



City of Dallas

**Outdoor Adventures at
Samuell Farm
Quality of Life Committee
October 18, 2021**

Lisa McClendon, Special Events Coordinator
Park and Recreation
City of Dallas

PRESENTATION OVERVIEW



- History of Samuell Farm and the Outdoor Adventures program
- Overview of Adventure Camp at Samuell Farm
- Future Outdoor Adventures programming at Samuell Farm
- Projected Budget



HISTORY OF SAMUELL FARM



- 1981: City opened Samuell Farm as a working pioneer farm.
- 2001: Samuell Farm becomes a passive park
- 2020: Park board requests PKR programming at Samuell Farm; approves initial funding to support facility repairs and programming needs.
- June – August 2021: Adventure Camp



HISTORY OF OUTDOOR ADVENTURES PROGRAM



- Began in 2016 made possible by a grant from Texas Parks and Wildlife; developed and implemented by a committee of recreation staff members
- Core adventure programming includes: overnight camping, mountain biking, kayaking, fishing, archery, geocaching, nature photography
- Offered primarily to the youth and families of Dallas at recreation centers and throughout Dallas parks
- 3,800+ participants have experienced an adventure with DPARD



ADVENTURE CAMP AT SAMUELL FARM (Phase 1)



First Adventure Camp at Samuell Farm

- 9 Weeks
- Ages 7 – 15
- 8:30 am – 5:30 pm
- \$75/week (Dallas residents); \$100/week (non-residents)
- Activities for campers include core adventures plus arts and crafts, camp songs and skits, team building, environmental education
- Served 172 Dallas Residents; 57 non-residents = total 229
- Unique enrollments: 132 campers

The advertisement features a green border and includes the Dallas Park & Recreation logo at the top. It contains four photos: a person in a red helmet working on a tent, a group of people taking photos, a person holding a bow, and a boy on a bicycle. The text 'Outdoor Adventure Camp!' is prominently displayed in green, with 'SAMUELL FARM, 100 US-80, MESQUITE, TX 75149' below it. A 'Register Now!' button is on the right. The dates 'June 7th - August 6th' and times 'Monday - Friday | 8:30am - 5:30pm' are listed, along with 'Ages 7-15'. A list of activities includes Arts and Crafts, Fishing, Geocaching, Kayaking, Mt. Biking, Nature Photography, Sports and Games, and Survival Training. Pricing is shown as \$75 for Dallas residents and \$100 for non-residents. Contact information '214-671-0421' and 'www.dallasparcs.org' is at the bottom.

Dallas Park & Recreation

Outdoor Adventure Camp!

SAMUELL FARM, 100 US-80, MESQUITE, TX 75149

Register Now!

June 7th - August 6th
Monday - Friday | 8:30am - 5:30pm
Ages 7-15

Counselor in Training positions available for 16 & 17yr olds.

- Arts and Crafts
- Fishing
- Geocaching
- Kayaking
- Mt. Biking
- Nature Photography
- Sports and Games
- Survival Training

\$75 Dallas Resident Per Child/Per Week
\$100 Non Dallas Resident

214-671-0421 | www.dallasparcs.org



BENEFITS OF SUMMER CAMP



- Develop independence by overcoming challenges
- Appreciation for diversity
- Increase social skills
- New skills and likes developed through exposure to new things
- The intangibles
 - Self confidence
 - Trustworthiness
 - Responsibility
 - Empathy
 - Developing an ethical compass



ADVENTURE CAMP



Fishing at West Pond



Camp Olympics



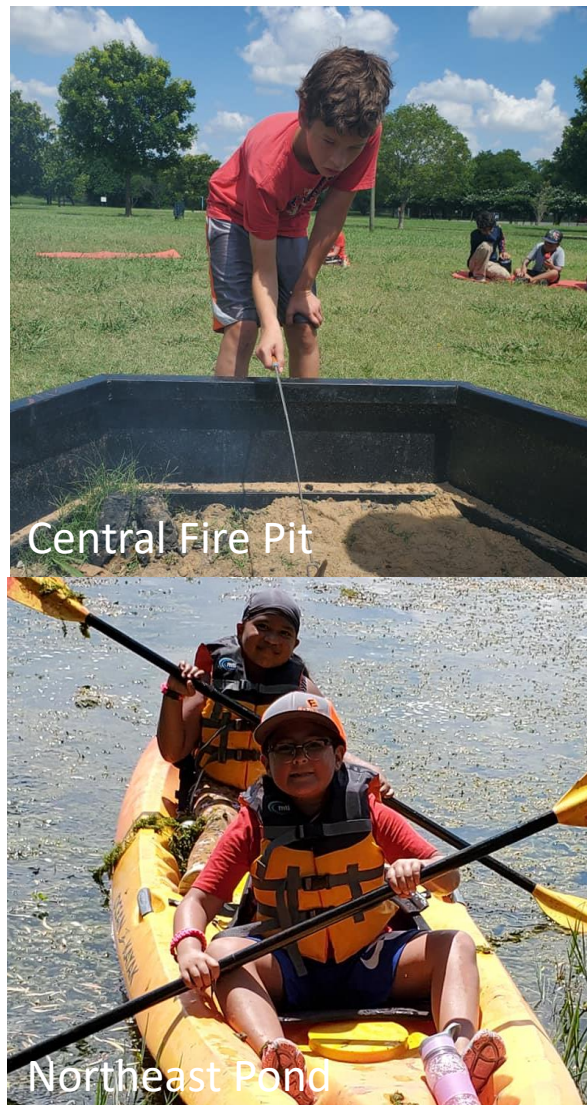
Challenge Course



ADVENTURE CAMP



Archery at Northwest Field



Central Fire Pit

Northeast Pond



Nature Photography at East Barn



ADVENTURE CAMP



Mountain Biking Skills Course



Kayaking at Northeast Pond



Samuell Farm Trail System



OUTREACH PROGRAMS

Trinity River Audubon Center and Dallas Park and Recreation Park Rangers



ADVENTURE CAMP SURVEY



- Distributed online through Survey Monkey to parents and guardians
- 29% return rate
- Evenly distributed response among age groups
- 40% heard about Adventure Camp by word of mouth, followed by social media and email
- 88% felt the cost matched the value of the program



ADVENTURE CAMP SURVEY RESULTS



- 100% of parents felt their camper learned something new at Adventure Camp
 - 100% of parents felt their camper enjoyed Adventure Camp
 - 100% of parents would recommend Adventure Camp
 - 52% of parents would be interested in transportation provided to and from a Dallas Recreation Center
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- Accessibility was rated 4.7 out of 5 stars
 - Safety was rated 4.9 out of 5 stars
 - Friendliness of staff was rated 4.9 out of 5 stars



ADDITIONAL SURVEY COMMENTS, FEEDBACK, SUGGESTIONS



- Very well done.
- Love, love, love.
- I love this and feel like this is exactly what summer camp should be – and I'm glad it's very affordable!
- This was my grandson's last week of camp and he enjoyed every day he went. It was the best experience for him.
- This camp experience was unforgettable.
- No feedback – you all did an amazing job.
- See you soon in a couple of weeks! With both of my kids this time!
- Very satisfied and excited with the experience my grandson will get this summer.
- My kids really liked it. They even went for two weeks and my daughter cried the last day.
- Nothing to add - It's awesome. I love the experiences the camp had to offer and he loves it as well.



HOW CAN ADVENTURE CAMP BE IMPROVED?



- Offering a week of campers to experience a stay away from home in camp housing.
- Not sure – my son loved it and couldn't stop talking about it and singing all the team songs each day!
- More birding centered activity – maybe even engaging with the Dallas Zoo Crane project or having animal encounters of some kind. I was super impressed with the quality of the camp staff, the facilities. For a first year camp, I am blown away and so excited about the growth in the future.
- This was a better than expected experience.
- Stocking pond with fish to catch.
- A shuttle from a Dallas rec center would be awesome but I know that might be hard to manage.
- My son loved it 'as is' so I would say no improvement is needed at this time.



WHAT'S NEXT? (Phase 2)



Year-round Outdoor Adventures programming at Samuell Farm will consist of:

- Daily Programming
- Special Events
- Seasonal Camps
- Adventure Packages
- STEM Programming/Field Trips
- Samuell Farm Canteen and Equipment Rentals



Archery at Northwest field



DAILY PROGRAMMING



- Ongoing Adventure Classes and Clinics
- Senior Program Division Adventures
- Fall Family Series
- Spring Family Series

Choose an adventure the whole family can enjoy!



OUTDOOR ADVENTURES FALL FAMILY SERIES

Samuell Farm: 100-US 80, Mesquite

- ✓ Nature Photography (Sep. 11th)
- ✓ Archery (Oct. 30th)

White Rock Lake: Boat Ramp, Dallas

- ✓ Kayaking* (Sep. 25th)

Harry Moss Park: 7601 Greenville Ave, Dallas

- ✓ Mountain Biking* (Oct. 9th)

**PROGRAMS
BEGIN
SEP 11TH!**

*Mountain bike participants must be able to confidently ride a bicycle.
*Kayaking Participants must be able to swim.



REGISTER ONLINE OR IN-PERSON AT ANY DALLAS REC CENTER.
ALL EQUIPMENT PROVIDED.
PARENT/GUARDIAN MUST BE AN ACTIVE PARTICIPANT.

 214-671-0421  www.dallasparks.org



SPECIAL EVENTS



- Specialty Programs
- Mountain Bike Maintenance Clinic
- Outdoor Cinema Series
- Seasonal Family Camping Trip to Cedar Hill State Park (Fall)/ Samuell Farm (Spring)
- It's My Park Day
- BioBlitz 2021
- Fishing Derbies

\$5 Per Person

OUTDOOR ADVENTURES INVITES YOU TO

SPOOKY ARCHERY

SAMUELL FARM: 100 US-80 MESQUITE, TX
OCTOBER 30TH, 2021
3:30 PM - 5 PM
AGES 7 AND UP

ENJOY A TRADITIONAL ARCHERY CLASS WITH A SPOOKY TWIST

214-671-0421 WWW.DALLASPARKS.ORG

The poster features a central illustration of a blue spiderweb on a black background. Inside the web are various Halloween-themed items: a jack-o'-lantern, candy corn, a bone, and several pieces of candy. Surrounding the web are two white ghost silhouettes, a yellow spider hanging from a string, and several yellow stars. A QR code is located in the bottom left corner.



SIGNATURE EVENTS



- **Holiday at the Farm (Dec 2021):** It's a holiday celebration at the farm! Go on a hay ride, visit the holiday market with goods from local Artisan vendors, make s'mores over a campfire, take a photo with Santa, decorate an ornament, compete in the gingerbread house contest and so much more!
- **Farm Fest (Apr 2022):** Bring the entire family for Farm Fest! 'Touch a Tractor,' enjoy a farmers market from local vendors, experience goat yoga or play with animals in the petting zoo, explore the farm on a hay ride, enjoy cooking and gardening demonstrations and dive into fresh culinary cuisine!

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Dallas Park & Recreation

OUTDOOR ADVENTURES
INVITES YOU TO THE 1ST ANNUAL
HOLIDAY AT THE FARM

Dec. 11th, 2021 • 4pm - 8pm
SAMUELL FARM: 100 US - 80, MESQUITE, TX

Join us for
Pictures with Santa
Arts & Crafts • Artisan Gift Market
Live Performances • Sweets & Treats
and much, much more





SEASONAL CAMPS

Dallas Park & Recreation

Samuell Farm: 100 US-80, Mesquite, TX

OUTDOOR ADVENTURES WINTER BREAK CAMP

DECEMBER 20 - 23
&
DECEMBER 27 - 30
9AM - 4PM

\$80 Dallas Residents
Per Child/Week
\$100 Non Dallas Resident

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- Thanksgiving Break Adventure Camp
 - This seasonal camp is all things outdoors with a special focus on hiking, mountain biking and kayaking! Campers will also enjoy arts & crafts and sports & games. Ages 7-15
 - November 22 - 24
- Winter Break Adventure Camp
 - It's our thrilling adventure camp over winter break! Campers will participate in all our adventure activities including archery, kayaking, mountain biking, survival skills and more. Ages 7-15
 - Session 1: December 20 - 23
 - Session 2: December 27 - 30



ADVENTURE PACKAGES



- Small and Big Adventure Packages
- Corporate Team Building Programs

BIRTHDAY PARTIES CORPORATE RETREATS SPECIAL EVENTS

Adventure Packages!



Small Adventure Package - \$250

- 2.5 hours
- Fishing
- Nature Photography
- Geocaching
- Use of party room
- Set up and clean up
- Special T-shirt for birthday child*

Large Adventure Package - \$300

- 3 hours
- Archery
- Mountain Biking
- Kayaking
- Use of party room
- Set up and clean up

All activities are led by certified staff!



Dallas Park & Recreation

PACKAGES AVAILABLE SATURDAYS
AT SAMUELL FARM: 100-US 80,
MESQUITE

214-671-0421 www.dallasparks.org



STEM (FIELD TRIP) PROGRAMS



- Booking Fall 2021; Coming Spring 2022
- Outdoor Adventures at Samuell Farm can provide your next field trip or education enhancement by connecting children with nature through outdoor programming. Sessions are booked based upon 25 students per class. Choose from:

INTO THE WILD: It's a modern-day treasure hunt in the great outdoors using GPS devices. Students will learn the concepts of latitude and longitude, develop a deeper understanding of how GPS works and learn the 7 Leave No Trace principles prior to adventuring out to find hidden caches around the farm.

NATURE THROUGH THE LENS: Photography is powerful and capturing nature through the lens leads to a deeper appreciation for the natural world. This program, heavily founded on conservation principles, teaches students photography techniques to capture images that tell a story about the wonderful natural world around us. Students will receive a color print of their favorite picture.



THE SAMUELLE FARM CANTEEN



- Get snacks, drinks, Samuell Farm apparel, souvenirs and more at the new Samuell Farm Canteen. Hourly equipment rentals for use at the farm are also available during canteen hours.

Merchandise:

- OA/SF t-shirts and hats
- OA/SF water bottles
- Fishing bait
- Ice
- Snacks
- Drinks

Rental Equipment:

- Mountain bikes
- Kayaks
- Fishing Poles
- Camping Equipment



PROGRAM RESOURCES



Program Staffing

- 6 Park staff

Facility/Program Needs

- Security System/Network Connection
- Wooden Gaga ball pit
- Kayak/Fishing Dock
- Permanent Outdoor Archery Range
- PMO/DORBA – Samuel Farm Trail System
- Low Ropes Course
- Grey storage building for use

Major Needs for Long-Term Consideration

- Big Red Barn (Renovated/Replaced)
- Amphitheater
- Dining Hall
- High Ropes Course



Gaga Ball Pit



EXISTING PARTNERSHIPS



- Texas Parks and Wildlife
- Dallas Off Road Bicycle Association (DORBA)
- Trinity River Audubon Center
- Dallas Zoo
- Dallas Arboretum
- DPARD Park Rangers
- DPARD Urban Biologist
- Dallas Animal Services



PROJECTED BUDGET



PROJECTED EXPENSE

FY21-22: \$302,775

FY22-23: \$252,775

PROJECTED REVENUE

FY21-22: \$213,000

FY22-23: \$236,160

(Funding Source: Samuell Multi-Year Fund (Trust))





- Recruit qualified and motivated staff
- Develop a finalized price list of program fees to include Dallas resident and non-resident rates
- Identify scholarship opportunities
- Propose rental and additional fees to the Park and Recreation Board
- Finalize marketing strategy with the PKR Marketing and Communications Team





Dallas Park & Recreation

