



**City of Bartlett
Parks and Recreation Department**

**2015
Five-Year Strategic Plan**

A. Keith McDonald, Mayor

**David Thompson, Director of Parks and Recreation
Shan Criswell, Assistant Director of Parks and
Recreation**

Parks and Recreation Advisory Board

**Warren Young, Chair
Matt Goodhart, Vice-Chair
Melissa Woodall, Secretary
Henry Aden
Rita Driver
Kevin Hardin
Paul Ireland
Dennis Lyon
Alderman Emily Elliott, Liaison**

MISSION: To encourage health, fitness, relaxation, enjoyment and learning as well as provide an opportunity for community involvement.

Introduction

In June of 2015, the Parks and Recreation Advisory Board and Staff undertook a review of the recommendations included in 2007 Master Plan for Bartlett's Parks and Recreation Department as prepared in association with Wyatt Design Group. The Board received a thorough report and update on each recommendation from staff and was pleased to learn that with the exception of the development of a 50m outdoor swimming pool at the Bartlett Recreation Center, all recommendations have been accomplished. In some instances, these accomplishments do reflect modifications from the recommendations included in the plan due to timing, costs, etc. however, the ultimate objective was achieved.

Next, the Advisory Board began work on developing priorities for the Parks and Recreation Department for the next five years. The Board wanted to follow a similar approach as was done in 2007. We also recognize that there is increased pressure upon all municipal departments to provide more services with fewer public resources. The Parks and Recreation Department is no different. As such, we have attempted to incorporate business principles and performance measurement tools into the plan moving forward that we hope will allow the Board and staff to constantly evaluate program viability.

Bartlett Overview

When the 2007 Master Plan was conducted, Bartlett had just over 48,000 residents and was the 10th largest city in Tennessee. Today, Bartlett's population is 58,264 and it remains the 10th largest city in Tennessee. There are 19,151 households and the average age of the population is a relatively young 40.4 years old. The average household income is \$77,000. It should be noted that the 2007 plan projected Bartlett's population to be 58,000 by 2020 and a total projected build-out population of over 73,500. Due to Bartlett's success in creating an exceptional quality of life, an awarding-winning school district, a safe community and new housing inventory coming on-line, young families are expected to lead the community in sustained growth into the next decade.

Bartlett Parks and Recreation System

Bartlett continues to be known as a family-oriented community with clean and

safe parks that are well-maintained and offer a variety of leisure and recreational opportunities as noted in the 2007 Master Plan. Today, there are 969 acres of land in Bartlett dedicated to parks and recreational uses. To be specific, this land includes:

- 14 miles of trails
- 8 soccer fields

- 15 baseball fields
- One cricket field
- Five multi-purpose fields
- One 25 yard indoor swimming pool
- 20-plus miles of greenway yet to be developed

The National Recreation and Parks Association (NRPA) suggest that a healthy open space standards system include a combination of the following types of parks as defined by the NRPA:

- Mini-park
- Neighborhood Park
- School Park
- Community Park
- Regional Park
- Special Use
- Private Park/Recreational Facility
- Natural Resource Area/Preserve

It will be important as the community continues to grow and experience new development, that the Parks and Recreation Department work closely with the Planning Department and Engineering Department to ensure that we maintain a healthy ratio.

Staffing

The Parks and Recreation Department currently has 41 full-time staff members, 159 part-time staff members and four seasonal staff members. The staff does an exceptional job at maintaining a vast amount of park assets and providing a wide-range of programming to the residents of Bartlett and beyond. Staffing

levels have remained stagnant for the last several years. Based upon Manager input, the Advisory Board has recommended increased staffing during the next five years. In the instances of staffing for facilities and programs (BRC, Singleton, BSC, etc.), we will recommend approaching this as a business investment, in that the managers will be asked to show how they can pay the additional costs of staffing via increased revenue.

Bartlett Independent School District

Since the completion of the 2007 Master Plan, the City of Bartlett established its own school district. At this time, the Parks and Recreation School-Grounds staff works to maintain the common grounds of each of the school campuses. These include:

High schools:

- Bartlett High School (Grades 10-12)
- Bartlett Ninth Grade Academy

Middle schools:

- Appling Middle School
- Bon Lin Middle School (Opened 2008)
- Elmore Park Middle School

Elementary schools:

- Altruria Elementary School
- Bartlett Elementary School
- Bon Lin Elementary School
- Ellendale Elementary School
- Oak Elementary School
- Rivercrest

The Parks and Recreation Department receives funds from tax dollars collected from the schools for providing these services at this time.

2015

Bartlett Parks and Recreation Department

5-Year Strategic Plan

Administration

- Integrated technology system for department
- Creation of Bartlett Parks Foundation
- Monitor trends/statistics of each program monthly
- Continue to work to reduce spending while increasing revenues while committing to maintain/increase services

Maintenance

- Equipment
- Restrooms and Dixon Brewer Park
- Restrooms and concessions at soccer field
- Restrooms and concessions at Deermont Park
- Restrooms and concessions at Shadowlawn Park
- Maintenance shop expansion
- Parking lot expansion and improvement at Shop.
- New playground at Singleton
- New lighting upgrade at Deermont ballfields
- Walking trails need new asphalt at the following parks: Freeman, Davies Plantation, Appling, Yale Road, Byrd, Freeman Smith (back area), Quail Ridge, and Stoneridge.

Facilities

- **Bartlett Senior Center**
 - Install new floor in entry
 - Complete installation of drink station
 - Installation of directional signage to facility at locations within 1 mile of property
 - Add 2 part-time staff
 - Develop system to cross-promote activities with 50+ members of BRC
 - Address current and future parking needs by conducting an in-house parking study
 - Create and establish a new name, positive branding and tag line for the BSC that will be inclusive and welcoming to all Bartlett residents that are 50+ in age

- Increase Bartlett resident membership to 60%
- **Singleton Community Center**
 - Install directional signage to facility at locations within 1 mile of property
 - Replace roof
 - Relocate gym air-conditioning unit to ground
- **Bartlett Recreation Center**
 - Construct outdoor restroom facilities
 - Construct outdoor pavilion space
 - Expand current weight room square footage and equipment options
 - Increase membership while ensuring that existing membership is retained
- **Freeman Park**
 - Trail extension
 - Access Road (Ivanhoe)
 - Additional Parking by Veteran's Park
 - Disc Golf
 - Development of multi-purpose fields
 - Pavilion with concession stand
- **Nesbit Park and Trail**
 - Construct two bridges along the hiking and biking trail
 - Develop back country camp sites
 - Continue to work with Eagle Scouts on projects within the park

Athletics

- Shade shelters at ballfields
- Light upgrade at Deermont Park
- Light upgrade at Freeman Park

Soccer Fields

- Address parking ingress and egress issues

Greenway

- Continue to work with Scouts for enhancements along Greenway
- Continue to communicate and work with engineering on expansion of Greenway

Undeveloped Park Land

- 15 Acres on Kirby-Whitten Pkwy

Parking Lots

- Continue to repair and maintain all parking lots
- Evaluate the need for expansion of lots

Marketing

- Tour of Bartlett Parks Trail map (run, walk, bike) printed and on-line
- Parks and facilities directional signage logo development
- Upload 2007 Master Plan (as well as 2015 update when completed) as well as all publications, presentations and studies to website
- Actively cross-market Parks Department events
- Develop a comprehensive marketing strategy for the Parks and Recreation Department