



Parks and Recreation Advisory Board

Monday, May 12, 2025

City of Harker Heights, Texas

Notice is hereby given that on Monday, May 12, 2025, at 5pm and continuing from day to day thereafter, if necessary, the Parks and Recreation Advisory Board of the City of Harker Heights, Texas, will hold a Meeting at 305 Miller's Crossing, Harker Heights TX, 76548.

Parks and Recreation Advisory Board

Brittany Harris – Chair

Anson Booker – Co Chair

Michael Aycock

Charles Brashear

Wayne Delabre

Amy Atkins –Parks & Rec Director

Nicole Loayza – HHPRD Admin Assist, Board Secretary

Alternates: William Britt

The subjects to be discussed are listed in the following agenda:

1. Roll Call

2. Consent Items

- A. Discuss and consider approval of previous board meeting minutes from March 10, 2025.

3. Presentations by Citizens

- A. Citizens who desire to address the Parks Advisory Board on any matter may do so during this item. The board will not comment on or take action other than directing staff to place the matter on a future agenda. Please state your name and address for the record and limit your comments to three minutes.

4. Matters for Discussion

- A. Update on board members (Board Secretary)
- B. Update of upcoming events for City (Parks and Rec director)
- C. Keep Texas Beautiful (Parks and Rec director)
- D. Sponsorship packet (Parks and Rec director)
- E. Discussion regarding likeliness of basketball courts and dog facilities in other City parks (Master Plan – Parks and Rec director)

5. Open Discussion and New Business

- A. Discuss and consider action to place items on the future Parks & Recreation Advisory Board meeting agendas.
- B. Open discussion of any issues not on the agenda

6. Announcements from Board Members

- A. Upcoming events or any other news members would like to share.

7. Adjournment

I hereby certify that the above notice of meeting was posted on the window board of the Harker Heights Recreation Center and the Harker Heights Municipal Building, City of Harker Heights, Texas, a place readily accessible to the general public at all times, on the 9th day of May 2025, by 12:00 p.m., and remained posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Nicole Loayza: HHPRD Admin Assistant, Board Secretary

2025



Harker Heights
Parks & Recreation
Creating Community

Sponsorship Packet



A Message from the Parks and Recreation Director Amy Atkins

On behalf of the Harker Heights Parks and Recreation Department, I would like to express our heartfelt gratitude for your interest in supporting our community. Our parks, recreation programs, and special events play a vital role in enhancing the quality of life for residents, and your partnership helps make that possible.

This sponsorship packet outlines the opportunities available for your company to make a positive impact while gaining valuable exposure. Whether you are looking to sponsor a specific event, support our parks, or collaborate on an initiative that benefits the entire community, your contribution is crucial to our ongoing success.

We greatly appreciate your consideration of these sponsorship opportunities and look forward to working together to create lasting memories for our residents.



Amy Atkins



YOUTH SPORTS SPONSORSHIP

Sponsorship typically means a person or entity provides the City with financial support for an activity, City program, or City facility typically in exchange for the City providing more than nominal recognition of that financial support. This overt recognition distinguishes a sponsorship from a donation. Financial assistance provided by a sponsor may consist of cash and/or in-kind contributions.

Diamond- \$2,000- per sport

- Business name and/or Logo on the front side of the jersey for season sponsoring. Business name/logo listed on Parks and Recreation athletics website & team sidelines and sponsor acknowledgment post on Parks and Recreation social media page.

Platinum- \$ 1,500- per sport

- Business name and/or Logo on the backside of the jersey for season sponsoring. Business name/logo listed on Parks and Recreation athletics website, and mentioned on social media page

Gold- \$1,000- per sport

- Business name w/ logo listed on Parks and Recreation athletics website and Social media post.

Silver- \$500 per sport

- Business name w/ logo on Parks and Recreation team sideline

Bronze-In-Kind- \$ any amount and/or service

- Every dollar you contribute makes a difference. Your sponsorship is in any form of but not limited to donation of equipment and/or service that will empower and support our organization to continue to offer valuable programs and opportunities to our community.



Adaptive Ability Sports Sponsorship

Hall of Fame Sponsor: \$1,000 per calendar year

MVP Sponsor: \$500 per-adaptive ability sport

All-Star (In-kind): any amount and/or service

The Harker Heights Ability Sports program offers recreational opportunities for youth and young adults with intellectual disabilities. It was established in 2010 as an extension of the City of Harker Heights' Paralympic sports program. The program is all inclusive for participants between the ages of 5 and 22. Participant's disabilities range from Autism and Asperger's to Downs Syndrome to Cerebral Palsy.

Hall of Fame Sponsorship package includes (\$1,000): Business name and logo displayed on the front or back side of all ability sports season shirts (pending design and space). Sponsor Business name will be acknowledged and tagged on Parks and Recreation's social media account. Includes end of season meals for all participants.

MVP Sponsorship Package includes (\$500): Will provide each ability sport participant with an accomplishment medal with donors name on medal for each registered participant.

All-Star (In-Kind)- \$ any amount: Every dollar you contribute makes a difference. Your sponsorship is in any form but not limited to the donation of equipment that will empower and support our organization to continue to offer valuable programs and opportunities to our community.

Baseball

Field/Gate Banner
display; Sponsor
website page;
Facebook
recognition

Softball

Field/Gate Banner
display; Sponsor
website page;
Facebook
recognition

T- Ball

Field/Gate Banner
display; Sponsor
website page;
Facebook
recognition

Soccer

Field/Gate Banner
display; Sponsor
website page;
Facebook
recognition

Volleyball

Gym Banner
display; Sponsor
website page;
Facebook
recognition

Basketball

Gym Banner
display; Sponsor
website page;
Facebook
recognition

BANNER SPONSORSHIPS



Community Baseball & Softball
Fields



4'

*The sponsor to provide banner

8'

Have your business or organization represented year-round on one of our 8 ball fields used for baseball and softball. Your banner will be displayed on the back fence of field.

1 FIELD \$225.00

4 FIELDS \$850.00

6 FIELDS \$1,200.00

8 FIELDS \$1,520.00



CITY EVENTS

2025 UPCOMING SPECIAL EVENTS

MARCH 15
OCTOBER 4

Community Garage Sales
Harker Heights City Limits

MARCH 22

Outdoor & Science Expo
Rec Center

APRIL 4, MAY 2, JUNE 6,
SEPT 5, OCT 3, NOV 7

First Fridays Music Series
Carl Levin Park

APRIL 5

Harker Heights Arts Festival
Carl Levin Park

MAY 3 - JULY 26
OCT 4 - DEC 6

Farmers Market (Saturdays)
City Hall

MAY 17

Dive Into Summer Safety
Carl Levin Park & Pool

JULY 1 - JULY 31

Park and Recreation Month
Activities around Harker Heights

OCTOBER 25

Día De Muertos Festival
Carl Levin Park

DECEMBER 1

Christmas Tree Lighting
City Hall



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DECEMBER 6

Frost Fest
Community Park

<https://bit.ly/harkerheightsevents>



Participant Estimate: 700-1000

A day filled with variety of festivities, including free art activities, and shopping with art vendors.

PLATINUM \$1,800 (1 donation)

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials (sponsor to provide logo)
- 4 posts on Parks and Recreation social media
- Recognition banner at Arts Festival (sponsor to provide banner) **size**
- Booth at the event
- Announced as presenting sponsor at event.

Gold \$1,200 (2 donations)

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials (sponsor to provide logo)
- 3 posts on Parks and Recreation social media
- Recognition banner at Arts Festival (sponsor to provide logo) **size**
- Booth at the event

Silver \$500 (3 donations)

- Recognition on Parks Websites
- Recognition on event marketing materials (sponsor to provide logo)
- 1 post on Parks and Recreation social media



Participant Estimate: 200-700

The First Friday's music series will showcase talented musical performing groups. This family-friendly event is free and open to the public. Families and friends are invited to the park to enjoy music, food vendors, and more.

**The First Friday Music Series will be held April-June
and
September-November each year.**

Music Sponsor \$1,500

This Sponsorship will be for a single First Friday Music Series event. Multiple Fridays may be sponsored

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials (sponsor to provide logo) for the Friday sponsored.
- 2 posts on Parks and Recreation social media
- Recognition banner at Ampitheater (sponsor to provide banner) **size**
- Booth at the event
- Announced as presenting sponsor at event.



DIVE INTO SUMMER SAFETY DAY



May 17, 2025
10 am - 2 pm
Carl Levin Pool

Kick off the summer season with this free, family-friendly event. Get ready to make a splash with swim lesson registration, learn safe grilling tips, and brush up on water and heat safety for the summer months. Join us for activities, safety demos, and visit some local vendors.

-In-Kind-

Donations of items and services such as bottled water, sunscreen, first aid kits, pool-toys and other summer essentials for patrons and volunteers. Your generous contribution will give you a shout-out on the Parks and Recreation Facebook event page.



July Is Parks & Rec Month

Participant Estimate: 200-500

PLATINUM \$1,600 Splash Bash (1 donation)

- Recognition on Parks Websites
- Recognition on event marketing materials (sponsor to provide logo)
- 4 posts on Parks and Recreation social media
- Recognition banner at Splash Bash (sponsor to provide logo) **size**
- Booth at Event
- Announced as presenting sponsor every hour of event

Gold \$1,000 Splash Bash (2 donations)

- Recognition on Parks Websites
- Recognition on event marketing materials (sponsor to provide logo)
- 3 posts on Parks and Recreation social media
- Recognition banner at one of the attractions (sponsor to provide logo) **size**
- Booth at the event

Silver Popsicles Sponsorship (4 donations)

Every Tuesday from 12pm-2pm popsicles will be handed out to citizens at one of our parks

- Provide Popsicles of your choice
- 1 post on Parks and Rec social media day popsicles being served
- Info table at park during popsicle hand out



Harker Heights Halloween Hoopla

Participant Estimate: 700-1000

Fun and spooky time in the park.
Event is filled with family fun
activities, vendors, and more.

PLATINUM \$2,000(1 donation)

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials (sponsor to provide logo)
- 4 posts on Parks and Recreation social media
- Recognition banner at event (sponsor to provide banner) **size**
- Booth at the event
- Logo on event shirts
- Announced as presenting sponsor at event

Gold \$1,300 (2 donations)

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials (sponsor to provide logo)
- 3 posts on Parks and Recreation social media
- Recognition banner at event (sponsor to provide banner) **size**
- Booth at the event

Silver \$600 (3 donations)

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials (sponsor to provide logo)
- 1 post on Parks and Recreation social media



Participant Estimate: 700-1000

Event features Santa, activities, a Holiday Market and more.

Platinum \$2,000 (1 donation)

- Recognition on Parks and Recreation Website.
- Santa Tent banner 3ft x 4ft (sponsor to provide logo)
- 4 posts on Parks and Recreation social media
- A recognition banner at Frost Fest (sponsor to provide banner) size
- Booth at the event
- Logo on Event tshirt
- Announced as presenting sponsor at event

Gold \$1,300 (2 donations)

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials (sponsor to provide logo)
- 3 posts on Parks and Recreation social media
- Recognition banner at Frost Fest activity (sponsor to provide banner) size
- Booth at the event

Silver \$600 (3 donations)

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials (sponsor to provide logo)
- 1 post on Parks and Recreation social media



Farmers Market

Buy Local! At the Harker Heights Farmers Market, enjoy produce, vendors, crafts, and food trucks.

Saturdays, May-July and October-December
9:00 am - 1:00 pm

Participant Estimate: 50-100 per market

PLATINUM \$1,200 (1 donation)

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials on select Farmers Market days (sponsor to provide logo)
- 4 posts on Parks and Recreation social media
- Booth at 3 farmers market days (NO REQUIREMENTS)
- Announced as presenting sponsor during market

Gold \$600 (2 donations)

- Recognition on Parks and Recreation Website
- Recognition on event marketing materials on select Farmers Market days (sponsor to provide logo)
- 2 posts on Parks and Rec social media
- Booth at 1 farmers market days (NO REQUIREMENTS)

Silver \$300 (3 donations)

- Recognition on Parks and Recreation Website
- 1 post on Parks and Recreation social media



In-Kind Donation Opportunities

Athletic Wish List

- **Summit Soccer Complex
Perimeter Fence**
- **Musco Lighting System at
Summit Soccer Complex**



Tree Lighting

- Donation of refreshments
- Donation of lights/ decorations
- Donation of photo op station
- Donation of Christmas performances



- With the donation of any following items, a post will be made on social media, thanking you for donation



Santa Letters



- Donations of items given to all students who write a letter to Santa
- Donation supplies needed for Santa letters
- Donation of Santa
- Other Donations or ideas, please call Nicole L at 254-953-5657

GO HEIGHTS:

Get Outside Recreation Program



Community Garden:
Programming supplies,
plants, and tools

Outdoor Education &
Science Expo:
Giveaways, seeds, and raffle
prizes



Outdoor Programs:
Programming supplies



Family Campout:
Meals and giveaways



2025 UPCOMING SPECIAL EVENTS

**APRIL 4, MAY 2, JUNE 6,
SEPT 5, OCT 3, NOV 7** First Fridays Music Series
Carl Levin Park

APRIL 5 Harker Heights Arts Festival
Carl Levin Park

**MAY 3 - JULY 26
OCT 4 - DEC 6** Farmers Market (Saturdays)
City Hall

MAY 17 Dive Into Summer Safety
Carl Levin Park & Pool

JULY 1 - JULY 31 Park and Recreation Month
Activities around Harker Heights

OCTOBER 4 Community Garage Sales
Harker Heights City Limits

OCTOBER 25 Día De Muertos Festival
Carl Levin Park

DECEMBER 1 Christmas Tree Lighting
City Hall

DECEMBER 6 Frost Fest
Community Park



Harker Heights
Parks & Recreation
Creating Community

bit.ly/harkerheightsevents

2 EXECUTIVE SUMMARY

INTRODUCTION

Harker Heights is located in Bell County just off of U.S. Highway 190 approximately 15 miles west of Interstate 35. The cities of Killeen and Nolanville border the city; however, Fort Hood is just a few miles away. The City of Harker Heights is located 60 miles north of Austin, 150 miles northeast of San Antonio, 190 miles northwest of Houston, 65 miles southwest of Waco, and 162 miles southwest of Dallas/Ft. Worth.¹

The City, with an existing population in excess of 31,000 and 181 acres of parkland, contracted with Luck Design Team to guide the City in the development of a 10-year growth plan for the City's park system. Luck Design Team, City Staff, together with the Harker Heights Parks Advisory Board produced a document the City Council could support and use as a tool in planning future park growth. The plan focuses on the entire parks system, establishing benchmarks documenting where the City is currently and outlining priorities for its future growth.

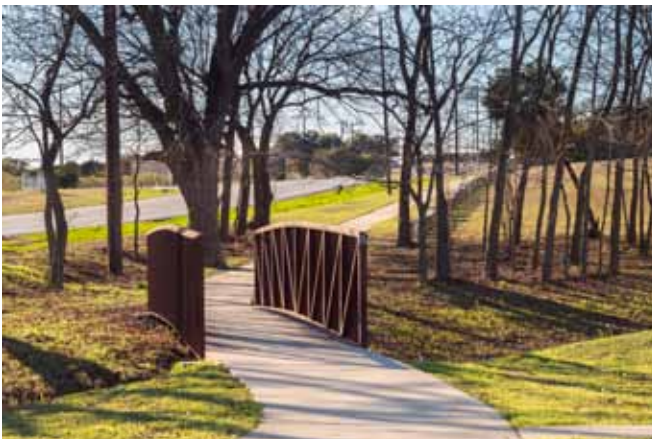


EXISTING FACILITIES INVENTORY

The first step of the planning process was a comprehensive inventory of the existing recreational facilities in the community's parks system. Parkland in the City can be categorized in two distinct groups:

Neighborhood Parks are smaller than community parks, usually under 5 acres in size. They are primarily used by residents in the immediate walking area and require very little on-site parking. The goal of a neighborhood park is to provide a gathering place for nearby neighborhoods to utilize, take pride in, and help with enhancement and maintenance. Harker Heights has three neighborhood parks.

Community Parks are the largest parks, serving traditional family groups and alternate-use groups from the city and the outlying area populations. They have a wide variety of park facilities for recreation and competitive sports use that attract patrons during all seasons. Off-street parking is provided so that residents may drive from greater distances to utilize the park facilities. Community parks represent significant construction and maintenance investments by the taxpayers of a city. Harker Heights has four community parks, excluding the Community Gardens that are an extension of Carl Levin Park.



The City of Harker Heights owns and maintains 178 acres of parkland. The parks system includes approximately 24 acres of neighborhood parks and 154 acres of community parks,.

PUBLIC INPUT

A series of public forums were conducted to gather public input and an online survey was distributed to gather feedback in determining if the community's park needs are being met.

These meetings were held at the following dates and locations:

- September 16, 2019 Skipcha Elementary (located south of Interstate 14)
- September 18, 2019 Harker Heights Elementary (located north of Interstate 14)
- November 14, 2019 Harker Heights City Hall

A community parks needs assessment survey was available online from September 2019 thru January 2020 and distributed to attendees of the public meetings to receive input from the residents and property owners in Harker Heights. 357 responses to twenty-one park related questions were completed. See "Section 0 - Appendix" for the survey that was distributed.



PARKS GOALS

Through the public meetings, survey responses, input from the Parks Advisory Board and discussions with City Staff, four broad goals were identified for the City's park system:

- **Accessibility:** Provide parks that are available for all abilities and accommodates both vehicular and non-vehicular connectivity to those parks and recreation opportunities;
- **Sustainability:** Develop and enhance parks and recreational programs within the City that promote environmental awareness and place environmental education and stewardship as a leading tenet for patrons of the City's park system;
- **Maintenance:** Take care of the excellent park infrastructure that the City has and ensure that future park improvements are developed with best practices of maintenance in mind;
- **Innovation:** Bring energy and vitality to recreational facilities in the City's park system by providing unique park experiences.

KEY NEEDS/PRIORITIES FOR MASTER PLAN RECOMMENDATIONS

The prioritization of the improvements is based on community input, the needs assessment and direction from the Harker Heights Parks Advisory Board. Some recommendations will be accomplished within the life of this master plan, which is effective until the year 2030. Other recommendations have a completion date ranging beyond the ten year horizon of this plan. The three priority categories are as follows:

- High Priority – to be completed within 5 years
- Medium Priority – to be completed between 5 and 10 years
- Moderate Priority – these items might be initiated during the life of the master plan, but they may not be completed within 10 years. Additionally, several of these priority items are currently meeting the needs of the community (for example, soccer, baseball and softball) but there is an express desire and need for the continued upkeep and maintenance of these facilities that the City has already invested in.

The City's park priorities are divided into "Outdoor Recreation Priorities" and "Indoor Recreation Priorities" as shown:

OUTDOOR RECREATION PRIORITIES

High Priority Items

1. Walking, Hiking & Biking Trails/Paths/Lanes
2. Picnic Tables (Trail Support Amenity)
3. Benches (Trail Support Amenity)
4. Water Playscape / Splash Pads

Medium Priority Items

5. Playscapes / Playgrounds
6. Dog Park
7. Outdoor Swimming Pool
8. Wildlife Viewing Areas/ Natural Area and Open Space

Moderate Priority Items (Long-Range Priority Items)

9. Soccer Fields
10. Tennis Court
11. Skate Park
12. Baseball Fields
13. Fishing /Water Access Opportunities
14. Basketball
15. Softball

INDOOR RECREATION PRIORITIES

Medium Priority Items

1. Indoor Pool
2. Senior Center

Moderate Priority Items (Long-Range)

3. Multipurpose Indoor Recreation Center

IMPLEMENTATION PLAN

The Implementation Plan focuses on "Facility Improvements", with a specific emphasis on outdoor improvements. The implementation plan focuses on the highest outdoor priority facilities. Parkland Acquisition was not deemed a major priority at this time.

FUNDING FOR PARK FACILITIES

Funding for the recommended parks system projects will come primarily from local sources, including:

- General fund expenditure

- Bond funds, if required and appropriate
- User generated revenues
- Cash and equipment donations
- Land donations
- Funding assistance from other area public entities

The City should seek grant funding from state and federal government agencies, educational districts, and from private foundations to supplement local funds. Some grants that could help to further develop the parks and recreation system include:

- TRPA Grants – The Texas Recreation and Parks Account (TRPA) is administered and distributed by the Texas Parks & Wildlife Department (TPWD). The TRPA has been the primary source of parks and recreation grant funding in Texas over the past 10 years.
- Transportation Enhancement Grants – The funds are administered by the Texas Department of Transportation (TxDOT), with an emphasis on the need for safer, more efficient management of integrated, multi modal transportation systems.
- Safe Routes to School Grants – This grant is also administered by TxDOT, with the overall purpose to improve safety in and around school areas. Bicycle and pedestrian corridors would be eligible for this type of grant funding.

CONCLUSION

Several overriding themes dominated both input received from the public and the development of this plan. Multiple references were made to “Take care of what we have” in regards to the City’s Park system. There was an overall high level of satisfaction in the current level of park acreage and development that exists within the park although there was also communication from residents who asked for more parkland to be added to the parks system.

At the time of this writing, the City of Harker Heights is exploring the feasibility of taking over the Maintenance and Operations of Dana Peak Park from the Corps of Engineers as part of a potential lease

agreement. While Dana Peak Park will not be listed as part of the official Harker Heights park amenity and acreage inventory, the open space and recreational amenities will directly service Harker Heights residents. Therefore, only a modest increase of 20 acres in City parkland is proposed over the next 10 year growth cycle for the parks department.

Market and communicate the wide variety of recreational opportunities available to residents. Many residents simply do not know what is available to them currently for outdoor recreation within the City.

