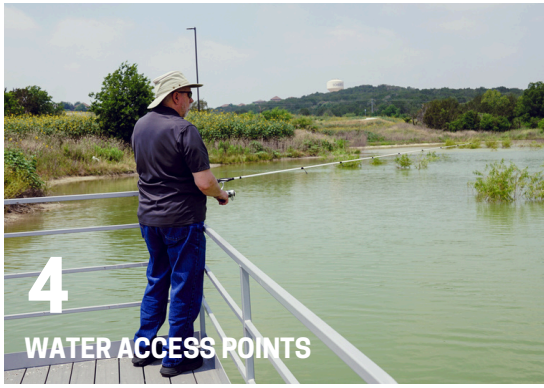
| | |
|---------------------|--------------|
| Christopher Castoro | Adela Lugo |
| Mary Wigle | Della Morgan |
| Linda Powell | Tess Daniels |

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





4
POOLS



12
SOCCER FIELDS



41
EVENTS



1
CIVIC/CONVENTION CENTER



1
SENIOR CENTER



12
PARTNER ORGANIZATIONS



4
ADULT SOCIAL LEAGUES



25
NATURE PROGRAMS



1
SKATE PARK



25.6
MILES OF HIKE & BIKE TRAILS



995
CIVIC CENTER BOOKINGS

THE YEAR IN NUMBERS

PARK RENTALS

| | |
|--------------------------------|-----|
| Ashley Park Pavilion | 21 |
| Crescent Bend Group Campsite | 3 |
| Gutierrez Garden Park Gazebo | 3 |
| Pickrell Park- Large Pavilion | 158 |
| Pickrell Park- Aero Pavilion | 58 |
| Pickrell Park- Oak Pavilion | 82 |
| Pickrell Park- Poplar Pavilion | 63 |
| Pickrell Park- Picnic Area A | 10 |
| Pickrell Park- Picnic Area B | 9 |
| Pickrell Park- Picnic Area C | 11 |
| Pickrell Park- Picnic Area D | 9 |
| Rhine Valley Park Pavilion | 8 |
| Wendy Swan Pavilion A | 2 |
| Woodland Oaks Gazebo | 3 |
| Veterans Memorial Plaza | 1 |

RECREATION

| | |
|----------------------|----------|
| Events | 41 |
| Event Participants | 28,426 |
| Programs | 123 |
| Program Participants | 1,750 |
| Leagues | 5 |
| League Participants | 540 |
| Sponsorships | \$58,050 |
| Volunteer Hours | 579 |

CIVIC CENTER RENTALS

| | |
|------------------|-----|
| Grand Ballroom | 194 |
| Bluebonnet Hall | 236 |
| Community Center | 299 |
| North Center | 199 |

AQUATICS- PICKRELL POOL

| | |
|---------------|----------|
| Visits | 18,362 |
| Admissions | \$22,244 |
| Season Passes | \$5,768 |



YOUTH SPORT PARTICIPANTS

| | |
|-------------------|--------|
| Baseball (BVYA) | 936 |
| Softball (BVYA) | 291 |
| Basketball (BVYA) | 255 |
| Volleyball (BVYA) | 89 |
| Swimming (BVYA) | 140 |
| Soccer (SYSA) | 1,329 |
| Volunteer Hours | 22,220 |

SENIOR CENTER

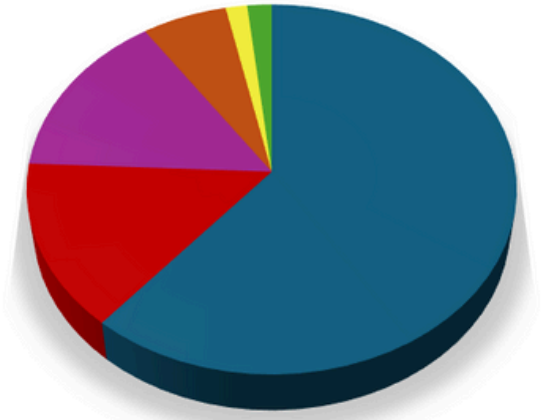
| | |
|-------------------|---------|
| Building Scan Ins | 31,327 |
| Lunch Scan Ins | 15,904 |
| Memberships | 816 |
| Lunch Memberships | 715 |
| Volunteer Hours | 1,875.5 |



BUDGET EXPENSES

Budget: \$4,377,880.02
Actual: \$4,614,183.96

- 460- Parks (Parks and Recreation)
- 463- Swim Pool (Pickrell Park Pool & Splash Pad)
- 464- Event Facilities (Civic Center)
- 901- City's Assistance (Senior Center)
- 106- Special Events Fund (Kick Cancer and Hal Baldwin Golf Tournament)
- 317- Park Fund
- 319- Tree Mitigation



460- Parks (Parks and Recreation)

| | Budget | Actual |
|-------------------------|------------------------|------------------------|
| Personnel Services | \$ 1,278,079.02 | \$ 1,322,151.35 |
| Operating | \$ 648,860.00 | \$ 759,127.02 |
| Repairs and Maintenance | \$ 312,276.00 | \$ 308,167.55 |
| Capital Improvements | \$ 385,000.00 | \$ 432,439.85 |
| Expense Total: | \$ 2,624,215.02 | \$ 2,821,855.77 |

463- Swim Pool (Pickrell Pool & Splash Pad)

| | Budget | Actual |
|-----------------------|----------------------|----------------------|
| Operating | \$ 82,500.00 | \$ 103,146.89 |
| Contract Services | \$ 587,052.00 | \$ 568,771.35 |
| Expense Total: | \$ 669,552.00 | \$ 671,771.35 |

464- Event Facilities (Civic Center)

| | Budget | Actual |
|-----------------------|----------------------|----------------------|
| Personnel Services | \$ 547,772.00 | \$ 543,478.03 |
| Operating | \$ 85,069.00 | \$ 85,251.04 |
| Capital Improvements | \$ 60,000.00 | \$ 54,191.55 |
| Expense Total: | \$ 692,841.00 | \$ 682,920.62 |

901- City's Assistance (Senior Center)

| | Budget | Actual |
|-------------------------|----------------------|----------------------|
| Repairs and Maintenance | \$ 10,000.00 | \$ 18,269.77 |
| Contract Services | \$ 250,000.00 | \$ 266,286.22 |
| Expense Total: | \$ 260,000.00 | \$ 284,555.99 |

106- Special Events Fund (KC & HB)

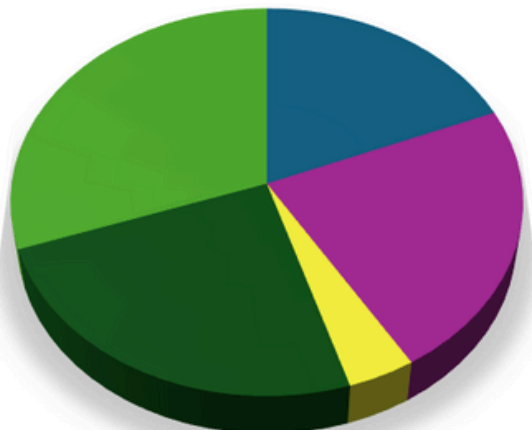
| | Budget | Actual |
|-----------------------|---------------------|---------------------|
| Operating | \$ 45,000.00 | \$ 71,651.23 |
| Expense Total: | \$ 45,000.00 | \$ 71,651.23 |

317- Park Fund

| | Budget | Actual |
|-----------------------|----------------------|----------------|
| Capital Improvements | \$ 100,000.00 | \$ 0.00 |
| Expense Total: | \$ 100,000.00 | \$ 0.00 |

319- Tree Mitigation

| | Budget | Actual |
|-----------------------|---------------------|---------------------|
| Trees | \$ 75,000.00 | \$ 81,429.00 |
| Expense Total: | \$ 75,000.00 | \$ 81,429.00 |



BUDGET REVENUES

Revenue From All Parks Department Funds

| | Budget | Actual |
|----------------------------|----------------------|------------------------|
| ■ Parks and Rec Fees | \$ 263,800.00 | \$ 342,623.41 |
| ■ Civic Center Fees | \$ 326,500.00 | \$ 412,082.15 |
| ■ Special Event Fund Fees | \$ 45,000.00 | \$ 71,651.23 |
| ■ Parkland Dedication Fees | \$ 100,000.00 | \$ 446,137.50 |
| ■ Tree Mitigation Fees | \$ 50,000.00 | \$ 555,380.00 |
| Revenue Total: | \$ 785,300.00 | \$ 1,827,874.29 |

FUNDING OUR PARKS

TEXAS PARKS AND WILDLIFE LOCAL PARK GRANT

\$1.5 M

The Department secured a \$750,000 local park grant from TPWD in early February of 2024. This grant requires a \$750,000 value match from the City, which will be provided through a combined effort from area homeowners associations valued at \$493,000, labor from the South Texas Off Road Mountain-Bikers valued at \$15,000, and \$241,100 from the parks and recreation budget. Plans for the Hilltop Park project include accessible concrete trails, an overlook area, a new playground, trails and other amenities.

ALAMO AREA METROPOLITAN PLANNING ORGANIZATION

\$1.25 M

The Department secured \$1,000,000 in funds from AAMPO for the West Dietz Creek Trail project. This grant requires a \$250,000 match from the city, which will come from dedicated trail development funds in the parks and recreation budget. The project includes the construction of a 1.76 mile long, 10 foot wide concrete trail beginning south of Wiederstein Road, crossing Savannah Drive and Maske Road, and ending at Schertz Parkway where it can connect with the Campus Exercise Trail behind the Hal Baldwin Municipal Complex.

SCHERTZ ECONOMIC DEVELOPMENT CORPORATION

\$12 M

The SEDC voted to invest nearly \$12 million dollars in quality of life projects. The first tranche of funding will allocate \$1.7 million in FY 2024-25 for the installation of field lights on 10 soccer fields at the Schertz Soccer Complex. In future years, the partnership with SEDC will focus on the development of Hilltop Park, a new nature-centric park in northern Schertz that will include the city's first overlook/observation platform, a nature-based playscape, picnic pavilions, walking and biking trails, and a fishing pier. Finally, the most significant investment will be made to Community Circle Park located behind the Hal Baldwin Municipal Complex. This new park will combine the Johnie McDow Sports Complex, the dog park, skate park, and many exciting new features to create a large recreational complex for the community.



IMPROVING OUR PARKS



SENIOR CENTER GARDEN ADDITON

The Senior Center Garden Addition is officially complete with a new patio extension and additional raised beds that are now fully operational, providing our seniors with beautiful spaces to gather, socialize, and enjoy nature.

Looking ahead to early FY 24-25, we are excited to introduce the final touches, including the installation of memorial tree art and the planting of fruit trees. These additions will further enhance the garden's beauty and functionality.

CYPRESS POINT PARK

In 2024, a ribbon cutting was hosted at Cypress Point Park for 2 added Shade Structures. This much needed shade was added to Cypress Point Park courtesy of grant funding from the San Antonio Council on Alcohol and Drug Awareness.



HILLTOP PHASE 1

We are pleased to report that we have accepted the parkland dedication for what will be Phase 1 of the future Hilltop Park, situated in the Homestead neighborhood. This initial phase includes a loop trail and a pond equipped with a fishing pier, enhancing the recreational offerings for our community. Looking forward, we anticipate an official ribbon-cutting ceremony in early 2025 to celebrate this addition to our park system.

PROST MASTER PLAN

This spring, we started the process of updating the Parks, Recreation, Open Space, and Trails (PROST) Master Plan. The PROST Master Plan is a 10-year plan that establishes a community vision, helps guide decisions, and create an action plan for our parks. We hosted stakeholder meetings and obtained additional feedback about our parks through an online mapping tool, survey, and public input events. The plan will be fully adopted in November of 2024.



ODDS AND ENDS

This year, we've made several improvements across our parks to enhance both safety and usability. Insulated backflow covers were installed to protect against freezing, and additional safety surfacing was added at multiple parks. At Crescent Bend Nature Park, we focused on removing dead trees, while significant irrigation system repairs were completed across several locations. We also striped pickleball court lines on three multipurpose courts and added new benches, picnic tables, and trash cans to improve amenities.

RECREATION

SUMMER LIKE NEVER BEFORE

This summer was like never before! We hosted an incredible 20 summer camps, with 12 facilitated by our own staff and 8 by partner organizations. For the first time ever, we hired 2 Recreation Instructors who played a key role in conducting these camps, along with other programs and events. In comparison, Summer 2023 saw just 3 camps, with only 1 run by our staff. Our special events also saw a huge boost in attendance—Parks and Rec Month attracted nearly 1,200 participants, even with one event rained out, compared to last year's 300. Movies and Music in the Park more than doubled its attendance, soaring from 405 to 920!

THE RISE OF PICKLEBALL

This year marked the rise of pickleball in our community! We kicked off with our first-ever Pickleball Tournament, the Blizzard Paddle Battle, in December, featuring 11 teams. We also launched our first Pickleball League in the spring with 47 players and held our inaugural in-house Pickleball Camp in July with 17 participants. Our partner, Skyhawks, also hosted a pickleball program with 11 participants, and our Parks and Rec Month Pickleball Open Play saw 43 enthusiastic players.



DID SOMEONE SAY MURDER?

On April 26, 2024, we hosted our first-ever "Murder Mystery Party" titled "The Greatest Murder on Earth," a circus-themed interactive event for adults. Unlike a show, participants took on assigned roles in a mystery that unfolded throughout the evening. Guests received their character details a week in advance, allowing them to fully immerse by dressing the part. This event was developed in response to community feedback, highlighting a demand for more adult-focused programming and increased activities in Northern Schertz. The event was a resounding success, selling out with a waitlist.

Expanding Opportunities Through New Partnerships

This year, we've welcomed several new partner organizations to offer even more diverse programs for Schertz residents. Monster's Vale brings live-action role-playing fun with weekly park days and fighter practice. KidCreate Studio sparks creativity with art programs for kids, while Evember offers Floral Design Classes for adults. Cake Poppin with Lex teaches cookie decorating, and Girls with Grit empowers participants by teaching skilled trades through hands-on projects. These partnerships are expanding our offerings and bringing exciting new opportunities to the community!

CIVIC & COMMUNITY CENTERS



TEAMWORK MAKES THE DREAM WORK

In FY23-24, the Civic Center really stepped up to support our community events like never before, jumping into their new role in the Parks, Recreation, and Community Services department. From decking the halls for Breakfast with Santa to checking in vendors at the Kris Kringle Market, we were all hands on deck. We even transformed the space for the Daddy Daughter Dance in under two hours with everyone's help. The biggest highlight? Assisting with Jubilee, our largest event of the year. The teamwork and energy from the Civic Center team were incredible, showcasing the true spirit of our department!

PROCESS IMPROVEMENTS

Staff has taken time this year to reevaluate our processes to ensure we are operating efficiently and have adequate resources to train staff. This included revamping our Safety Data Sheets and creating an Event Attendant S.O.P Manual focusing on operating equipment and handling inventory,



NEW FACES AND FOND FAREWELLS

In spring 2024, we welcomed Dawn Williams as our new Event Coordinator, bringing fresh energy and excitement to our team. As we embraced this new chapter, we also celebrated the career of Traci Paprocki, our Administrative Assistant, who retired at the end of the summer after 20 years of service.

VIRTUAL TOURS

The Civic Center, Community Center, and North Center all officially have virtual tours available to view on the Schertz website, complete with an outside view of the facility and close-ups of all the rooms inside. This addition allows customers to easily see if the facility meets their needs without having to schedule an in person tour.





SOCIAL ENGAGEMENT



Total Followers:

Facebook: 8,373
Instagram: 1,477



New Followers:

Facebook: 1,301
Instagram: 203



Total Posts

Facebook: 387
Instagram: 349



Page Visits:

Facebook: 36,670
Instagram: 1,718



Total Post Reach:

586,933

Facebook: 538,839
Instagram: 48,094



Total Comments:

1,062

Facebook: 1,010
Instagram: 52



Demographics

Female 83%

Male 17%

25-34 years old: 20%

25-44 years old: 40%

45-54 years old: 24%



Total Likes:

9,523

Facebook: 6,332
Instagram: 3,191



Total Shares

1,386

Facebook: 1,025
Instagram: 361



Residency of Followers

Schertz 25.4%

San Antonio 19.5%

Cibolo 12.6%

Converse 3.8%



FB Biggest Reach: Paws in the Pool Photos

Reach: 6,339
Interactions: 54



Instagram Biggest Reach: "We're Back" Reel

Reach: 1,316
Interactions: 56



Best Performing Paid Ad: Archery Camp

Reach: 13,993
Interactions: 48

THANK YOU TO OUR 2023-24 SPONSORS & PARTNERS



**CATERPILLAR
CAKE POPPIN WITH LEX
EVENBER
GIRLS WITH GRIT
GUADALUPE MASTER NATURALISTS
GVEC
HEB
ICODE
KIDCREATE STUDIO
METHODIST HOSPITAL NORTHEAST
MONSTER'S VALE
RIVER CITY COMMUNITY CHURCH
SAMCO CAPITAL MARKETS
SA ASTRONOMICAL ASSOCIATION
SA ZOO
SCHERTZ BANK AND TRUST
SCHERTZ-CIBOLO EMERGENCY CLINIC
SCUCISD
SKYHAWKS
STATE FARM- NATHAN OBREGON
THE CROSSVINE
THE CHAMBER
THE PURPOSE CHURCH
UT HEALTH SAN ANTONIO
YMCA**

