

ANNUAL REPORT

Baytown Parks & Recreation

2024



City of Baytown
PARKS & RECREATION

Our "Why" Behind the Work

"There's something special about working in Parks & Recreation—creating events that bring people together and seeing the joy they bring."

Holly Pinkston

"For me, its one of the few jobs that you can see the appreciation and joy it brings people when you build a new playground or add a new amenity to a park. Also watching people enjoy themselves at the events we put on throughout the year is great and makes me feel very proud to be a part of providing that to the community."

Abel Carmona

"I love the relationships and the communication that I have with the team Parks and Rec. I personally feel like I really belong here. I love it here, and love what I do and that starts with Cliff! Thank you."

Terry Raymond

"The Parks and Recreation team is so inspiring and innovative – it really makes each of our projects interesting and exciting each time. We really have the support to think and act outside the box."

Kourtney Bonzo

"Its truly and awesome department to work for and I personally am grateful to be apart of it all."

Leonard Graham

"Connecting people to nature is important to me. We have an opportunity to help people get outside, learn about what is around them and why it is important that we protect it."

Christina Butcher

"The smiles and laughter of participants in our events and programs, with the hope of providing an avenue for lasting memories."

Kyle Frye

"Baytown has a strong sense of community, and the Parks and Recreation Department plays such an important role in bringing people together, bring joy and foster connections among residents. As a 4th generation Baytownian, it is rewarding to be involved in such a vibrant and diverse city. That's why I do what I do."

Robyn Howell

"Working With Parks & Rec has been a great experience getting to work with coworker's and all the events that Parks & Rec has every year."

Sylvia Gonzalez

"I take pride in working for Parks and Recreation, where we positively impact the community through (mostly) free events and programs. It's rewarding to see everyone come together and enjoy what we offer."

Kayla Morales

"I've never felt more fulfilled in life than I do now, working in jobs that create experiences bringing joy and happiness to others."

Catherine Quintana

"I choose to work in Parks and Recreation because I know the impact it can have on families. Growing up with a single mom, my best memories came from free or low-cost programs she found for my sister and me. Now, I get to help create those experiences for others, bringing people together to play, learn, and build a stronger community."

Clifford Hatch

"We really love accommodating the public and the renters that come into our facilities on a daily basis. It's the one thing that keeps our drive and confidence to work for the City of Baytown. Its really rewarding when people come up to you and tell you thank you, and they appreciate everything that you did for them"

Building Staff

"Parks and Rec is an entry point into impacting lives. While some people may see it as just another department, I see it as a handshake, a hug, and the ability to connect with people that otherwise may not be in your general radar."

David Johnson

TABLE OF CONTENTS



Creating unforgettable memories!



Introduction	1
Director's Message	3
Core Values	5
Department Organization	7
Parks & Trails	11
Events, Programs, & Projects	16
Marketing	95
Volunteering	101
Supporters & Partners	105
Team Member Recognition	111
Department Awards	118
Department Statistics	121
Master Plan Improvements	127
2025 Special Events	132



INTRODUCTION



The Baytown Parks and Recreation Advisory Board members and the Parks and Recreation Department staff are again pleased to present the Department's Annual Report to the Mayor, Council Members, and City Management.

Summary

This report is presented in its traditional format and continues to serve as the Department's collective view of the past year's activities, a progress report on most of our current programs and plans, and a brief overview of our plans for the upcoming year.

Directive

This report is made pursuant to Ordinance No. 885, adopted in September 1967, which states that, annually, the Board shall make a study of the parks and recreation facilities and policies of the City, and make recommendations concerning any changes, modifications or improvements.

INTRODUCTION



Our purpose statement
drives us every day:

*Working together to
create unforgettable
memories!*



Vision

The Department is dedicated to Baytonians - continually striving to not only meet, but exceed community expectations - making Baytown a better place to live, work, and play.

Mission

The mission of the Baytown Parks and Recreation Department is to foster lifetime involvement in and an appreciation of public space and recreational activities.



2024 ANNUAL REPORT

DIRECTOR'S MESSAGE

It is with great pride and gratitude that I present this Annual Report on behalf of the Baytown Parks and Recreation Department. As you explore the summaries of our wide range of programs, events, and projects, I hope you will see not only the variety of offerings, but also the dedication of our staff and the Parks Board that makes it all possible.

One of the highlights of this report is our progress on the goals outlined in the 2020 "Parks, Recreation, Trails, and Open Space Master Plan," which was adopted on August 12, 2021. Our team continues to work diligently to accomplish the objectives set forth in the plan, and the achievements outlined in this report reflect our commitment to improving and expanding our services for the Baytown community.

However, for me, the most important thing this report captures is the "why" behind our work. For several years now, we have tried to go beyond only providing data points. We want this report to reflect what truly makes our department special—the people behind it and the purpose that drives us all.

As someone who grew up spending many hours in parks and participating in local events, I know firsthand the positive impact that these experiences can have on individuals and communities. Parks and recreation is the heart of a community. For many of us, they represent the places where lasting memories are made—where friendships are formed, skills are developed, and a sense of belonging is created.

Today, I am excited about giving others the same opportunities to create those experiences. Our team wants every child to have a safe space to explore, every family to have a place to connect, and every individual to feel the happiness that our parks, programs, and events bring to their lives.

A few years ago, our department crafted our purpose statement of, "Working together to create unforgettable memories". For all of us, it's not just about managing staff, spaces, or running events—it's about working as a team to make a positive difference in the lives of those we serve. I hope that this report serves as a testament to their tireless efforts and the impact they have on our community every day.

I am honored to serve alongside such dedicated individuals, and confident that our work will continue to enrich the lives of the people we serve in Baytown. Thank you for your continued support of Baytown Parks and Recreation.

Clifford W. Hatch

DIRECTOR OF PARKS AND RECREATION

To promote fiscal responsibility, the annual report is posted online, with printed copies available only to the Parks Board and City Council.

VIEW THE ONLINE REPORT:



baytown.org/parkreports



THANK
☺ YOU

I want to take a moment to recognize our amazing team. The dedication, creativity, and enthusiasm of our staff are unmatched. They pour their hearts into every program, every event, and every project to ensure that your experiences are the best around.

CORE VALUES



Innovation

Our team proactively works to improve processes and services to better serve our customers.

Stewardship

We strive to manage entrusted resources in a thoughtful and responsible manner.



Caring

We strive to demonstrate all interactions with respect and appreciation for colleagues and customers.



Leadership

The team is always be willing and ready to inspire and encourage others.

Collaboration

We build strong, inclusive partnerships within the organization and community.

PARKS BOARD

Voices from the Community

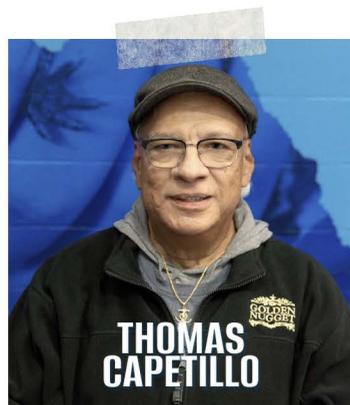
Community input is vital to our City and this is a great way to be a part of the process.

The City of Baytown has many Boards, Commissions, and Committees which are made up primarily of resident volunteers who provide their insight and expertise to support and advise the City Council and Staff on a variety of issues and policies.

Parks and Recreation Board members assist and advise the City Council on the proper operation of the City's parks and recreational facilities and resources.



*Terry Sain – Chairman
Agustin Loredo – Vice Chair
Thomas Capetillo
Dr. Yvonne Thomas
Mirtha Morales
Jamari Gilbert*



DEPARTMENT ORGANIZATION



Clifford Hatch
Director

Keeps the team moving forward with a vision that aligns with our core values.

The Admin team "why" is.. to support every division by providing the guidance, resources, and knowledge needed for success.



Tracey Prothro
Assistant Director

Oversees the Superintendents of each Division & acts as a liaison between Director & staff.

& Nature Superintendent

Oversees education and operations at the Eddie V. Gray Wetlands Education Center and Baytown Nature Center



Jenna Jacobs
Aquatics Superintendent

Oversees the operation of Pirates Bay and Calypso Cove waterparks.



Abel Carmona
Parks Superintendent

Oversees park, median, right of ways maintenance & ongoing projects.



Cornell Gordon
Planning Superintendent

Oversees the planning & installation of new parks-related projects.



Kyle Frye
Recreation Superintendent

Oversees recreational events & programs as well as rental facilities.



Holly Pinkston
Admin Assistant

Performs duties such as invoicing, record-keeping, & scheduling.



Amy Shipley
Marketing Coordinator

Performs duties such as graphic design, advertising, & media management.



Kourtney Bonzo
Community Engagement

Connects community partners with City of Baytown volunteer opportunities.

DIVISION SUPERINTENDENTS



TRACEY PROTHRO

NATURE

Tracey Prothro is the Parks and Recreation Assistant Director and Nature Superintendent. The Natural Resource Programs Division can be broken into three sections: Eddie V. Gray Wetlands Education Center, Baytown Nature Center, and Wetlands Wagon Outreach Program.

TRACEY.PROTHRO@BAYTOWN.ORG



CORNELL GORDON

PLANNING

Cornell Gordon is the Planning Superintendent. The Planning Division of the City of Baytown's Parks and Recreation Department focuses on new projects and initiatives to help foster growth, innovation, and vision for the City while following our Master Plan priorities combined with industry trends.

CORNELL.GORDON@BAYTOWN.ORG



KYLE FRYE

RECREATION

Kyle Frye is the Recreation Superintendent. The Recreation Division of the City of Baytown's Parks and Recreation Department oversees facilities rentals, events, and activities, as well as both youth and adult athletics.

KYLE.FRYE@BAYTOWN.ORG



ABEL CARMONA

PARKS

Abel Carmona is the Parks Superintendent. The Parks Division of the City of Baytown's Parks and Recreation Department maintains over 50 parks, 20+ miles of trails, along with right of ways and continuous construction projects.

ABEL.CARMONA@BAYTOWN.ORG



NATURE

Our "why" is..increasing awareness, understanding and appreciation of wetlands, nature, and cultural history through environmental *Education & Recreation*

PLANNING



Our "why" is.. *Family*

RECREATION



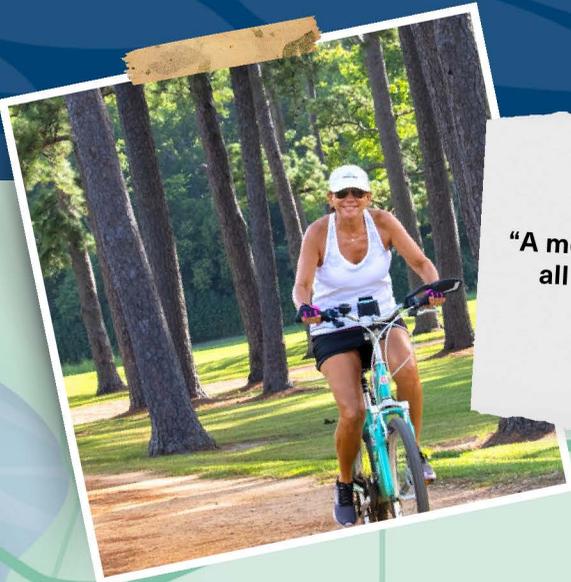
Our "why" is .. to be
Fun & Welcoming
to anyone who wants to hang with us

PARKS



Our "why" is..
Improve Lives
of our fellow Baytownians with fun and clean
manicured parks as well as keeping them safe
for families to enjoy and relax at no matter
what may be going on in their lives.

PARKS



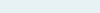
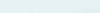
Jenkins Park
Jul 2024 Google Review
"A modern example of what all parks should have."
★★★★★
5 Stars
Reference 1 on Map



& TRAILS



Trails

-  Jenkins Park Cary Bayou Trail – 3 miles
Park at Jenkins Park, 4334 Crosby Cedar Bayou Rd.
-  Goose Creek Trail – 6.25 miles
Park at Bayland Park, 2641 TX-146BUS
-  San Jacinto Trail – 4.9 miles
Park at Eddie Huron Park, 4700 Bush Rd.
-  Blue Heron Park Trail – 3 miles
Park at Blue Heron Park, 1600 Blue Heron Pkwy.
-  Crockett Trail Connection – 2.65 miles
Park at Blue Heron Park, 1600 Blue Heron Pkwy.
-  Nature Center Trails – 5 miles
Park at Baytown Nature Center, 6213 Bayway Dr.

Regional Parks

1. W.L. Jenkins Park
4334 Crosby Cedar Bayou Rd.

Community Parks

2. Bayland Park and Waterfront
2641 SH 146 Business
3. Duke Hill Park
1400 Riggs St.
4. Goose Creek Park
3 Price St.
5. J.C. Hollaway Park
4219 Raccoon Dr.
6. Roseland Park
10 Roseland Dr.
7. Unidad Park
2510 J.B. Lefevre Rd.
8. W.C. Britton Park
1305 Arizona St.

Neighborhood Parks

9. Allenbrook Park
4111 Allenbrook Dr.
10. Barkuloo Park
1301 El Rancho Dr.
11. Bergeron Park
1520 Louisiana St.
12. Blue Heron Park
1600 Blue Heron Pkwy.
13. Bowie School Park
2200 Clayton Dr.
14. Busch Terrace Park
205 Avenue K
15. Carver Jones Park
802 Johnston St.

16. Central Heights Park
503 Atlantic St.

17. Eddie Huron Park
4700 Bush Rd.
18. League of Women Voters Park
3111 Columbia St.
19. Lincoln Cedars Park
210 Lincoln Cedars Dr.
20. McElroy Park
4403 Craigmont St.
21. N.C. Foote Park
2428 W. Main St.
22. Newcastle Park
3208 Newcastle Dr.
23. Pelly Park
900 S. Main St.
24. Tejas Park
505 Hafer St. / Beaumont St.

25. Travis School Park
301 Robin St.
26. Walker Park
704 River Bend Dr.

Pocket Parks

27. Briarwood Park
502 Briarwood St.
28. Brownwood Park
104 MacArthur Ave.
29. Dale Street Park
1604 Sheridan Dr.
30. Frank C. Murdock Park
1010 Hunnicutt Ave.
31. Ginger Creek Estates Park
3510 Pecan Grove Dr.

Civic Parks

32. Bicentennial Park
1001 Market St.
33. Town Square
W. Texas Ave. / S. Gaillard St.

Special Use Facilities

34. Champions Little League Park
1500 N. 10th St.
35. Baytown Nature Center
6213 Bayway Dr.
36. Baytown Soccer Park
4700 Village Ln.
37. Community Center and City Hall
2407 Market St.
38. National Little League Park
1306 Garth Rd.
39. Eddie V. Gray Wetlands Center
1724 Market St.
40. Missy Davidson Park
1601 Ward Rd.
41. American Little League Park
301 W. Cedar Bayou Lynchburg Rd.
42. Republic of Texas Plaza
5117 N. Main St.
43. Wayne Gray Sports Complex (includes Pirates Bay)
5200 East Rd. / 5117 N. Main St.

CITY OF BAYTOWN PARK AMENITIES

	Rental Facility 	BBQ Pit 	Picnic Tables 	Shelter 	Playground 	Trail Connection 	Park Loop Trail 	Basketball 
Allenbrook Park – 4111 Allenbrook Dr.		✓	✓	✓	✓	✓	✓	✓
American Little League Park – 301 W. Cedar Bayou Lynchburg Rd.			✓	✓				
Barkuloo Park – 1301 El Rancho Dr.		✓	✓		✓	✓		✓
Bayland Park and Waterfront – 2641 TX-146BUS			✓	✓		✓		
Baytown Nature Center – 6213 Bayway Dr.		✓	✓	✓	✓	✓	✓	
Baytown Soccer Park – 4700 Village Ln.			✓	✓				
Bergeron Park – 1520 Louisiana St.		✓	✓	✓	✓		✓	✓
Bicentennial Park – 1001 Market St.	✓		✓	✓			✓	
Blue Heron Park – 1600 Blue Heron Pkwy.						✓	✓	
Bowie School Park – 2200 Clayton Dr.			✓		✓		✓	
Briarwood Park – 502 Briarwood St.		✓	✓	✓	✓			✓
Brownwood Park – 104 MacArthur St.			✓	✓	✓			
Busch Terrace Park – 205 Avenue K			✓		✓	✓		✓
Carver Jones Park – 802 Johnson St.		✓	✓	✓	✓			✓
Central Heights Park – 603 S. Atlantic St.		✓	✓	✓	✓	✓	✓	✓
Champions Little League Park – 1500 N. Tenth St.							✓	
Dale Street Park – 1604 Sheridan Dr.			✓	✓	✓			✓
Decker Nature Area						✓		
Duke Hill Park – 1400 Riggs St.		✓	✓	✓	✓	✓	✓	✓
Eddie Huron Park – 4700 Bush Rd.		✓	✓	✓	✓	✓	✓	
Eddie V. Gray Wetlands Education Center – 1724 Market St.	✓		✓	✓				
Frank D. Murdoch Park – 1010 Hunnicutt Ave.			✓		✓			✓
Ginger Creek Estates Park – 3510 Pecan Grove Dr.			✓	✓	✓			✓
Goose Creek Park – 3 Price St.			✓	✓	✓	✓	✓	✓
J.C. Hollaway Park – 4219 Racoon Dr.		✓	✓	✓	✓	✓		✓
League of Women Voters Park – 3111 Columbia St.					✓			✓
Lincoln Cedars Park – 201 Lincoln Cedars Dr.		✓	✓	✓	✓		✓	✓
McElroy Park – 4403 Craigmont St.		✓	✓	✓	✓		✓	✓
Missy Davidson Park – 1601 Ward Rd.							✓	
N.C. Foote Park / Calypso Cove – 2429 W. Main St.	✓	✓	✓	✓	✓	✓	✓	✓
National Little League Park – 1306 Garth Rd.		✓	✓	✓	✓		✓	
Newcastle Park – 3208 Newcastle Dr.		✓	✓	✓	✓		✓	✓
Pelly Park – 900 S. Main St.		✓	✓	✓	✓		✓	✓
Republic of Texas Plaza – 5117 N. Main St.				✓			✓	
Roseland Park – 100 Roseland Dr.	✓	✓	✓	✓	✓		✓	✓
Tejas Park – 505 Hafer St. / Beaumont St.		✓	✓		✓			✓
Town Square – 213 W. Texas Ave.	✓		✓				✓	
Travis School Park – 301 Robin St.			✓	✓	✓		✓	✓
Unidad Park – 2510 J.B. LeFevre Rd.		✓	✓	✓	✓		✓	✓
Walker Park – 704 River Bend Dr.		✓	✓	✓				
W.C. Britton Park – 1305 Arizona St. / Missouri St.		✓	✓	✓	✓	✓	✓	✓
W.L. Jenkins Park – 4334 Crosby Cedar Bayou Rd.	✓	✓	✓	✓	✓	✓	✓	✓
Wayne Gray Sports Complex / Pirates Bay – 5200 East Rd./5117 N. Main St.	✓		✓	✓	✓		✓	

"I love seeing happy people, learning, playing, and taking pride in their city!"

Tracey Prothro

"I love to solve problems and within the city there is never a lack of problems, so it motivates me to always look ahead and plan accordingly. In doing so our staff is a lot less stressed when they have everything they need. Makes their day easier which in turns makes me extremely happy."

Tracie Keene

"Where else can you do your job and have fun at the same time and also make a difference in your community."

Minh Kottarz

"The reason I do what I do is beneficial to the citizens and make Baytown a safer and cleaner place."

Anthony Garcia

"I believe my purpose here fulfills the needs our community sets out for events, beautification, of Baytown, and overall help in any way possible for Baytown to look better."

Luis Mendoza

"I chose Parks and Rec for stability that turned into gratitude to be able to provide a service to our community and team. Being able to be part of improving our parks and right of ways along with setting up for events for all to enjoy is great."

Daniel Medina

"As lifelong nature and science nerd, it is a dream to share my passion with the public. I love helping people to appreciate wildlife that lives in an ecosystem, because it makes it much more likely that they will protect the habitat in the future."

Jina Faith

"I am here to do my part in building a better tomorrow, today. Not only for the community, but also the individual."

Chris

EVENTS, PROGRAMS, & PROJECTS



The City of Baytown Parks and Recreation Department is proud of the reputation we've built with the motto "Baytown Does More." As a team, we remain dedicated to growth and innovation, constantly working to ensure Baytown continues to grow and thrive as a vibrant community.

PARKS PROJECTS

JANUARY 2024



Summary

Park maintenance and planning teams started the year by focusing on safety and maintenance.

- Security cameras were installed at Roseland and Town Square to address vandalism and after-hours incidents. These cameras proved their worth by recording a vehicle crash and an accident, which helped to ensure safety in the parks.
- The team worked to remove homeless encampments from parks, collaborating with the police to improve park conditions and address homelessness.
- Ongoing efforts included the repair of bird blinds at the Baytown Nature Center, replacement of old park grills, and the removal of abandoned boats from waterways, all aimed at enhancing the park experience and appearance.

PARKS PROJECTS

YEAR ROUND 2024



Summary

Throughout the year, there were ongoing projects that aimed to improve the overall quality of the parks:

- The removal of trash and debris from parkland on Barrymore Street, showcasing a commitment to good neighbor relations.
- The ongoing effort to remove abandoned boats from the bay and bayou.
- Ongoing park maintenance including mowing and the replacement of playground mulch at multiple parks.
- The ongoing effort to provide lighting for parks to reduce crime and enhance safety.
- The restoration of Futsal at Duke Hill.
- The installation of a historical marker at the Hill of Rest Cemetery.
- Repair of the decking and edging at the Jenkins Park playground.
- Maintenance of the Sculpture Trail in partnership with the ACE District.



NATURE PROGRAMS

YEAR ROUND 2024



BACK TO THE BAY PROGRAM

High school biology and aquatic science students engaged in water chemistry testing using scientific tools and aquatic organism collection with seine nets and cast nets. They also went on an anthropogenic hike to learn about human impacts on the environment. The program provided opportunities for students to understand the bay system and assess the health of aquatic habitats. 240 students from GCCISD were able to participate in the program, which is a great example of stewardship, caring and collaboration between GCCISD and ExxonMobil.



BIRD BUDDIES

This brand new volunteer effort saw 'buddies' maintain and fill bird feeders while documenting the birds at the feeding station. This citizen science conservation effort aimed to promote birding at the Baytown Nature Center. Since the beginning of the program in April, 2024, 62.5 hours have been volunteered to help maintain the station and report on bird populations. The program embodied leadership, stewardship and caring.



BAYTOWN NATURE CENTER EDUCATION FIELD TRIPS

The Nature Center staff organized the Baytown Nature Center Education Field Trips for visitors and students of all ages. They offered TEKS-aligned programs, including BNC history hikes, birding lessons, environmental water testing, and guided hikes. Many guests visited the Nature Center for the first time, and were impressed with the trails, beautification and available programming. The field trips supported stewardship and caring and showed guests how important it is to care for the environment. There were 789 attendees to field trips in 2024.



AUDUBON BIRD COUNT

The monthly Audubon Bird Count program at the Baytown Nature Center provided an excellent opportunity for individuals interested in birding to participate in local data collection. The bird counting sessions took place every third Thursday at 8:00 AM from September through May. This program was designed to be beginner-friendly, requiring no prior experience and no cost to join. In 2024

NATURE PROGRAMS

YEAR ROUND 2024



COVESTRO I3

The Wetlands Center staff and Covestro volunteers organized the Covestro I3 Program for 5th-grade students from GCCISD. Students learned about the scientific method, used microscopes, and studied the life cycles of animals, specifically mosquito larvae. The program provided hands-on STEM education with the support of Covestro employees. This program reached 1,821 students, and the collaboration with Covestro for 26 years makes this a valuable and enriching program for the community.



EPIC CLUB

EPIC stands for Environment Protectors Initiating Change. It is a service learning conservation club for high school teens. EPIC members participated in various conservation stewardship activities, including clean-ups, habitat construction, and helping at events like Trash Bash and Run For Your Wildlife. They also organized a Parent's Day Out, offering activities for children while their parents finished holiday shopping. EPIC members volunteered 388.5 hours in 2024 and brought awareness to environmental issues in their community.



FULL MOON HIKES

This monthly program at the Baytown Nature Center gave participants the chance to safely view nocturnal animals, such as armadillos, raccoons, and fireflies, and experience the nature center after dark. Hike times changed monthly to coincide with the rising moon. During summer months, visitors particularly enjoyed seeing the fireflies, while bats and coyotes were favorites year round!



LIQUID SCIENCE PROGRAM

Every 7th-grade student from Goose Creek CISD participated in this program at the Wetlands Center, where they experienced interactive labs on aquatic ecosystems, learning about photosynthesis, food webs, and the tragedy of the commons. They also identified marine organisms and tested water quality. The program introduces over 2,100 students to the importance of aquatic ecosystems annually. The program was updated this year to align with new 7th grade TEKS standards.

NATURE PROGRAMS

YEAR ROUND 2024



WETLANDS CENTER FIELD TRIPS

The Wetlands Center staff organized Wetlands Center Field Trips for visitors and students of all ages. They provided TEKS-aligned programs such as Waggle for Pollen, Incredible Journey, Owl Prowl, and Marine Debris in a Box. The guided tours continued to be a popular choice for area daycares, and Goose Creek Memorial Business Academy students visited to learn about ecotourism. In 2024, 22 school districts and 1,400 students from the greater Houston area participated in field trips.



WETLANDS ECOLOGY PROGRAM

Every 5th grade student from Goose Creek CISD attended this science program, rotating between stations learning about wetlands ecosystems and their importance. They built models of wetlands, created models of different ecosystems, and met crabs, anemones, shrimp, snakes and alligators. After the Wetlands Center, students visited the Baytown Nature Center to identify local organisms. ExxonMobil has sponsored this program since the center opened in 1998. Over 2,700 students participated in 2024.



WETLANDS WAGON OUTREACH

The Wetlands Wagon Outreach programs are designed to fit their audience and included reptile encounters, coastal touch tanks, and a microscope lab. Staff visited many community events including the State Fair of Texas, Fort Worth Mayfest and Festa de Palmas with Texas Parks and Wildlife Department, Jesse Jones Nature Fest and the Houston Astros Street Fests. The Wetlands Center and Baytown Nature Center attended 46 outreach events in 2024, spreading the message of environmental stewardship. The program supported the mission of both centers to provide engaging nature education and to foster responsible environmental stewardship.



WILDEST BIRTHDAY PARTIES IN TOWN

The Wetlands Center hosts birthday parties every Saturday, where guests are invited to meet and greet the ambassador animals, tour the Wetlands Center, and enjoy time exploring the different areas of the Wetlands Center. The unique experience for children to meet wildlife makes this a very popular program. In 2024, 33 birthday parties were held at the Wetlands Center.

NATURE PROGRAMS

YEAR ROUND 2024



GCCISD EARLY LEARNING ACADEMY

Jina Faith and Crissy Butcher organized the GCCISD Early Learning Academy "Here We Grow" and "Wetlands Outreach" for GCCISD Pre-K students. The program aimed to establish a foundation of interest in the environment for young students. This year, the outreach taught two lessons – Worms and Photosynthesis. While enrollment was slightly lower in the PreK Learning Academies than in the previous year, this program reached 560 students in 2024.



TYKE HIKE PRESCHOOL STORYTIME

The Nature Center staff, led by Crissy Butcher, organized the Tyke Hike program for visitors ages 3-5 in the spring and fall. The program offered hands-on activities and guided "hikes" on various topics, including frogs, weather, nocturnal animals, bugs, and alligators. The program helped to foster a love and appreciation of the natural world, while allowing the kids the opportunity to spend quality time outdoors. The program supported the core values of caring, innovation, stewardship, leadership, and collaboration. This program had 397 registrants.



GATOR TALES PRESCHOOL STORYTIME

The Wetlands Center staff, led by Jina Faith, organized the Gator Tales program in the Summer and Winter for children ages 3-5 and their parents. The program offered a variety of nature-based topics throughout the summer and winter, such as colors in nature, shadow play, and exploring skeletons. The program fostered a love of science and nature in the youngest visitors. The use of Imagination Blocks in machine construction was a big hit this year.

RECREATION PROGRAMS

YEAR ROUND 2024



COMMUNITY CENTER FITNESS CLASSES

These fitness classes were held at the Baytown Community Center for seniors aged 55 and up. Classes included Chair Yoga, Cardio and Strength, Circuit Training, and Line Dance. The classes provided a space for seniors to stay active, fit, and connected with friends, who encourage each other. Participants were happy with the classes and the teachers, having a place to go that provided fitness activities and social interaction.



YOUTH AND ADULT KARATE

These karate classes were held at the Baytown Community Center, offering both youth and adult lessons with testing for belt advancement. The classes provided lessons at an affordable price, and many have achieved Black Belt status. The program had a long-time instructor, David Lange, who started his own company, Space City Martial Arts, which was beneficial to students with its low prices. Students were happy with the program and the consistency of the lessons throughout the year.



YOUTH MUSIC LESSONS

These music lessons were offered at the Baytown Community Center, with private and group lessons for piano and drums. The lessons were offered at an affordable price, and many students signed up month after month. The teacher expanded into voice lessons for 2025. The flexibility of appointments made it convenient for both students and parents. This program was an opportunity for young people to learn a musical instrument.



HOMESCHOOL P.E.

Tisma Bradford, a Certified Fitness Instructor and former homeschool mom, led weekly exercise classes for children, promoting lifelong healthy habits. Sessions were held every Thursday, with ages 5-8 meeting from 10:00-10:50 AM and ages 9-12 from 1:30-2:20 PM. Families with children in different age groups could choose one class for both. The program was divided into two semesters with summer and winter breaks. This year, an 80/20 instructor model was introduced to improve financial sustainability.

RECREATION PROGRAMS

YEAR ROUND 2024



ADULT SOFTBALL

Adult Softball leagues were held at the Wayne Gray Sports Complex, with recreational, competitive, and coed leagues. It provided softball enthusiasts with various skill levels an opportunity to play. There was more consistency in rules enforcement and a more set schedule of league play and seasons. The community of softball players were provided a place to play in various leagues.



PICKLEBALL

Pickleball was offered year-round at the Community Center, N.C. Foote Park, Missouri City, and Galveston, with open play, leagues, clinics and competitions. The first pickleball league was offered at N.C. Foote Park, and the first two pickleball-specific courts were installed there. This event provided a way for the community to learn and enjoy the game of pickleball.



YOUTH TENNIS

Youth Tennis lessons were offered year-round at Pirates Bay Tennis Courts and J.C. Hollaway Park Tennis Courts, teaching and improving tennis play for youth ages 5 to 18. Tennis lessons were moved to J.C. Hollaway Park during the Pirates Bay season, and staff cleared leaves off the courts prior to lessons. This was a great way for youth to participate in tennis, with consistently high participation over the last 2 years.



THE MARKET AT TOWN SQUARE

The Market at Town Square provided shopping and entertainment with cottage food, agriculture, and artisan vendors. New evening hours were implemented for the summer, with entertainment from the Lee College Jazz Band and Piano Vibes. Having the Market at Town Square helped the awareness of the ACE District and Tourism Office. Customers loved the evening hours, but it was not so popular with vendors. This event provided fresh produce, food, and artisan goods to the community.

Volunteers welcomed vendors, assisted with booth setup, and participated in activity booths, making the event a fun and seamless experience for everyone. The Market at Town Square was a favorite among volunteers, with 112 individuals contributing a total of 226 hours.

RECREATION PROGRAMS

JANUARY 2024



GIRLS YOUTH FASTPITCH LEAGUE

The City of Baytown's Parks and Recreation Department was thrilled to kick off registration for the Youth Fastpitch Softball Spring 2024 season for girls ages 5-14.

The league, organized by the department, provided a supportive environment as the process for approval of an operating organization continued. Registration fees covered uniforms, and teams played 10 games over the season at the Wayne Gray Sports Complex.

Baytown partnered with the City of LaPorte to offer more competition. Each team participated in over 10 games and 20 practices.

On April 19th, the season ended with a heartwarming tournament at the complex. The community came together after the tragic loss of a coach, holding a bake sale to support her family. The girls on her team deeply admired her in the short time she coached.

We are incredibly grateful to our sponsors, Tachus Fiber, MVP Sports, Raising Cane's, and Henderson's Garage Doors, for their generous support.

This league is more than just a game; it's a big family, and we're so proud to offer a season of growth, friendships, and cherished memories.

RECAP VIDEO



DISC GOLF CLINIC

The Disc Golf Clinic at Duke Hill Park was held to provide disc golf instruction to beginners and regular players. It brought awareness to the disc golf course at Duke Hill and was the first time working with the Southern Birdies Disc Golf Club. The event was a good opportunity to expand the knowledge of disc golf in the community.



SELF-DEFENSE CLASS

Space City Martial Arts hosted a free self-defense class at the Baytown Community Center led by certified Karate instructor David Lange. Students participated in hands-on self-defense training with a partner to learn how to evade, control, and disable an attacker. Instructors also discussed with students key factors to remember when defending yourself or others.

YOUTH SPORTS EXPO

JANUARY 2024

Summary

The City of Baytown hosted its annual Youth Sports Expo on Saturday, January 6, from 9 a.m. to 4 p.m. at the Baytown Community Center on 2407 Market St. The event offered the community a chance to explore various youth sports programs available in Baytown, with many organizations providing on-site registration opportunities.

Representatives for sports and programs such as soccer, tennis, football, track, swimming, karate, biking, baseball, basketball, cheer, dance, drill, disc golf, pickleball, personal training, and more were in attendance.

A new addition this year was Gaga Ball, introduced by the Parks and Recreation department. Friendly competitions and open play sessions were held every hour, with opportunities for participants to win prizes. The event featured free admission, along with free popcorn and face painting, making it a fun-filled day for the whole community.



The key to successful marketing is a unique "hook" that draws people in for a memorable experience. For the annual Youth Sports Expo, the marketing strategy centered around connecting the sports theme with a trending school game "Gaga Ball"

DADDY AND ME DANCE

FEBRUARY 2024



RECAP VIDEO

SCAN ME!



890

Guests in Attendance



80

Volunteer Service Hours



Summary

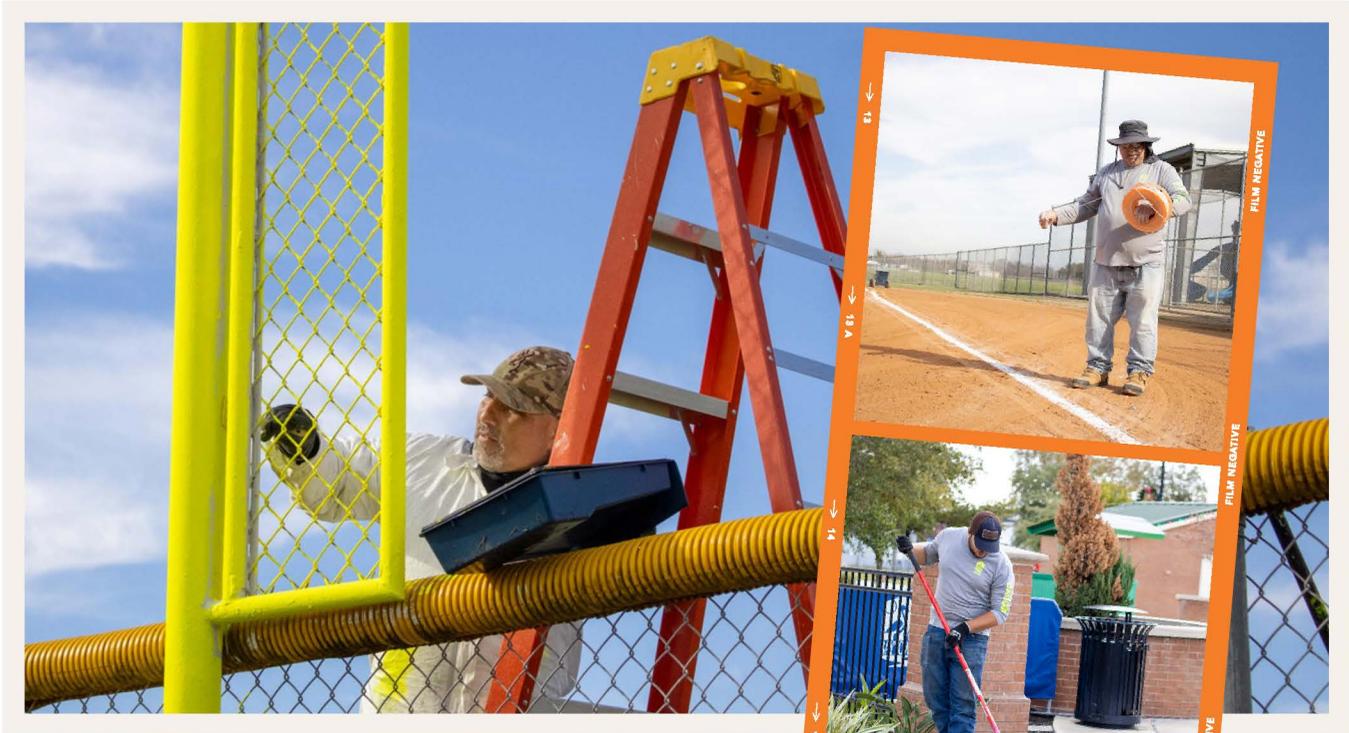
The Daddy Daughter Dance in Baytown took place on Saturday, February 3, and had 890 guests attending for an evening of fun and tradition. To accommodate the large turnout, the event layout was adjusted this year. The photo station was moved to the City Hall Council Chambers, and large tents were set up in the Courtyard to encourage guests to spread out. However, due to some soggy grass from the weather, staff made additional changes to the setup.

Guests enjoyed a variety of activities, including photo opportunities, crafting, games, Bingo, trivia, and even meeting Mickey and Minnie Mouse, all thanks to the support of local sponsors. Outback Steakhouse provided the food, with burgers, cupcakes from HEB, s'mores, and cotton candy available for everyone. The Dance Hall, sponsored by Tachus Fiber Internet, was the focal point of the night, featuring plenty of dancing and numerous door prizes.

Organized by Robyn Howell, the event's main goal was to give dads the chance to spend quality time with their daughters. While ticket sales were a little lower this year due to another community event happening on the same day, many guests appreciated the less crowded atmosphere. The event was still a success, with a special thanks to Outback Steakhouse and First Photo for their generous sponsorship and support.

PARKS PROJECTS

FEBRUARY 2024



Summary

Park maintenance and planning teams shifted to upgrades and beautification in February.

- At Roseland Park, the department installed both temporary and permanent security cameras.
- Trail signage was installed at Allenbrook and NC Foote Trail to encourage exercise and improve the user experience.
- Dugouts were rebuilt and fields were restored at Wayne Gray Sports Complex in preparation for the Little League season.
- The Holiday Hangout was deconstructed at Town Square, with new storage solutions purchased to accommodate the equipment.
- Live trees from Holiday Hangout were repurposed & planted in parks and medians.
- Decomposed Granite Trail at Duke Hill & Jenkins Park was restored, with a focus on safety and enjoyment.

PARKS PROJECTS

MARCH 2024



Summary

Park maintenance and planning teams collaborated with different divisions and community groups on multiple projects.

- NC Foote's pickleball court received new fencing, improving the user experience.
- A damaged shelter at NC Foote Park was rebuilt, demonstrating the team's ability to quickly restore facilities.
- The team worked with animal control to rescue abandoned animals from parks, keeping park users safe.
- A roundabout sign was repaired, and a gateway sign damaged in a crash was also repaired, to ensure roadways remain attractive for citizens.
- The Labyrinth was beautified with new plantings and dedication signage, raising community awareness.
- Park Maintenance worked on ongoing repairs at the bird blind, and replaced old signage at the Baytown Nature Center.

RECREATION PROGRAMS

MARCH 2024



POP UP PARK AT THE BAYTOWN NATURE CENTER

This pop up park was held in coordination with the "Run for your Wildlife" event at the Baytown Nature Center. It aimed to bring awareness to the Baytown Nature Center, with Nature and Recreation Divisions working together. An innovative Agents of Discovery Geo Game was also included within the park area. The event brought together the community to the park with an engaging and fun activity and created a partnership between nature and recreation.



POP UP PARK AT NC FOOTE

This pop up park highlighted the new pickleball court at N C Foote Park, with a tournament and ribbon cutting with City Departments, Exxon, and Be Well Baytown. Babies in Baytown were able to participate and show off their new signs and hop scotch painting on the sidewalk. The event was a chance to bring the community together to celebrate the new pickleball court and enjoy outdoor activities.



SPECIAL OLYMPICS

The Special Olympics, organized by the Special Olympics Committee and Parks and Recreation, featured events like track, field, soccer, cycling, and tennis for athletes with special needs. Held at Lee High School Memorial Stadium and Lee College tennis courts, the event provided top-tier venues for competition. The Special Olympics organization is increasingly taking on scheduling and facilitation responsibilities, ensuring the continued success of this inspiring event that celebrates athletic achievement and inclusivity.

RECAP VIDEO



COMMUNITY YARD SALE

The Baytown Community Yard Sale took place on April 6 and August 3, 2024, offering an exciting deal-finding opportunity. Over 20 families gathered to sell their gently used items, with spaces available for \$15 to \$25, depending on size. A taco truck served breakfast to guests, adding a tasty touch to the event. It was a successful day of bargain hunting and community spirit, with people enjoying both shopping and delicious food in a friendly, lively atmosphere.

NATURE PROGRAMS

MARCH 2024



RIVERS, LAKES, BAYS 'N BAYOUS TRASH BASH

Volunteers collected 1,760 pounds of trash at the Baytown Nature Center site, which was sponsored by Chevron Phillips. This was the 7th year for BNC to participate in the largest single-day waterway cleanup in the state of Texas. The event was sponsored by the Houston-Galveston Area Council and Texas Conservation Fund. EPIC members volunteered to help with educational games. This demonstrated leadership, collaboration, and stewardship. There were 130 attendees this year.



WETLANDS SPRING BREAK CAMP

The theme "Wetlands School of Magic" was based loosely on the popular Harry Potter novels, STEM concepts were used to bring magic to life. Campers created potions, cared for magical creatures, and explored herbology, defense against the dark arts and crystal balls. Guest educators from TPWD, The Wildlife Center of Texas, and Rice University Chemistry department led on-site field trips.

RUN FOR YOUR WILDLIFE

MARCH 2024



Summary

The Run for Your Wildlife event took place on March 16, 2024, at the Baytown Nature Center, drawing 250 participants—an impressive increase from 146 in 2023. This was the first year to operate without the funding of Be Well™ Baytown.

The event promoted active living, conservation awareness, and local wildlife education while raising funds for habitat improvements.

Participants enjoyed 1K and 5K routes traversing diverse terrains like grass, gravel, boardwalks, and concrete, with scenic views of ponds, natural areas, and overlooks.

Guests were encouraged to dress as their favorite wildlife, adding to the fun atmosphere. Volunteers from Baytown Engage, Baytown Police Department, and EPIC contributed 76 hours to make the event a success.

PARKS PROJECTS

APRIL 2024



Summary

Park maintenance and planning teams made sure park facilities were ready for the warmer months and focused on community engagement.

- They worked to repair the splash pads at Bergeron and Central Heights Parks to be ready for spring break and summer, restoring water service for park users.
- At NC Foote Park, contractors installed shade structures at the playground for the hot summer months.
- A new slab was installed at Pirates Bay Waterpark for picnic tables and benches, designed to enhance the visitor experience.
- At the Park Service Building, concrete slabs were installed for equipment storage, showcasing the team's efforts to save money through partnerships.
- The Annual Arbor Day Tree Give-Away event encouraged community planting by giving away free trees.
- The team also worked to repair boat decking at the Baytown Nature Center playground to ensure the safety of children.

ARBOR DAY GIVEAWAY

APRIL 2024

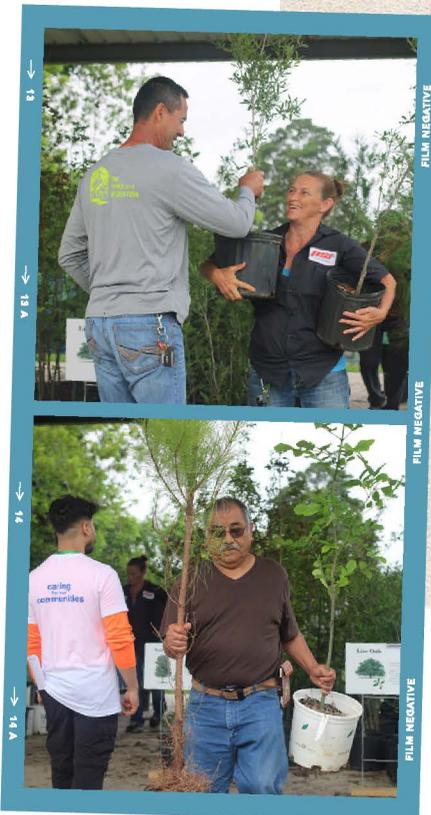
Summary

In honor of National Arbor Day, the City of Baytown hosted its annual Tree Giveaway, inviting community members to come out and celebrate nature. The event took place at the Eddie V. Gray Wetlands Center on Market Street, where volunteers and team members worked to distribute over 2,000 trees to local residents.

Starting at 8 a.m., people gathered to receive their free trees, with a limit of two per household. The giveaway continued until all trees were gone, with the entire event running smoothly thanks to the incredible turnout and support from volunteers. There was no need for prior registration—trees were handed out on a first-come, first-served basis.

A heartfelt thank you goes out to everyone who participated in this event, and a huge shoutout to the volunteers who made it all possible, loading trees into cars and ensuring the day was a success.

For the Arbor Day Tree Giveaway, 8 volunteers contributed a total of 16 hours. Volunteers from Republic Services joined us for the third consecutive year!



\$1 TACO NIGHT

MAY 2024



Summary

Sunday's Cinco De Mayo \$1 Taco Night was a big hit, despite the earlier rain. Due to ground saturation at the Baytown Nature Center, the event was moved to Town Square, where the community gathered for tacos, live music, and fun. DJ Ro Stylez kicked things off, followed by performances from H-Town Badd Boyz and Ricardo Castillon y La Diferenzia.

Attendees enjoyed tacos from 8 food trucks, with \$1 options available, and refreshments from alcohol vendors. The night was made even more enjoyable with free street parking and a designated accessible entrance. A huge thank you to everyone who came out to celebrate and to the performers and volunteers who helped make it a memorable evening!

PARKS PROJECTS

MAY 2024



Summary

Park maintenance and planning teams continued its commitment to safety, beautification, and collaboration.

- New turf was installed at Wayne Gray Sports Complex to improve the playing experience for Cricket Pitch players.
- Trail signage was installed at Allenbrook Park and NC Foote Trail to encourage exercise and improve the user experience.
- Contractors installed shade structures at the basketball courts in Pelly Park and Barkuloo Park.
- Along Allenbrook and NC Foote Park trails additional signage was installed to improve the user experience.



RECREATION PROGRAMS

MAY 2024



Braving the heat to remember the fallen

BY MATT HOLLIS

matt.hollis@baytownsun.com

Despite heat advisories and excessive heat warnings, Baytown citizens turned out once again at Bicentennial Park to remember those who gave the ultimate sacrifice for the county on Memorial Day. Baytown Mayor Brandon Capetillo spoke at the ceremony, in which council members Sarah Graham, Laura Alvarado and Mike Lester also attended.

Capetillo, who served in the U.S. Air Force, said he was reminded about Memorial Day during a recent Houston Astros game when they honored a service woman who had participated in the aftermath of the 1996 Khobar Towers bombings, in which 19 U.S. Air Force personnel were killed.

MEMORIAL DAY • PAGE 5

See more photos online at www.baytownsun.com



Carlos Del Toro, left, a 24-year veteran of the U.S. Air Force, came to the Memorial Day event held at Bicentennial Park on Monday. Del Toro brought portraits of his uncle, Esequiel Olachia, who he said was taken prisoner in the Battle of Chosin Reservoir during the Korean War, and whose body has never been found. Del Toro also brought a portrait of his father, Jesus Del Toro, another veteran. Del Toro's mother's cousin, Ancelmo Olachia, was killed in World War II when a German U-boat sunk his ship. Also pictured are, Doris Odell with the Auxiliary Post 912 VFW and Alonzo McQueen, US Army, who retired as a major.



MEMORIAL DAY CEREMONY

The Memorial Day ceremony was held at Bicentennial Park, with the provision of seating, music, and a program of speakers. This ceremony served to commemorate those who died in service to the country. The ability to offer a venue and assistance to the VFW was very much appreciated. The location was chosen as it has a memorial wall dedicated to Baytown residents who lost their lives in foreign wars. The community came together to honor veterans in a respectful ceremony.



MOTHER AND SON OLYMPICS

The Mother and Son Olympics offered a day of friendly competitions, including scooter races, archery, and lawn games. Designed to foster bonding between moms and sons in a fun and distraction-free environment, the event received glowing feedback. Attendees appreciated the affordable price and meaningful experience.

RECREATION PROGRAMS

SUMMER 2024



YOUTH SUMMER TRACK

The 2024 Youth Summer Track Program offered exciting opportunities for youth ages 18 and under to compete in track and field events across the Houston area. This year, 200 athletes participated, with 40 advancing to regionals and 21 qualifying for the TAAF State Summer Games in Brownsville, Texas. Among the top performers, Ahmad Bernard (6 years old) placed 8th in the 100m and 5th in the 50m, while Halle Neely (9 years old) secured 8th place in the 1600m.

The program aims to prepare youth for competitive track and field events, and its growing popularity underscores its positive impact. However, additional coaches are needed to support the program's continued expansion.

A dedicated team of 18 volunteers contributed a total of 53 hours to make the local track meet a success. Volunteering at the Youth Summer Track Meet was especially meaningful for regular volunteer Jennifer, who had the chance to give ribbons to former students she once taught.

The City of Baytown extends its gratitude to the dedicated coaches, parents, and athletes, as well as to Goose Creek for providing access to Lee High School's track and field throughout the summer. We're incredibly proud of every athlete's hard work.



SUMMER CAMP WANNA-HAVE-FUN

During June and July, the Baytown Community Center hosted a summer program focused on keeping kids active and engaged. Weekly field trips, swimming, sports, crafts, and games provided fun ways for children to interact and build friendships.

The program aimed to give kids a break from screens, encouraging them to stay active. With 40 children attending weekly, the program had a total of 360 registrations for the summer.

Many parents expressed gratitude for a safe environment where their children could thrive and most kids returned for their third summer, highlighting the program's positive impact.

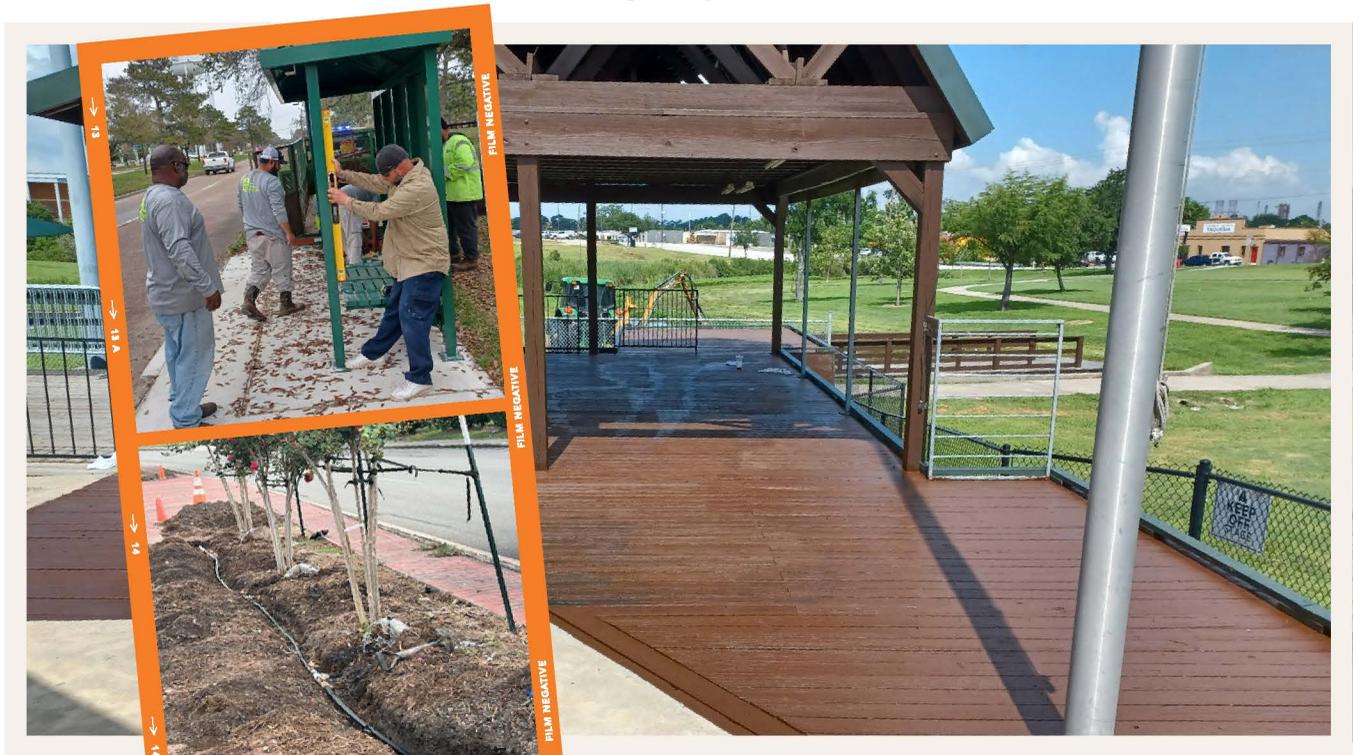


VOLLEYBALL CLINIC

City of Baytown hosted a Youth Sand Volleyball Clinic this past summer. Our former Lee College volleyball players instructing the clinic had so much fun working with all of the young athletes.

PARKS PROJECTS

JUNE 2024



Summary

Park maintenance and planning teams prepared for summer events and enhancing the visitor experience.

- At Bicentennial Park, new Harris County bus stops were installed in preparation for Juneteenth and 4th of July events, with the aim of beautifying the area and improving the experience for all end users.
- The team also focused on removing old bus stops and installing new ones, in partnership with Harris County, to enhance the bus user experience.
- San Jacinto Roundabout and the I-10 Gateway Sign were repaired from damage to maintain attractive roadways.
- Additionally, Ward Road was beautified with flowering shrubs, trees, and repaired irrigation.

PARKS PROJECTS

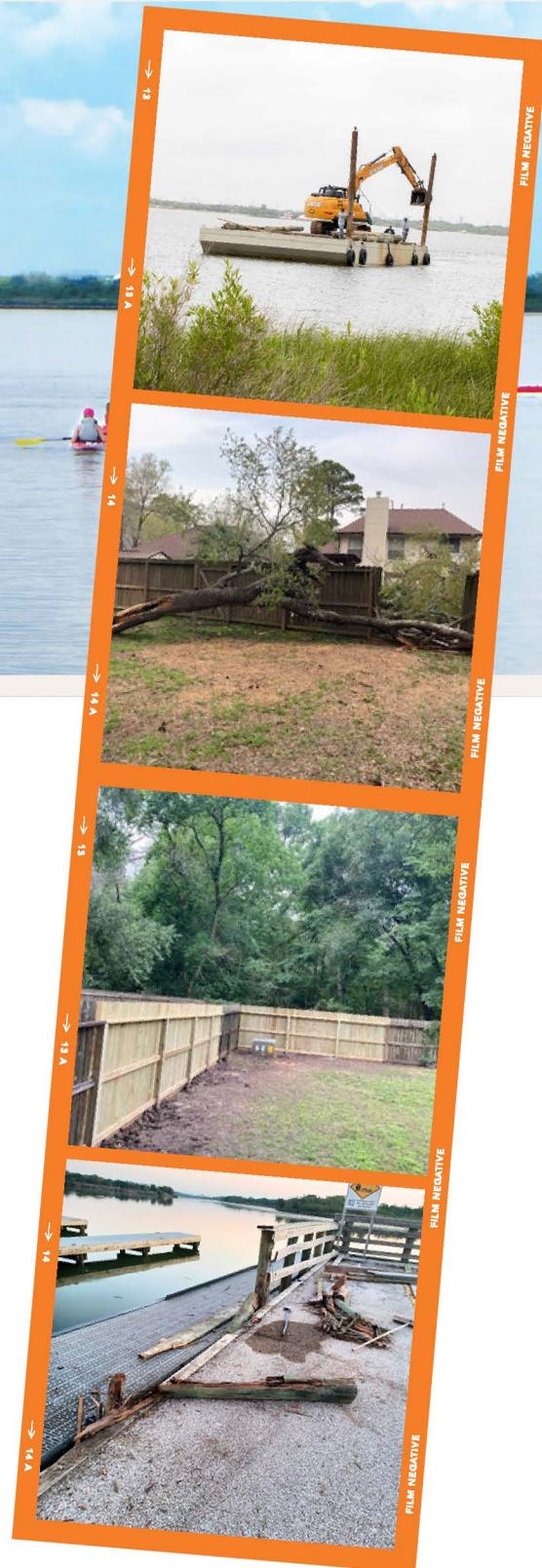
JULY 2024



Summary

Park maintenance and planning teams were busy with repairs, clean-up, and park enhancements.

- The department focused on the removal of downed trees and repair of fences caused by Hurricane Beryl across multiple park locations.
- The Buddy McBride Boat Ramp was repaired to restore the pier and make it usable for boaters.
- Also, kayaking was brought back to the Baytown Nature Center with the installation of a new kayak launch, restoring launch access lost in a previous hurricane.



KICK OFF TO SUMMER

SUMMER 2024



Summary

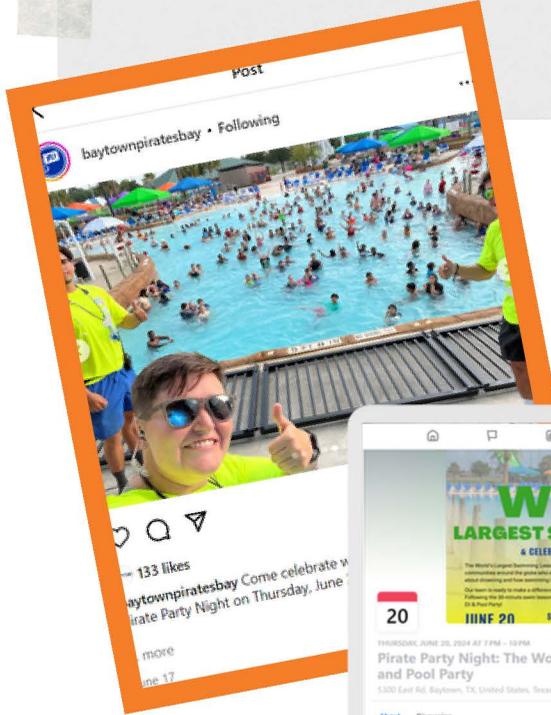
The Kickoff to Summer event was a first ever for Pirates Bay Waterpark. A highlight of the evening was the Taylor Swift wave pool party, where guests enjoyed the poolside Eras Tour movie. Unfortunately, it did not meet initial ticket sales expectations, as the hope that a Taylor Swift movie would attract Swifties did not resonate with enough of the general population. Mid-promotion, we shifted our marketing focus to highlight the event as a discounted ticket for full access to the park and a unique nighttime experience, which helped drive additional interest and set the stage for future improvements to the event.

 **~1,300**
Guests in Attendance

 **260,000**
People Reached on Social Media

WORLD'S LARGEST SWIM LESSON

SUMMER 2024



Plays ⓘ

22,461

Higher than typical

Initial Plays 17,064

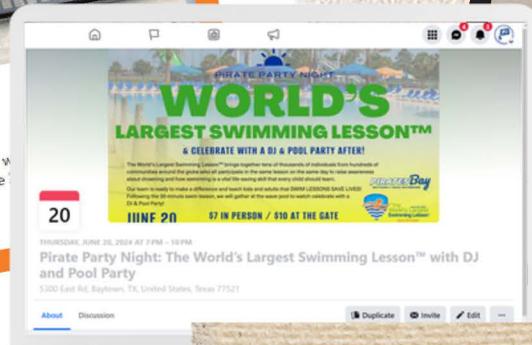
Replays 5,397

Interactions ⓘ

Likes ⓘ

1,015

Higher than typical



Boosted Facebook event		Completed	24,826	1,091
	May 24 • Created by Amy Shipley		Reach	Link clicks
	Ticket sales			
	The World's Largest Swimming Lesson™ brings together tens of thousands of...			

Summary

In honor of World's Largest Swimming Lesson™, our team was set to teach children and adults a 30-minute swim lesson in participation with other communities around the globe. After the swim lesson, guests would participate in a pool party with beach ball drop at the wave pool. This was all for the purpose of bringing awareness and education to the importance of swim lessons and make a difference in saving lives.

Highlights

- A social media video was created the morning of the event. This was a final push to increase attendance, as the rainy weather that had threatened the event had finally cleared. The video received 22,461 organic views and 1,015 likes which is a 341% increase in organic views compared to other video reels of the season.

ITTY BITTY BEACH PARTIES

SUMMER 2024



~1,359
Guests in Attendance



79,000
People Reached on Social Media



In the 2024 season, we made a strategic decision to reduce the total number of Itty-Bitty Beach Parties in order to increase demand, a move that proved highly successful. Two (2) of the three (3) Itty Bitty Beach Party events sold out with an average of 453 guests at each event--a 42% increase from last year's attendance.

SPECIAL PIRATES NIGHTS

SUMMER 2024



Jul 2024 Google Review

"I really appreciate how they offer special days with selected hours for special needs people & their families. We look forward to going back soon!"



Summary

This event, originally designed for youth and adults with special needs, may require revamping for the upcoming year. Without a polite way to verify the attendees' needs, we observed a growing number of individuals attending primarily to take advantage of the lower ticket prices. Some guests even expressed confusion regarding the event's purpose, citing the name alone as unclear. This situation was unfortunate, as the event has been a long-standing and meaningful tradition for the community. Nevertheless, with a few adjustments, we are confident that it will return even stronger next year.



~2,300

Guests in Attendance



160,000

People Reached on Social Media

PIRATE PARTY NIGHTS

SUMMER 2024



~1,300
Guests in
Attendance



165,000
People Reached on
Social Media

Summary

Pirate Party Nights did not achieve the level of success anticipated this year, primarily due to weather-related issues that impacted many of the events. A notable trend we observed was a significant number of ticket sales occurring on the day of the event or just before, suggesting that potential attendees were hesitant to commit in advance due to concerns about the weather. While this uncertainty likely affected attendance and overall participation, we remain hopeful that with adjustments to planning and contingencies for weather-related challenges, future events can be more successful.

Highlights

- The following movies played at the wave pool this summer:
 - Trolls: Band Together
 - World's Largest Swim Lesson + DJ & Pool Party
 - Kung Fu Panda 4
 - Wonka



SWIM LESSONS

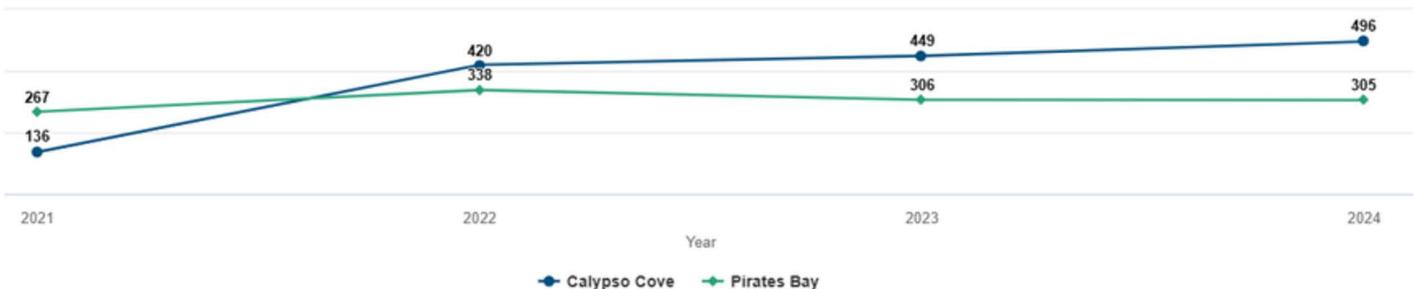
SUMMER 2024



Summary

Swimming lessons are an essential part of fostering water safety and empowering individuals within the community. They not only teach vital life skills but also helped reduce the risk of drowning, one of the leading causes of accidental death, particularly among young children. In 2024, we were proud to teach over 1,000 people to swim—1,019, to be exact—demonstrating our commitment to the well-being of our community. This accomplishment ensured that more people had the opportunity to learn this vital skill in a safe and supportive environment. As we continue to expand these opportunities, we are excited to see the ongoing positive impact swim lessons will have on the safety and confidence of local residents.

Swimming Lesson Participants



JUNIOR GUARD PROGRAM

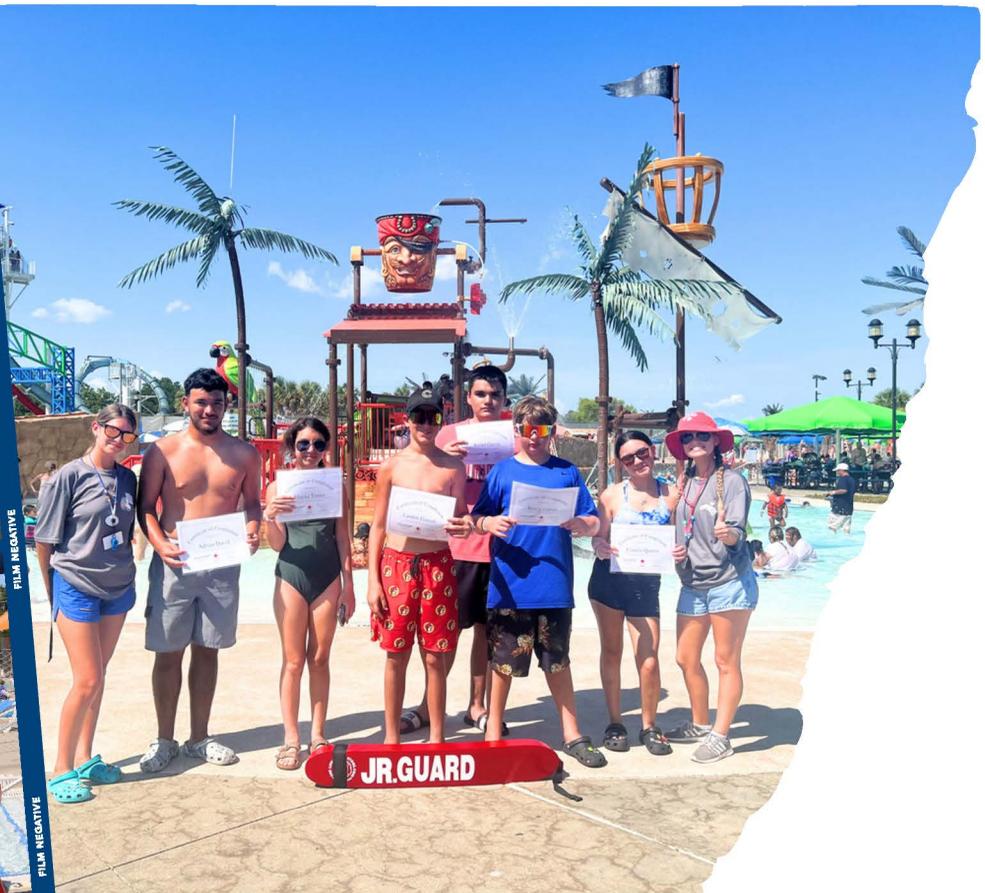
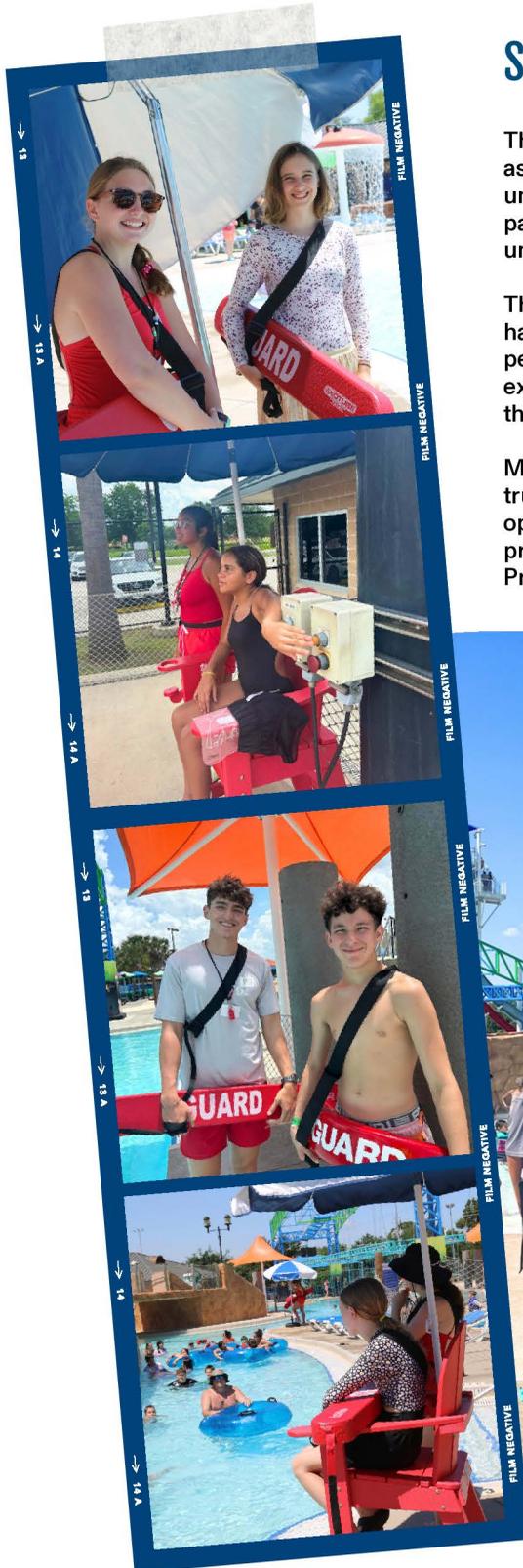
SUMMER 2024

Summary

This year, the Pirates Bay Junior Guard Program did not perform as well as we had hoped, marking the first time in many years that the program underachieved. After reflecting and having casual conversations with participants and the public, we concluded that the program's underperformance was likely due to a misunderstanding of its purpose.

The Junior Guard Program, designed for children ages 11-15 to gain hands-on experience and develop lifesaving skills, was mistakenly perceived by many as a job recruitment effort rather than an educational experience. This misinterpretation likely contributed to lower sign-ups than anticipated.

Moving forward, we plan to more clearly communicate the program's true intent, focusing on its educational aspects, skill-building opportunities, and water safety awareness, rather than employment prospects. With improved messaging, we are confident the Junior Guard Program will see greater success in the future.



WATER AEROBICS

SUMMER 2024



Summary

The new water aerobics classes at Pirates Bay were a great success, and we were excited to bring this program back to the community. Our staff was eager to introduce the classes, recognizing the positive impact they could have on participants of all fitness levels.

Water aerobics is an excellent full-body workout that is gentle on the joints, making it ideal for individuals of all ages, particularly those with arthritis or mobility challenges. The buoyancy of the water supports participants while allowing them to improve cardiovascular health, strength, and flexibility.

The program not only gained popularity but also fostered a strong sense of community, with many attendees returning each week. Overall, water aerobics proved to be a fun, effective, and accessible way for guests to stay active and healthy, and we are excited to continue offering it in the future.



40
Guests in Attendance



30,000
People Reached on Social Media

GUARD COMPETITION

JULY 2024

Summary

City of Baytown Aquatics fielded two teams at the Gulf Coast Guard Games in Mont Belvieu this year. These two teams competed against eleven other teams from around the Houston area putting their lifeguard skills to the test.

Once the dust settled and the competition was complete the City of Baytown Aquatic's teams came home with several awards:

- 2nd Place CPR Scenario: Aqua Alphas
- 3rd Place CPR Scenario: Tidal Titans
- 1st Place Spinal Injury Scenario: Aqua Alphas
- 3rd Place Spinal Injury Scenario: Tidal Titans
- 1st Place First Aid Scenario: Aqua Alphas
- 4th Place Overall: Tidal Titans
- Overall CHAMPION: Aqua Alphas

These teams advanced to the Texas Lifeguard Championship in Round Rock, where they achieved their highest-ever state ranking. The teams competed in various scenarios and earned impressive results:

- 1st Place in First Aid Scenario: Team 1
- 3rd Place in First Aid Scenario: Team 2
- 1st Place in Spinal Injury Scenario: Team 1
- 3rd Place overall: Team 1
- 6th Place overall: Team 2



NATURE PROGRAMS

SUMMER 2024



ANIMAL ARCHITECTS SUMMER SCIENCE CAMP

Campers explored the world of animal-made structures, visiting a bee supply store and examining wasp nests under microscopes. They also reverse-engineered a bird nest and toured the leafcutter ant exhibit at Moody Gardens. A STEM challenge had them building beaver dams, and they navigated a trap door spider web maze. The camp, a new addition to the summer roster, was very popular with the 21 children who attended. Even a tropical storm didn't stop the staff from adapting to make it a great experience.



BLAST OFF! CAMP

Campers in grades 4-6 explored space, learning about the solar system, building constellations, and visiting the Houston Museum of Natural Science Planetarium. They also toured Space Center Houston and the George Observatory. They constructed and launched paper rockets and even visited a space-themed playground. The new camp topic saw 21 students register. The trip to the George Observatory gave them a mission to Mars experience, making a big impact on the campers.



GEOLOGY ROCKS! CAMP

Campers in grades 7-10 learned about earth's past through science experiments, kayaking, and visits to the Houston Museum of Natural Science and Natural Bridge Caverns. They also camped at Blanco State Park and had a special viewing of the bats at Bracken Cave. The camp inspired 11 students to protect and conserve natural resources.



NATURE'S CANVAS SUMMER SCIENCE CAMP

Campers grades 4-6 created nature-related art projects and took field trips to the Color Factory, Levy Park, and Museum of Fine Arts. They explored a variety of art forms including watercolor, chalk pastels, and batik. The camp ended with a student-hosted art show. The Color Factory was a new experience for the campers and was a huge hit. Although the center was without power for the first part of the week, they moved to the Community Center to continue their art exploration. 18 children enrolled.

NATURE PROGRAMS

SUMMER 2024



REEL IT IN! CAMP

Following Texas Parks & Wildlife's Angler Education curriculum, campers grades 4-6 learned to fish and earned their TPWD Junior Angler pin. They learned about fishing skills, fish biology, and fishing ethics. They fished in freshwater and brackish water locations. Special thanks was given to volunteers that helped teach the new fishermen. This popular camp had 22 students enrolled.



WETLANDS WARRIORS CAMP

Campers grades 1-3 learned why wetlands are important through hands-on models and visiting local habitats. They seined at the Baytown Nature Center, crabbed off the Wetlands Center dock, and dip-netted at Anahuac National Wildlife Refuge. They also visited the Houston Museum of Natural Science and Crocodile Encounter. A snapping turtle stole the show when the 22 campers were crabbing.



BUGS! CAMP

Campers children entering grades 1-3 learned about the differences between insects and bugs, their biology, life cycles, and survival adaptations. They collected and identified insects using nets, hand lenses and microscopes. They also created a "human insect". Campers enjoyed the "Squirting Stink Bug" game. This program had 13 in attendance.



I SPY CAMP

This new camp topic had campers grades 1-3 participate in a week-long scavenger hunt, building observation skills. They learned about fingerprinting techniques and made plaster casts of animal tracks. This camp was the first to be held after Hurricane Beryl, and the parks crews worked hard to get the park ready for the 14 campers.

NATURE PROGRAMS

SUMMER 2024



WILDERNESS SURVIVAL CAMP

Campers grades 7-10 learned wilderness first aid, how to build shelters and fires, and practiced survival scenarios. They learned water reclamation, signaling and how to use a compass. David Alamia, the City of Baytown's Emergency Management Coordinator, presented about hurricane preparedness. On Friday, the 13 campers competed in Survival Olympics.



YOUNG NATURALISTS CAMP

Campers grades 1st-3rd participated in interactive hikes, made crafts from natural materials, learned the history of Baytown, identified birds, collected wildflower seeds and learned about wetlands ecology. They also made seed balls with wildflowers they collected. This program had 16 campers.



THE GREAT OUTDOORS CAMP

Campers grades 7-10 engaged in a variety of outdoor activities, including fishing, crabbing, kayaking, rock climbing, archery and visiting Pirates Bay waterpark. Texas Parks and Wildlife brought their inflatable archery course, which was a new experience this year for the 15 campers.

EPIC TRIP TO COSTA RICA

SUMMER 2024



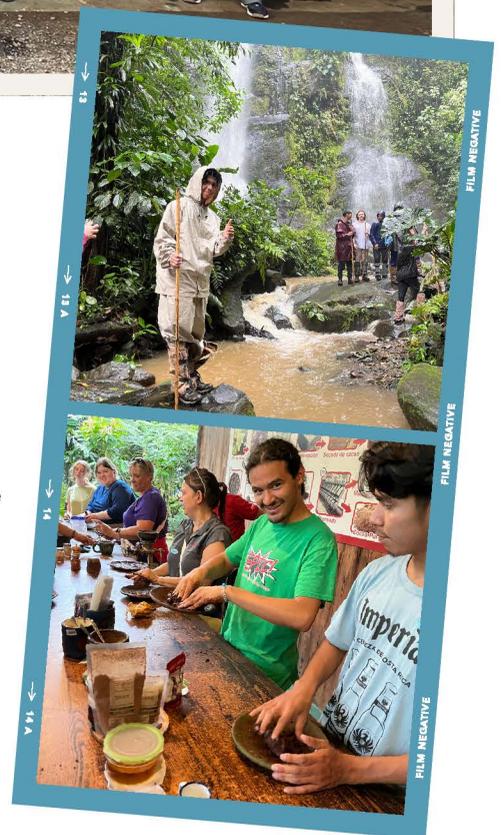
Summary

Tracey Prothro, Jina Faith, and Crissy Butcher organized and led the 4th Biennial EPIC International Conservation Experience in Costa Rica for EPIC members and guests. For 2024, 11 EPIC students, 2 staff members, and 2 returning guests travelled to Costa Rica for a week-long adventure organized with the Texas A&M University Soltis Research Center in San Isidro De Penas Blancas.

The week began at the Pacuare Nature Preserve on the Caribbean Sea. Students participated in rainy-weather night time beach patrols looking for nesting leatherback sea turtles, but unfortunately didn't find any in the dark!

Students then travelled to the Soltis Center, where they spent the week hiking in the rainforest, working with the local high school to build bee houses on their campus, learning about wildlife rehabilitation efforts at Proyecto Asis, milking cows and making cheese at Chrisley Family Farm, touring and eating the produce from a Don Juan Finca Educativa, and learning about coffee and making their own chocolate bar at Don Juan (a different one!) Chocolate and Coffee tour. They ended the week with fun ziplining through the rainforest near Arenal Volcano.

EPIC students raise funds for two years in order to go on this trip, and earn trip points toward their eligibility by participating in conservation and education activities with the Wetlands and Baytown Nature Centers.



JUNETEENTH CONCERT

JUNE 2024



Summary

The 2024 Juneteenth Celebration in Baytown was a family-oriented, fun-filled night that also served as an educational experience. Hosted on June 15 at Bicentennial Park, the event was organized by the Baytown Parks and Recreation Department in partnership with the Juneteenth Committee.

Festivities kicked off at 5 p.m. with energetic performances by DJ Maiya Papaya & DJ Peaches, followed by Young Men Successfully Steppin' and the Piano Vibes Kids. The Hustlers Brass Band brought their vibrant sounds at 6:40 p.m., and the Men's Lee College Basketball Team was highlighted in the Community Spotlight at 7 p.m. Additional entertainment included DJ GT Mayne and the opening ceremonies led by Baytown City Council and the Juneteenth Committee at 7:40 p.m.

The evening featured an incredible lineup of headliners. B Nycole captivated the audience at 8:20 p.m., followed by Kam Franklin, former lead singer of the Houston soul group The Suffers, at 9:10 p.m. The night closed with a performance by Grammy-winning artist Mya at 10 p.m., concluding with a fireworks display at 10:45 p.m.

JUNETEENTH CONCERT

JUNE 2024



10,000
Guests in Attendance



27,000
Impressions on Streaming Radio



220,000
People Reached on Social Media



11
Volunteer Service Hours

55

JUNETEENTH CONCERT

JUNE 2024



Mary Bailey M

Facebook Comment

"I enjoyed it! Had a wonderful time! Thanks Baytown"

Highlights

Vincent J. Norman, a Baytown native and Juneteenth Committee member, emphasized the importance of honoring the historical significance of this federally recognized holiday. He praised the collaboration among city departments that made the event possible, noting an estimated attendance of 25,000 at the previous year's celebration.

This year, the event included a special focus on youth with performances by Maiya Papaya, Young Men Successfully Steppin', and Piano Vibes Kids, as well as a heartfelt video tribute to Milton "Big Pokey" Powell, who performed at last year's Juneteenth event before his passing.

Norman also highlighted the city's investment in community events like Juneteenth, Grito Fest, and the Fourth of July, showcasing Baytown's dedication to fostering community spirit. Kam Franklin, in particular, made the event extra special by choosing Baytown over an opportunity in Austin. The 2024 Juneteenth Celebration was a testament to Baytown's commitment to honoring history, culture, and community.



4TH OF JULY CONCERT

JULY 2024



Summary

Baytown's 2024 Fourth of July celebration took place at Bicentennial Park for two days of fun! Attendees enjoyed free activities like fishing, reptile encounters, a classic car show, carnival rides, and bungee trampolines.

Baytown showcased an entertainment lineup headlined by the country-pop duo The Bellamy Brothers and country singer, songwriter Brett Young.

Festivities began on July 3 at 6:30 p.m. with a performance by Alabama guitarist and vocalist Kashus Culpepper, who delivered a mix of folk, country, blues, and soul music. At 7:30 p.m., a DJ entertained attendees, setting the stage for The Bellamy Brothers, who performed at 8 p.m.

On July 4, the celebration continued at 5 p.m. with Alabama native Tiera Kennedy performing. Niko Moon took the stage at 6:30 p.m. Following his set, Mayor Brandon Capetillo addressed the crowd, and Kennedy returned to sing the National Anthem.

The evening concluded with Brett Young's performance at 8 p.m. drawing a record crowd of 28,000 people (35,000 over both days).

The firework display followed at 9:30 p.m., bringing the two-day festivities to a spectacular close. The event's success highlighted an opportunity for Baytown to enhance its ability to host larger events and attract nationally touring acts like Brett Young.

To support this continued growth, the city could consider investing in updated facilities. Such improvements would help accommodate bigger performances while ensuring a better experience for both attendees and performers.

Highlights

- For the first time, the Parks and Recreation Department contracted with an entertainer who was currently on a national tour. Young's production brought three tour buses and two 18-wheeler trucks to Bicentennial Park. While his crew was extremely easy to work with, the show required modifications to accommodate the older facilities at the park.
- Also a first, the city partnered with VFW Post 912 to offer a static display of wartime memorabilia, including antique vehicles and uniforms in place of a parade. Staff also collaborated with Bayshore Fine Rides to host a car show on-site, with the mayor and city council selecting the Best in Show.



4TH OF JULY CONCERT

JULY 2024

Baytown's 4TH Of JULY 2024 FREE EVENT!

Kashus Culpepper @6:30pm

Bellamy Brothers @8:00pm

JULY 3RD • 5:30PM

Niko Moon @6:30pm

Tiera Kennedy @5:00pm

JULY 4TH • 4:00PM

CAR SHOW @4:00PM-6:00PM
Hosted by Bayshore Fine Rides Car Club

NATIONAL ANTHEM @7:30PM
by Tiera Kennedy

FIREWORKS @9:30PM

Brett Young @8:00pm

SCAN ME!

REGAP VIDEO

City of Baytown PARKS & RECREATION

2024 READERS CHOICE AWARDS

Bicentennial Park
1001 Market St. Baytown baytown.org/july4



35,000
Guests in Attendance



54,000
Impressions on Streaming Radio



130,000
People Reached on Social Media



22
Volunteer Service Hours

4TH OF JULY CONCERT

JULY 2024

SCAN TO SUBSCRIBE



The Baytown Sun

Covering Southeast Harris County, Chambers County & Southwest Liberty County

832-806-6300

Weekend Edition – Sunday, July 7, 2024

www.baytownsun.com

\$3.00

Bellamy Brothers bring hits to Baytown



“Every year July 4 is always awesome!!!!”

-Elaine S



Forever grateful to all our service members and their families!

4TH OF JULY CONCERT

JULY 2024



BACK TO SCHOOL SPLASH

AUGUST 2024



Summary

The Back to School Splash at Pirates Bay Waterpark provided a fun way to finish the summer, offering guests a day filled with pool-time, music, friends, and fireworks. The entire park was open for attendees to enjoy, with all the usual waterpark attractions, as well as carnival-themed games and activities. It was a successful event that brought excitement and enjoyment to guests of all ages.



~1,600
Guests in
Attendance



150,000
People Reached on
Social Media

NATURE PROGRAMS

AUGUST 2024



SPLASH! CAMP

Campers grades 4-6 discovered the properties of water and how it makes life on Earth possible, and also learned why different species of fish have different salt requirements. They explored the importance of wetlands, sampled macroinvertebrates, and built and raced water propelled boats. Field trips included the Children's Museum, Moody Gardens Aquarium, Anahuac National Wildlife Refuge, and Pirates Bay Waterpark. The different locations helped to support the daily lesson for the 16 campers.



BERYL BASH COASTAL CLEAN-UP

Volunteers worked together to clean up the shoreline along Scotts Bay, removing marine debris and an aluminum boat that had washed ashore from Hurricane Beryl. Even with hurricane clean-up at their own homes, 48 volunteers showed up from ExxonMobil, Chevron Phillips, Oneok and Covestro to make a difference. Their effort demonstrated collaboration, leadership, stewardship and caring, making a huge impact on the Baytown community.

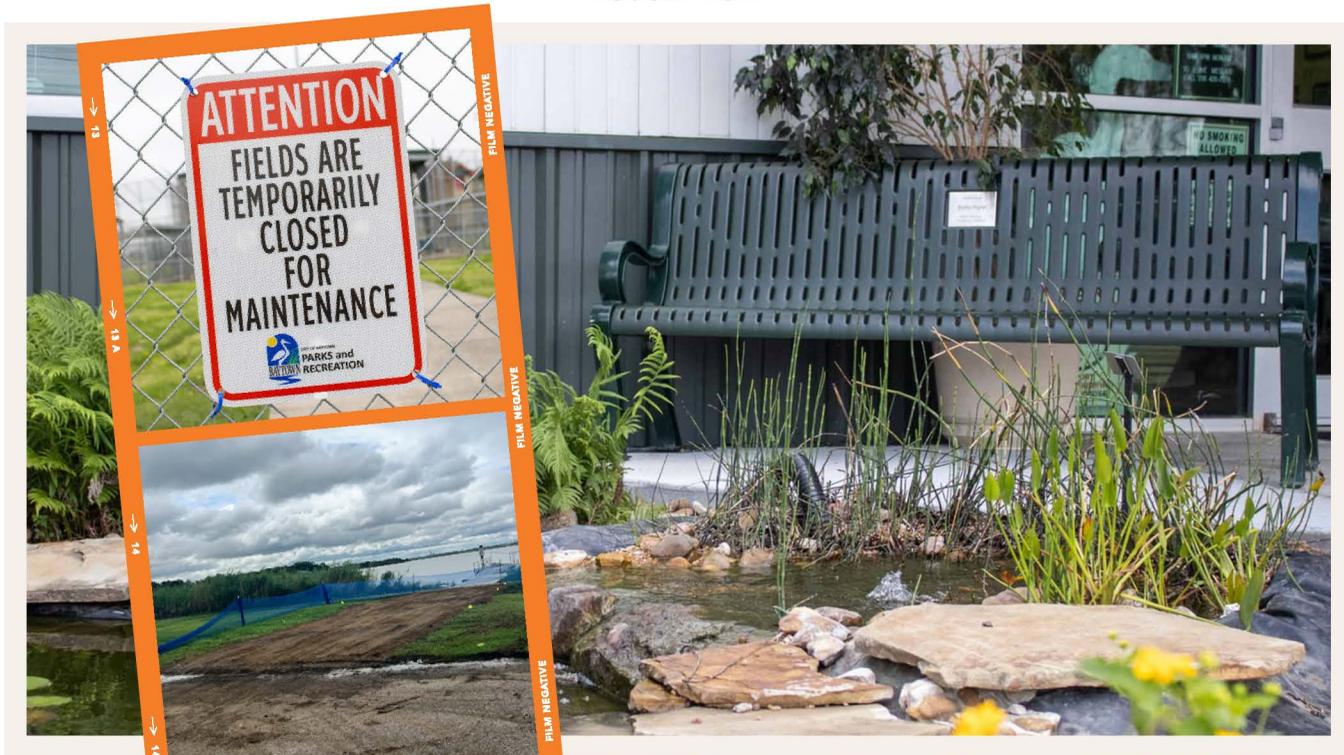


GCCISD CONVOCATION

The event hosted at the Baytown Nature Center for GCCISD employees included live music, food trucks, yard games, and a 5K fun run, allowing teachers and staff to come together before the start of the school year. Despite a rainy week before the event, the park looked amazing for the 5,000 attendees. The event demonstrated innovation, collaboration, leadership, stewardship and caring.

PARKS PROJECTS

AUGUST 2024



Summary

Park maintenance and planning teams continued its efforts with maintenance, repairs, and community engagement.

- The Wetlands Facility saw the installation of a memorial bench, offering a special place for remembrance.
- Infields and outfields were reconstructed at National Fields, and the maintenance was taken over from the Little League so they can focus on the youth.
- Additionally, the Baytown Soccer Complex saw a new playground and fitness court installed, showing a commitment to lower income areas.
- The Baytown Nature Center entrance was restored to its former state with new waterfall plantings.

PARKS PROJECTS

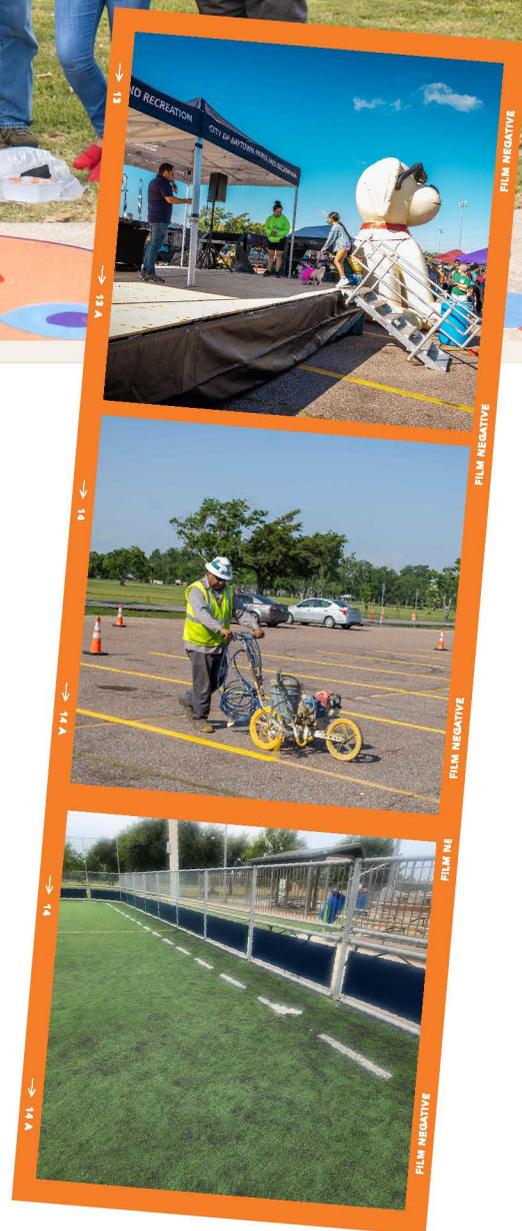
SEPTEMBER 2024



Summary

Park maintenance and planning teams highlighted its commitment to collaboration and community engagement.

- A volunteer trail painting event improved the Exercise and Learning Trail through the efforts of multiple divisions and a community partnership.
- At Jenkins Park, the team creatively built a stage for the Pooch-a-palooza event using old materials.
- Jenkins also received freshly painted parking lines.



RECREATION PROGRAMS

FALL 2024



YOUTH SOCCER

The Youth Soccer program, organized by Parks and Recreation, provided a fun, entry-level league for children 10 and under. This year saw an increase of 20 participants compared to the previous season, highlighting the program's growing popularity. While the league was successful, the need for a clearer rainout plan and a structured end-of-season tournament schedule became evident. Additionally, the increased demand underscored the importance of implementing a year-round field maintenance schedule to ensure quality playing conditions.



GIRLS YOUTH FASTPITCH CLINIC

A recent partnership between Goose Creek ISD high schools and the City of Baytown underscored the power of collaboration in fostering a love for softball. The Fall Youth Fastpitch Clinic, designed for participants aged six to fourteen, emerged after the cancellation of summer softball camps due to Hurricane Beryl. Coaches sought alternative avenues to teach young girls essential softball skills, leading to a remarkable initiative that brought together the local community.

The head softball coaches from Goose Creek Memorial, Lee, and Sterling high schools united with a shared vision: to enrich the sport of softball in Baytown. This vision catalyzed a collaboration with the City of Baytown's Parks and Recreation facilities, utilizing the Wayne Gray Sports Complex for the clinic.

The clinic unfolded over four weeks, featuring weekly practices focused on fundamental skills such as hitting, fielding, speed and agility, as well as pitchers and catchers work. Instruction came from high school athletes, supervised by their head coaches, ensuring a supportive and enriching environment for the younger players.

This initiative highlighted the vital role of sports in bringing together generations of athletes, each supporting the next and instilling a love for softball in the community. As we celebrate the success of the Fall Youth Fastpitch Clinic, we recognize that through collaboration, dedication, and shared passion, we can inspire the next generation of athletes to thrive in Baytown.



ZUMBATHON GLOW

The Zumba-thon Glow (School Supply Drive) was a huge success! The class was led by three energetic instructors, keeping participants pumped for an hour and a half. The dark room with black lights and glowing decorations added to the fun. Attendees decked themselves out in glow tattoos and took photos at the school-themed photo booth. Over \$5,000 in school supply donations were collected. A big thank you to the instructors who made it all happen!

POOCH-A-PALOOZA

SEPTEMBER 2024

Summary

On Saturday, September 7, 2024, Baytown hosted its 2nd Annual Pooch-A-Palooza at Jenkins Park.

The event kicked off with a Doggie Dash, followed by demonstrations from Officer Heather Shedd and her police dog.

Attendees enjoyed various competitions, including the Mutt Strutt and Goofy Pet Tricks, with trophies awarded to winners. The Weenie Dog Races were a highlight, featuring qualifying heats, semi-finals, and a final race.

Ongoing activities included a kissing booth, pet adoptions, vendor shopping, food trucks, and artists. The event ran from 8 a.m. to 12 p.m., offering a fun day for dog lovers and their furry friends.

Four dogs were adopted from Animal Services!

 ~400
Guests in Attendance

 44
Volunteer Service Hours

Competition Winners

- Doggie Dash – Edgar Chavez and dog Diva
- Mutt Strutt – Bluey (Blue Heeler)
- Goofy Pet Tricks – Riot (Australian Cattle Dog)
- Weenie Dog Races – Lily (Dachshund)



GRITO FEST

OCTOBER 2024



"The Baytown Grito Fest is nothing less than the best!"
-Keith Devore



"They're awesome!!! Love them!!! Thank you BP&R!!!!!"
-Maria Chavez

Summary

The City of Baytown's Parks and Recreation Department, in collaboration with the Grito Committee, organized the 2024 Grito Fest, a two-day event featuring live music, dance performances, and competitions in accordion, salsa, and Grito.

The 2024 Grito Fest marked the end of the festival's two-day format. Due to budget reductions, all two-day festivals will be modified to one-day celebrations moving forward. However, the addition of the Pre-Party at Town Square proved to be an extremely successful event, and there is hope to bring it back in the future.

The festival kicked off on Oct. 4 at Town Square, with the headliner, David Lee Garza y Los Musicales Band, performing at 9 p.m. Before that, DJ Jammin Jesse started the celebration at 5 p.m., followed by Ballet Folklorico Herencia Mexicana de Houston at 6:30 p.m. and Sandy G y Los Gavilanes Band at 7 p.m. DJ Jammin Jesse returned to the stage at 8:30 p.m. before David Lee Garza's band closed the evening.

The celebration continued the next day at Bicentennial Park on Oct. 5, with Los Tigrillos headlining the musical entertainment at 9 p.m. DJ Jammin Jesse entertained the crowd at 4:30 p.m., followed by Ballet Folklorico Herencia Mexicana de Houston at 5 p.m. and The Cumbia Movement at 5:30 p.m.

Staff organized a dedicated play area for children, ensuring there was fun for attendees of all ages. For the first time, live Lotería sessions were held, with prizes awarded to winners. Additionally, staff created 6-foot-tall Lotería cutouts, providing attendees with free photo opportunities that became a highlight of the event.

At 6:30 p.m., the much-anticipated Grito Contest Preliminaries took place, followed by a performance by Conjunto Foreplay Band at 7:15 p.m. and finally headliner Los Tigrillos brought the festivities to a close.

GRITO FEST

OCTOBER 2024

Competition Winners

- Restaurant Red Salsa - Mi Parrillada
- Restaurant Green Salsa - La Rancherita
- Homemade Red Salsa - Esmeralda Lucatero
- Homemade Green Salsa - Mario Rivas
- Grito Shout - Jose Esquibel
- Accordion - Jayden Bucio
- Jalapeño Eating - Ricardo Diaz



GRITO FEST

OCTOBER 2024



Thank you

Dear Catherine Quintana
Robyn Howell

*Aroma
Campo* (USA, TX)

Puerto Rican Food

12306 Spring Hollow DR
Baytown TX 77521

281-965-1322 / 281-838-0167

✉ aromacampopr@gmail.com

We feel honored to have been able to share a little bit of our culture with all of you and we are excited by the warm welcome we received. The Baytown community showed a genuine interest in our food and traditions, which fills us with joy and motivates us to continue offering the best of our gastronomy at future events. The Grito Fest 2024 has been an unforgettable experience for us, and we deeply appreciate the support and kindness of all attendees. We hope to continue participating and contributing to the cultural diversity of Baytown in the coming years.

Thank you for opening the doors and allowing us to be part of this wonderful festival!

Psalm 7:17

Cordially

Querit Rivera Gonzalez
Querit Rivera Gonzalez
Aroma Campo Puerto Rican Food
Business Owner

The recreation team prioritized the inclusion of various Latin food vendors. A family expressed their excitement at seeing their country represented, enhancing the cultural experience.



GRITO FEST

OCTOBER 2024



12,000
Guests in Attendance



99,000
Impressions on Streaming Radio



160,000
People Reached on Social Media



80
Volunteer Service Hours

70

PARKS PROJECTS

OCTOBER 2024

6A The Baytown Sun

Sunday, October 20, 2024

Volunteers plant 50 trees at Jenkins Park

BY MATT HOLLIS

mat.hollis@baytownsun.com



Niagara Cares, a charitable division of Niagara Bottling, L.L.C. has partnered with Arbor Day Foundation with assistance from the Trees for Houston and planted 50 trees at Jenkins Park in Baytown Thursday morning.

Bailey Rohde, outreach and education director for Trees for Houston, said they were planting Sycamore, American Elm, Cedar Elm and Bald Cypress trees. The volunteers were given a demonstration on how to plant the trees properly before they embarked on the tree-planting task.

The volunteers planted along a pathway in Jenkins Park, out of the way of the disc golf course, and some were also planted in the dog park. There were about 15 volunteers on hand planting the trees. In addition, the Baytown Parks and Recreation workers had dug the holes for the trees before the volunteers began planting.

The groups said Baytown is a growing area and its need for trees has been increasing as periods of extreme heat become more frequent and severe.

Some volunteers from Niagara from the nearby Baytown facility help plant the trees, which will increase canopy cover, aid with flood reduction and provide shade and cooling to combat urban heat island effect for generations. Texas-native tree species were selected to thrive in the soil and climate of Baytown.

"We are newer to the Baytown

community, and it's important to us that we are supporting local residents in ways that enhance their quality of life, prioritize sustainability and strengthen community connections," Ana Canela, Niagara Bottling director of corporate giving. "With our goal to plant 125,000 trees in 2024, our ongoing partnership with the Arbor Day Foundation is enabling our Niagara

and Shawn Carter, all with the local Niagara Bottling team, who helped plant 50 trees at Jenkins Park Thursday morning. Sun photo by Matt Hollis



Summary

Park maintenance and planning teams focused on restoring parks and recreational areas impacted by the elements.

- The soccer fields at the Baytown Soccer Complex were leveled, impacted by drought, and the goal was to improve the playing surface.
- In partnership with Trees of Houston, over 53 trees were planted in Jenkins by a team of volunteers and park staff.
- The department also worked to complete ongoing projects and prepare for upcoming events.

NATURE PROGRAMS

OCTOBER 2024



FRIENDS OF THE EDDIE V. GRAY WETLANDS CENTER GALA

The Friends of the Eddie V. Gray Wetlands Center 501(c)3 organized their annual fundraising gala to support Wetlands Center programs. Lee College students volunteered to help set up and host the event. The gala included a silent auction, raffle, and wine pull, all with items donated by community members. The event raised approximately \$18,000 to support programs like the Wetlands Wagon Outreach, summer camp scholarships, and EPIC. The event location at the Baytown Nature Center emphasized the strong relationship between the two centers. Although attendance was lower than the previous year because of date overlap with another gala, the casual atmosphere was well-received.



BECOMING AN OUTDOOR WOMAN WORKSHOP

TPWD organized the Becoming An Outdoor Woman Workshop, and Tracey Prothro taught two sessions: Nature's Art and Secrets of the Gulf. In Nature's Art, the women made two projects using natural materials, and in Secrets of the Gulf they learned about coral ecology, coastal wildlife and practiced throwing cast nets and seine nets. Both classes were full and had positive feedback. The location at Camp Aranzazu demonstrated how easy it is to find ways to enjoy the outdoors while learning.

NURTURE NATURE FESTIVAL

OCTOBER 2024



Summary

The annual Nurture Nature Festival takes place at the Baytown Nature Center, located at 6213 Bayway Drive, in October. This free, family event introduces visitors to the reptiles, birds, fish and native plants of the Baytown area through fun outdoor activities for all interests and levels.

Highlights

- New Exhibitors:
 - City of Baytown Municipal Courts
 - Houston Humane Society Wildlife Center
 - MD Anderson Community Programs
 - Native Plant Society of Texas Clear Lake Chapter
 - Southeast Texas Poison Center
 - SPLASH (Beach cleanups)
 - Texas GeoCaching Society
 - TPWD Hunter Ed/TYHP/PT Shooting Inflatable
 - Turtle Island Restoration Network



NURTURE NATURE FESTIVAL

OCTOBER 2024



The new Parks and Rec Shuttle cart has been an amazing contributor to elevating the customer experience. This year was the first time to use it at the Nurture Nature Festival.



NURTURE NATURE FESTIVAL

OCTOBER 2024



Valued Partner: Texas Parks & Wildlife Department

NURTURE NATURE FESTIVAL

OCTOBER 2024

Volunteering Spotlight



Our Nurture Nature volunteers were so spectacular! Over 50 volunteers, between EPIC and community volunteers, came together to create fun activities for guests. They hooked fish, corralled crabs, buried treasure, designed snake bracelets, and more! Thank you for coming out and making this event a success. We couldn't have done it without you.



4,000
Guests in Attendance



145
Volunteer Service Hours



40,000
Households Received the Info in the VOICE

SPOOKTACULAR

OCTOBER 2024

Summary

“EPIC Spooktacular” is designed for children from preschool to elementary ages, taking place at the Eddie V. Gray Wetlands Center, located at 1724 Market Street. Activities include non-scary, indoor trick-or-treating, a Mad Scientist Demonstration, spider web crafts, fortune telling with Madame Gertrude, and fun games with opportunities to win candy and prizes. The Wetlands Center’s “scary wildlife” was also on hand for visitors to meet and greet.

Highlights

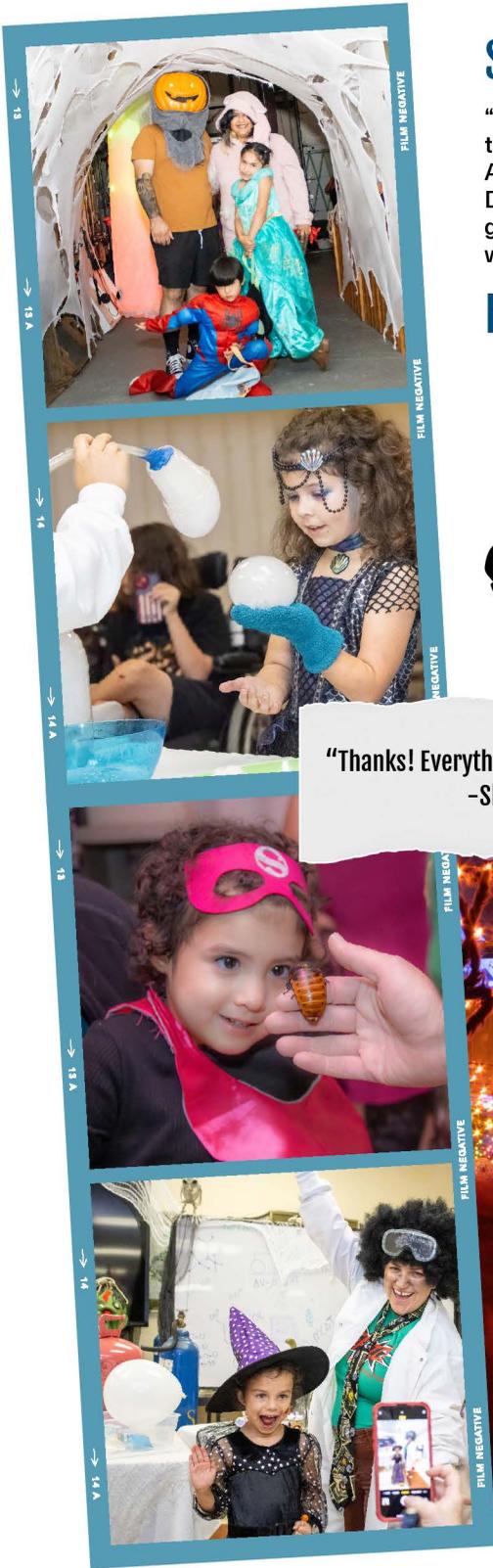
- This serves as a fundraiser for “EPIC!”, a high school environmental club
- We also had two very special volunteers (aka staff husbands!) build new games this year
- We offered four new games and a new science experiment

 **621**
Guests in Attendance

 **34,000**
People Reached on Social Media

 **123**
Volunteer Service Hours

“Thanks! Everything was amazing!”
-Shanel Tumblers



PARKS PROJECTS

NOVEMBER 2024



Summary

Park maintenance and planning teams focused on preparing for the holiday season and on safety measures.

- They worked to install What 3 Word signage/wayfinding signage at Jenkins Park for public safety and awareness, showing collaboration with marketing and emergency services.
- The Holiday Hangout build project began, creating a fun holiday area for all.

TURKEY TROT

NOVEMBER 2024

RECAP VIDEO



Summary

The department's annual Turkey Trot was held on November 23rd at Jenkins Park, and the 2024 event was a resounding success, continuing to grow in popularity each year. This year's event featured a children's 1K and a 5K run for all ages, along with exciting additions such as free photo opportunities, a DJ, and a petting zoo where participants interacted with rabbits, chickens, and other animals.

The primary goal of the Turkey Trot is to encourage the community to stay active while enjoying Baytown's regional park. Attendance reached nearly 400 participants, a significant increase of over 100 from the previous year. To accommodate the larger crowd and improve accessibility, shuttles were provided, with staff dressed in turkey suits to guide participants and share helpful information.

Staff continue to work hard each year to make the Turkey Trot better than the last. In 2024, additional thoughtful measures were introduced, including a "runners-only" parking lot on-site for those who preferred not to use the shuttle, as well as handicap-accessible parking near the starting line. Staff also designated parking spaces for runners with strollers, a self-monitored system that worked smoothly and earned positive feedback for meeting the needs of parents with children.

Thank you to everyone who participated in this year's Turkey Trot. We look forward to building on this success and welcoming even more runners in 2025!



 **400**
Guests in Attendance

 **29**
Volunteer Service Hours

RECREATION PROGRAMS

NOVEMBER 2024



GOODFELLOWS
BUSINESS - 1672260000

Calling all Goodfellows

The annual Goodfellows drive, championed by the Baytown Junior Forum, demonstrates holiday spirit. Those who volunteer with the drive or make a donation help to not only give toys to a child on Christmas morning, but also to spread good cheer to good families who need it. Baytown Junior Forum has begun its annual Goodfellows Christmas Toy Program. The Toy Distribution will be just before Christmas.

Volunteers collect money, buy toys, take and process applications, organize the drive and distribute the toys. They spend a great amount of time on this project because it's a worthwhile one that

Baytown salutes Veterans Day

BY MATT HOLLIS
matt.hollis@baytownsun.com

Despite some threatening rain clouds, the Veterans of Foreign Wars Post 912 once again held a Veterans Day ceremony at Bicentennial Park, honoring those who served the United States in one of the six branches of the U.S. military.

The keynote speaker for this year's ceremony was Stephen E. Biehl, a Gold Legacy Life Member of the Tomball VFW Post 2427 and Past Commander of the Texas Department, District 4 in Houston.

Biehl spoke of the history of the VFW, which just celebrated its 125th anniversary, and how it began in 1899 when Spanish American War

veteran James C. Putnam started the organization after seeing veterans come back from the Spanish-American War either maimed or having what we now call post-traumatic stress disorder.

"They wanted to do better for veterans," Biehl said. Biehl said the VFW has fought for veterans' rights and played vital roles in helping to get legislation passed, such as the Forever G.I. Bill, which helped expand college education benefits for military service members, and the Deborah Sampson Act, which removed barriers to health care for women veterans.

"We are still the largest, most vocal, and most active lobby for veterans' rights for the U.S.

Congress," Biehl said. "And that really is our purpose. Yes, we serve veterans but the best way we can serve veterans is

by ensuring that the most appropriate legislation to support our brothers in

arms, that is the best way we can serve them. That is the legacy of the VFW."

VETERANS • PAGE 6



From left, Will Carter representing U.S. Congressman Brian Babin, Baytown City Councilwoman Laura Alvarado, VFW Post 912 Past Commander Jerry Johnson, Baytown City Councilwoman Sarah Graham and Baytown City Councilman Ken Griffith observed Veterans Day Monday at Bicentennial Park in Baytown.

Sun photo by Matt Hollis



VETERANS DAY CEREMONY

The Veterans Day Ceremony at Bicentennial Park provided a venue and seating, along with music and a program of the timeline to honor all veterans and present-day military. The community benefited from the participation. The location of the ceremony was significant due to the Memorial Wall and the park celebrating the USA's 200th Anniversary. The community gathered to honor veterans in a heartfelt ceremony.



DUCK SOUP

Duck Soup was held at Wayne Gray Sports Complex as a fun way to utilize the adult softball fields, with participants gathering toys for the Blue Santa toy drive. Participants enjoyed the creative style of play. This was a fun way to collect toys and play a fun version of softball.

CHRISTMAS PARADE

DECEMBER 2024

Summary

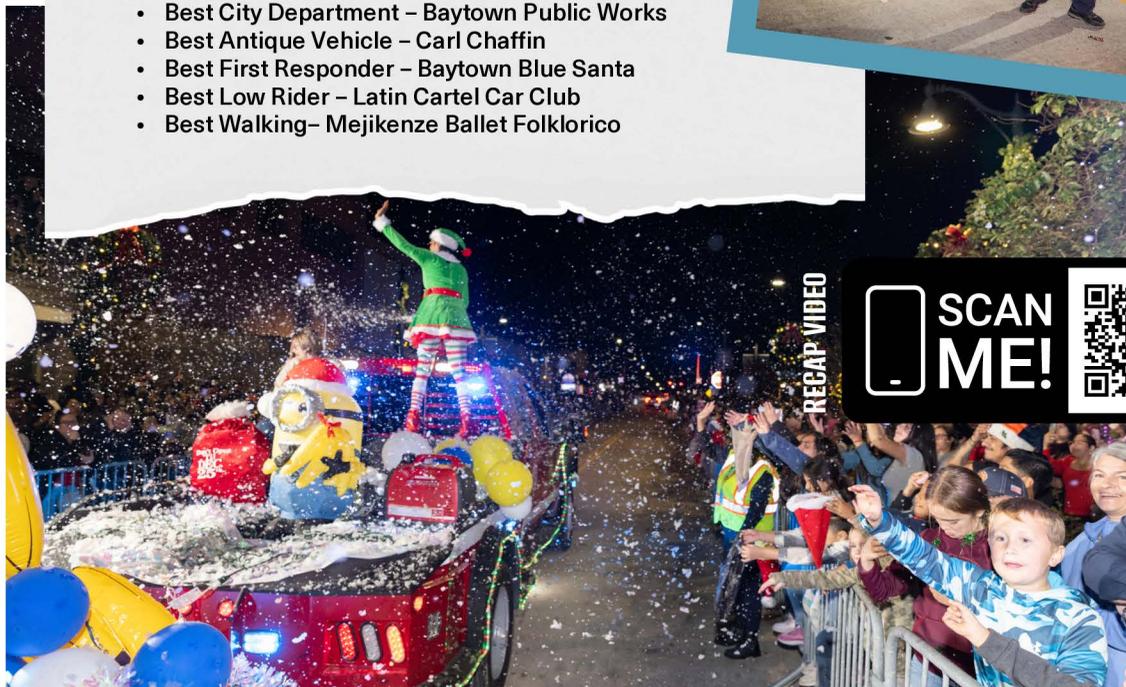
The Baytown Christmas Parade was a beloved annual tradition that celebrated its 76th year, bringing together businesses, schools, and organizations to unite the community and kick off the holiday season.

Held on the first Thursday of December in Historic Downtown Baytown, the event officially began with the lighting of the Town Square Christmas Tree. The parade started at Bicentennial Park, passed Sterling Library, and looped around Town Square. With over 200 floats, vehicles, marching bands, and walking groups, the festive celebration delighted spectators and concluded with a special appearance by Santa Claus, marking the season's joyful arrival.

This year, Holiday Hangout officially opened after the Parade, making for a full night of family fun!

Parade Float Winners

- H.E.B. Judge's First Choice - GCCISD Operations
- Best Club or Organization – Lee College
- Best Local Business – Patients Emergency Room
- Best Use of Theme – GCCISD Operations
- Best Holiday Spirit – Bob Hope School
- Best City Department – Baytown Public Works
- Best Antique Vehicle – Carl Chaffin
- Best First Responder – Baytown Blue Santa
- Best Low Rider – Latin Cartel Car Club
- Best Walking– Mejikenze Ballet Folklorico



CHRISTMAS PARADE

DECEMBER 2024

Highlights

To create a better experience for both participants and spectators, changes were made to the parade registration process. Instead of limiting the number of entries, sign-ups were based on total square footage.

Once the maximum space was reached, registration closed to keep the parade at a manageable length. This change helped prevent it from exceeding two hours, ensuring families with young children could fully enjoy the event.

Unfortunately, this meant some groups could not participate, but to be as inclusive as possible, a handful of overflow spots were offered through sponsorship opportunities.

Behind the scenes, a great deal of reworking was done to make the kickoff smoother. Sections were clearly marked with color-coded light poles, making navigation easier. Parade participants were also guided step by step by a large team of dedicated volunteers.

These improvements helped create a more organized, enjoyable, and stress-free experience for everyone involved in the parade.



Jayden P

Volunteer

“ A positive memory from volunteering at an event would be at the Christmas parade when all the little kids would get excited when they would see us bringing the candy to the barricade”



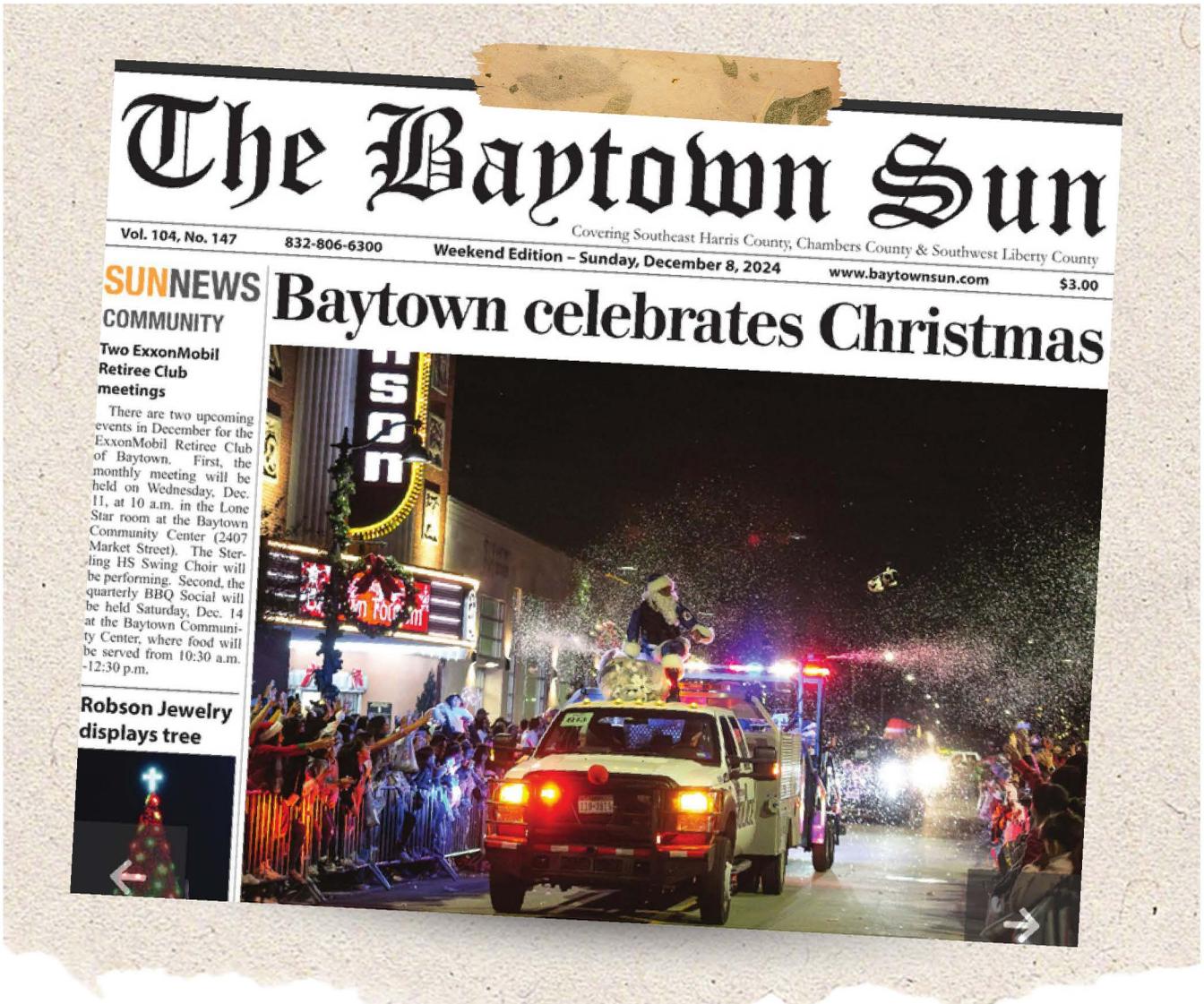
130,000
People Reached
on Social Media



126
Volunteer
Service Hours

CHRISTMAS PARADE

DECEMBER 2024



Sponsors



TEXAN CREDIT CORP.



LogistiX US

Houston Heart Health
Dedicated to excellence in cardiovascular care



Float Judges



CHRISTMAS PARADE

DECEMBER 2024



NATURE PROGRAMS

DECEMBER 2024



PARENTS DAY OUT

Children between the ages of 5 and 12 enjoyed animal encounters, tours, and STEM challenges like marshmallow catapults and gum drop towers, and winter themed art projects. This was a new program that allowed parents to get holiday preparations done while their kids had a fun-filled day at the Wetlands Center. Three EPIC members also volunteered 12 hours.



BELL, THE HOLIDAY ELF

Bell, the mischievous elf, returned to the Wetlands Center to remind everyone of her origin and pay homage to elves of the past. Bell visited the Wetlands Center, Baytown Nature Center, and Town Square's Holiday Hangout and made everyone smile. The video that was used to introduce Bell also highlighted the elves of years past. Camp parents loved the elf activities.



HOLIDAY HANGOUT MOVIE

The Wetlands Center hosted a unique "Holiday Hangout" movie night featuring Spider-Man at Town Square. Before the free screening, guests had the chance to encounter live spiders brought by the center. Visitors learned fascinating facts about these arachnids, gaining insights into their role in nature and their habitats. The interactive experience blended education with entertainment, making the evening memorable for families. The event successfully combined community engagement, wildlife appreciation, and holiday fun under the stars.

PARKS PROJECTS

DECEMBER 2024



Summary

The year ended with a focus on the holiday season and collaboration.

- A new gateway sign was constructed by TXDOT, serving as a beautification marker for the city.
- The team's work throughout the year culminated in the completion of the Holiday Hangout build, which brought a joyful atmosphere to the area for the holiday season.



HOLIDAY HANGOUT

DECEMBER 2024



Summary

Baytown's Holiday Hangout provided a festive winter wonderland for families to enjoy from December 5th through January 5th.

Visitors spent their days roller skating and playing miniature golf, surrounded by magical Christmas lights at Town Square.

A free lounge area offered yard games, a glow zone, and a toddler zone for relaxing fun. Families gathered for free movie nights on Fridays and special events on Saturdays.

It was a place where unforgettable memories were made, and new holiday traditions began.

Highlights

- Expanded the toddler zone to provide more space and activities.
- Replaced Glice or ice skating with a roller skating rink for a smoother experience.
- Moved the mini golf course to the painted street for better accessibility.
- Expanded the glow zone with additional swings and glow see-saws.
- Added a professional radio system to improve communication.
- Utilized volunteers on weekends to enhance guest assistance and operations.
- Invited a 93Q radio personality to video blog her experience and share it with her audience.
- Developed a process for daily weather updates using Linktree for easy access.

HOLIDAY HANGOUT

DECEMBER 2024



Misti B

Google Review

"Holiday hangout is a great place to bring the family for a chill but fun experience. Attractions are reasonably priced and fun for all ages."

Nancy L

Google Review

"Beautiful Christmas decorations and activities. Lots of fun for the family. Thank you Baytown, for sponsoring this."



Daisy M

Google Review

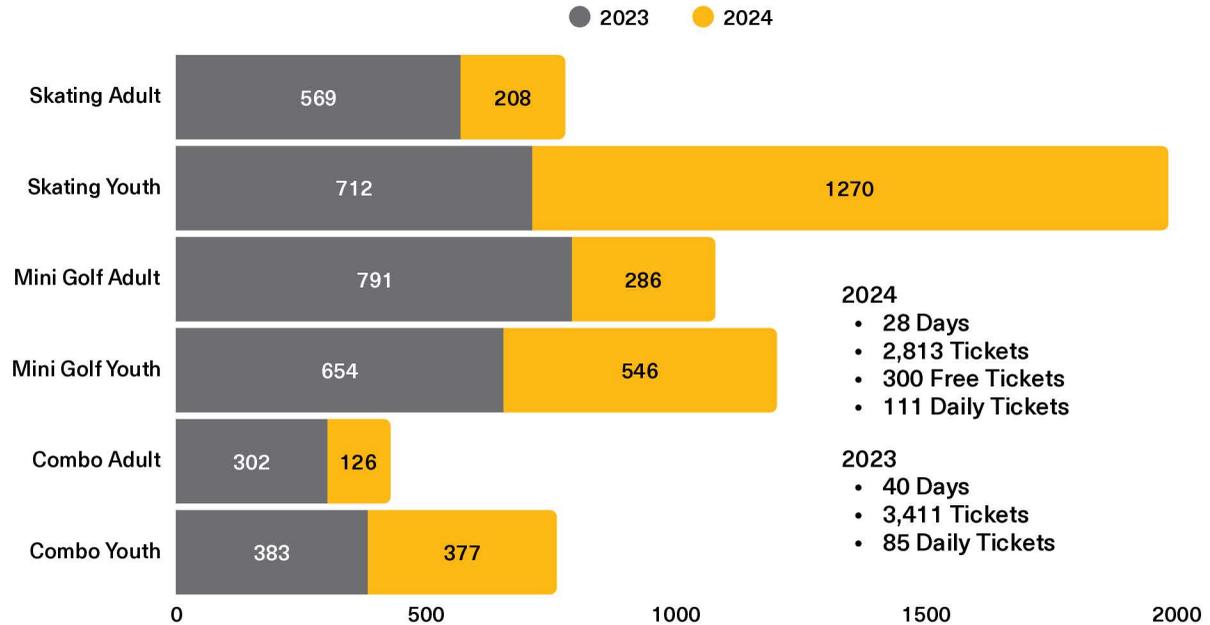
"I love taking my kids here I look forward to it every year with all the activities and events that they give us this is the best event I go to every year."

HOLIDAY HANGOUT

DECEMBER 2024

Ticket Sale Numbers

2023-2024 YEAR-OVER-YEAR



- 2024**
- 28 Days
 - 2,813 Tickets
 - 300 Free Tickets
 - 111 Daily Tickets

- 2023**
- 40 Days
 - 3,411 Tickets
 - 85 Daily Tickets

Biggest Take Away

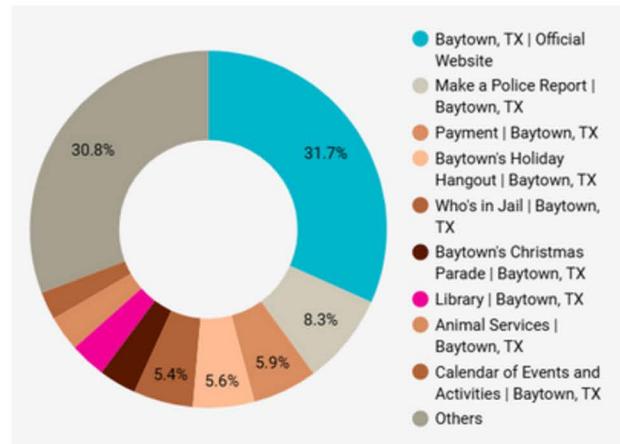
- 15% Increase in Skating ticket sales from Glice in 2023 to Roller-skating in 2024
- 42% Decrease in Mini Golf ticket sales from 2023 to 2024
- 30% Increase in Daily Ticket Sales from 2023 to 2024
 - This number does not take into account lounge guests and special event guests

Website Visitor Numbers

BAYTOWN.ORG/HANGOUT

Top Google search terms that sent guests to the Holiday Hangout website: "baytown christmas lights", "christmas lights baytown", "christmas lights near me"

Holiday Hangout was the 4th most popular website of all of Baytown.org with 6,000 views during the season.



HOLIDAY HANGOUT

DECEMBER 2024

THE HOLIDAY HANGOUT 2024-2025
AT BAYTOWN'S TOWN SQUARE

FOR MORE INFORMATION VISIT:
BAYTOWN.ORG/1343

DECEMBER

SUN	MON	TUE	WED	THUR	FRI	SAT
				5	6	7
				BAYTOWN'S CHRISTMAS PARADE	NOELLE	CHRISTMAS ON TEXAS AVENUE A.C.E. District
8	9	10	11	12	13	14
	TWO FOR TUESDAY Discount Deal			THIRSTY THURSDAY DATE NIGHT Dirty Discount		CHRISTMAS CHARACTER DAY & Christmas Choir Concert
15	16	17	18	19	20	21
	TWO FOR TUESDAY Discount Deal				SPINSHI	CHRISTMAS CONCERT "Savannah Big Band"
22	23	24	25	26	27	28
		CHRISTMAS CLOSURE				NEW YEARS EYE-ISH KIDS PARTY (Close In the Dark)
29	30	31	SCAN THE QR CODE TO ADD THE SCHEDULE TO YOUR CALENDAR:			
		NEW YEARS CLOSURE				

LETTERS TO SANTA: DECEMBER 9-13

MONDAY-THURSDAY: 5PM-9PM
FRIDAY-SUNDAY: 2PM-9PM
CLOSED CHRISTMAS EVE, CHRISTMAS, NEW YEAR'S EVE, AND NEW YEAR'S DAY

JANUARY

SUN	MON	TUE	WED	THUR	FRI	SAT
					1	2
					NEW YEARS CLOSURE	1K RESOLUTION FUN RUN
5						4

MOVIE NIGHTS

DATE	MOVIE	ACTIVITIES
DEC 6	Noelle	Sugar Cookie Decorating Golden Ticket & Train Ride
DEC 13	The Polar Express	Decorar un Adorno Navideño S'mores
DEC 20	The Star (En Español)	
DEC 27	Home Alone	
JAN 3	Spider-Man: Across the Spider-Verse	Meet Live Spiders

Activities on Movie Nights begin at 6:00 PM, with movies beginning at 7:00 PM.

FOR WEATHER UPDATES VISIT:
LINKTR.EE/HOLIDAYHANGOUT



RECREATION PARTNERS

WINTER 2024

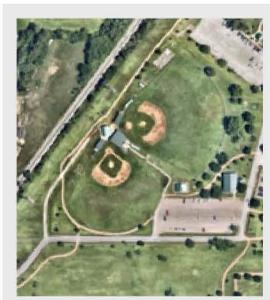


GIRLS FASTPITCH AT WAYNE GRAY SPORTS COMPLEX

In 2024, Parks and Recreation assumed full responsibility for the Girls Youth Fastpitch program, ensuring a higher standard of service and facility management at the Wayne Gray Sports Complex. Previously managed by an external governing organization, the transition occurred after ongoing issues with inadequate facility maintenance and inconsistent tournament scheduling necessitated a change.

Parks and Recreation took over operations for fields 1 through 4, implementing a hands-on approach to field maintenance, league organization, and player development. The Spring season featured organized league play, providing a structured and competitive environment for young athletes to hone their skills. Additionally, the Fall clinics offered opportunities for skill-building and development, ensuring year-round engagement for participants.

The department's leadership has revitalized the program, providing a more reliable and professionally managed experience for both players and their families. Parks and Recreation's commitment to quality ensures that the Girls Youth Fastpitch program continues to thrive as an integral part of the community's sports offerings.



JENKINS PARK BASEBALL FIELD UPDATES

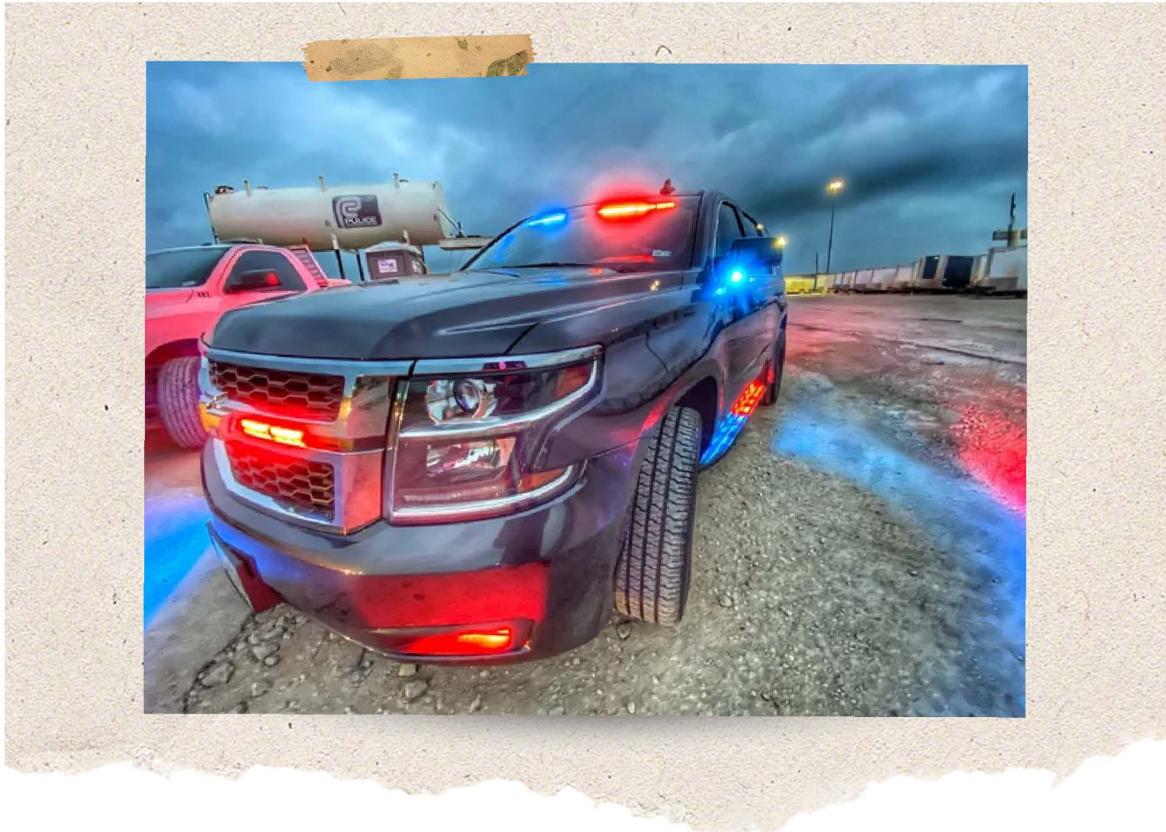
In 2024, Jenkins Park saw significant changes in how its baseball fields were utilized. After a long history of declining registration numbers, the PONY teenage baseball league withdrew from the facility, leaving the fields available for new opportunities. This transition allowed Parks and Recreation to maximize field usage by accommodating multiple groups.

The fields became home to an Adult Baseball League for practices and games, providing a valuable space for adult athletes to engage in the sport. Additionally, Baytown Little League utilized the fields for practices due to the temporary closure of the National League complex. The National League facility was deemed a safety concern because of its deteriorating condition, requiring urgent maintenance.

Relocating Little League practices to Jenkins Park was a logical solution to address the immediate need for safe and accessible field space. This collaborative use of Jenkins Park highlights the city's commitment to supporting both youth and adult baseball programs, ensuring the community's love for the sport continues to thrive.

RECREATION PARTNERS

WINTER 2024



SECURITY PARTNERSHIP WITH BLUE LABEL SERVICES

In 2024, Parks and Recreation established a partnership with Blue Label Services to provide security for rentals at the Community Center, Roseland Clubhouse, and Jenkins Clubhouse. This agreement was implemented due to the limited availability of Baytown Police Department officers to cover these locations consistently.

Blue Label Services brings a team of certified security personnel, including off-duty Goose Creek ISD officers and officers from surrounding communities. Their expertise ensures a professional and dependable security presence, enhancing the safety and experience for facility users. In addition to rental coverage, Blue Label Services has supported Parks and Recreation programs and events, stepping in to provide security when Baytown PD was unavailable.

This partnership has been instrumental in maintaining the smooth operation of community gatherings and events, ensuring a safe and welcoming environment for all participants.

Parks and Recreation remains committed to prioritizing the safety of its facilities and events, and the collaboration with Blue Label Services has proven to be an effective solution in meeting these needs.

"I've been here 35 years and I love working with mother nature and the great outdoors."

Mitchell Darent

"I worked for years in white collar jobs and in the medical field and I was tired of being surrounded by the pain of others, but at Parks and Rec we see so much joy."

Raul Jimenez

"As a Baytown local I enjoy interacting with the community and feeding the turtle outside of my office."

Estrella Cardona

"My 'why' is creating engagement in the community through nature and park amenities."

Hunter Slovacek

"I work here to get my money up."

Roger Castillo

"It contributes to the community and everyone can enjoy it; If you want to go on a walk or sit at a bench or play sports with your kids anyone can enjoy that. In Parks and Rec we get to help people enrich their lives."

Elena Tanner

"I appreciate getting to see kids on the playgrounds and people walking their dogs at the park, you also get to interact with all sorts of people. I get to go from park to park and spend time outdoors instead of just working in one place."

Lorenzo Goodley

"Parks and Rec brought me in and welcomed me as part of the team."

Delo Isaac

MARKETING & VOLUNTEERING



Marketing and volunteering are essential for promoting an organization's mission and ensuring its success. Marketing raises awareness and engages the public, while volunteers provide the support needed to carry out these efforts. The admin team coordinates both aspects, ensuring resources are used effectively and that all initiatives align with the organization's goals.

MARKETING

Introduction

The Baytown Parks and Recreation Marketing Team is committed to enhancing the reach and communication of the department's events, programs, and facilities promotions through various innovative initiatives.

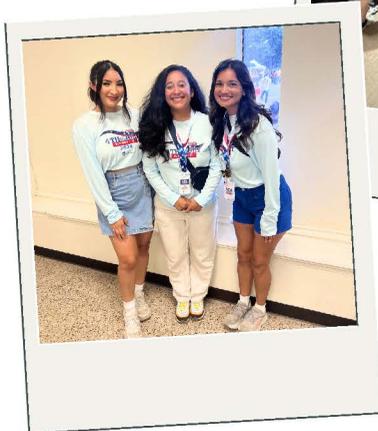
These efforts not only foster leadership, collaboration, and stewardship but also prioritize the caring and well-being of the Baytown community.

This summary highlights key initiatives and outcomes for 2024 and outlines plans for 2025.

The Baytown Parks and Recreation Marketing Team has demonstrated a strong commitment to innovation, leadership, and collaboration through various initiatives.

These efforts have effectively stewarded resources while ensuring high-quality service and engagement with the Baytown community.

Moving forward, we are excited to continue these efforts into 2025 with plans to expand our impact while maintaining sustainability and fostering a deeper connection with our residents.



Pictured Left: Our former Marketing Rec Tech Diana graduated and moved on to her Nursing career! She blessed the team with her award-winning talent!



MARKETING

The Details Matter



*Pictured Left to Right:
Catherine, Recreation and
Amy, Marketing*



FIRST IMPRESSIONS

First impression plays a vital role in an unforgettable experience. This year, due to numerous barricaded areas at the Holiday Hangout, hoof prints were strategically placed along the walkway with a sign that read "Follow Rudolph to Tickets" to guide guests and reduce confusion.

This creative approach elevated the directional signage, infusing it with a fun, magical element that enhanced the overall guest experience.



THE POWER OF MUSIC

There is a popular quote, "The problem with life is there is no background music," which illustrates the powerful impact of music.

Since the July 4th event was centered around this artform, it meant due diligence to carry the musical touch through even the firework show. A patriotic lead-in video was synchronized with the playlist and the first explosion of the fireworks, which was a "hit"! A rick-roll was also strategically inserted (if you know, you know).



THE KEY TO SUCCESS

The key to successful marketing is a unique "hook" that draws people in for a memorable experience. For the annual Youth Sports Expo, the marketing strategy centered around connecting the sports theme with a trending school game "Gaga Ball." The activity was a hit, with guests returning for multiple rounds and a line of children eagerly waiting their turn, creating an unforgettable memory for all!



NOVELTY IN THE ORDINARY

Recurring programs can be a marketing challenge to maintain community interest and relevance. Creating novelty in the ordinary can keep guests returning.

For one month's theme at the Market at Town Square, the recreation team introduced an open mic night in response to public requests. To add excitement, the marketing twist was to use a "tiny mic," which brought lots of laughs and community engagement.

MARKETING

Key Initiatives and Outcomes

IN-HOUSE EVENT RECAP VIDEOS

- Transitioned to in-house video production to enhance collaboration with the Public Affairs Department and budget stewardship to reduce outsourcing costs.
- Increased need for high-quality video footage for future commercials and event promotions is solved by capturing footage of major events for professional content.
- Created a new process between Public Affairs and Parks and Recreation Marketing to bring this vision to life.



BILLBOARD ADVERTISING EXPANSION

- Expanded billboard reach through strategic locations:
 - Added two billboard faces; shared one face with Public Affairs
 - Located at Garth and I-10
 - Collaborated with Pirates Bay's digital billboards for increased exposure.
 - Located at 146 and 225
- Phased out billboard contracts for 2025 due to focus on conservative spending.



MARKETING

Key Initiatives and Outcomes

CREATIVE COMMUNICATION SIGNAGE

- Addressed a damaged City entrance sign with a creative approach:
- Used a fun, playful design featuring the Kool-Aid Man and a life-sized band-aid.
- This approach communicated that repairs were underway, while fostering transparency and trust within the community.
- Reduced complaints and allowed the Parks team to focus on repairs.



ENHANCED EVENT MUSIC SYSTEM

- Bridged the gap between live DJs and phone playlists by using Neptune Now Radio, a custom radio station from Pirates Bay.
- Elevated event experiences with 100% lyric-safe music and the ability to play radio-quality commercials.
- Successfully implemented at the 2024 Holiday Hangout and planned for use in 2025 at Markets at Town Square.



Vision Credit: Clifford Hatch
Installation Credit: Parks Crews

MARKETING

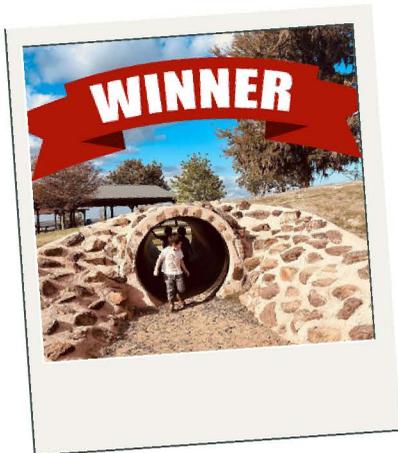
Key Initiatives and Outcomes

BAYTOWN VOICE ACTIVITY GUIDE

- Expanded the Baytown Voice supplemental publication, including its first bilingual (English and Spanish) edition.
- Printed 3,000 copies due to high demand, but outsourcing costs were high.
- In 2025, the Activity Guide will be replaced with a more cost effective one-page booklet, designed and printed in-house, to ensure continued value to the community.

PARK ADVERTISING AND INFRASTRUCTURE ENHANCEMENTS

- Conducted analytics projected our parks and facilities attract nearly half a million visitors annually, a captive audience for advertising events and activities.
- Revitalized outdated bulletin boards at select parks for program promotion.
- In 2025, aim to expand this initiative by building more infrastructure at additional parks to reach more.



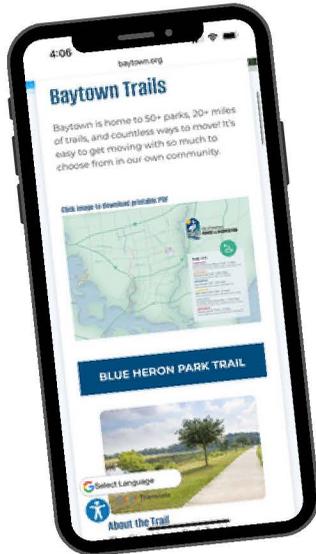
NATIONAL PARK AND RECREATION MONTH

- Celebrated National Park and Recreation Month with a community photo contest.
- Engaged the public with the theme “Show Us Where You Belong,” with the winner receiving a prize of \$250 program credit.
- Successfully engaged the community, with the winner receiving 105 votes for their photo of children at the Baytown Nature Center.



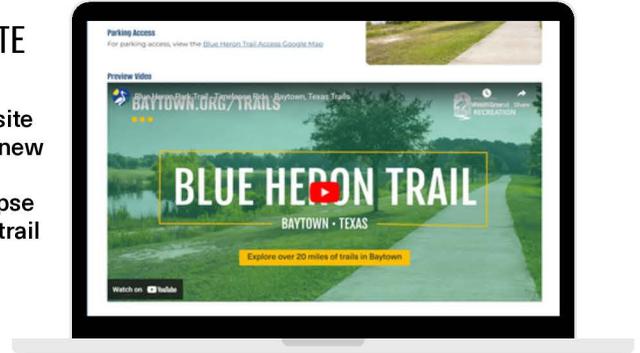
MARKETING

Key Initiatives and Outcomes



BAYTOWN.ORG/TRAILS WEBSITE

- Launched an updated trails website with additional trail information, new photos & videos.
- Featured GoPro videos of timelapse ride-throughs on every Baytown trail through YouTube.
- Provided interactive parking information on Google Maps.



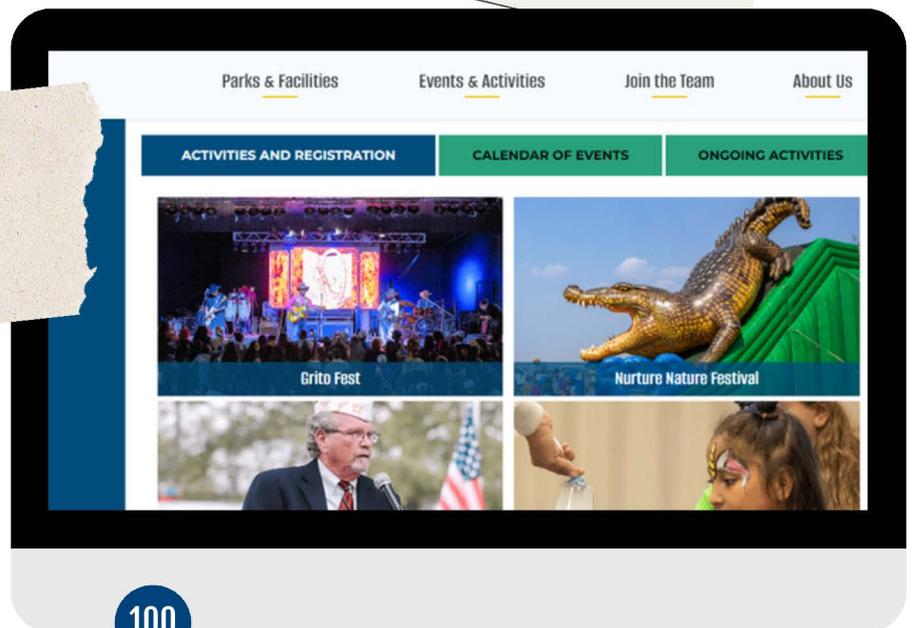
BAYTOWN.ORG/EVENTS WEBSITE

- Revamped a unified promotional landing page at www.baytown.org/events.
- Consolidated event information, registrations, and promotions under one link for improved efficiency.
- Recognized with the 2024 TRAPS East Region Promotional Award for its successful approach.
- Resulted in higher engagement, increased reach, and a more cohesive brand presence.



TRAPS EAST REGION

Marketing Won 4 Awards in 2024



VOLUNTEERING

Introduction

The Baytown Serves is a City-wide volunteer initiative meant to expand and grow volunteer programs across all departments. In 2024, the coordination of this program moved from the Library to Parks and Recreation which made it easier than ever to spread volunteers throughout the divisions!



Pictured Left: Kourtney, Community Engagement



 **250**
Bags of Litter
Gathered
238 in 2023

 **1,340**
Volunteers
Helping
950 in 2023

 **60**
Adopt-a-Spot
Cleanups
56 in 2023

 **2**
New Programs
Launched

Volunteer Highlights

- Nurture Nature Festival; 50 volunteers, 240 hours
- Park Mulch; (Holloway, Bergeron, Unidad); 27 volunteers, 54 hours
- Paint Fence Rails (Jenkins and Roseland); 36 volunteers, 126 hours
- Art in Parks (NC Foote and Allenbrook); 24 volunteers, 63 hours
- Garden Beds at Pirates Bay; 4 volunteers, 8 hours
- Trees for Houston & Niagara Tree Planting; 15 volunteers, 60 hours
- Cards for Troops; 19 volunteers, 45 hours
- Beryl Coastal Cleanup; 50 volunteers, 100 hours
- Days of Caring (Baytown Nature Center); 22 volunteers, 100 hours
- Tenaris arbor and pergola at the Wetlands; 12 volunteers, 48 hours
- Market at Town Square; 112 volunteers, 226 hours
- Calpine Energy Tree planting; 15 volunteers, 45 hours
- Youth Summer Track; 18 volunteers, 53 hours
- *and more!*



Tenaris generously donated and built a beautiful arbor and pergola at the Wetlands. Thank you, Tenaris, for your generosity and commitment to our community!

VOLUNTEERING

Litter Abatement Programs



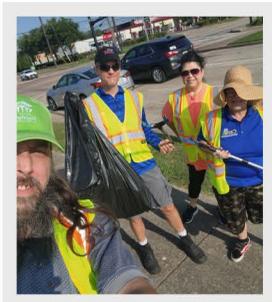
ADOPT-A-SPOT

Adopt-a-Spot is the hottest team building litter program in Baytown! In 2024, our 42 teams collected over 450 bags of litter. Businesses, clubs, and families join and commit to clean their park, trail, or roadway at least four times a year for two years. This year marks a special milestone - the entirety of the Goose Creek Trail from Bayland Park to Emmett Hutto Parkway is adopted!



NEIGHBORHOOD CLEAN UP

Gather litter during your daily walk through your local neighborhood or park! This easy, at-your-own-pace opportunity is perfect for individuals or small groups. We encourage everyone to get outside and explore their neighborhood, all while gathering trash. To let us know you served, volunteers just have to text the service line or send a message to BaytownServess on Instagram.



LITTER FENCE ROUNDUP

The flexible, at-your own pace, Litter Fence Roundup volunteer opportunity was launched in August.

Litter fences or screens are installed in high litter areas throughout Baytown. While the screens catch a lot of the trash that would've blown into our waterways and parks - we need your help gathering the collected trash for proper disposal. Your service will help ensure the health of our waterways and the flourishing of our local wildlife.

This opportunity is great for individuals who want to make a big impact in a small amount of time and without too much walking! Most of the areas are along sidewalks or parking lots which makes it easier to access with walkers or wheelchairs.

These and more volunteer opportunities can be found online at baytown.org/serve

VOLUNTEERING

More Ways to Get Involved



SERVICE DAYS

We partner with organizations throughout the year for large service days – Faith Family Church for their July Second Serve Day and United Way GBACC for Days of Caring in the Fall.

July 13th was the Faith Family Church Serve Day. Unfortunately, two of the projects had to be rescheduled due to rain. However, fifteen volunteers joined the Parks team as they worked on cleaning up the Goose Creek Trail post Beryl. We also had special help from the Baytown Health department. For their rainout date, they spread fresh mulch at Bergeron Park

This year, Days of Caring was November 1st - 2nd. United Way hosted five projects for the City of Baytown, included building toy storage benches for play areas at the Animal Shelter, bandanas for shelter animals, refreshed paint at the Baytown Library, and for Parks and Recreation, clearing dead brush and invasive plants from the bird pond at the Baytown Nature Center to encourage more migration and painting interactive art with Babies in Baytown along the sidewalks at Allenbrook Park.



BIRD BUDDIES

Launched in April, Bird Buddies volunteers refill bird feeders at the beautiful Baytown Nature Center to encourage a wide variety of birds to visit the center.

CHALK THE WALK

This is year two hosting a Chalk the Walk, where volunteers are encouraged to chalk inspirational messages along the Goose Creek Trail. In 2023, 6 different teams or families participated during Days of Caring in October.

This year, we moved Chalk the Walk to April's Month of Service and had 1 organization, GCM French Honor Society, participate.



VOLUNTEERING



Thank you for your
dedication!

Helping with Events

DEVOTED VOLUNTEERS

Thank you to the hundreds of volunteers who chose to serve this year, and especially to those who dedicated their time to multiple events with us throughout the year!

Eliana A.

Served at Soccer Youth Tryouts, Grito Fest, Nurture Nature Festival, Turkey Trot, and the Christmas Parade

Jennifer S.

Served at Youth Summer Track, Nurture Nature Festival, and Adopt-a-Spot

Pamela

Served at Youth Summer Track, Pooch-a-Palooza, Market at Town Square, and for two years at the Christmas Parade Candy Zone and Nurture Nature Festival!

Laura and Walter

Served together at the Market at Town Square, Nurture Nature Festival, and Turkey Trot

Kelly and Noah

Served at Nurture Nature Festival, Pooch-a-Palooza, and the Christmas Parade

Lizbeth & Abigail A.

Served at the Market at Town Square, Nurture Nature Festival, Pooch-a-Palooza, Turkey Trot, Christmas Parade, and Holiday Hangout.

Quadalupe

Served at the Market at Town Square, July 4th Concert, Nurture Nature Festival, and Holiday Hangout.

Jayden P.

Served at the Market At Town Square, Juneteenth, Nurture Nature Festival, and Christmas Parade.



"I've always loved helping others, but I wondered how I can do it consistently within my community. The City of Baytown allows teens like me to participate and even taught me more than I thought I would ever know. I have gained soft & hard skills from my time with the City of Baytown's volunteer program, and I can't wait for more time."

Quadalupe

SUPPORTERS & PARTNERS



We would like to extend our heartfelt thanks to our sponsors, partners, and supporters for their invaluable contributions. Your generosity and commitment make a tangible difference in the success of our events, projects, and programs, enabling us to better serve and uplift our community. Your support helps us create a lasting impact, and we are deeply grateful for the role you play in helping us achieve our shared goals. Together, we are building a stronger, more vibrant community.

SUPPORTERS & PARTNERS

Active Living Programs

Be Well™ Baytown

Baytown Parks and Recreation Department's active living programs are supported by Be Well™ Baytown, an initiative of The University of Texas MD Anderson Cancer Center sponsored by ExxonMobil.

Parks and Planning

Shout out to ESI Inc. Security for donating a camera at Roseland Park, Anchor Printing for supporting the Holiday Hangout, Kraftsman for the Pickle Ball Court, and Babies Baytown for the Trail Exercise and Educational signage. Thanks to McEntyre Electrical for their endless repairs on stolen light wiring, Baytown Electric for always going above and beyond, and Hardscapes Inc. for replacing stolen lighting at San Jacinto and the I-10/Roundabout letters. Major appreciation to the teamwork of Public Works Water and Streets for their continued support!

Volunteering

A huge thank you to the organizations and individuals supporting our community through Adopt-a-Spot and other volunteer opportunities: Faith Presbyterian Church, Faith Family Church, H.E.B., IMPACT Environmental Club, Baytown Lions Club, Baytown Rotary Club, Community Resource Credit Union, Stuart Career Technical HS NTHS, Baytown Christian Alliance, Davidson Family, ExxonMobil SEED, St. Paul's Lutheran Church, Covestro, Goose Creek Memorial PAL, Harris County Insurance, Goose Creek Memorial French Honor Society, Sterling HS Key Club, One Shot Memorial, Lakewood Neighbors, San Jacinto Church, Lakewood Estates, EPIC, Goose Creek Memorial NHS, Baytown Citizen's Police Academy Alumni Association, Baytown Area Democrats, Jesus Name Tabernacle, Goose Creek Memorial NTHS, Lee HS Key Club, MediaPest, Rho Omicron Omega, Allenbrook Neighborhood Association, Baytown Republican Women, Lee HS Student Council, Baytown Area Homeschoolers, Gardovsky Family, Breezeway Dynamics LLC, Figwell Enterprise, AMO Health & Therapy, True Trowel Masonic Lodge, and GSSJC East Enders Community.

We also appreciate Tenaris, United Way of Greater Baytown, Sterling HS Athletics, Republic Services, Barbers Hill NHS, Hyatt Regency, Calpine Energy, Babies in Baytown, Chevron, Oneok, Trees for Houston, and Niagara Cares for their ongoing support!

SUPPORTERS & PARTNERS

Special Event & Program Sponsors



SUPPORTERS & PARTNERS

Special Event & Program Sponsors



P2:3 MANAGEMENT



From: Jason.Reynolds
Subject: Pirates Bay - A new initiative
Date: Tuesday, October 1, 2024

The City of Baytown is announcing a new initiative in the growth of the Pirates Bay waterpark. P2:3 Consulting (P2:3) has been asked to expand its role as advisors by assuming management of the waterpark's operations and maintenance. Starting this fall, P2:3 will begin implementing many of the recommendations made as part of the group's strategic planning efforts performed since May 2024.

In May, the Baytown City Council adopted a contract with P2:3 aimed at analyzing the park's current operations, and developing strategies for eliminating the budget deficit and general fund dependency. P2:3 has worked with numerous waterparks across the state and country, and delivers on a promise to offer actionable insights that inform strategic decisions and enhance overall park operations. In many ways, the City has already benefitted from strategies recommended as part of the study, but there is still much work to be done. As such, the city council will soon vote to adopt an expanded scope of work for P2:3, adding in the new management responsibilities. As a City-owned park, Pirates Bay will continue to serve Baytown residents and visitors who have supported the waterpark through the years, and who rely on it as a way to find relief from the summer heat. In fact, residents and visitors alike will soon experience greater efficiencies and enhanced amenities.

As the contractor ramps up its efforts to take over management of Pirates Bay, the City has ramped down these same management positions.

Employees who previously worked for the water park will have the opportunity to regain employment with the new management company, another open City position, or elsewhere outside the City.

Stay tuned for more exciting updates about the reimagined Pirates Bay!

Respectfully,

Jason E. Reynolds

City Manager | City of Baytown
2401 Market Street, Baytown, Texas 77520
Office: 281.420.6501 | Cell: 346.425.0838
"Together We Enrich Lives and Build Community"

P2:3 MANAGEMENT

PIRATES BAY

What's New for the 2025 Season



As the new management team at Pirates Bay Waterpark, we are dedicated to creating a premier destination where families and guests can make unforgettable memories. Our mission is to elevate guest experience, optimize operations, and ensure sustainable growth, all while maintaining our commitment to safety and community engagement. Below is an outline of our key initiatives, designed to bring fresh energy and innovation to Pirates Bay while staying true to our core values.

AMENITIES ENHANCEMENT

- Expand shaded areas, cabanas, and VIP sections for added comfort and exclusivity.

SAFETY AND RISK MANAGEMENT

- Enhance lifeguard training and certifications to ensure top-tier safety.

COMMUNITY ENGAGEMENT

- Roll out exciting offers and campaigns to drive early ticket sales.
- Increase swim lesson availability and options to serve more community members.
- Regularly host events connecting Pirates Bay with families and organizations.
- Partner with local groups to promote water safety awareness through workshops.

CUSTOMER SERVICE EXCELLENCE

- Comprehensive training programs for guest interaction, problem-solving, and creating a welcoming atmosphere.
- Advanced systems for efficient ticketing and improved consumer experience.
- Improve website function for end user.

FOOD AND BEVERAGE EXPANSION

- Diverse menu selections catering to various preferences.
- Quick-service lines for snacks and beverages.
- Attendants at cabanas to offer prompt, personalized service.
- Diversify vendor options and redesign service windows for better flow.

TEAM MEMBER RECOGNITION



TRAINING

Professional Development

The Parks and Recreation Department is committed to the ongoing education and leadership growth of our team members. We proudly celebrate the achievements of those who have embraced a growth mindset, both this year and in previous years, contributing to the continued success of our department.

MANAGER'S SERIES

2024 Completions:

Joshua Abundis, Christina Butcher, Abel Carmona, Jina Faith, Kyle Frye, Lauren Siple, David Galvez, Cornell Gordon, Leonard Graham, Robyn Howell, Terry Raymond, Amy Shipley, Elena Tanner, Julian Vences

GREEN BELT

2024 Completions:

Leslie Cuellar
Nicolas Mann

Past Completions:

David Galvez, Robyn Howell, Chaun La'a-Oili, Luis Mendoza, Amy Shipley, Victoria Ramirez, Abel Carmona

BLACK BELT

Past Completions:

Holly Pinkston (2023), Brandon Jones (2023), Victoria Ramirez (2023), Lauren Siple (2020), Christina Butcher (2019), Tracie Keene (2019), Clifford Hatch (2018)

NOMINEES

Recognizing Excellence

It is with great pride that we recognize these nominees for their exemplary embodiment of our core values and commitment to the mission of our Parks and Recreation team. Their dedication, professionalism, and collaborative spirit have made a significant impact on our community, and we are honored to acknowledge their contributions.



WILLIAM JONES

2024 TRAPS* East Region Part-Time Employee of the Year Nominee



MADDY BURTON

2024 TRAPS* East Region Rookie of the Year Nominee



BRANDON JONES

2024 TRAPS* East Region Young Professional of the Year Nominee



BREANNA HOLLAND

2024 City of Baytown Core Value Nominee



LORENZO GOODLEY

2024 City of Baytown Core Value Nominee



ELENA TANNER

2024 City of Baytown Core Value Nominee



BRANDON SEATON

2024 City of Baytown Core Value Nominee



AMY SHIPLEY

2024 City of Baytown Core Value Nominee

MILESTONES

Recognizing Dedication

Having team members who have worked together over the years brings immense value to the department. Their long-standing relationships foster trust, effective communication, and deep understanding of the community's culture and goals. With years of experience, they can mentor newer staff, troubleshoot issues efficiently, and contribute to long-term stability. This seasoned team offers a unique blend of knowledge and loyalty, making them vital in driving the City forward.

5 Years of Service

We proudly recognize team members who dedicated 5 years of service. Reaching this milestone reflects their enduring commitment and significant contributions to the strength and continuity of our team.



CORNELL GORDON
Planning Superintendent
5 Years



LAUREN SIPLE
Athletic Coordinator
5 Years



JULIAN VENCES
Crew Leader
5 Years



HUNTER SLOVACEK
Crew Leader
5 Years



SYLVIA GONZALES
Customer Care Technician
5 Years
(20 Years Part-Time/Full-Time)

MILESTONES

15 to 25 Years of Service

We are honored to recognize team members who have dedicated 15 to 25 years of service. Their longstanding commitment brings invaluable contribution to the growth and development of our city. Their wealth of experience has been essential in shaping the success of our team and enhancing the services we provide to our community.



2024

30 YEAR MILESTONE

BAYTOWN PARKS & REC

THANK YOU, LORENZO, FOR 30
YEARS OF DEDICATED SERVICE.

The story of Baytown Parks and Recreation wouldn't be complete without Lorenzo Goodley. With a career spanning three decades, his expertise in welding, fabrication, and playground construction has been essential to the department.

Starting as a part-time driver, Lorenzo's attention to detail shaped many of Baytown's popular amenities, including the Jenkins Parks trail system and park pavilions. Now serving as Parks South Side Crew Leader, his skills continue to impact the development and refurbishment of local parks, leaving a lasting legacy in the community.



CONGRATULATIONS LORENZO!



LORENZO GOODLEY
CREW LEADER

2024

35 YEAR MILESTONE

BAYTOWN PARKS & REC

THANK YOU, MINH, FOR 35
YEARS OF DEDICATED SERVICE.

For 35 years, Minh has been a key figure in Baytown's Parks and Recreation, known for his technical skills, creativity, and community commitment. Since joining in 1989, he's contributed to award-winning projects and saved the City \$20,000 by efficiently relocating pedestrian bridges.

Honored as the 2022 Park Professional of the Year, Minh's leadership has shaped Baytown's 53 parks. Outside of work, he enjoys family time with his wife, three daughters, and grandkids. His legacy of innovation and dedication continues to enhance the community.

CONGRATULATIONS MINH!



MINH KOTLARZ
FIELD SUPERVISOR

Team Member Shoutouts



Guest Survey

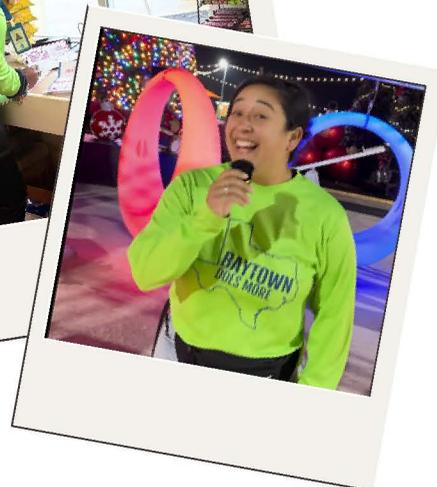
Aug 2024 Submission

"I would to say thank you Abigail (lifeguard) for her watchful eyes yesterday. She was very observant. She went above and beyond to help. Thank you again Abigail for your watchful eye!"

Google

Dec 2024 Review

"Kayla is so fun and Kynlee is the best"



Facebook

Dec 2024 Comment

"[Catherine is] one of our favorite staff members!"

DEPARTMENT AWARDS



Our department is committed to excellence in everything we do, striving to deliver the highest standards in service and community impact. This dedication has been reflected in the recognition we've received, and we're proud to share the awards our department has earned this year.

DEPARTMENT AWARDS

Parks & Recreation Divisions

Baytown's Parks and Recreation team has earned several top awards this year, shining as a leader in the industry. These honors highlight the city's dedication to great public spaces and programs, while also showcasing the power of teamwork. With a focus on innovation, collaboration, and community engagement, their efforts set the bar high and demonstrate what's possible when a team strives for excellence. It's a well-deserved recognition of their hard work and passion!



**BAYTOWN
SUN**

READER'S CHOICE BEST
COMMUNITY EVENT



**CITY OF
BAYTOWN**

BREANNA HOLLAND
CARING AWARD LORENZO GOODLEY
COLLABORATION AWARD



**MAINTENANCE
RODEO**

1ST PLACE TUG OF WAR	2ND & 3RD PLACE OVERALL TEAMS
1ST & 2ND PLACE BACKPACK BLOWER	3RD PLACE TRUCK & TRAILER
3RD PLACE NAIL DRIVING	3RD & 5TH PLACE BACKHOE



**TRAPS
EAST
REGION**

POOCH-A-PALOOZA PHOTOGRAPH	BAYTOWN.ORG/EVENTS PROMOTION AWARD
WILLIAM JONES PART TIME EMPLOYEE OF THE YEAR	SPLASH PARK BIRD PHOTOGRAPH
ANTI-TAMPER BOX MAINTENANCE AWARD	

DEPARTMENT AWARDS

Aquatics Division

PIRATES BAY WATERPARK

Baytown's Aquatics Division has earned well-deserved recognition this year with awards that spotlight their commitment to safety, training, and customer service. These accolades highlight the division's focus on providing a safe, well-trained environment for swimmers, along with professional marketing efforts to engage the community in their waterparks.



READER'S CHOICE
BEST LOCAL ATTRACTION



PIRATES BAY
RADIO COMMERCIAL

PIRATES BAY
TV COMMERCIAL

LIFEGUARD COMPETITIONS

In July 2024, City of Baytown Aquatics fielded two teams at the Gulf Coast Guard Games in Mont Belvieu. These two teams competed against eleven other teams from around the Houston area putting their lifeguard skills to the test.



Once the dust settled and the competition was complete the City of Baytown Aquatic's teams came home with several awards:

- 2nd Place CPR Scenario: Aqua Alphas
- 3rd Place CPR Scenario: Tidal Titans
- 1st Place Spinal Injury Scenario: Aqua Alphas
- 3rd Place Spinal Injury Scenario: Tidal Titans
- 1st Place First Aid Scenario: Aqua Alphas
- 4th Place Overall: Tidal Titans
- Overall CHAMPION: Aqua Alphas



Later that month, the City of Baytown Lifeguard Teams traveled to Round Rock to compete in the Texas Lifeguard Championship. Both teams competed against the best of the best in the state and the city came away with its highest placing ever at the state competition. Congratulations to our teams!

- 1st Place First Aid Scenario: Aqua Alphas
- 3rd Place First Aid Scenario: Tidal Titans
- 1st Place Spinal Injury Scenario: Aqua Alphas
- 6th Place overall: Tidal Titans
- 3rd Place overall: Aqua Alphas

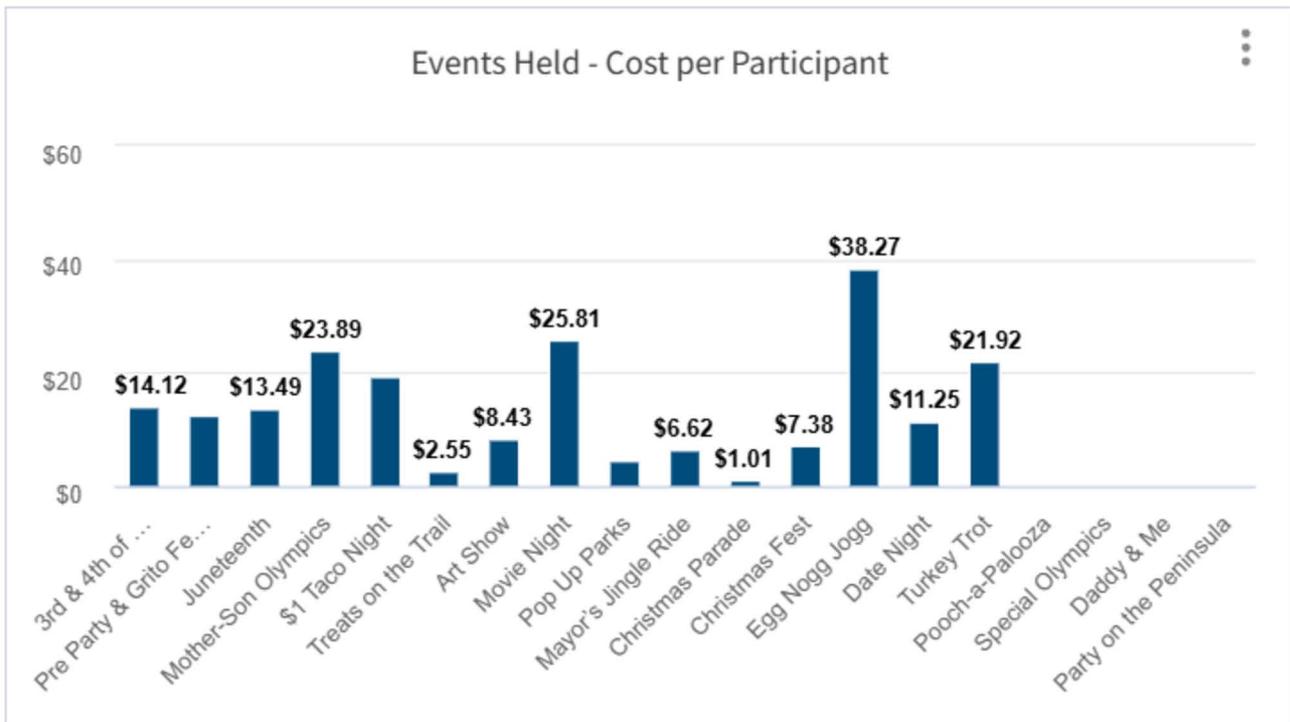
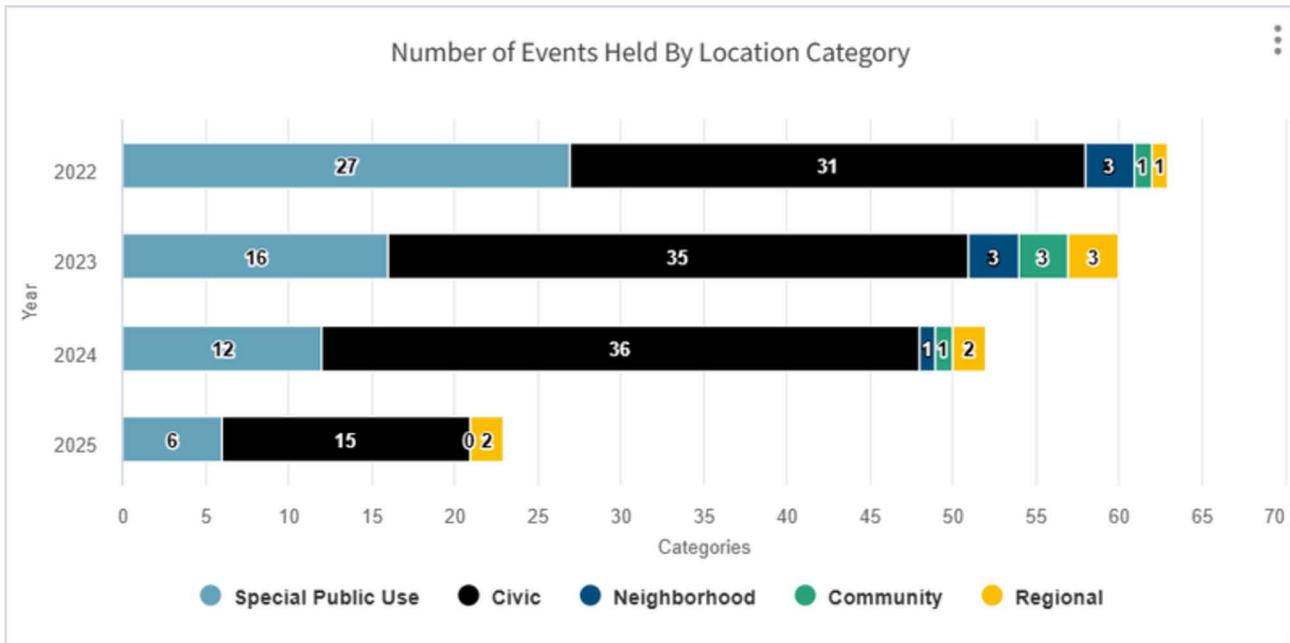
DEPARTMENT STATISTICS



Statistics and analytics are essential in maintaining a consistent standard of performance. By regularly tracking key data, we can ensure our efforts align with our goals, identify areas for improvement, and make necessary adjustments to uphold a high level of quality and efficiency across all initiatives.

STATISTICS

Special Events



STATISTICS

Rental Facilities

Facility Rental Customer Call Backs

For 2024

Average Overall Satisfaction Rating of 4.7

Range: 3.3 - 5.0

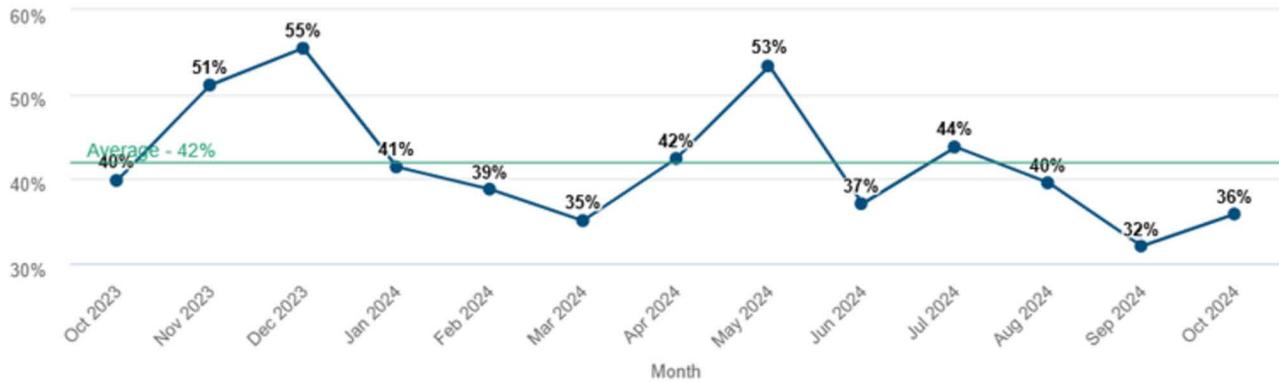
Secret Shoppers

2024 Q2

Average Overall Score of 90.42%

For 5 Secret Shopper Reviews

Facility Utilization Rates



Facility Utilization rates are for the following locations: Community Center, Jenkins Clubhouse and the Clubhouse at Roseland

STATISTICS

Google Business Listings

The Marketing team successfully claimed ownership of almost 50 Google Business Listings for our Parks and Facilities over the past year, which has been a tedious process. This initiative enables better tracking, enhanced data analytics, and deeper insights into visitor behavior.

We can now estimate the number of visitors to our parks by multiplying the number of Google Directions requests by 3.5, based on data from gated facilities. For example, if 17,000 Google Directions requests to the Nature Center are made, we can project 59,500 visitors with a 3.5:1 projection, closely aligning with the 60,000 recorded at the gates. While not a perfect metric, this method provides valuable insight into park visitation that was previously difficult to estimate.

Park Visitors

for June 2023 - June 2024

400,173

Projected number using total number of annual Google directions used and multiplied by 3.5

**Total estimate includes Pirates Bay, Nature Center, and Parks*

Pirates Bay Admissions

For 2024

95,868

↓ Total number of admissions decreased compared to previous year

Calypso Admissions

For 2024

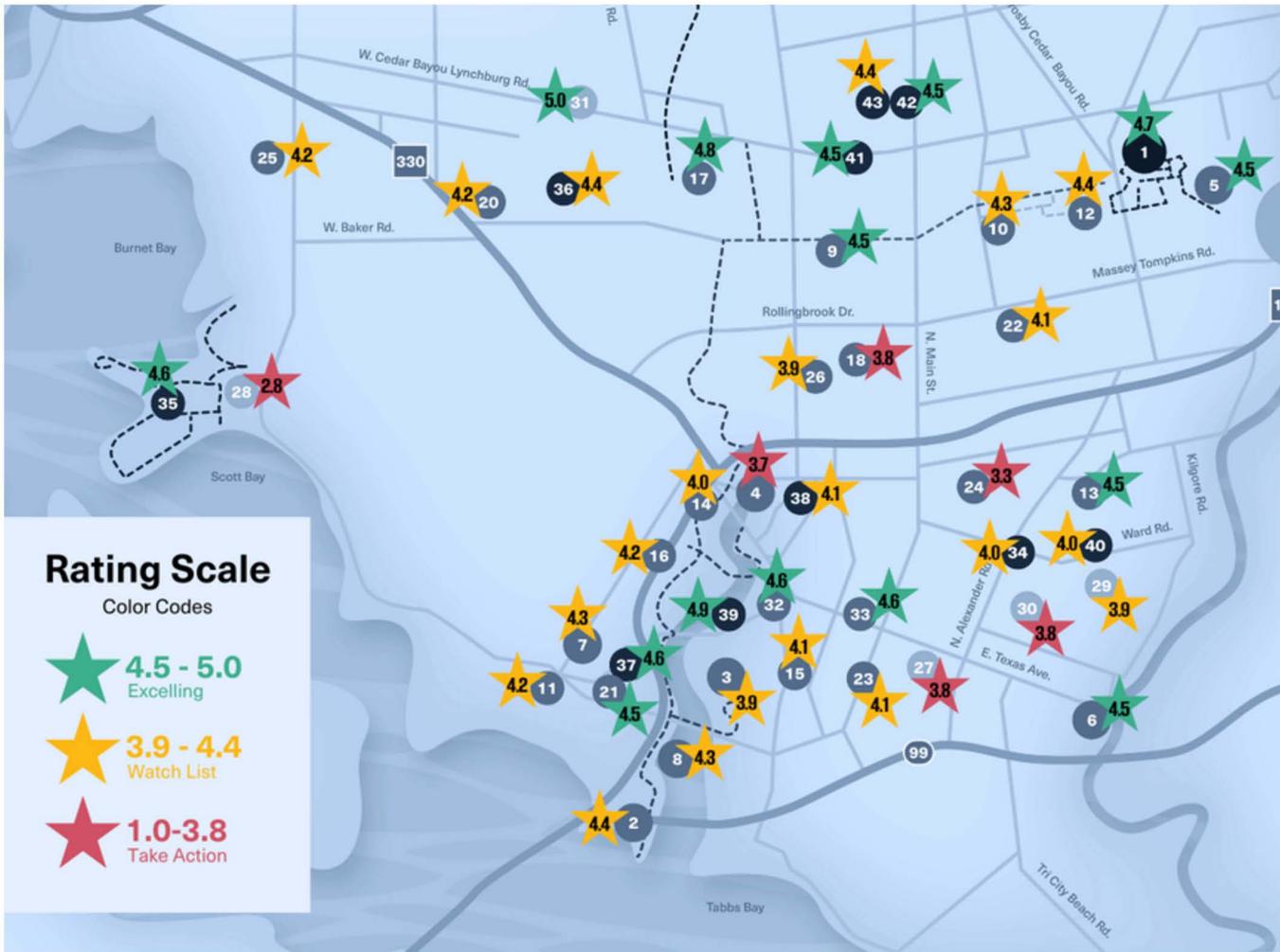
16,090

↓ Total number of admissions decreased compared to previous year

STATISTICS

Google Park Ratings

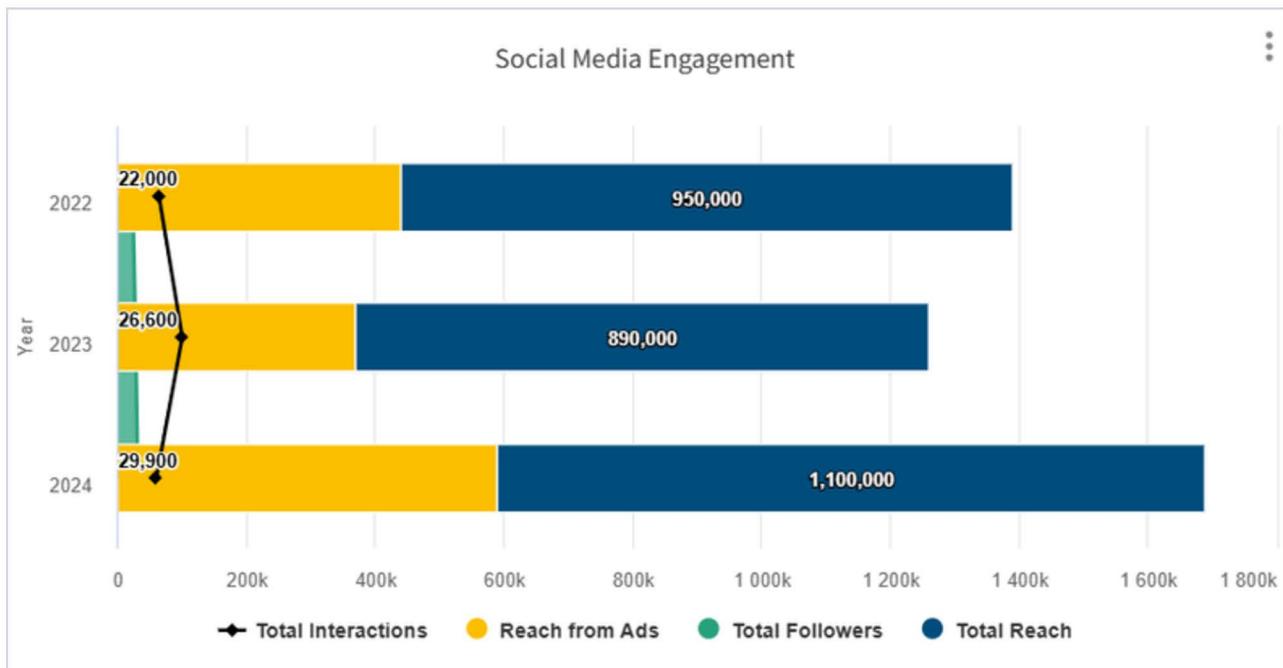
By analyzing Google Review ratings of our parks and facilities, we have established a scale of action for our parks and facilities. Parks with ratings below 3.9 stars require attention to infrastructure or other issues, while ratings between 3.9 and 4.4 stars signal potential emerging concerns. Parks rated between 4.5 and 5.0 serve as the standard, guiding efforts to improve lower-rated parks.



STATISTICS

Social Media

- Although number of followers trend upward annually, actual followers is a fraction of the people reached, which shows that number of followers is not the number to focus on, rather the total number of people reached.
- While total people reached is trending upward, the percent of those reached continues to depend on roughly 40% being reached by paid ads, concluding that there is a need to proportionally increase Facebook advertising budget allocation to keep up with the upward trend.
- Total interactions has seen an overall decrease, which means our content is becoming less engaging. To correct the downward trend, a 2025 goal will be to provide training and dedicated staff to creating relevant social media content.



MASTERPLAN IMPROVEMENTS



A city's parks system is a vital public asset, providing benefits like improved public health, economic growth, and a better environment. Communities nationwide have developed parks and recreation master plans to ensure successful systems. This section highlights the goals achieved this year in alignment with the Baytown Parks and Recreation Master Plan.

MASTER PLAN IMPROVEMENTS

Introduction

The purpose of the Parks, Recreation, Trails, and Open Space Master Plan (referred to as the Master Plan) is to align public, quasi-public, and private sector interests and stakeholders around key objectives, including:

- **Operations and Maintenance:** Managing the current and future operations and maintenance of Baytown's existing parks system, encompassing parklands, recreational facilities, amenities, staffing, and equipment.
- **Meeting Demand:** Addressing the current and future demand for parks infrastructure in response to evolving demographics and national and local recreation trends.
- **System Expansion:** Planning the expansion of the parks system to accommodate Baytown's growing service area, particularly in new developments to the east and northeast of the city.
- **Enhancing Resiliency:** Identifying opportunities for open spaces to serve multiple purposes, such as mitigating flooding and supporting natural habitats to encourage nature-based recreation and tourism.
- **Trail Connectivity:** Developing a comprehensive trail system that links Baytown's parks to community destinations, including schools, workplaces, and neighborhoods.

Chapter 4 of the Master Plan, "Baytown Parks Tomorrow", proposes a set of goals, objectives, strategies, and actions that address the issues identified in the needs assessment. Each action is tied to specific goals, objectives, and strategies for the development and improvement of parkland, recreation facilities and programs in Baytown.



The City of Baytown Parks, Recreation, Trails, and Open Space Master Plan can be found online at baytown.org/parkreports

MASTER PLAN IMPROVEMENTS

Strategies in Action this Year

AMENITIES

Strategy 1.1.4

- Updated and improved neighborhood parks with the addition of N.C. Foote Pickleball Courts, shade structures at Central Heights and N.C. Foote Parks, a Baytown Soccer Fitness Course and Playground, and a Community Center Labyrinth.
- To enhance quality of life, the department began replacing all rubber mulch in playgrounds with playground mulch. In 2024, N.C. Foote, Central Heights, and parts of the Nature Center were updated with the new mulch.

Strategy 2.2.2

- Enhanced park amenities by adding basketball and playground shade structures at N.C. Foote, Central Heights, Pelly, and Barkuloo Parks.
- Improved the bike trail experience with new bike stations and racks at Unidad, Britton, Pelly, and McElroy Parks.

Strategy 5.1.2

- Developed a kayak launch at Baytown Nature Center as part of the Blueways program to enhance access to Baytown's waterways.

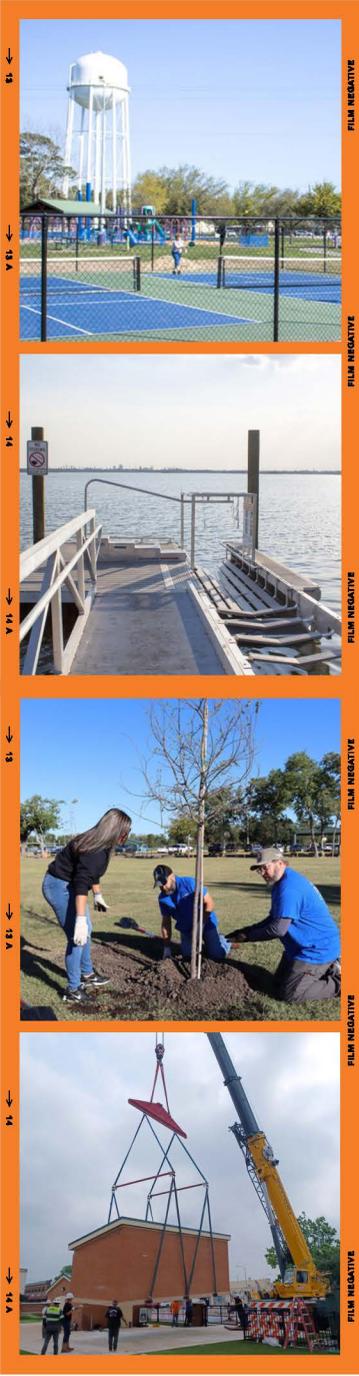
SUSTAINABILITY

Strategy 1.1.4

- In partnership with Trees of Houston, over 53 trees were planted in Jenkins by a team of volunteers and park staff.

Strategy 2.2.2

- Enhanced park amenities at Town Square to boost its appeal as a downtown destination by installing a storage building, expanding usability and programming options.



MASTER PLAN IMPROVEMENTS

Strategies in Action this Year



SECURITY

Strategy 1.1.4

- To enhance quality of life, a mobile camera was installed at Town Square, which has contributed to a reduction in crime, vandalism, homelessness, and loitering after hours.
- To address the issue of trash resulting from homelessness in our parks, we implemented measures to remove individuals from the parks after hours and cleared out any trash left behind.

Strategy 1.3.1

- A Safety Audit was conducted to assess both the physical environment and perceptions of safety.
- To enhance public safety and visibility, solar lighting was installed in Bergeron and Tejas parks. This lighting helped illuminate areas prone to dumping and loitering, while also improving sightlines for police patrols in the parks.

Strategy 1.3.2

- To enhance the quality of life and the park experience, we received a donated mobile camera for a month at Roseland Park to help reduce late-night burnouts in the parking lot and other nighttime activities in the park.
- To improve safety, we upgraded park and trail design by installing What3Words and wayfinding signage to better guide visitors.



CUSTOMER EXPERIENCE

Strategy 2.2.5

- Upgraded Pirates Bay with a new 6,208 sq. ft. picnic area, wayfinding signs, Mat Racer poles, air compressor, and Mascot Closet. The Beautification Team also re-mulched and replanted landscaping.

Strategy 2.2.6

- Upgraded sports facilities by restoring fields at Wayne Gray Sports Complex and National Little League Fields. To improve the appearance and experience, the department assumed responsibility for mowing and maintaining the facilities.

Our "Why" Behind the Work

"I like to let work speak for itself. When my daughter writes in her homework 'I am inspired by my mom because she has a job she enjoys and is passionate about' and my son says 'You have a great job, Mom', I am reminded how lucky we are to love what we do at Parks & Rec."

Amy Shipley

"I like working here building parks for the kids - Also I've been coming to the 4th of July celebration since the 70's and now I get to help set up the event."

Tony Garcia

"Get my bread up."

Peewee

"I really like to be doing stuff with purpose. I can come here and be productive with the beginning of my day. Plus a head start on my 401K."

D20

"To make Baytown better!"

Amanda Garcia

"Parks and Rec is the best spot to work because of the people and because of how much we do for the kids."

Peggy Fontenot

Creating Unforgettable Memories



2025 BAYTOWN EVENTS



- February 1st - Daddy & Me
- March 15th - Market at Town Square
- March 22nd - Party on the Peninsula & Run For Your Wildlife
- March 29th - Trash Bash
- April 19th - Market at Town Square
- April 25th - Arbor Day Tree Giveaway
- April 25th-26th - Special Olympics
- May 3rd - \$1 Taco Night
- May 17th - Market at Town Square
- May 26th - Memorial Day Ceremony
- June 14th - Juneteenth Celebration
- July 4th - July 4th Celebration
- September 6th - Pooch-a-Palooza
- September 20th - Market at Town Square
- October 4th - Grito Fest
- October 11th - Nurture Nature Festival
- October 18th - Market at Town Square
- October 25th - Spooktacular
- November 11th - Veterans Day Ceremony
- November 15th - Market at Town Square
- November 22nd - Turkey Trot
- December 4th - Christmas Parade

Team Member Shoutouts

"One of the biggest accomplishments this year was watching how well the staff did with storm recovery, we had 3 major weather events very close to one another. Tornados hit the area, then we had the Derecho wind storm and then Hurricane Beryl and after each one of these events our team was quick to response and clear debris and cut downed trees and repair damages within the park system making them usable again for the community."

Abel Carmona

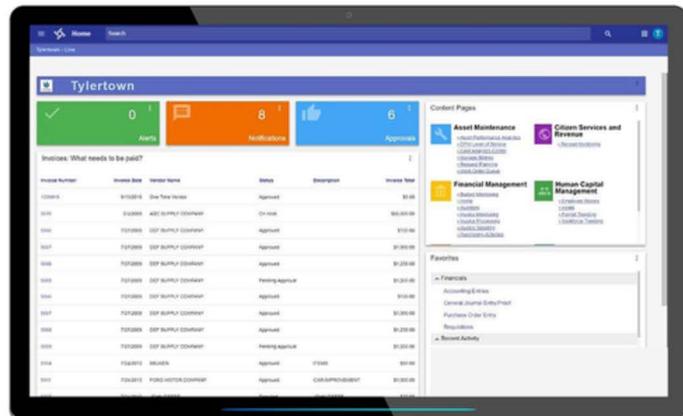


"I want to thank my staff of Milton Campbell, Marian Medina, Fred Whittington, Maria Avila, Raymond Chatlin, Kyran Blanchard and Peggy Fontenot, for accommodating the Rotary Club in having their big Annual fish fry fundraiser here at the community center with all the setup and clean up making a very successful event for the year of 2024! Great Job Team."

Terry Raymond

"The team has done an excellent job diving into the Tyler Munis software, mastering its features, and ensuring smooth navigation. Holly's contributions were extremely vital in guiding the team and making sure we executed the tasks well. Recognizing their effort helps highlight the importance of teamwork."

Clifford Hatch



BAYTOWN DOES MORE

**SCAN
ME!**



VIEW THE ANNUAL REPORT ONLINE:
baytown.org/parkreports

Baytown Parks and Recreation
2407 Market Street
Baytown, TX 77520
281-420-6597
www.baytown.org/parksandrec
pard@baytown.org