

MEMORANDUM

TO: Claire Powell, City Manager

FROM: Stacie Anaya, Director of Parks and Recreation

DATE: July 2026

SUBJECT: 2025 PARD Partnership Reports

BACKGROUND

In 2024, the Parks and Recreation Department (PARD) established a requirement for each of our non-profit partners to submit a report of their previous year's operations, fostering transparency and collaboration, as well as provide insight for large events and initiatives coming in the following year.

PARD maintains agreements with three key youth sports associations, which provide athletic programming for Lewisville and surrounding communities:

- Greater Lewisville Area Soccer Association (GLASA)
- Lewisville Baseball and Softball Association (LBSA)
- Lewisville Football Association (LFA)

In addition, United Cricket Club (UCC) offers both youth and adult cricket programs in Lewisville. Written reports for each of these partners are included in your packet.

Beyond sports, partnerships with the Lewisville Park Alliance, Keep Lewisville Beautiful, Clear Texas Lakes, the Elm Fork Chapter of the Texas Master Naturalist and Friends of LLELA provide volunteer support sponsorships for participants, park development initiatives, and support environmental conservation and outdoor education programs.

Each partner has submitted a written report detailing 2025 operations. These reports are included in the packet for review. These reports were shared with the Park Board in May.

ANALYSIS AND SUMMARY

SPORTS PARTNERS

- **Greater Lewisville Area Soccer Association (GLASA)** is one of the largest youth sports organizations in North Texas and a cornerstone of recreation in Lewisville.
 - **6,756 registered players, 850+ volunteer coaches and managers, 800+ referees**, and scheduled more than **4,500 games annually** that are played in Lewisville, Flower Mound or Highland Village.
 - **34.7%** of all recreational games are played on Lewisville fields

- **28.6% of players** and **29.0%** of volunteer coaches are Lewisville residents.
- **2025 Revenue to the City:** \$11,512 in participant revenue, plus an additional \$34,291 from tournament rentals and crew fees, for a total of \$45,803.
- **Lewisville Baseball & Softball Association (LBSA)**
 - **39 baseball teams** across fall and spring recreation, premier recreation, and select programs.
 - **15 softball teams** across fall and spring recreation and select programs.
 - Approximately **686 participant registrations** across baseball and softball seasons, with **74.1% Lewisville residents** and 25.9% non-residents,
 - The association funded **28 full scholarships**, covering 100% of player registration costs
 - **2025 Revenue to City:** \$5,427 in participant revenue, plus an additional \$2,400 from tournament rentals, for a total of \$7,827.
- **United Cricket Club** has transformed Lewisville into one of the premier cricket destinations in Texas.
 - **10 teams and more than 250 members**, participate in **200+ games annually**
 - **140+ games at Lake Park**
 - **60+ weeknight games at Railroad Park**
 - developed a thriving youth program that now serves **more than 400 youth annually** after coaching **over 1,000 young players** during the past 16 years.
 - United Cricket has also partnered with Lewisville ISD to introduce cricket into school sports, hosted national-level competitions at Lake Park
 - **2025 Revenue to City:** \$18,250 in rental revenue.
- **Lewisville Football Association (LFA)** provide an affordable, competitive football experience centered on player development and sportsmanship.
 - Over **200** participants aged 7-12 in tackle football leagues, and Due to low numbers, most participants are *not* Lewisville residents, as the league has combined with regional team to maintain a competitive league.
 - Over **40** participants in flag football leagues.
 - **2025 Revenue to City:** \$4,040 in participant revenue

COMMUNITY PARTNERS

- **Lewisville Park Alliance** increases equitable access to recreation by funding scholarships for programs at Thrive, LLELA, and Herring Recreation Center, while leading philanthropic efforts for transformative capital projects such as the Vista Ridge Park redevelopment. In 2025, scholarship applications increased from **27 to 46 (a 70% increase)**, with **57% of applicants participating in City programs for the first time**, demonstrating the Alliance's success in reaching new residents.

- **Keep Lewisville Beautiful** provides one of the department's largest volunteer workforce multipliers. In 2025, **3,551 volunteers** contributed **7,791 hours** of service—valued at more than **\$271,000**, removing **35 tons of litter**, cleaning **870 miles of roadway**, maintaining **9,392 acres of parks and trails**, and supporting **84 Adopt-A-Spot locations** through **486 volunteer cleanups**. These efforts directly improve park conditions while reducing maintenance demands on City staff.
- **Clear Texas Lakes** enhances the City's stewardship of Lake Lewisville through specialized shoreline restoration and environmental education. During 2025, volunteers removed more than **76,000 pounds of trash and debris** from Texas lake shorelines, bringing the organization's cumulative impact to more than **291,000 pounds** removed since its inception. Their partnership strengthens both environmental sustainability and the visitor experience along Lewisville's lakefront parks.
- **Texas Master Naturalist – Elm Fork Chapter** contributes highly specialized expertise that would otherwise require significant staff resources. In 2025, members provided **8,560 volunteer hours**, engaged **3,554 visitors**, donated **\$5,000** to the Lewisville Centennial Tree Program, and secured **\$4,000 H-E-B Pollinators for Texas Grant**. Their work supports habitat restoration, environmental education, trail maintenance, native plant conservation, and ecological management across LLELA, THRIVE Nature Park, and neighborhood green spaces.
- **Friends of LLELA** strengthens the long-term sustainability of Lewisville's premier environmental learning area through fundraising, volunteer recruitment, advocacy, and public engagement. In 2025, the organization re-established its membership program with **88 members**, expanded its volunteer network, strengthened organizational governance, and continued coordinating community partnerships that support conservation, restoration, and environmental education. The FOL raised and spent approximately **\$28,000** to support LLELA activities in 2025.

CITY STAFF’S RECOMMENDATION

No recommendation for action. This is an informational item.