

Community Services

2010



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In April of 2010, the Community Services department was created, consolidating the Parks, Recreation, Main Street, Library, and Community Development departments. In unifying these departments, synergies have been realized and strengths shared, resulting in better offerings to our residents and businesses while strengthening tourism.

The Parks department completed the concept and design of the All Sports Building, which will serve multiple local sports leagues. Hohlt Park received a donation of \$250,000 for the Dr. Wilfred and Bobbie Morrow Dietrich Memorial Amphitheater.

The Recreation department received the Texas Recreation and Parks Society Region 5 and 7 Best Marketing Department award. The team brought home the Silver Star award from the Texas Association of Municipal Information Officers for the 2010 Parks and Recreation Guide.

Main Street Brenham was again recognized as a National Main Street city after meeting rigorous standards for the year. The Nancy Carol Roberts Memorial Library was elevated from a Level 2 to a Level 1 state library.

The team members' constant dedication to excellence as well as the support and leadership from City Council resulted in successful projects and programs within the department. We were not, however, immune from the effects of weather. Inclement weather caused the cancellation of some of the largest sports tournaments, resulting in 250 teams being unable to visit our community. The Main Street Christmas Stroll was also affected by cold, wet weather. Many Stroll events had to be canceled, and the two day event was cut in half. Even with inclement weather, 2010 was still a year of solid attendance to community events, resulting in a strong return on investment for Community Services.

Overall, 2010 has been a true testament to the commitment to excellence of the 127 team members and four advisory boards of the Community Services department. Also, this report would be lacking if it did not share the successes of 2010 with the previous directors of these departments, Doug Baker and Kyle Dannhaus. Without their leadership, the successes of 2010 could not have been as abundant.





2011

With the start of 2011 comes the opportunity for the Community Services department to continue excelling at adding value to the community.

With the current economic uncertainty, a strong plan for the Community Services department will be crucial to help prioritize projects and partnerships and ensure the best use of resources. These plans will be living documents based from City Councils priorities and feedback.

As we go into 2011, we have outlined goals for the future:

- Update of the 2008-2015 Park and Recreation Master Plan
- Creation of a Blue Bell Aquatic Center Master Plan
- Update of the 2006- 2015 Library Strategic Plan
- Begin New Library Assessment
- Create a Strategic Plan for the Main Street Brenham Board
- Continue update of Envision 2020
- Evaluation of Hwy. 290 Development

We appreciate your continued support and look forward to serving the City Council and The City of Brenham in the future.

Aquatics

2010



Therapy pool patrons



KidFish 2010



EMS boat training



Leisure Pool

The BBAC is truly a multi-use facility, where our team members constantly work to maximize both use and flexibility for the public beyond the outdoor recreation pool, water aerobics classes, and the eight swim meets that we host.

In 2010, individuals were trained in EMS/Fire Swim Water Rescue and Boat Safety programs. The BBAC partnered with surrounding school districts to train students in Water Safety and Rescue skills.

The most unique of all of the outreach programs at the BBAC is KidFish. At the 5th annual KidFish, 350 children donated canned goods in order to put their angler skills to the test. The winners advanced to a regional competition. Events like KidFish are creative ways to encourage further use of the BBAC and offer an opportunity to partner with other organizations within the community.



67,148 guests

team populations

74 | dolphins

36 | swim club

36 | hs swim team

statistics

93 | parties

56 | ems/fire swim water rescue/boat - training

525 | 2nd graders learned water safety

349 | 6th graders learned water rescue

457 | learn to swim programs

5th annual kid fish =

350 | children

700 | cans of food donated

Recreation 2010



Spring Training Camp



Movies in the Park



They come to Brenham

Estimated dollars spent by visitors involved with 2010 Blue Diamond Baseball tournament

	Lodging	Not Lodging
Teams	34	24
Multiply by	15	15
Spectators	4	4
Days	2	2
Lodging (\$123)	\$123	
No Lodging (\$51)		\$51
Sub-Total	\$501,840	\$146,880
Total	\$648,720	
Est. City Sales Tax	\$9,730	

Tournament impact

For the Recreation department, 2010 was a year of expanding partnerships to increase local and visitor visits to the parks with new offerings. These athletic and recreational partnership offerings are proving to provide a tremendous value to the community.

The opportunity to bring public and private partnerships into the Recreation program proved successful in 2010, both in recreational and athletic programs. The Recreation department partnered and coordinated with private businesses such as area hotels, restaurants, and retail establishments to ensure that guests enjoyed their visit to the community. In an effort to share resources and offer unique experiences, the department partnered with the Blinn Buccaneer baseball and softball teams for a three week camp, and the Brenham Runners Association for the 4th annual Jingle Bell Stroll.

New event additions to the Recreation department included the Movies in Park series and an Easter Egg-stravaganza, which brought over 2,000 visitors to the parks. New events like these, as well as our existing programs bring new faces into the parks with a low cost, family friendly activities.



1,052 teams

36 tournaments

\$45,235 total field rentals

new program participants

1,800+ movies in the park

5 | movies shown

250 | easter egg-stravaganza

continuing program participants

460 | adult slow pitch softball

20 | baby-sitter certification course

60 | pitch, hit, & run

3,500 | fitness walk

54 | little diggers

63 | kids camp & all sports camp

99 | spring training camp co-op with blinn

165 | jingle bell stroll co-op with brenham
runners association

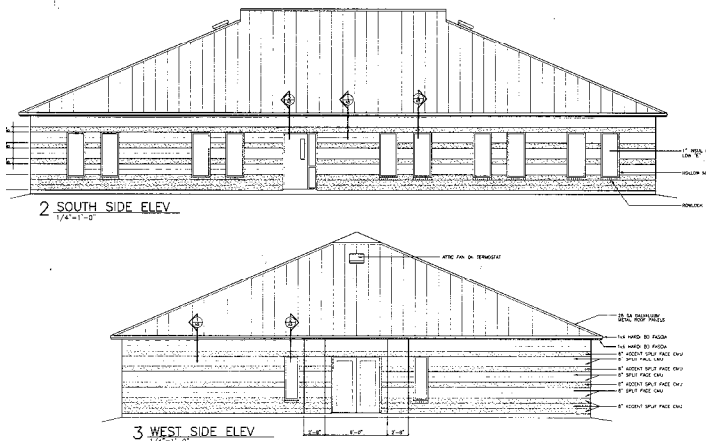
Parks 2010



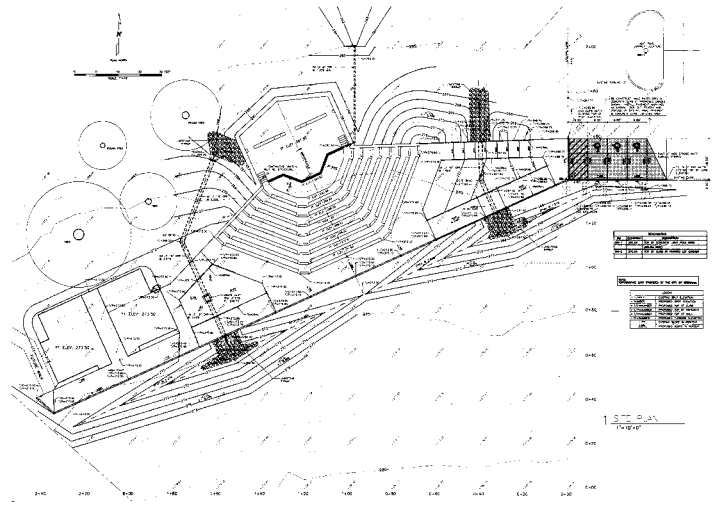
Firemans Park



Firemans Field



All-sports building



Dr. Wilfred and Bobbie Morrow Dietrich Memorial Amphitheater

When it comes to Parks, 2010 was a year of continued growth and facility maximization. Our athletic facilities played home to approximately 1,050 teams, and our eight parks were home to 93,000 visits. We estimate that these visitors alone made an economic impact of \$7.5 million and a median sales tax impact of \$650,000.

The largest of the projects beginning in 2010 were the All Sports Building and the Dietrich Memorial Amphitheater. After working diligently with the Brenham Community Development Corporation and the Parks and Recreation Advisory Board, a site location and funding was dedicated, and the design finalized. The 4,800 square foot facility will be the future home of the Washington County Little League, Youth Soccer, Youth Football, and an on-site location for the recreation team members.

The City of Brenham also received a gracious philanthropic gift from Dr. Wilfred Dietrich of a 250 seat amphitheater to be located in Hohlt Park. The Dr. Wilfred and Bobbie Morrow Dietrich Memorial Amphitheater will be located on the south end of Hohlt Park. As the year came to a close, a donation from the BCDC helped push the Amphitheater project from concept to reality.



estimated statistics

93,000 visits

\$7.5 million economic impact

\$650,000 median sales tax impact

new projects

all-sports building plans finalized

amphitheater location identified

continuing maintenance

firemans field bleachers

henderson park bridge

linda anderson fence replacement

additional duties

16 | baseball/softball fields

16 | soccer fields

3 | basketball courts

5 | volleyball courts

8 | tennis courts

25 | non-park locations

Library 2010



Story Time board



Computer/Internet station



Children's room



Story Time with Ms. Lou-Lou

The Nancy Carol Roberts Memorial Library experienced another multi-faceted banner year. One of the biggest accomplishments was the elevation of our library in state status. Due to our increased offerings at the Library, the Library was moved from a Level 2 to a Level 1 facility. This should hopefully open up the opportunity for the Library to see increased funding levels through the Lone Star Library Fund.

A first in 2010 was the Intergenerational Story Hour that found 150 people from all ages, side by side in the Library to hear from our local celebrity Ms. Lou-Lou. This was a terrific addition to the successful Summer Reading Program, and one of our many outreach programs to elementary schools and assisted living facilities.

These programs were complimented by the hosting of the first Library "Business After Hours", full completion of the new library web page that allows patrons to search, hold, and renew books online, and a tremendous increase (82%) in computer usage.



92,518 visits

15,855 registered borrowers

\$1.00 in budget = \$3.34 returned value to community

92,251 | computer users

603 | programs

13,873 | program participants

150 | intergenerational story hour

attendance growth

82% | computer/internet users

42% | programs

5.8% | new patrons

Main Street | Community Development 2010



Spring Egg Art Walk



Country Flavors Festival Advertisement



Alamo Alley



Hot Nights, Cool Tunes

With an ambitious program of work for 2010, Main Street and Community Development succeeded with a solid year and new highs. The year saw a high in reinvestment in downtown, in terms of both money (\$3,318,386) and in volunteer hours logged (1,168). This investment and the continuous effort to encourage visitation to our community provided a successful value with eight new business starts, expansions and relocations, and 14 downtown redevelopment projects. With a strong central business district being a visual indicator of the economic condition of a community, our community presents a solid local economy.

Bolstered by the support of a strong marketing campaign, Main Street and Community Development enjoyed another successful year of community festivals. The Country Flavors Festival enjoyed an estimated 12,000 visitors, while Hot Nights, Cool Tunes averaged between 3,000 and 5,000 per night for the five night series. With programs like the Scarecrow Extravaganza, the Spring Eggs Art Walk, and the Christmas Stroll, the team continues with strong efforts to encourage visitation.

The success of our local Main Street and Community Development program continues to be attributed to the great partnerships and buy-in from the local public, and private sectors. By working in tandem with organizations like the Noon Lions Club, the Brenham Rotary Club, and Maifest, we are able to find success that provides value for both the City and the entities involved. The programs also offer a venue for businesses to showcase their offerings.



\$3,318,386 reinvestment

1,168 volunteer hours

8 new business starts/expansions/relocations

14 redevelopment projects

1,000,000+ web site hits since its launch

event participation

20,000 | hot nights cool tunes

5 | weekends

12,000 | country flavors festival

55 | community based meetings

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