

Brushy Creek Parks & Recreation

Annual Report FY 2019

October 2018 - September 2019

The
Brushy
Creek
Life®



**Creating Community
Through Parks & Programs**

Promoting the highest quality of life
in the Brushy Creek Community



16318 Great Oaks Drive Round Rock, Texas 78681
(512) 255-7871 Fax: 888-887-1860 www.bcmud.org

Brushy Creek Board of Directors – Leading the Way



The Brushy Creek Board of Directors provides the leadership, vision, and foundation for the continued success of the Parks & Recreation Department. The vision of the Brushy Creek Municipal Utility District is to continually provide a carefully managed and sustainable infrastructure that includes superior water quality, amenities, and services that support and preserve the natural elements of Brushy Creek, and provide our residents with access to parks, attractions, programs, and recreational opportunities that appeal to a growing and diverse population.

The Board of Directors thanks the Citizen Advisory Committees who volunteer their time shaping the direction of the Parks & Recreation Department. We hope you enjoy the Community Center, swimming pools, trails, parks and special events.

A Note from Brushy Creek's General Manager, Juanita Budd

Many communities see the benefit of active parks, trails, recreation spaces, and pools. No where is that more evident than in Brushy Creek.

Residents of Brushy Creek are blessed to have the leadership of the Brushy Creek Board of Directors and the professional and caring staff who serve as stewards of District property, programs, and activities.

Due to the Board directives; programs and activities are affordable to the residents of Brushy Creek. Parks & Recreation saw growth in participation in many areas including youth and adult sports, day camps, memberships, and aquatics. The Community Center continues to meet or exceed its cost recovery goal of 60% which is above the national average. I hope you have enjoyed all Brushy Creek Parks & Recreation has to offer. Together, this is **"The Brushy Creek Life"**.



A handwritten signature in blue ink that reads "Juanita Budd".



Memberships

The Community Center membership includes access to over 60,000 square feet of recreation amenities.

Community Center memberships are available in either annual or short-term (3-month) options.



The
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"We are very lucky that this amazing center is here and brings joy and so many opportunities. We socialize, we exercise and we build unforgettable memories. A big 'thank you' to all the people that work there, they are always very kind and helpful." - Community Center Member

17%
Increase in
Membership Scans



5,834
Total
Memberships



"This place brings the community together. They offer a span of events, classes, equipment, sporting opportunities, coffee and newspaper if you have time, and the staff is always willing and helpful. Not to mention the minimal cost of membership." - Community Center Member



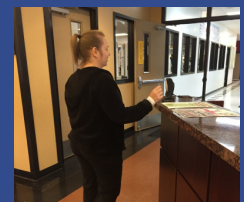
21% ↑
Daily Guest
Passes Sold

"Beautiful facilities with a modern variety of activities and spaces for all ages. Thank you for having badminton available as a regular adult sport!" - Community Center Member

452
Average # of
Members use
the facility daily



162,900
Total Membership
Card Scans



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Programs

The Brushy Creek Parks & Recreation Department offers a variety of programs, (recreational, educational, and creative) covering a multitude of age groups and varied abilities.

The District's goal is to offer residents the highest quality of life in the Brushy Creek Community by providing the best level of parks and recreation and other services in the most cost-effective manner.



The Brushy Creek Life®

15,046

Community Center Program Participants



33,309

Online Activity Searches



"My daughter loved it and we are coming back next year." - Camp Foxtail participant parent

973

Summer Day Camp Participants



"I LOVED the way the counselors greeted my kids by name, with enthusiasm. My kids always felt welcome, known and appreciated." - Camp Foxtail Participant parent

573

Afterschool Program Participants



598

Day Camp Participants



"LOVE having this local, smaller quality camp!" - Camp Foxtail Participant parent

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Creating Community through Parks & Programs



Join us!

Brushy Creek residents enjoy a uniquely high quality of life with many opportunities to stay socially and physically active.

The District puts a high priority on Parks and Recreation, with over 50 family events each year! We encourage you to experience all that Brushy Creek has to offer by attending monthly events with your family and experience...

The Brushy Creek Life



The
**Brushy
 Creek
 Life**®

12,093
 Special Event
 Participants



50
 Annual
 Special Events

- 4th & 5th Grade Back-2-School Bash
- 4th & 5th Grade Lock In
- 4th of July Parade & Festival
- Active Adult Socials
- Annual Brushy Creek BBQ Cook-Off & Family Festival
- April Pools Day
- Arbor Day Celebration
- Bat Fest
- BBQ Cook-Off Kick-Off Party
- Brushy Creek 5K Trail Series Races
- Brushy Creek's Got Talent
- Brushy Creek Haunted House
- Brushy Creek Life Days
- Children's Book Day Celebration & Texas Recycles Day
- Christmas Tree Recycling & Tree Seedling Give Away
- Community Camp Out
- Community Center Open House & Town Hall Meeting
- Daddy Daughter Dance
- Doggy 4K & Play Day
- Egg Hunt
- End of Summer Pool Party
- Fall Creek Clean Up
- Freaky Friday
- Hairy Man Spookfest
- Holiday in the Park & Craft Fair
- Keep BC Beautiful Spring Cleanup
- Monster Mash
- Mother & Son Dance
- Movies in the Park
- Music in the Park
- Night Out at the Rec
- Parents Shopping Day
- Pocket Park Appreciation Events
- Polar Bear Plunge
- Senior Celebration Social
- Snow Ball Dance
- Summer Kick-Off: Night Out at Cat Hollow
- Teen Big MUD Blowout Team Race & Pool Party
- Teen Dodgeball Night
- Teen Pool Party
- Trout Fishing Derby
- World's Largest Swim Lesson

"BBQ Cook-Off Loved the event. The two headline bands, Suede and Dysfunction Junction, were fantastic! I would love to see them again next year. Great job handling the muddy ground too." - BBQ Cook-Off Attendee



"Daddy Daughter Dance was such a cute, fun night! Thank you BCCC for doing so much to create community in our neighborhoods!" - Daddy Daughter Dance Attendee

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Sports & Fitness

The Brushy Creek Sports & Fitness Department serves as a vital and integral part of the Brushy Creek Life.

The mission of Sports & Fitness is to provide the Brushy Creek Community with programs that offer fun-filled, health-promoting, physical activity conducive to wellness.



The Brushy Creek Life®

1,046
Racquetball
Reservations



763
Tennis
Passes



"My kids have done soccer through Brushy Creek for years and my husband has volunteered to coach too. It's really great, especially for younger kids to get a feel for it." - Youth League Parent

155 Adult
Basketball, Volleyball & Kickball
Teams



896
Youth Tee Ball,
Soccer &
Flag Football
Registrations



1,758
Youth
Basketball
& Youth
Volleyball
Registrations

"T-Ball was great! Clear communication from Coach Myles, a great environment for the kids." - Youth League Parent

12,256
Fitness Class
Attendees



1,647
Rock Wall
Climbers



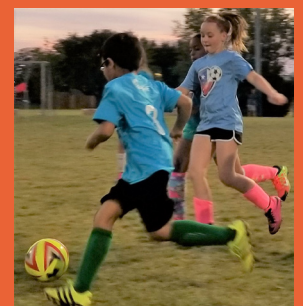
"We have been involved in Brushy Creek's youth sports for 6 years. Volunteer parent coaches keep it low key and fun at all ages." - Youth League Parent



20%
Participation
Growth

All Sports &
Fitness Programs

FY18 > FY19



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Providing a lifelong, year-round aquatics destination for Brushy Creek residents and surrounding communities.

Brushy Creek offers a variety of Aquatic classes throughout the year. We operate two (2) heated pools that are open year round and two (2) additional pools open throughout the summer.



The
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4,163

Swim Pass
Members



32,357

Pool Visits



3,899

Pool Day
Passes Sold



1,461

Aquatics Program
Participants

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Creating Community through Parks & Programs



Facility Rentals

Host your next event at one of our facilities.

Our facilities are available to celebrate Special Occasions, Weddings, Family Reunions, Birthdays, Meetings, Picnics, Play Dates, and many other celebrations!

We have Banquet Rooms for up to 180 guests, Garden Arbor & Pavilion, Park Pavilions & Swimming Pools available.



198

Pavilion Rentals



- 59 - Cat Hollow Playground Pav
- 50 - Garden Pavilion
- 32 - CH Field Pavilion
- 29 - Sendero Springs Pavilion
- 19 - Pepper Rock Pavilion

"The team had a great time. I appreciate all your help!" - Facility renter

594

Banquet Room Rentals



- * Weddings/Receptions
- * Birthday Parties
- * Bridal/Baby Showers
- * Memorial Celebrations
- * Graduation Parties
- * Holiday Celebrations



(# is based on rentals per room rather than per event)

"We had our wedding here in their rec center. The entire process was so easy and staff was so helpful and friendly! We had no issues with anything. They were super helpful when it came to asking them questions (and boy did we have questions) good pricing.. clean.. all in all great experience!" - Facility renter



7,828

Online Facility Searches

37

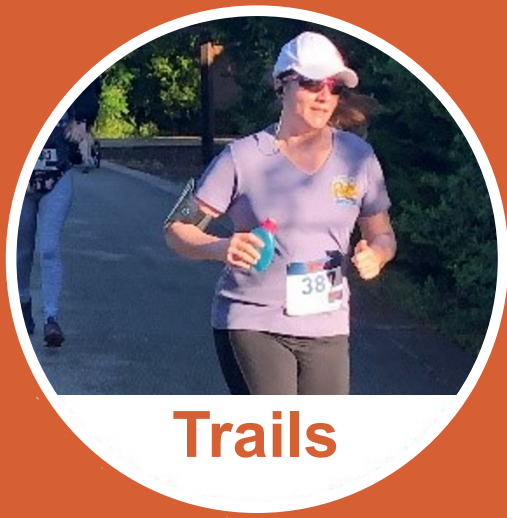
Summer Pool Parties



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Trails

Trails are available throughout the District. From winding trails amongst ponds and waterfalls throughout our xeriscape garden to long trails connecting to neighboring trails for long runs, walks and bike rides.



The Brushy Creek Life[®]

Miles of maintained trails in the District



Trail Markers along the trail to help you track your walk or run

[> Brushy Creek Trail Information](#)



Creekside Trail connects to the Williamson County Regional Trail System



1st Ever 10K Run as part of Bat Fest

10 5K Fun Runs in FY19

514 Participants

33% Participant Increase from FY18



1st Ever "Color Run"

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FY19 Budget Information

The District is setting a strong financial reporting example for other governmental entities to follow.

The District strives to meet the highest standard for transparency in providing residents with a clear, consistent picture of spending and sharing information in a user-friendly format.



The
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Life**[®]

\$1,974,670

Parks & Recreation Revenue

43% - Community Center Programming

33% - Memberships

10% - Aquatics

9% - Parks Programming

5% - Facility Rentals



The Cost Recovery Goal of the Community Center is 60%

Community Center FY19 Revenue: \$1,592,716

Community Center FY19 Expenses: \$2,506,029

FY19 Community Center Cost Recovery - 64%

National Average for Community Centers - 34%

\$5,026,000

Parks & Recreation Expenditures

50% - Community Center

24% - Parks Maintenance

9% - Pool Programs

6% - Aquatics Maintenance

6% - Parks Programs

5% - Facility Maintenance

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FY19 District Projects

Brushy Creek Parks are a cherished part of our community.

A resident advisory committee was established in 2011 to develop a Parks & Open Spaces Master Plan to create 10-year goals, objectives and strategies for our green spaces. The Parks Advisory Committee provides feedback on updating the Master Plan as well as park projects that originate from the plan.



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Cat Hollow Basketball Court Resurfaced

- New lane lines & 3-point lines

Cat Hollow Tennis Courts Striped for Pickleball Play

- New Tennis Net
- New Net Crank



Replaced Shade Sail over Highland Horizon Pool



Replaced two Shade Sails at Sendero Springs Pool

- New cover over starting block area spans all 8 lanes from just off the deck, extending 3-5 feet over the water and 2-3 feet off each side of the pool. Cover will provide shade for swim coaches, starting block area, and allow patrons a shaded place to lounge while at the pool.



19% Revenue Increase

17% Membership Scans Increase

15% Membership Increase



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