2025 ANNUAL REPORT

BREC

2025 ANNUAL REPORT

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Dear East Baton Rouge Parish Residents & Stakeholders,

The past year has been meaningful progress and renewed focus for the Recreation and Park Commission for the Parish of East Baton Rouge (BREC). Since June 2025, our organization has taken significant steps to strengthen operations, restore fiscal accountability, improve safety, and advance long-term planning that will benefit our community for years to come.

BREC's mission has always been rooted in providing high-quality parks, recreation, and cultural experiences for the residents of East Baton Rouge Parish. Over the past year, we have worked diligently to ensure that the systems and structures behind those experiences are strong, transparent, and sustainable.

One of our most important priorities has been restoring financial accountability and strengthening organizational oversight. During this period, BREC successfully completed both the 2023 and 2024 financial audits and established a clear timeline to complete the 2025 audit. We also strengthened internal financial controls, improved procurement procedures, and enhanced financial reporting to ensure greater transparency and confidence in our operations.

Equally important has been the work to stabilize and strengthen the organization itself. BREC completed a full organizational restructuring designed to improve efficiency and align departments with our long-term strategic goals. This effort included a legally compliant 10% reduction in force and the development of new performance accountability tools, including a scorecard review system that tracks progress across departments.

We've also expanded leadership and supervisor training to amply cover all upper management and frontline supervisors, emphasizing employee development, retention, and empowerment. Training focuses on frequent performance reviews, personality-based team alignment, improved recruiting, and quicker problem-solving based on staff and patron feedback—building a stronger, more supportive team for our community.

Safety and risk management have also been elevated as key organizational priorities. This year, BREC established a Security Operations Center and implemented weekly crime and safety coordination meetings involving multiple departments and security partners. These efforts ensure that safety considerations are integrated into park operations, capital improvements, and community programming.

Planning & Engineering, Park Operations, and Recreation departments have been restructured to deliver superior service, higher-quality programming, and dedicated care for our flagship parks. This realignment sharpens focus, reduces overlap, and strengthens maintenance of BREC's most prominent facilities.

In addition to strengthening internal systems, BREC has continued to advance major planning initiatives that will shape the future of our parks and recreational facilities. Work has progressed on the City-Brooks Park Master Plan and the St. George/Airline Highway Corridor Master Plan, both of which will guide long-term investments and development. Strategic planning has also been underway for Farr Park's equestrian facilities and other parish-wide capital improvements.

Community engagement remains central to everything we do. Over the past several months, BREC hosted town hall meetings across the parish—including in Zachary, Central, Baker, St. George, North Baton Rouge, and South Baton Rouge—to hear directly from residents about their priorities and concerns. These conversations are critical to ensuring that our parks and programs reflect the needs of the communities we serve.

Partnerships also continue to expand opportunities for recreation across the parish. BREC has strengthened collaborations with numerous community organizations, including sports associations, cultural partners, and educational institutions. These partnerships allow us to broaden programming, increase access to activities, and maximize the impact of our facilities.

Behind every park, trail, and recreation program is a dedicated team of public servants who care deeply about this community. I want to thank our employees, the BREC Board of Commissioners, our community partners, and the residents of East Baton Rouge Parish for their continued support and commitment to our mission.

BREC's parks and programs belong to the people of this parish, and we remain committed to building an organization that is accountable, responsive, and focused on delivering exceptional recreational experiences.

As we move forward, we will continue strengthening our organization while investing in the parks, facilities, and programs that improve quality of life for everyone in our community.

Sincerely,

Janet C. Simmons

Janet C. Simmons
Interim Superintendent
Recreation and Park Commission for the Parish of East Baton Rouge

2025

Communications

ANNUAL REPORT

COMMUNICATIONS

OVERVIEW AND STATUS REPORT

BREC's Communications Department serves as a full service, in-house advertising, marketing and public relations office for the Recreation and Park Commission for the Parish of East Baton Rouge (BREC). The department is comprised of four divisions in an agency-style structure. The first division manages all aspects of marketing, advertising, public relations, internal communication, and media relations. The second division manages all brand standards, signage standards and graphic design for the agency, completing over 3,000 designs annually and our quickly growing videography branding management for the in-house production of videos used for marketing purposes. Our third division oversees all aspects of the BREC website and four secondary sites – BREC Golf, Liberty Lagoon, Independence Park Theatre and Iambrec.org as well as our vast social media network. Lastly, we also operate an in-house print shop which produces the majority of BREC's collateral marketing and signage materials including paper products, banners, signage and even branded sublimation products for internal clients.

The department creates and implements a marketing and paid advertising plan to guide BREC's extensive advertising, marketing and public relations efforts, which is the culmination of five months of collaboration, research, planning and writing.

As a department, our main objective is to promote and protect BREC's brand, maximizing every dollar invested in marketing, while also utilizing free advertising opportunities and traditional public relations efforts to increase awareness of all that BREC offers to the community. We are charged with educating East Baton Rouge Parish residents about the agency, its facilities, events and programs so that they can benefit from the services made possible by their tax dollars. We are also responsible for creating marketing campaigns to educate residents about our strategic plans, park projects and construction updates.

The 2025 Marketing Plan was reviewed by the Information Systems/Communications Committee with each member given the opportunity to include their recommendations and was then presented to the BREC Commission for approval. It outlined more than $1.3 million in paid advertising efforts for 21 separate marketing accounts.

In 2025, the Communications team increased promotion of the Imagine Your Parks 3 strategic plan and its public input initiatives such as public meetings and surveys.
Other large-scale initiatives included the beginning stages, planning and production of our new 2026 campaign Discover You. For this campaign, two new commercial spots were produced for traditional television, streaming services and social media platforms. It also included new branding graphics for print, visual display, digital and social media advertising that will target city-specific advertising mediums for Baton Rouge, Baker, Central, St. George and Zachary in 2026.

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Overall outcomes of our 2025 efforts yielded an increase in paid advertising results. Reach and impressions of paid advertising alone increased by over 70% from 2024. Our website numbers remained the same as the previous year with a slight increase in engaged sessions and sessions per user. Our social media numbers also increased with the hiring of a webmaster/social media manager and a social media coordinator; positions that were previously vacant in 2024. Once fully staffed, we were able to drastically increase overall engagement across BREC's social media platforms. Our graphic designers produced 3,800 designs in 2025, a 25% increase from 2024, and print shop production increased by 23% from the previous year.

Below you will find a summary of our goals and the progress we made in 2025.

2025 SMART Goals

SMART Goal 1: Develop a Comprehensive PR and Media Strategy, including an updated Crisis Communications Plan

Action Step: *10.3*

Outcomes:

While this was a goal in 2025, toward the end of the year we decided to add a new position (Public Information Officer). In 2026, the PIO will be reviewing and possibly updating the procedures that already exist in the Communications Department manual.

SMART Goal 2: Develop internal communications procedures.

Action Step: *23.3*

Outcomes:

While this was a goal in 2025, toward the end of the year we decided to add a new position (Public Information Officer). In 2026, the PIO will be reviewing and possibly updating the procedures that already exist in the Communications Department manual.

SMART Goal 3: Increase Social Media Staff to Assist with Increasing Social Media Content and Engagement

Action Step: *10.2*

Outcomes:

This task was completed in September 2025 with the hiring of our new Social Media Coordinator.

SMART Goal 4: Develop and Implement PR and Social Media campaign to educate the public on IYP3, specifically BREC's equity plans and recreation center repurposing effort this year.

Action Step: *10.4,21.2*

Outcomes:

A full campaign was launched and completed through the Agency Wide marketing plan to educate the public on IYP3 and the recreation transition plan. The campaign included press releases, paid digital and social media advertising and dedicated webpages.

The paid advertising campaign for this goal yielded 1,594,043 impressions with 30,850 clicks through to the webpage.

SMART Goal 5: Work with Human Resources on expanding recruiting efforts through advertising, marketing and collateral materials.

Action Step: *2.3*

Outcomes:

Expanded advertising launched and completed with the addition of new advertising mediums in 2025, such as YouTube TV campaigns.

The paid advertising campaign for this goal yielded 3,838,306 impressions with 32,271 clicks through to brec.org/careers.

New recruiting efforts for collateral materials have not yet been created or implemented as the Human Resources Department and Training & Development division is currently undergoing restructuring. Once a new structure is completed with new goals and objectives, we will begin working on this goal in 2026.

2025 Departmental Goals

Goal 1: Increase social media engagement by 5%

Outcomes:

Facebook:

We have met and exceeded the goal of increasing social media engagement on Facebook. At the mid-year mark, our Facebook performance has shown robust growth across all key metrics compared to this time last year. In 2024 we had 1,514 new page likes, and so far in 2025 we have gained 2,041, which is an increase of 527 likes or approximately 34.8 percent. Engagement has also seen a significant boost, rising from 49,726 last year to 67,216 this year. That is an increase of 17,490 engagements or about 35.2 percent, meaning we not only met but far exceeded our goal of a 5 percent increase in engagement. Our reach has grown from 647,528 to 842,828, which is a difference of 195,300 or a 30.2 percent increase. These numbers indicate continued upward momentum and a strong connection with our audience through our content.

Here is your Facebook mid-year data in a clear chart format:

Category	Mid-2024	Mid-2025	Difference	Percent Increase
New Page Likes/ Follows	1,514	2,041	+527	34.8%
Engagement	49,726	67,216	+17,490	35.2%
Reach	647,528	842,828	+195,300	30.2%

Instagram:

At the mid-year point, our Instagram page has experienced solid growth in both audience and reach. In 2024, we had 1,055 new page likes, and so far in 2025, we have gained 1,965, an increase of 910 likes, or about 86.3 percent. Engagement, measured by total clicks, rose slightly from 4,187 last year to 4,360 this year, an increase of 173 clicks or about 4.1 percent. While this reflects positive momentum, it falls just short of our 5 percent engagement growth goal. Reach increased from 98,177 in 2024 to 117,080 in 2025, a gain of 18,903 or 19.3 percent. Overall, the data shows rapid growth in visibility and audience size, with room for continued focus on boosting engagement.

Here is your Instagram mid-year data in a clear chart format:

Category	Mid-2024	Mid- 2025	Difference	Percent Increase
New Page Likes/ Follows	1,055	1,965	+910	86.3%
Engagement*	4,187	4,360	+173	4.1%
Reach	98,177	117,080	+18,903	19.3%

*Engagement measured by total clicks only

While we intend to continue working to better leverage Facebook and Instagram for marketing, we will separate the platforms into two separate goals for 2026. As each platform continues to change, it requires our marketing efforts to adapt to the changes; thus, it requires diverse types of efforts on each platform. Separate goals will ensure a more accurate analysis of social media engagement efforts and results.

Goal 2: Analyze the volume of BREC's website as well as the current structure and maintenance to ensure all webpages are consistent and accurate.

Action Step: *6.1.3*

Outcomes:

We have begun working on this goal by meeting with the Planning and Engineering team and the Recreation team to initiate a reporting system in which their staff will review information on our website park pages for accuracy. Once they have reviewed their information, they will send us regular updates to the website. We are currently waiting for their first round of revisions to the website information.

Goal 3: Implement New Constant Contact Software.

Outcomes:

Several constant contact software platforms were reviewed by the marketing team at the beginning of the year. We determined that for the price, our current system through brec.org was sufficient for the time being. We will look further into this during the revamping process of our website, brec.org.

Goal 4: Marketing Team to Achieve Google Certification.

Outcomes:

Work on this goal has not yet started. As we have several new members of our marketing team in 2025, it is likely that this goal will be reevaluated in 2026.

Goal 5: Work to restructure the communications department org chart to improve communication, management and workflow to achieve a higher level of performance in preparation for Imagine Your Parks 3.

Outcomes:

This goal was completed at the beginning of 2025 with a second Assistant Director. Currently our department now has two Assistant Directors. The Assistant Director of Marketing + Advertising manages the marketing team, web, and social media team; while the Assistant Director of Branding + Creative Services manages our graphic design team, videographer and print shop. In December of 2025, we also added a Public Information Officer position to our team who reports directly to the Director of Communications to assist with public relations strategy, media relations and internal communication. We completed interviews with candidates for this position in late December of 2025.

Goal 6: Develop protocols for internal communications.

Outcomes:

While this was a goal in 2025, toward the end of the year we decided to add a new position (Public Information Officer). In 2026, the PIO will be reviewing and possibly updating the procedures that already exist in the Communications Department manual.

Goal 7: Graphic Design team to work more closely with Planning & Engineering to develop better signage standard protocols and procedures.

Outcomes:

We have developed a standard excel spreadsheet for requesting signage that gathers all pertinent information to start the design process including sign type, size, and content for signage being requested. We remain in constant contact with P+E (Angela Harms) when requests for signage originate in other departments, so they are aware of and can approve what is being produced.

Goal 8: Print Shop to communicate sublimation offerings to other departments and pilot sublimation orders.

Outcomes:

Trouble shooting software issues with IT before introducing the new sublimation service to the agency. Once we are confident the issues have been addressed, we will announce that we offer mugs and mouse pads. We have completed one sublimation project for the Finance Department consisting of 40 custom mouse pads.

2025 Marketing Objectives

Overall Outcomes:

The Agency Wide marketing plan spent $355,004 of its $360,000 budget. Of that amount, $16,124 was used from contingency funds to further promote the Recreation Center Transition Plan and to purchase additional radio interviews on the Brian Haldan Show for the Superintendent.

Paid Advertising resulted in 62,125,835 impressions and 84,549 unique clicks.

COMMUNICATIONS

The graphic designers produced 331 unique designs for the Agency Wide marketing account.

The Print Shop completed 52 print jobs for the Agency Wide account.

Communications distributed 12 e-newsletters for the This Month at BREC campaign and 21 e-newsletters for additional education initiatives. 135,334 individual e-newsletters were sent / 54,309 were opened / 4,441 clicked through to brec.org.

Communications distributed 25 press releases for various Agency Wide announcements and initiatives.

Social Media - In addition to paid social media advertising included in the paid advertising section above, 1,601 organic posts were generated across BREC's main Facebook and Instagram pages, resulting in a total reach of 3,953,943 impressions for Agency-Wide initiatives.

Website- The BREC website had 1,713,452 pageviews.

Objective 1: Educate and inform the community to facilitate awareness of BREC's brand while highlighting facilities, programs and events to all residents and taxpayers in East Baton Rouge Parish regardless of age, ability, race, gender identity, sexual orientation, religion or income level.

Outcomes:

$289,625.88 of the overall advertising purchase was spent for this objective with 225 Magazine, Baton Rouge Weekly Press, Porch and Parish, Zachary Post, Guaranty Media, Cox, WAFB, WBRZ, Cador & Cador, JCW Productions, Blue Cassette, Lamar, Feigley Communications and Facebook/Instagram. An additional $3,694.12 was spent from contingency funds to further promote the Recreation Center Transition Plan and to purchase additional radio interviews on the Brian Haldan Show for the Superintendent.

Paid Advertising resulted in 57,431,191 impressions and 73,893 unique clicks.

Objective 2: Educate and inform the community about the Imagine Your Parks 3 plans (master and strategic), with emphasis on sustainability and equity, to all residents and taxpayers in East Baton Rouge Parish.

Outcomes:

$52,559 of the overall advertising purchase was spent for this objective with Baton Rouge Business Report, The Advocate, Guaranty Media, and Feigley Communications.

Paid Advertising resulted in 4,518,441 impressions and 10,488 unique clicks.

Objective 3: Promote BREC to newcomers and tourists.

Outcomes:

$7,765 of the overall advertising purchase was spent on this objective with Malera Enterprises for the annual Welcome Guide. The rest of the advertising below is paid for by the department's professional services budget. This objective was to promote BREC through Certified Folder brochure placement and Louisiana Travel Association (LTA) brochure placement.

Paid Advertising resulted in 36,000 impressions from the Welcome Guide.

Objective 4: Use paid advertising outlets to further promote BREC's Annual Media Pitch Week.

Outcomes:

$1,360 of the overall advertising purchase was spent for this objective with WAFB, WBRZ, The Advocate, Facebook/Instagram.

Paid Advertising resulted in 140,203 impressions and 168 unique clicks.

2025

Compliance

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COMPLIANCE

OVERVIEW AND STATUS REPORT

Year 2025 for BREC was marked by continued progress in accessibility, inclusion, accountability, and safety. Through the work of the ADA Coordinator, the organization aimed to ensure that 100% of new hires received ADA compliance training while strengthening accessibility through quarterly site visits and facility audits. Communication channels were established for accommodation requests, including supervisor training and a dedicated website section for patrons to report accessibility concerns.

Several parks underwent accessibility remediation to remove barriers and improve access. Cedarcrest Park received a van-accessible parking stall, hi-low drinking fountain, and updated playground equipment. Gayosa Park added an accessible sidewalk, drinking fountain, and playground surfacing. Madison Avenue Park and Parklawn Park received major upgrades including repoured walkways, improved grading, concrete accessible routes, accessible tables, and updated playground components. Pinehurst Park improvements included compliant picnic tables, connected walkways, and updated playground equipment. The ADA Coordinator also collaborated with Planning and Engineering, Community and Cultural Development, and Atlas to advance the BREC ADA Transition Plan through working meetings focused on project tracking and accessibility assessments.

In 2025, the Cultural Competency and Inclusion Council transitioned into the BREC Cultural Competency Collective (BCCC), expanding participation to all employees. The Collective hosted several Talk Tuesday sessions and supported events including the “9 Drivers of Poverty” presentation, Black History Month celebration and film screening of The Six Triple Eight, a Women’s History Month panel, a men’s health panel at the Barbershop Conference, the Community Cultural Fest, and a Wellness Wednesday session on gynecologic cancer awareness.

Internal Audit strengthened accountability by promoting compliance awareness, reinforcing internal controls, and emphasizing documentation and corrective action follow-through. Collaboration with leadership and departments supported balanced reporting, while audit coverage expanded to focus on high-risk areas such as payroll, cash handling, and operational monitoring.

Risk Management efforts focused on improving safety awareness and preparedness. In May 2025, Park Ranger Captain Ricky Wright and Senior Risk Manager David Noland conducted Situational Awareness training for camp directors and camp management. Additional training initiatives—including Safe Vehicle Operations, Sex Offender Ratings, and Ethical Behavior and Core Values courses—were delayed due to scheduling constraints and moved to 2026 goals. During the fourth quarter, Risk Management also worked with the Contingency Group to assess the Park Ranger division and identify opportunities to strengthen safety, operational efficiency, and technology use.

2025 ADA Goals

Goal 1: By December 2025, 100% of new hires will be trained on ADA compliance and ensure that facilities meet ADA compliance standards through quarterly accessibility audits.

- Open communication channels for accommodation requests.
- Proactive workplace accommodations.
- Quarterly site visits at selected parks.

Outcomes:

To foster an inclusive and accessible environment for all employees and visitors, we are committed to strengthening our ADA compliance efforts across all facilities and operations. By December 2025, our objective is to ensure that 100% of new hires receive comprehensive training on ADA compliance standards. This foundational training will empower staff with the knowledge and tools necessary to uphold accessibility principles in their daily responsibilities.

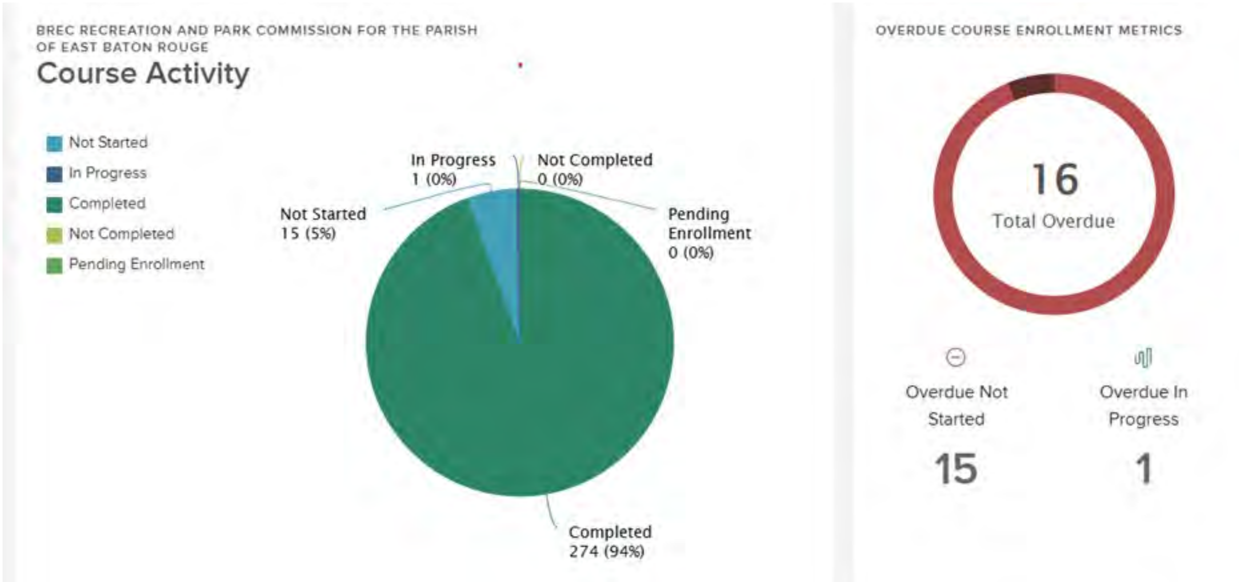
We have established clear communication channels for accessibility concerns by training supervisors to recognize and respond to accommodation needs and by providing a dedicated section on our website where patrons can report accessibility concerns or request accommodations. This dual approach ensures that both staff and the public have accessible pathways to voice needs and receive timely support.

The strategy also emphasizes proactive workplace accommodations, aiming to anticipate and meet accessibility needs before they become obstacles. Additionally, quarterly site visits are being conducted at selected parks to ensure that ADA barriers are being removed as part of ongoing park updates and improvements. These visits serve as a critical touchpoint for verifying that accessibility enhancements are being implemented effectively.

Americans with Disabilities Act (ADA) Policy

This course details the Americans with Disabilities Act (ADA) policy. For the full description of the policy and Frequently Asked Questions (FAQs), scroll over to the right and click the attachments. At the end of the course, the learner will be required to acknowledge receipt of the policy. A chart of the activity of this course is shown below.

COMPLIANCE

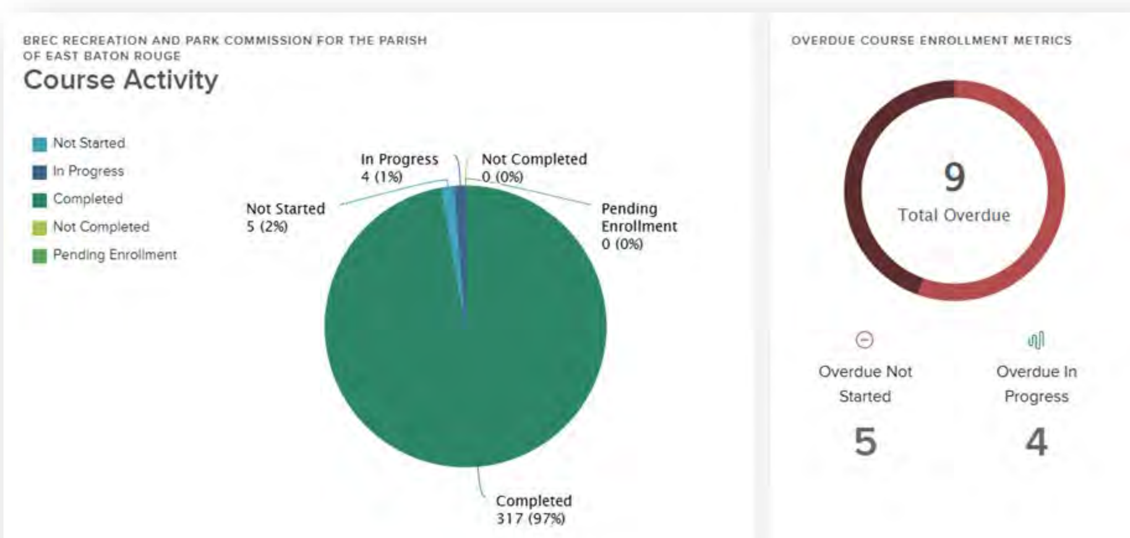


ADA Compliance for Supervisors

ADA Compliance and Your Role in the ADA Interactive Process. This course is developed by the Louisiana State Civil Service. This course is required for all supervisors within the agency to receive one hour of education and training on the ADA within ninety (90) days of hire or appointment to a supervisory position and every three (3) years thereafter. Upon completion of this course, the learner will be able to:

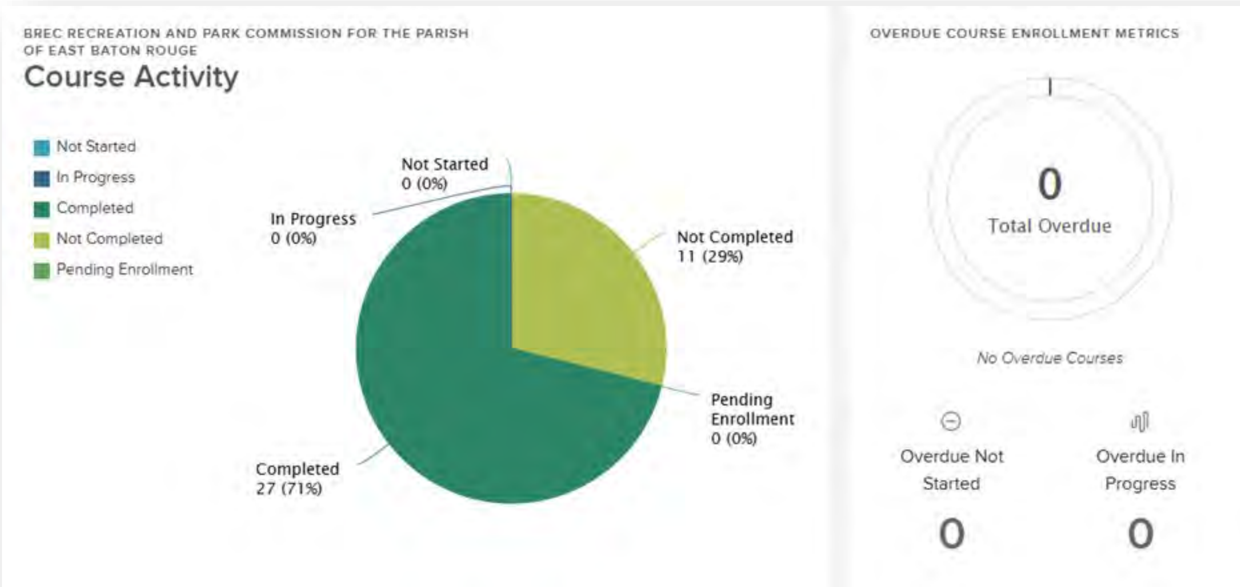
* give an overview of the American with Disabilities Act
* define key terms associated with the ADA
* explain your role in the ADA Interactive Process

A chart of the activity of this course is shown below.



Supervisor Workshop

This workshop will give an overview of the "How-To's" of a BREC supervisor/manager. All Full-time staff who supervise or manage other employees in any capacity are required to complete this training. Please note: The specific duties may not include everything that is discussed in this workshop, however the information will help the learner understand BREC processes and procedures. Topics to include:
* Creating a "Culture of Kindness"
* Family Medical Leave Act
* Americans with Disabilities Act
* Worker's Compensation
* Performance Development, Grievances & Appeals
A chart of the activity of this course is shown below.



ADA Updates

Cedarcrest Park

Findings	Remediation
Accessible route to the baseball field	Baseball field was removed after public input
Required number of van accessible stalls	Another spot was added
Not enough drinking fountains	Added a hi-low fountain
Drinking fountain projects into the walkway	Pad was poured for drinking fountain
Transfer platform has not been provided	New playground equipment

COMPLIANCE

Before

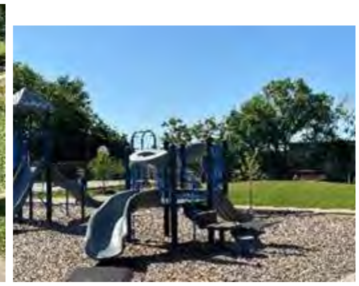


After







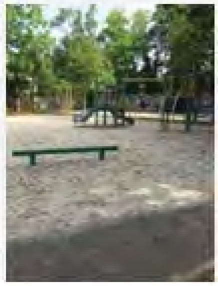




Gayosa

Findings	Remediation
Accessible route	Added sidewalk
Not enough drinking fountains	Added a hi-low fountain
Play area medium is not accessible	Added engineered wood fiber

COMPLIANCE

Before



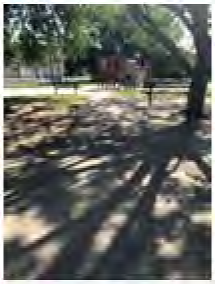
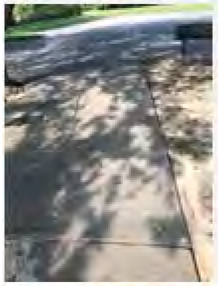
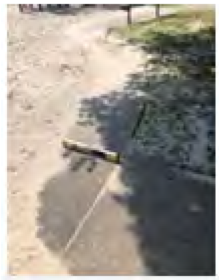
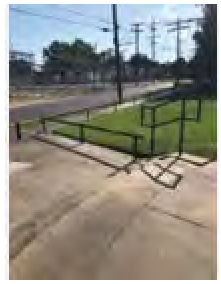
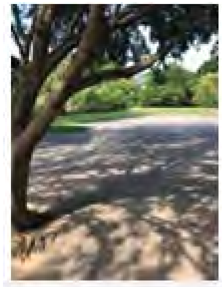
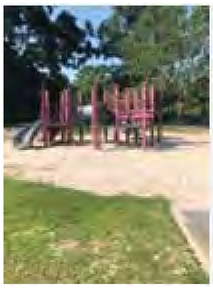
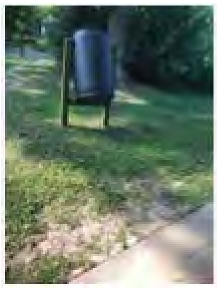
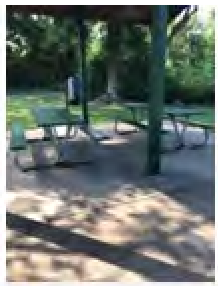
After

Madison Ave

Findings	Remediation
Walkway contains abrupt edges and/or variations over ¼ inch	Repoured and smoothed walkways
No accessible route	Connected walkways
Accessible path of travel contains cross slopes greater than 2%	Graded the sidewalks
Openings greater than ½ inch	Repaved and filled cracks
Accessible route contains gravel	All gravel was removed and concrete poured
Compliant knee and/or toe clearance	Replaced with accessible table
Playground Level play components	Replaced with accessible components
Ground surface not accessible	Replaced with engineered wood fiber

COMPLIANCE

Before

After







COMPLIANCE

Parklawn

Findings	Remediation
Walkway contains abrupt edges and/or variations over ¼ inch	Repoured and smoothed walkways
No accessible route	Connected walkways
Accessible path of travel contains cross slopes greater than 2%	Graded the sidewalks
Openings greater than ½ inch	Repaved and filled cracks
Accessible route contains gravel	All gravel was removed and concrete poured
Compliant knee and/or toe clearance	Replaced with accessible table
Playground Level play components	Replaced with accessible components
Ground surface not accessible	Replaced with engineered wood fiber

Before

COMPLIANCE

After





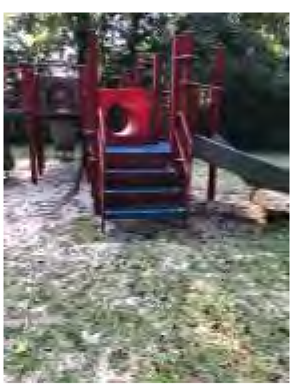




Pinehurst Park

Findings	Remediation
Dining and work surfaces - Toe clearance, depth not between 17 and 25 inches	Replaced with compliant picnic tables
Table - Accessible route, missing	Connected walkways
Play Ground; 240.2.1 Ground Level Play Component	Replaced playground equipment
Entry Point/Seat - Height, not between 11 and 24 inches	Replaced playground equipment

Before




COMPLIANCE

After



Throughout the fall, the ADA Coordinator, P&E, CCD and Atlas continued advancing the BREC ADA Transition Plan through a series of focused working meetings held on **September 10**, **September 25**, **October 23**, and **November 6**.

The final meeting in this series, held on **November 6**, concentrated on reviewing project task updates and organizing project priorities in support of the Transition Plan. Agenda topics included updates on atypical and multiple-need assessments, rec center accessibility reviews, and comprehensive spreadsheet tracking. The team also evaluated breakdowns of BREC projects—sorting by trade and park, aligning ADA priorities with budget considerations, and preparing GC bid projects for architectural scoping. Additional work included establishing timelines for upcoming deliverables and confirming preparations for architect-led project kickoff activities.

November 6, 2025

BREC ADA Transition Plan

Meeting Agenda

1. Project task updates
    a. Atypical and Multiple need further review
        i. SL update status of review
        ii. KF update overall spreadsheet
    b. Rec Center review
        i. RG status update
        ii. KF update overall spreadsheet, if needed

2. Breakdowns
    a. BREC projects
        i. Sort by trade and park
        ii. Prioritization
            1. ADA plan
            2. Budget
    b. GC bid projects
        i. KF to break out for Architect scope
            1. Skids
            2. CXT plumbing renovations
            3. Architect to assess and package other projects
            4. Provide plumber direct quote info to Architect

3. Timeline for next 2-3 weeks
    a. Project sorting 1st draft complete by 11/5
    b. BREC scope updates complete by 11/12 for review at next meeting
    c. Architect scope update 1st draft 11/5 for review at next meeting
    d. Rec Ctr/OBS list final 12/1 (confirm)

4. Target project kick off with Architect week of 12/1

Next meeting: November 13, 2025 @ 3pm

2026 ADA Goals

1	**By December 31, 2026**, the ADA Coordinator will strengthen BREC's compliance with Title II of the ADA by completing annual ADA Transition Plan updates, improving programmatic and facility accessibility, enhancing ADA grievance responsiveness, and expanding public engagement—aligned with federally required duties for ADA Coordinators and BREC's adopted ADA policies. • Complete the annual update of BREC's ADA Transition Plan • Conduct annual self-evaluation of programs and services • Improve internal coordination on ADA compliance

2025 Cultural Competency Collective Goals

Goal 1: Create three (3) programs, initiatives, or events to increase community among BREC staff.

- Provide ongoing educational opportunities for staff at all levels by offering at least four DEI learning sessions per year (one per quarter), including workshops, speaker events, and interactive trainings to enhance awareness, knowledge, and inclusive practices in the workplace where success is tracked through participation rates, employee feedback and knowledge retention through post-activity surveys.

Outcomes:

In early 2025, the DEI Council was restructured into the BREC Cultural Competency Collective (BCCC), adopting a new name and guiding document. With a unanimous vote, participation is now voluntary and open to all BREC employees.

From January to December, BCCC hosted three Talk Tuesdays and contributed to a larger event, continuing its commitment to education, awareness, and community engagement.

In January, OneRouge presented the “9 Drivers of Poverty” in recognition of Poverty in America Awareness Month.

In February the BCCC celebrated Black History Month at Independence Park Theatre with a gallery of Black and African American artists, followed by a screening of *The Six Triple Eight*.

In March, in honor of Women’s History Month, the BCCC hosted a panel discussion exploring feminism in the workplace and its impact on equity, leadership, and professional culture.

In June, the BCCC organized the panel discussion for The Barbershop Conference, highlighting men’s physical and mental health fostering open dialogue on wellness in male communities.

In addition to these Talk Tuesday events, BCCC contributed to two major initiatives later in the year: the Community Cultural Fest and Wellness Wednesday.

In October, the Cultural Fest celebrated the richness of diverse communities through performances, vendors, interactive learning, and multicultural foods, reinforcing the theme “*One Community, Many Cultures.”*

COMPLIANCE

The final event of the year was Wellness Wednesday. The BCCC hosted an informative session on gynecologic cancer awareness. The discussion included types of cancers, warning signs and symptoms and prevention strategies.

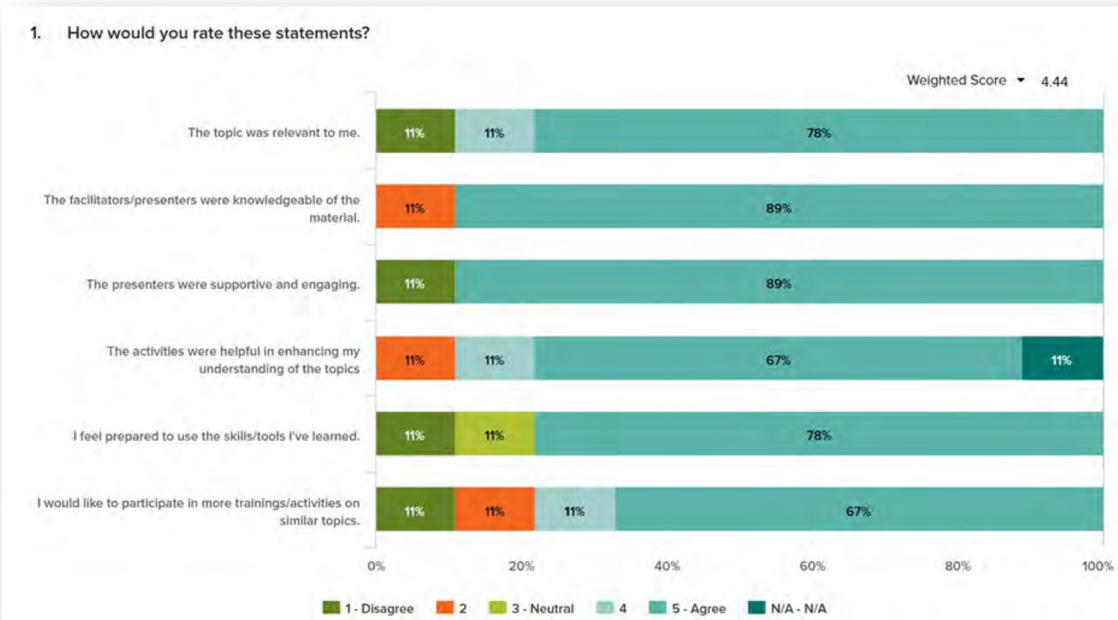
All events throughout the year were well attended and received positive feedback, reflecting the community's strong engagement and the continued impact of BCCC programing.

Poverty in America

COMPLIANCE

Black History Month

Women's History Month



Barbershop Conference Panel

One Community, Many Cultures

Spirit Week

COMPLIANCE

Wellness Wednesday

2026 Cultural Competency Collective Goals

1	**Strengthen Workforce & Leadership Representation** • Promote leadership development awareness and mentorship pathways. • Encourage participation from employees across all divisions and levels.
2	**Promote Inclusive Workplace Culture & Employee Well-Being** • Provide sessions centered on workplace respect, collaboration, and cultural awareness. • Integrate employee wellness topics that support mental and professional well-being. • Strengthen cross-department relationships and team connections.
3	**Strengthen Supplier & Vendor Diversity** • Increase awareness of inclusive vendor outreach practices. • Encourage departments to support local and diverse businesses when feasible. • Highlight opportunities for community partnerships.

2025 Internal Audit Goals

<u>Goal 1:</u> <u>Promote internal audit awareness and accountability.</u>

Outcomes:

In 2025, Internal Audit promoted stronger audit awareness and accountability by consistently reinforcing expectations for documentation, responsiveness, and management ownership of corrective actions. Through planning, fieldwork, and follow-up, the department emphasized that controls and compliance are not just administrative requirements, they protect BREC's resources, credibility, and operational integrity. This approach improved audit readiness across departments and strengthened accountability by making expectations clear, tracking follow-through, and ensuring issues were addressed with specific corrective steps rather than informal assurances.

<u>Goal 2:</u> <u>Strengthen collaboration with management and key stakeholders.</u>

Outcomes:

Internal Audit strengthened collaboration with management and key stakeholders by maintaining consistent communication throughout audits, engaging departments early in the process, and working closely with leadership to gather information, confirm facts, and clarify responsibilities. This approach helped improve cooperation during audit fieldwork, reduced misunderstandings, and supported more accurate and balanced reporting. By keeping stakeholders informed and involved throughout the process, Internal Audit was better able to obtain the documentation and operational insight needed to issue well-supported findings and practical recommendations.

<u>Goal 3:</u> <u>Increase audit coverage of high-risk areas and emerging risks.</u>

Outcomes:

Internal Audit increased coverage of high-risk areas and emerging risks by applying a more investigative, analytics-driven approach to planning and testing, with emphasis on payroll/timekeeping risk, cash handling, and operational monitoring. The department leveraged system data and exception-focused analysis to identify patterns and risk indicators, moving beyond limited testing toward broader, risk-based coverage. This strengthened the depth and efficiency of audit work and improved Internal Audit's ability to surface control breakdowns and potential misconduct earlier and with stronger supporting evidence.

2025 Risk Management Goals

<u>Goal 1:</u> <u>Active Shooter, Situational Awareness, and Bomb Threat modules targeted for end Q2.</u>

Outcomes:

On May 28, 2025, Park Ranger Captain Ricky Wright and David Noland, Sr. Risk Manager, conducted a Situational Awareness training for Camp Directors and camp management during their training week. Moved to Q4 goals and then became an early 2026 goal for an employee-wide offering with outside consultants.

2025 Risk Management Goals

Goal 1: Active Shooter, Situational Awareness, and Bomb Threat modules targeted for end Q2.

Outcomes:

On May 28, 2025, Park Ranger Captain Ricky Wright and David Noland, Sr. Risk Manager, conducted a Situational Awareness training for Camp Directors and camp management during their training week. Moved to Q4 goals for other attendees, then became an early 2026 goal for an employee-wide offering with outside consultants.

Goal 2: Safe Vehicle Operations Live Course targeted for Q3.

Outcomes:

Constraints and scheduling changes moved this to a 2026 goal.

Goal 3: Sex Offender Ratings LMS course targeted Q3.

Outcomes:

Constraints and scheduling changes moved this to a 2026 goal.

Goal 4: Ethical Behavior and Core Values LMS course Q3 to early Q4 goal.

Outcomes:

Constraints and scheduling changes moved this to a 2026 goal.

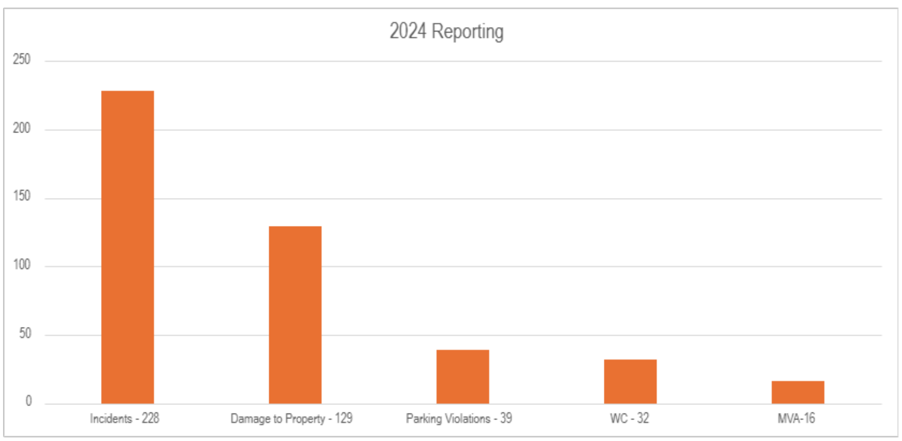
Goals 2,3 and 4 -

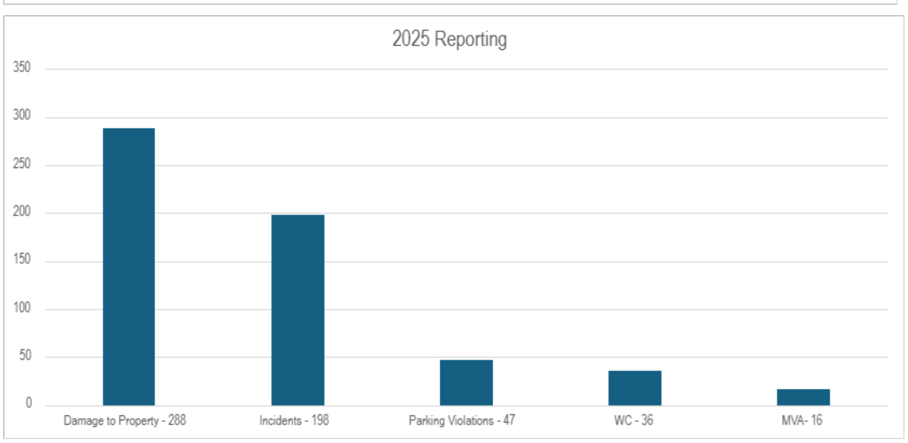
The constraints included, but were not limited to, unforeseen work demands because of increased responsibilities with the addition of complete fire system coordination of all BREC sites. This began in February and continued throughout 2025 and beyond. Previously, we only coordinated the fire extinguisher and vent hood systems. So, assessments ensued and uncovered areas needing major work. This resulted in contract revisions, contractor coordination of access and project work, floor plan procurement, and many other needs. Work was absorbed in this effort as no other staff was added within our division.

Additional constraints where increased time demands were presented in 2025 related to IYP3, transitional management, and other needs that are presented below.

During Q4 risk management worked closely with the Contingency Group as provided by our Executive Management team. We had many meetings, including all available staff, and provided materials, documentation and information to build the framework for assessment and success. The goal was to first assess our Park Ranger staff, then identify and develop a path to increase safety (personnel and public), identify and create better efficiencies, and further engage available and future technologies. We are encouraged as we foresee improvements in many areas that should be manifested in 2026.

After an exhaustive search for a viable, cost-effective and efficient software system, in July 2025 we did procure SiteDocs paperless safety management software. We were able to custom build our internal reporting paper documents on this software platform. This paperless system now consists of Property Damage, Incidents, Parking Violations, and Motor Vehicle Accidents. Below illustrates the increased reporting from 2024 occurring last year, restricting available time and staff for the goals referenced. This report includes Workers' Compensation from other reports, comparing 2024 and 2025, as follows:





We continued to inspect our park locations to better ensure employee and public safety, with over 2,200 annual inspections completed. Our Park Rangers and Risk Management staff responded, as necessary, to contact via phone, Rapid Response ticketing or internal direction to any needs presented. We assisted with numerous community special events for directing parking, assuring security, and assisting the public and staff. Other duties include the follow up of a reported property damage or patron injury claim to assess and report for the legal claim review.

2026 Departmental Goals

Work to create increased efficiencies, incorporating technologies, while seeking to provide a safe and secure environment for our patrons, vendors, communities, and employees.

Strategic Direction:		
1	Streamline Division operations, as able, yield further efficiencies using technology and sound management principles.	
2	Deliver improved systemic safety and security to the public, staff and community we serve.	
3	Develop or seek an enterprise risk assessment plan, including the replacement values for existing properties, and establish an anticipated timeframe for completion, such as multi-year.	

2025

Finance

ANNUAL REPORT

FINANCE

OVERVIEW AND STATUS REPORT

The Department of Finance has continued to make positive strides in enhancing financial processing and reporting for BREC. Currently, the Finance Team is undertaking the role of getting the MUNIS ERP software to full implementation status. The team began using the system in late January 2021 and has found many key areas of the software in need of further review and subsequent development to ensure efficient and effective use. In doing so, the Finance Department has scheduled several review and implementation sessions with Tyler Technologies subject-matter experts for the specific modules needed to fully implement the software. In addition, the Finance Department will update its procedures to align with the software's functionality.

Several Finance policies and procedures revised in 2020 (prior to implementation) and introduced to the Finance Committee in early 2021 will need to be updated to better align with current industry "best practices". In addition, changes in job duties and personnel are expected to mandate changes to the software's workflow. It is anticipated that all Finance policies and their related procedures will be updated during 2026. Upon full implementation of the new ERP system, the Finance Department will provide procedural revisions to policies and prepare or update training materials with the Learning & Development Division to better educate BREC staff on the system's functionality.

Team Finance will continue to work diligently with other organizational staff to bring the MUNIS ERP system to full utilization, along with the myriad of "best of breed" systems designed to interact and feed information into the system. These include: NeoGov, NOVAtime, RecTrac 3.1, EZlinks, KMIT, Aurigo Masterworks, and AssetWorks, all of which require detailed professional coordination from BREC staff to ensure full integration. As several systems are still being implemented, the Finance Department will await their full implementation. Once these systems are fully integrated and staff are trained on the importance and proper use thereof, the staff should be fully prepared to provide accurate and timely data to the Administration and to ensure compliance with Commission-approved policies. Currently, the Finance Department has had to develop several "workaround" procedures to produce reports needed for audit staff. Full implementation of the software and utilization of its many functions will facilitate the completion of this project and fulfill the intent with which it was initiated.

Currently, Finance staff are in the early stages of preparing for the 2026 financial compliance audit. In addition, we are also preparing for the 2027 budget cycle, which should begin July 2026. Finance is experiencing issues recruiting and retaining personnel to maintain service continuity. We are hopeful that sufficient personnel can be recruited and retained to address the organization's needs.

2026 SMART Goals

SMART Goal 1: Complete the implementation and integration of the ERP software and change processes to provide timely information and streamline operations

Outcomes:

Although the Finance Department has assessed the status of the implementation progress and been approved to begin the review of the system with Tyler Technologies subject-matter experts to provide greater efficiencies, sufficient time is needed to address the list of issues. Issues with the general accounting module and others are still being addressed. Once these reviews and potential updates are completed, the system should be fully implemented to streamline operations.

SMART Goal 2: Acquire the services of a professional firm to assist Finance in auditing POS/RMS systems.

Outcomes:

As the Finance staff was not adequately included in the selection and integration of the Point of Sale and Revenue Management systems, the Finance Department will need to understand the respective system functionalities to ensure a seamless process of providing data to its ERP system. Greater knowledge of the three (3) software systems from the developer or by an independent audit firm will provide the basis for an enhanced audit function. Once completed, Finance staff may revise the Revenue Recognition policy to provide more directives for compliance.

SMART Goal 3: Advise and fully train all personnel on focus and specific details of their functional units and job description with respect to the organizational chart.

Outcomes:

This process has begun informally via weekly meetings with Finance supervisory staff as well as meetings on as “as-needed” basis with the respective functional units. As we moved through the year, functional units will be scheduled for meetings to address system issues and provide greater insight into those issues. We will continue adding other functional units to a consistent meeting schedule to acquire a wholistic view of the issues faced by each functional unit so that we may provide an ongoing evaluation process for system improvements.

SMART Goal 4: Educate staff on the system functionality of the system in terms of providing budgets and financial statements in effort to provide accurate and timely financial information with minimal manual transfer of data.

Outcomes:
The Finance Department has consistently educated Administrators and Finance Committee members on the functionality of the ERP system via its upgraded annual budget presentation and its monthly financial statement presentation. Finance staff will pursue ways to minimize the transfer of data and streamline the production of both the annual budget and monthly financial statements.

SMART Goal 5: Develop training materials via the Learning & Development Division for BREC staff to understand Finance Department policies, procedures and other system operations.

Outcomes:
Finance has begun the process of developing educational and training materials for BREC staff to assist them in understanding organizational policy as well as the procedures to support the respective policies. Finance will continue to work with the Learning & Development staff to create and update finance policies and procedures.

SMART Goal 6: Complete the process of moving BREC's assets from its legacy system Bassets to its ERP system MUNIS.

Outcomes:
Assets have originally been added and updated in the Bassets system and shared with BREC's external audit staff to produce a depreciation schedule and other asset valuation reports. Due to the limited functionality of the software, all assets are being transferred to the ERP system which has the capability to provide much needed functionality. Once the remaining training sessions have been completed, the Asset management team will begin updating BREC's asset data and transferring this information to the MUNIS ERP system to ensure best practices in the valuation of assets are employed and accounting and auditing compliance standards are being followed.

2026 Departmental Goals

Goal 1: Maintain national and local Government Finance Officer Association (GFOA) membership to acquire additional knowledge on budget and financial statement presentation as well as other accounting standards and practices.

Outcomes:
Our 2026 national and local GFOA memberships were paid for BREC and Finance Department Administrative staff. Several Finance department managers and accountants were able to attend the local GFOA Conference as well as the Winter workshop where important updates were provided on LA State law, governmental accounting, fraud and criminal investigation as well as the Local Government Budget Act were presented. To reduce organizational expenses, staff will not attend the national GFOA Conference in person; however, access the training materials remotely. Virtual attendance will still allow the organization to qualify for acknowledgment.

<u>Goal 2:</u> <u>Provide revised budget and financial statement presentation based on Administrative, Commission and Finance Committee recommendations.</u>

Outcomes:

Revised budget and financial statements will be prepared in 2026 based on the recommendations from Administration, Commission and Finance Committee members. This is a continual process.

<u>Goal 3:</u> <u>Address repetitive audit findings to eliminate reoccurrence.</u>

Outcomes:

Due to the latent presentation of the 2025 audit findings for fiscal year 2024, these items will be addressed in 2026 for fiscal year 2027.

<u>Goal 4:</u> <u>Provide policy and procedural updates at end of the year to address system functionality.</u>

Outcomes:

Policy and procedural updates have been and will continue to be noted throughout the year to address ERP system functionality with revisions forwarded to the Commission. Policy and procedural revisions will be prepared in the last quarter of 2026 for approval at the January 2027 Commission meeting.

Maximizing Efficiencies

All Finance Department actions involved in its review and potential modification of the MUNIS ERP system including its review of the integration of any respective “best of breed” software have efficiency maximization as the goal. We anticipate completing all reviews and modifications during the 2027 fiscal year.

Strengthening the Workforce

During the 2026 budgeting process, Finance adjusted its workforce to focus on several key positions needed to efficiently address the needs of the current organization. This adjustment will focus on reinforcing the Purchasing staff and their processes as well as a concentration on policy and procedural processes to facilitate audit completion. Ideally with all position filled, the department should be equipped to meet the needs of the organization through continued strengthening of the workforce.

Geauxing Green – Environmental Sustainability

To assist the Geaux Green Committee, the Finance Department will work to identify “environmentally friendly” substitute products as alternatives to traditional product offerings. Team Finance stands ready to assist the Geaux Green Committee with its mission.

2025 Notable Achievements

Completion of 2 financial audits within 2 years.

Stabilization of the audit process so that the annual audit can begin and be completed timely.

NRPA Three Pillars

With respect of the NRPA's three pillars of focus: Health and Wellness, Conservation, and Social Equity, the Finance Department Director will encourage staff to utilize the Fitness Center at the Womack Building more as well as utilize the walking paths provided on the grounds thereof. We will continue to work with the "Geaux Green" Committee to identify areas that can assist the organization with promoting an "environmentally-friendly" agenda as well as change some of our operations to support the cause. Finally, the Finance Department has worked with the Administration to provide a balanced approach to budgeting/spending funds and providing equitable services to all areas of the parish. Team Finance will continue to review new ways to promote the three pillars.

2026 SMART Goals

	Strategic Direction:	Action Step
1	Complete the review and potential modification of the MUNIS ERP system.	
2	Complete the review of the POS systems to develop "best practices" for use.	
3	Continue to educate Finance staff on the roles of their functional units.	
4	Continue to educate BREC staff on ERP system functionalities to provide accurate and timely financial information with minimal manual transfer of data.	
5	Continue to develop educational training materials in conjunction with the Learning & Development division for BREC staff to understand policy, procedures and other system operations.	
6	Continue the process of transferring organizational assets from the legacy system to the MUNIS ERP system to provide better valuation functionality.	

2026 Departmental Goals

	Strategic Direction: (If applicable)	Action Step
1	Continue to maintain national and local GFOA membership to acquire additional knowledge on budget and financial statement presentation.	
2	Continue to update budget and other financial statement presentations to keep in line with industry "best practices".	
3	Address repetitive audit findings to eliminate reoccurrence.	
4	Continue to provide policy and procedural updates at the end of each year to address system functionalities issues and keep in line with "best practices."	

2025

Golf

ANNUAL REPORT

GOLF

OVERVIEW AND STATUS REPORT

Golf play levels in January and February were consistent with the three-year average from 2022 to 2024. Play levels surged in March, with 17,531 rounds recorded, an increase of 14% over March 2024 and a new record for March rounds. As a result, total rounds played through March were up 2.3%.

This momentum continued into April, May, and June, during which BREC recorded three of the six highest monthly round totals in its history. April saw 19,798 rounds, May recorded 20,454 rounds, and June totaled 18,426 rounds. With 20,454 rounds played May set a new all-time record for rounds played in a single month at BREC courses, surpassing the previous record set in May 2023. Notably, Webb Golf Course recorded 5,911 rounds in May, the highest one-month total ever for any BREC golf course.

Through June, year-to-date rounds played were up 1.4% compared to 2024. This is particularly impressive given that 2024 was a record-setting year with 191,930 rounds played—an increase of 67,016 rounds (54%) over 2019. Additionally, revenue through June was up $192,320 compared to the same period in 2024.

During the second half of the year monthly play surpassed 2024 number every month except October. During August BREC golf course recorded 20,087 rounds played, a new record for August play. Favorable weather conditions also led to a new record play level for the month of November with 16,985 rounds played.

BREC golf courses concluded 2025 with a total of 204,127 rounds played, an all-time record and the seventh consecutive year of year-over-year increases in play. These elevated play levels generated new highs in both total revenue and cost recovery. Total revenue in 2025 reached $6,054,068, an increase of more than $500,000 (10.8%) over 2024. Compared to 2019, total BREC Golf revenue has increased by $2.67 million (79%).

With total expenses of $6.85 million, the Golf Department achieved an 88% cost recovery rate, representing a 32% improvement over the 56% cost recovery recorded in 2019.

2025 SMART Goals

SMART Goal 1: Improve course conditions and playability at all courses.

Action Step: *11.1*

Outcomes:

At Santa Maria, ongoing maintenance efforts have improved overall fairway conditions. Drainage issues remain on three holes and continue to be addressed. Putting green conditions is stronger and more consistent than in recent years. Work also continues bunker drainage improvements.
At Webb Park and City Park, progress has been made addressing invasive grass on the putting greens. Efforts to date have improved green conditions compared to 2024. While improvements are evident, continued monitoring and management will be necessary.
Beaver Creek remains the best-conditioned BREC golf course. Bunker drainage improvements were completed in 2025, with additional work ongoing. Course conditions at J.S. Clark Golf Course remain very good following the 2023 renovation, with minor putting green issues continuing to be addressed.

SMART Goal 2: Improve revenue/round and cost recovery levels.

Action Step: 24.2

Outcomes:

BREC golf rounds played increased by 12,197 rounds (6.4%) in 2025. Total golf revenue increased by $586,172 (10.8%), about the revenue amount of a full Spring or Fall month. Total revenue per round increased by $1.18, primarily due to some small fee adjustments. Cost recovery was 87%, a 2% increase from 2024.

SMART Goal 3: Increase online reservations and pre-payments.

Action Step: 6.5

Outcomes:

Online reservation pre-payments continued to grow in 2025. Total online pre-paid fees reached $305,251, an increase of $23,843 (4.2%) over 2024. Online sales now account for 13.8% of all green fee and cart rental revenue.

SMART Goal 4: Increase customer interaction and feedback levels.

Action Step: 4.1

Outcomes:

A new survey platform implemented in 2024 continues to provide more detailed customer feedback. In 2025, 308 responses were received. Responses were distributed as follows: Santa Maria (28%), J.S. Clark (22%), Webb Park (21%), Beaver Creek (19%), and City Park (9%).

Overall, 72% of respondents reported being satisfied or very satisfied with their visit, while 13% reported dissatisfaction.

SMART Goal 5: General facility improvements.

Action Step: 23.1

Outcomes:

The roof replacement at Santa Maria was completed in April. The course continues addressing irrigation issues and began a bunker drainage renovation in the fall. This in-house project focuses on practical drainage improvements to enhance bunker conditions.

Beaver Creek continues to be the best-conditioned BREC golf course. Renovation of selected bunkers began in early 2025 and remains ongoing. Drainage improvements crossing the 11th hole fairway are scheduled to begin in January 2026.

2025 Marketing Objectives

Overall Outcomes:

The Golf marketing plan has spent $198,155 of the $200,000 marketing budget for 2025. $7,000 of the $7,245 allocated contingency was used.

Paid Advertising resulted in 115,736,984 impressions and 33,351 sessions/results. These numbers do not include impressions from commercial runs with WAFB, LHSAA or the LSU Campus Transit Overhead Panels which reflects about 17% of the overall expenditure.

Twenty percent of the advertising budget was allocated to Feigley Communications for digital placements from April through September. The 2025 campaign consistently performed above or close to the industry benchmarks throughout the various tactics. This year's campaign had 3,385,254 impressions and16,765 clicks with an CTR of 0.50% alone. The campaign delivered 3,385,254 impressions and 16,765 clicks, achieving a 0.50% click-through rate and 6,616 tracked course visits. Visits recorded represent the number of devices that were served cross device display, retargeting, pre-roll and CTV digital ads during the campaign and then tracked at a BREC Golf Course by the xLVR pixel.

Graphic designers produced 39 unique creative pieces for the Golf marketing account. The Print Shop completed five print projects.

The Print Shop completed 5 print jobs for the Golf account.

Social media efforts generated 35 Facebook posts, resulting in 70,910 impressions, 9,397 content interactions, 91 link clicks, 9,979 page views, and 162 new page followers.

Web – Golf.BREC.org has garnered 112,270 users across 222,384 sessions in 2025. Course landing page sessions are as follows:

- Santa Maria: 57,274
- Beaver Creek: 40,560
- Webb Memorial: 39,881
- City Park: 23,824
- JS Clark: 22,110

GOLF

Objective 1: Retain current loyal golfers and raise awareness of all BREC courses with the goal of increasing the number of rounds played per location through visual and digital strategies, social media campaigns and sponsorships of local media.

Outcomes:

$161,422.50 of the overall advertising purchase was spent on this objective with Guaranty Media, Cox, LHSAA, Nexstar, Feigley Communications and Blue Cassette.

Promotion for this objective yielded 107,820,636 impressions with 25,760 clicks.

$7,000 of this spend was pulled from Contingency for the Baton Rouge Parents Magazine Faces and Places Full Page Back Cover ad and new commercials with Blue Cassette.

Objective 2: Increase the current travel industry reach of BREC Golf with a specific emphasis to tourists, business professionals and commuters from outside of East Baton Rouge Parish.

Outcomes:

$19,280.50 of the overall advertising purchase was spent for this objective with Louisiana Travel Association (LTA), Tee to Green, Aisle 3 and Feigley Communications.

Promotion for this objective yielded 604,558 impressions with 2,953 clicks.

Objective 3: Promote course programs such as The First Tee and course tournaments through purchased and earned media, increasing overall attendance.

Outcomes:

$2,020 of the overall advertising purchase was spent on this objective with Porch and Parish, Baton Rouge Parents Magazine, Red Stick Mom and Facebook/Instagram

Promotion for this objective yielded 97,767 impressions with 1,521 clicks.

Objective 4: Continue to increase number of collegiate faculty and students playing at BREC golf courses.

Outcomes:

$15,432 of the overall advertising purchase was spent for this objective with 225 Magazine, Southern University Digest, LSU Student Media and Tiger Rag.

Promotion for this objective yielded 7,214,023 impressions with 3,117 clicks.

Maximizing Efficiencies

During 2025 BREC golf courses hosted 204,127 rounds of golf. This equates to 51,032 rounds per 18 holes. This compares to 22,275 rounds per 18 holes recorded in 2018.

We continue to utilize a temporary staffing service to fill empty maintenance positions during our peak season without having to take on additional full-time staff.

Both Assistant Golf Directors remain stationed at golf facilities rather than the central administrative office to maximize operational presence. The Golf Director and Administrative Assistant also relocated offices to Webb Memorial Golf Course to consolidate departmental operations within golf facilities.

Strengthening the Workforce

Our management level staff have participated in training from the PGA of America, the USGA, the Louisiana Golf Association, The First Tee, and the GCSAA. Our greenkeeping staff utilize training videos that cover job duties, safe equipment operation, and overall turf management practices at our golf courses. Our clubhouse staff continues training on the EZLinks Tee Sheet and point of sale system.

During 2025, golf department employees completed a total of 1,256 in-person or online training classes.

Geauxing Green – Environmental Sustainability

We have continued and expanded the use of “natural areas” at all BREC golf courses. This practice reduces hours of machinery operation, saves fuel and labor costs, requires fewer pesticides, and produces additional wildlife habitat areas. Increased turf coverage in previously sparse or bare areas reduces erosion and helps filter pesticides and herbicides before they reach drainage areas. During 2025 additional native areas were added at Santa Maria and City Park golf courses.

We carefully monitor all chemical applications and use fertilizers and pesticides in limited and responsible ways.

2025 Notable Achievements

BREC Golf recorded 204,127 total golf rounds played. This is an all-time BREC record.

BREC Golf recorded $6,054,067 in total golf revenue. This is an all-time BREC record.

City Park and J.S. Clark golf course both set all-time records for rounds played and revenue generated. City Park golf course played 28,225 rounds and generated $497,000. J.S. Clark golf course played 24,707 rounds and generated $573,000.

Webb Memorial golf course recorded 56,246 rounds. This is believed to be an all-time record for any BREC golf course.

NRPA Three Pillars

Social Equity

Through a cooperative endeavor agreement BREC Golf supports the First Tee of East Baton Rouge Parish. The First Tee is a national organization that instructs young boys and girls (ages 7-18 years old) on life skills through the game of golf. Upon introduction to the program, youth learn the basics of the game, as well as the nine core values used as a foundation for learning life skills.

The First Tee's mission is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values, and promote healthy choices through the game of golf. The program teaches juniors ranging from beginners to those playing competitively how to play, improve their game, and develop life-long friendships.

Health and Wellness

Depending on the weather and the terrain of the course, walking eighteen holes, and carrying your bag can help you burn as much as 1,500 to 2,000 calories. A round of golf is a walk of five or six miles, with the added weight of a couple of dozen pounds distributed across your back and shoulders when carrying your bag. If you walk three to five 18-hole rounds of golf per week, you give your heart the exercise it needs to perform at its peak. Golf is great for the mind. Every hole is a puzzle to solve. Golf teaches golfers problem-solving and keeps the mind sharp.

Conservation

We have continued and expanded use of "natural areas" at all BREC golf courses. This reduces hours of operating machinery, saves fuel and labor costs, requires fewer pesticides, and produces additional wildlife habitat areas. Increased turf coverage in previously sparse or bare areas reduces erosion and conserves soil water.

2026 SMART Goals

	Strategic Direction:	Action Step
1	Improve Course Conditions and playability at all Courses	11.1 Sustainable Maintenance
2	Improve revenue/round and cost recovery levels	24.2 Financial Sustainability
3	Increase online reservations and pre-payments	6.5 Online Registrations
4	Increase Customer interaction and feedback levels	4:1 Engaged Participation
5	General Facility Improvements	23.1 Planning New Projects

2026 Marketing Objectives

1	Retain current loyal golfers and raise awareness of all BREC courses with the goal of increasing the number of rounds played per location through visual and digital strategies, social media campaigns and sponsorships of local media.
2	Increase the current travel industry reach of BREC Golf with a specific emphasis to tourists, business professionals and commuters from outside of East Baton Rouge Parish.
3	Promote course programs such as The First Tee and course tournaments through purchased and earned media, increasing overall attendance.
4	Continue to increase number of collegiate faculty and students playing at BREC golf courses.

2025

Human Resources
ANNUAL REPORT

HUMAN RESOURCES

OVERVIEW AND STATUS REPORT

The Human Resources Department at BREC plays a critical role in attracting, developing, and retaining a skilled and engaged workforce that supports the organization's mission to provide exceptional parks, recreation, and community services. In 2025, the department focused on strengthening talent acquisition, enhancing employee engagement, expanding training and development opportunities, and building a competitive and comprehensive benefits program.

Key accomplishments include successfully recruiting for high-demand positions through strategic community and campus outreach, job fairs, and BREC-hosted events; providing extensive training and professional development programs—including wellness initiatives, onboarding, employee relations training, and leadership development—to strengthen workforce capabilities; analyzing exit interview data to identify trends and implement targeted retention strategies; maintaining a robust benefits program—including self-insured health coverage, dental, vision, life insurance, and financial wellness programs; and elevating BREC's reputation as an employer of choice through community engagement and marketing initiatives.

Another key benefit of working for BREC is the opportunity to serve the community while building a meaningful and stable public service career. Employees play a direct role in enhancing parks, recreation programs, and community spaces that improve quality of life for residents. This mission-driven work, combined with competitive benefits and long-term career stability, makes BREC an employer of choice in the region.

By aligning workforce planning, training, employee development, and benefits offerings with organizational goals, the HR Department continues to ensure BREC attracts top talent, fosters a positive workplace culture, and retains employees committed to serving the community.

2025 SMART Goals

SMART Goal 1: The continued goal for 2025 will be to increase learner engagement through a series of training programs (at least one per quarter) that foster a stronger sense of community among BREC staff by promoting inclusivity, interdepartmental collaboration, and sustainable engagement. These efforts will involve partnerships with both internal and external community leaders to create meaningful connections and learning opportunities for professional and personal growth. Success will be measured through employee engagement surveys, attendance rates, post-event feedback and an impact assessment by year's end to refine and sustain efforts moving forward.

Outcomes:

In 2025, the Employee Relations Division partnered closely with the Training & Development Division to deliver structured supervisory and employee development programs designed to increase learner engagement and strengthen organizational culture.

Supervisory training sessions were conducted throughout the year, reinforcing Progressive Development standards, effective documentation practices, and meaningful performance evaluation techniques. These sessions strengthened leadership confidence and improved consistency in policy application across departments.

Training opportunities were offered in multiple formats — in-person, virtual, hybrid, and on-demand — increasing accessibility and participation across the agency. Customized learning paths supported professional growth at all levels and aligned with departmental objectives.

All initiatives were strategically aligned with the 2025 “Creating a Culture of Kindness” theme of **CONNECTIONS**, reinforcing accountability, collaboration, and intentional relationship-building across divisions. Engagement was measured through attendance tracking, participant feedback, and post-training evaluations, which reflected positive reception and sustained participation throughout the year.

These efforts contributed to increased coaching interventions during the second half of the year, demonstrating improved manager engagement and proactive issue resolution.

Key initiatives included:

- Supervisory training on Progressive Development and performance management
- Community Collective “Talk Tuesdays” workshops covering cultural awareness and inclusion
- Launch of the Study Group Initiative supporting SHRM certification
- “Connections 2.0” Podcast Episode: *Rethinking Discipline at Work*

These initiatives strengthened leadership competencies, reinforced accountability, and supported a proactive performance culture across the agency.

SMART Goal 2: Utilization Of Technology through modernization and maximizing efficiencies.

Outcomes:

Significant advancements were made in HR technology integration and process efficiency.

HUMAN RESOURCES

Recruitment & Applicant Engagement

- 176 job postings generated over **9,000 applications**
- ATTRACT module within NEOGOV utilized for automated email/text engagement
- Over 500 requisitions opened: more than 350 closed
- 70+ job titles filled across departments

Employee Relations Modernization

- Exit interview process transitioned to Sogolytics
- 33 exit interviews and 133 new hire/promotion surveys analyzed
- Enhanced documentation transparency through NeoGov Perform

Case Management Trends

- 52 incident reports in first half; 66 in second half (27% increase); Total of 118 combined
- 7 grievances in first half; 8 in second half
- Coaching sessions increased from 5 (first half) to 43 (second half), reflecting a shift toward early intervention
- 4 sexual harassment cases investigated promptly and in compliance with policy

Total cases managed in 2025: **185**

These improvements strengthened reporting accuracy, leadership insight, compliance consistency, and workforce transparency.

The exit interview process was transitioned from a manual format to a survey-based platform utilizing Sogolytics, enhancing participation rates and enabling more robust trend analysis and workforce insight.

Additionally, disciplinary documentation was centralized within NeoGov Perform, increasing transparency and shared visibility between managers and employees. This modernization improved accountability ensured consistency in performance management practices, and strengthened documentation compliance.

The continued use of the ATTRACT module within NEOGOV further enhanced recruitment communication by allowing automated email and text engagement with applicants, improving responsiveness and candidate experience during peak hiring seasons.

Collectively, these technology enhancements streamlined workflows, strengthened reporting capabilities, and supported data-driven decision-making across the HR Division.

SMART Goal 3: Optimize the onboarding process to improve employee engagement and the overall employee experience.

Outcomes:

Spring 2025 marked the launch of a redesigned week-long New Employee Orientation (N.E.O.), replacing the previous one-day format. From red-carpet welcomes to hands-on learning, the redesigned orientation reflects BREC's commitment to innovation, inclusion, and employee well-being. This enhanced experience not only boosts job satisfaction and early engagement but also supports productivity, supervisor success, and long-term retention across the organization.

Enhancements included:

- Gamified learning modules (BREC Jeopardy, Escape Room, Scavenger Hunt, $100,000 Pyramid, Gnomes at Night)
- Supervisor Meet & Greet Luncheon
- Department-specific onboarding day
- Structured compliance and technical breakout sessions
- Digital onboarding paperwork via NEOGOV

Additionally:

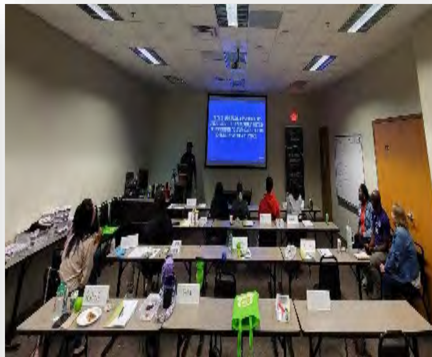
- 532 hires facilitated, including 47 promotions
- "One-Stop Shop" seasonal onboarding event streamlined hiring from February–May
- Structured new-hire check-ins implemented


Exit data from 62 completed surveys identified top departure reasons:

- Relocation
- Better pay opportunities
- Supervisory conflict

These insights inform continuous onboarding refinement and leadership development efforts.

BREC Jeopardy – A fun and competitive approach to learning employment expectations, workplace norms, and responsibilities



The Employee Relations division proudly highlighted veterans during the recent Veterans Recognition Breakfast—a heartfelt and memorable event dedicated to honoring those who have served. Attendees expressed deep appreciation for being recognized, and feedback was overwhelmingly positive.

The program featured a powerful patriotic moment as veterans raised the flag while the National Anthem played, creating an atmosphere of pride and unity. Guests also enjoyed engaging activities, including games focused on veteran facts, adding an educational and fun element to the celebration. Overall, the breakfast served as a meaningful opportunity to express gratitude, foster community, and show respect for our veterans.

SMART Goal 4: Prioritize Succession Planning in order transfer critical knowledge and skills.

Outcomes:

BREC continues refining its 2013 Succession Planning Policy to create a structured, sustainable model. Current efforts include:

- Identification of high-risk critical positions
- Leadership competency development through supervisory training
- Study Group Initiative supporting professional credential attainment
- Retirement trend monitoring (8 retirements in 2025, including 6 DROP exits)

With 478 active CPERS members, retirement forecasting remains a key workforce planning priority. The long-term goal is to map all positions for succession planning within three years.

2025 Departmental Goals

Goal 1: Continue to enhance BREC's commitment to the overall wellness of the employee through competitive benefit offerings

Outcomes:

Annual Open Enrollment Benefits Fair

- BREC hosted its two-day Annual Open Enrollment Health Fair on November 5–6, 2025, at the Womack Administration Building. The event allowed employees to review and update their benefit elections, verify dependents and beneficiaries, and access guidance from benefits representatives. The 2025 health fair ran smoothly with minimal disruption, demonstrating the continued value of in-person engagement alongside online benefit tools.

Ancillary Benefits (AFLAC & Colonial Life)

- In 2025, BREC continued providing financial protection through AFLAC and Colonial Life, offering valuable supplemental coverage for employees and families. Beginning February 1, 2026, part-time employees will also have access to Colonial's "Pay on Your Own" benefits, expanding flexibility and accessibility.

Extra Benefits

- **Public Service Loan Forgiveness (PSLF):** Employees can receive forgiveness of federal student loan debt after 120 qualifying payments while working full-time at a government agency, encouraging long-term public service. Forgiven amounts are tax-free.

- **Flexible Spending Accounts (FSA):** Employees can set aside pre-tax dollars for eligible healthcare or dependent care expenses, reducing taxable income and maximizing take-home pay. FSAs encourage proactive management of out-of-pocket costs, promoting overall financial wellness.

Life Insurance & LTD

- Basic Life & AD&D for full-time employees; optional Voluntary Life for employee, spouse, and children.
- Effective Jan 1, 2026, coverage transitions to **Lincoln Life**, adding Long-Term Disability.

Dental & Vision

Benefit	Enrollees	Highlights
Dental	376	Preventive 100%, basic & major services tiered, includes orthodontics
Vision	272	Exams, lenses, frames, contacts; no premium increase for 10+ years

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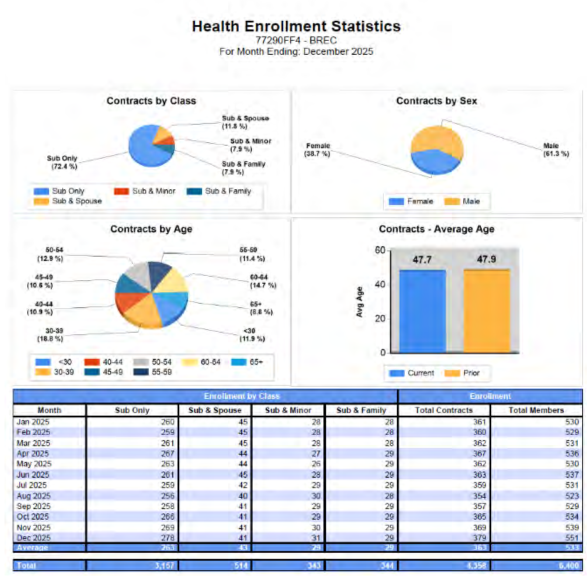
Wellness Program

- 321 employees participated in biometric screenings
- 59% improved HDL cholesterol
- 44% lost weight
- 40% reduced waist circumference
- Metabolic syndrome held steady at 47%

Over 90% Wellness Program participation achieved.



Enrollment by Class					Enrollment	
Month	Sub Only	Sub & Spouse	Sub & Minor	Sub & Family	Total Contracts	Total Members
Jan 2025	260	45	28	28	361	530
Feb 2025	259	45	28	28	360	529
Mar 2025	261	45	28	28	362	531
Apr 2025	267	44	27	29	367	536
May 2025	263	44	26	29	362	530
Jun 2025	261	45	28	29	363	537
Jul 2025	259	42	29	29	359	531
Aug 2025	256	40	30	28	354	523
Sep 2025	258	41	29	29	357	529
Oct 2025	266	41	29	29	365	534
Nov 2025	269	41	30	29	369	539
Dec 2025	278	41	31	29	379	551
Average	263	43	29	29	363	533
Total	3,157	514	343	344	4,358	6,400

Employee Assistance Program

- 3.51% utilization rate (above national average of 1.97%)
- 28 engagements (19 counseling, 5 online counseling, 3 work-life, 1 coaching)
- 7 formal referrals and 8 management consultations

Financial Wellness & Retirement

- 8 retirement applications processed
- Retirement seminars conducted with pension system partners

- Deferred compensation seminars held
- 478 active pension contributors

Service Awards

BREC's Service Awards Program celebrates the professionalism, dedication, and productivity of its employees, whose work directly contributes to public service and the enhancement of parks and recreation in our community. The program recognizes employees' commitment and long-term service to the organization and the citizens it serves. Employees are honored at one of our Commission meetings and/or Town Hall meetings as well as in the organization's Park Bench Newsletter. In 2025, forty-four (44) employees were recognized for their years of dedicated service to BREC, highlighting the important role they play in maintaining and improving public spaces and recreational programs for the community.

BREC Employee Wellness	2020	2021	2022	2023	2024	2025
CURRENT BIOMETRICS						
# of Participants	**340**	**339**	**309**	**322**	**331**	**321**
% Metabolic Syndrome (3+ Risk Factors)	47%	49%	52%	46%	48%	47%
% with HBP Reading	72%	78%	74%	79%	73%	77%
% with High Total Cholesterol	30%	28%	18%	31%	24%	26%
% with High Triglycerides	30%	26%	31%	29%	24%	26%
% of Low HDL Cholesterol	38%	48%	42%	39%	38%	21%
% of High LDL Cholesterol	24%	28%	14%	25%	20%	28%
% of High Blood Glucose	16%	15%	10%	9%	9%	13%
% of Obesity / Extreme Obesity	53%	57%	54%	55%	51%	53%
% of At-Risk Waist Circumference	52%	56%	58%	56%	56%	58%
PROGRESS MADE FOR THOSE WHO PARTICIPATED IN PREVIOUS YEAR (COMPARISON DATA YEAR TO YEAR)						
# of Participants who did previous year	**280**	**272**	**234**	**232**	**230**	**241**

% Metabolic Syndrome (R/d at least 1 RF)	20%	22%	21%	22%	25%	23%
% lowered Blood Pressure	30%	26%	35%	28%	37%	26%
% lowered Total Cholesterol	50%	56%	68%	25%	59%	40%
% lowered Triglycerides	44%	58%	49%	50%	48%	42%
% increaed HDL Cholesterol	45%	27%	59%	47%	50%	59%
% lowered LDL Cholesterol	50%	43%	74%	22%	60%	46%
% lowered Blood Glucose	41%	52%	52%	62%	53%	31%
% lost weight from previous year	48%	39%	54%	43%	47%	44%
% with 5% or more body weight lost	11%	8%	12%	15%	16%	14%
% maintained weight within 3 lbs/ healthy wt	18%	20%	13%	20%	19%	19%
% lowered Waist Circumference	32%	29%	34%	50%	38%	40%

City–Parish Employees' Retirement System (CPERS)

In 2025, the plan included 478 active contributing members. Employees can access their personal pension statements through CPERS, with an annual statement mailed to each member. Tracking retirement trends is an important workforce planning metric. Monitoring retirement data allows BREC to anticipate how quickly the talent pipeline will need replenishment and assess the level of development required to replace the knowledge and experience lost through retirements. To date in 2025, eight employees have retired, including six DROP exits and two non-DROP exits.

Retirement	
Name	**Department**
Larry Carey	Park Operations
Holly Taylor	Zoo
Christine Marchiafava	Superintendent
Stephen Fowler	CCC / P&E
Pamela Turner	Recreation
Michael Nettles	Park Operations

Ronald Harding	Park Operations
Johnny Sago	Park Operations

Community-Centered Wellness Events

- Barbershop Men's Conference: 160+ attendees, 13 vendors
- Women's History Month Pop-Up Shop: 11 vendors
- Mental Health Awareness Lunch & Learn
- Veterans Recognition Breakfast

These initiatives expand wellness beyond healthcare to include mental, social, financial, and cultural well-being.

Goal 2: Successfully garner enough talent during BREC's busiest hiring season, raise awareness of BREC as a career choice and recruit competitively for high-profile and distinct positions on popular job board sites.

Outcomes:

Human Resources and Talent Acquisition continued to actively promote BREC as an employer of choice by participating in job fairs, career expos, and recruitment events at local high schools, colleges, and universities. The team also engaged in community hiring initiatives hosted by EmployBR, Goodwood Library, YWCA, Gardere Initiative, and Way to Work to reach a diverse and qualified candidate pool.

To further increase visibility and community connection, Talent Acquisition supported and participated in major BREC-hosted events such as Boo at the Zoo and Let It Sneaux. These high-attendance events showcased career opportunities across multiple departments and strengthened public awareness of BREC as a dynamic and mission-driven workplace.

As a result, BREC expanded its recruitment reach, strengthened community partnerships, and enhanced its competitive presence on popular job board platforms during peak hiring periods.

During the year HR did the following:

- 176 job postings
- 9,000+ applications received
- 532 hires completed
- 47 promotions
- Participation in local job fairs and community events
- Internship pipelines strengthened
- Strategic marketing and paid recruitment campaigns implemented

HUMAN RESOURCES

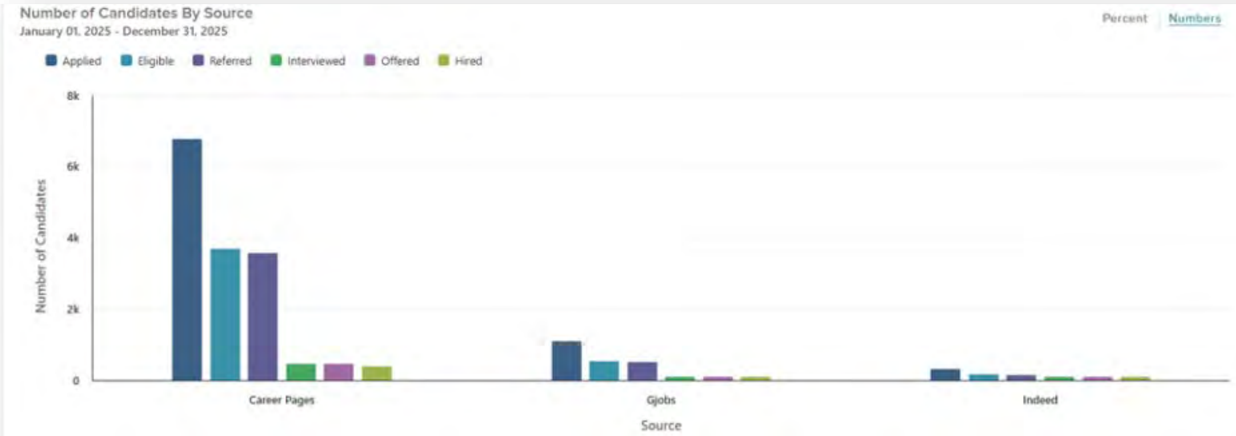
This growth is largely attributed to continuing with an expanded social media presence and a targeted recruitment marketing strategy, including paid HR advertisements, which positively impacted applicant volume reach.

Top applicant sources:

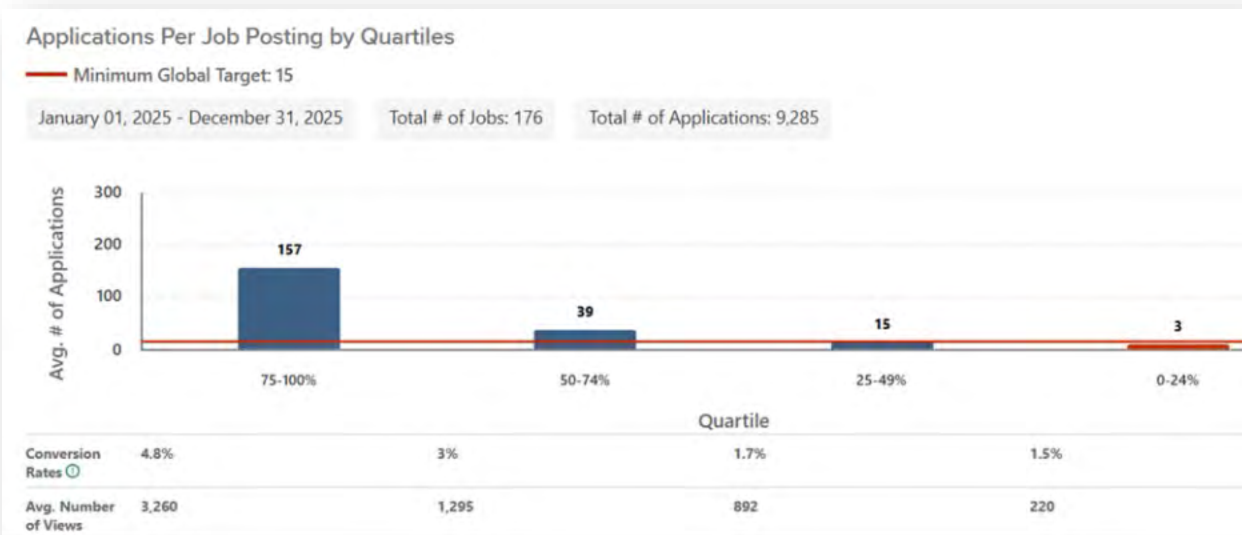
- BREC Careers Page
- GovernmentJobs.com
- Indeed

The Special Entrance Rate strategy filled 14 key vacancies, supporting competitive market positioning.

The highest number of applications was received during the first quarter, which is driven primarily by seasonal hiring needs. The top source of applicants continue to be BREC’s career page, government jobs and Indeed.



With the use of the ATTRACT module in NEOGOV it helps to engage applicants via email and text, which allows for reminders about job opportunities, open vacancies and updates about BREC. These actions have reinforced our recruitment efforts, ensuring that we attract and retain high quality candidates across diverse roles within BREC.



BREC continues to offer student internship opportunities as part of its commitment to developing future. Job postings are consistently shared across college and university job boards, industry specific online platforms including BREC.org/careers, GovernmentJobs.com and industry specific sites like NRPA, American Society of Landscape Architects, American Camp Association, Handshake, PGA, LA Works, Turf Net, Association of Zoos and

Aquariums etc. HR and Talent Acquisition also maintain partnerships with local organizations to attract a diverse and qualified applicant pool of candidates and continue to strengthen community-based recruitment efforts.

Quartile	Number of Jobs	Number of Applications	Average # of views	Average Applications ...	Conversion Rate
75-100%	43	6,732	3,260	157	4.8%
50-74%	45	1,743	1,295	39	3%
25-49%	43	660	892	15	1.7%
0-24%	45	150	220	3	1.5%

To support employee retention and enhance the onboarding experience, Talent Acquisition conducts check-ins with new hires during their first few weeks of employment. This initiative has been positively received and has generated valuable feedback to further improve the onboarding process.

To date, we have facilitated approximately 532 hires including internal transfers and (47) promotions, supporting workforce continuity and internal career advancement across the organization.

To improve efficiency during our seasonal hiring, we annually launch a recruiting “One-Stop Shop” onboarding event held from February through May. This approach allows both new hires and rehires to complete onboarding requirements including new hire paperwork and on-site drug screens in a single visit to the HR office to provide a fast pace hiring process.

This year we had over 500 requisitions open for vacant positions including part-time, full-time and seasonal. We have closed more than 350 requisitions. There have been over 70 different job titles that have been filled due to new hires, rehires, promotions and transfers within the agency.

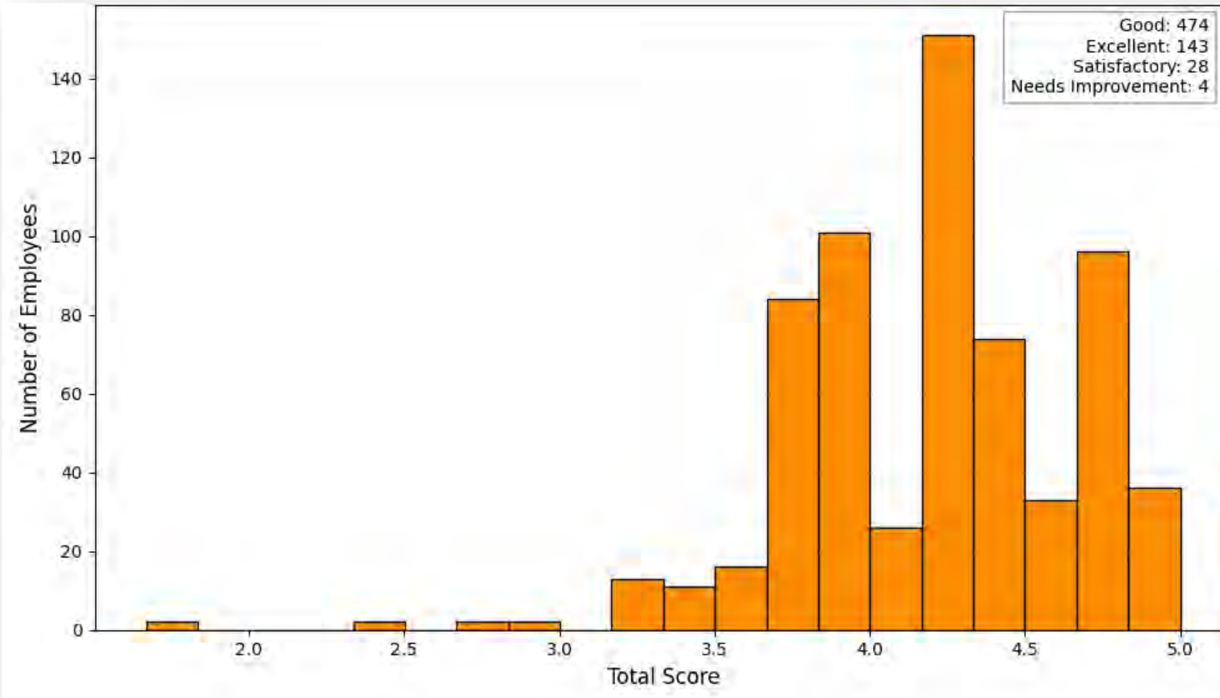
Gender	Applied	Eligible	Referred	Interviewed	Offered	Hired
Female	4,755	2,525	2,418	325	311	273
Male	4,350	2,361	2,294	289	231	188
Choose not to se...	70	30	30	5	0	0
No Response	52	21	21	2	2	2
Non-Binary	49	30	29	5	6	5
Other	7	4	3	0	0	0
Not Answered	0	0	0	0	0	0

Maintaining partnerships with each department allows us to stay informed about their needs, ensuring communication tools are aligned.

Performance-Driven Compensation

To support employee wellness through meaningful recognition and competitive rewards, 95.07% of employees who received a performance rating of 3.56 or higher were awarded a compensation increase. This demonstrates BREC's continued commitment to cultivate a culture of excellence, accountability, and employee support through performance-linked benefits. Additionally, the agency was able to significantly reduce the number of outstanding reviews as we transition to a new performance review rating scale for Q2 of 2026.

Performance ratings by score (January 2025- December 2025)



Competitive Market Compensation

As part of the agency's commitment to employee wellness and satisfaction, the Special Entrance Rate has been strategically utilized to attract top-tier talent by offering compensation that reflects the value of their skills and experience. This approach not only supports the recruitment of high-caliber professionals—successfully filling 14 key vacancies this year—but also reinforces the agency's broader effort to promote a competitive employment environment through thoughtful benefit offerings.

Goal 3: Continue to build a stronger employer brand through marketing efforts and CONNECTION with the community.

Outcomes:

Exit interviews remained available to all departing employees, providing valuable insight into the employee experience. Feedback collected throughout the year helped identify recurring themes and areas for improvement.

Key Trends Identified

Career Development
Employees often pursued external opportunities offering clearer advancement pathways or expanded growth potential.

Fair and Competitive Compensation
Feedback indicated concerns regarding compensation alignment with workload, performance expectations, and market standards.

Leadership and Workplace Relationships
Themes included the need for stronger communication, consistent feedback, and improved manager-employee relationships.

Working Conditions
Employees cited workload balance, flexibility, resource availability, and overall work environment as factors influencing retention.

Strategic Actions to Strengthen Retention and Engagement

In response, BREC focused on:

- Enhancing career pathing, internal mobility, mentorship, and leadership development opportunities.
- Conducting salary benchmarking and reviewing pay structures to ensure competitiveness and equity.
- Strengthening leadership development with emphasis on communication, empathy, and team engagement.
- Supporting work-life balance through workload monitoring and workplace improvements.

By analyzing employee feedback and implementing targeted improvements, BREC continues to strengthen its employer brand, improve morale, and foster a supportive and engaging workplace culture. These efforts position the organization for long-term retention and sustained organizational success.

STRENGTHENING THE WORKFORCE THROUGH PROFESSIONAL DEVELOPMENT

In 2025, the Human Resources Department placed intentional focus on strengthening internal expertise, expanding professional competencies, and fostering a culture of continuous learning. These efforts reflect BREC's commitment to building a knowledgeable, resilient, and future-ready workforce.

Professional Certification Development

A key initiative this year has been the ongoing PHR (Professional in Human Resources) Study Group, designed to support HR team members in preparing for professional certification.

This structured and collaborative learning environment promotes:

- Mastery of employment law and regulatory compliance
- Strategic workforce planning knowledge
- Enhanced risk management competencies
- Stronger policy interpretation and application

By investing in nationally recognized credentials, BREC strengthens its internal HR capacity while reinforcing best practices in human capital management. The study group model also encourages peer collaboration, accountability, and shared learning.

Agency-Wide Learning & Awareness Initiatives

Throughout the year, HR facilitated and supported targeted learning opportunities aligned with workforce engagement, compliance, and employee well-being:

- **Talk Tuesday – Women's History Seminar (March)**
  Promoted inclusion, leadership awareness, and recognition of contributions by women across industries and within the organization.
- **Mental Health Awareness Seminar (May)**
  Focused on reducing stigma, increasing awareness of available resources, and equipping employees with tools to manage stress and emotional wellness.
- **Getting Started with Core HR Webinar (July)**
  Introduced supervisors and administrative staff to system functionalities designed to streamline workforce management and improve operational efficiency.
- **NeoGov Core HR Training Refresher (August)**
  Reinforced best practices in documentation, data accuracy, and system utilization to enhance transparency and compliance.
- **Breast Cancer Awareness Initiative (October)**
  Promoted preventive health education and reinforced BREC's commitment to holistic employee wellness.

Strategic Impact

Collectively, these initiatives contributed to:

- Strengthened internal HR expertise and certification readiness
- Increased system utilization and data accuracy

- Enhanced leadership awareness and compliance consistency
- Greater employee engagement in wellness and inclusion programming
- Reinforced alignment between professional development and organizational priorities

By combining credential advancement, operational training, and wellness-centered education, HR continues to elevate its strategic role within the organization — not only as a support function, but as a driver of workforce excellence and organizational sustainability.

GEAUX GREEN WITH BREC

Advancing Sustainability Through Responsible Workplace Practices

In 2025, the Human Resources Department continued to actively support BREC's Geaux Green Initiative, reinforcing the agency's commitment to environmental responsibility and sustainable workplace practices. HR plays an important role in modeling and promoting resource-conscious behaviors within administrative operations.

Environmental Awareness & Education

During the month of August 2025, the agency shared educational facts highlighting how landfill waste harms the environment, increases greenhouse gas emissions, and impacts long-term sustainability. These communications encouraged employees to reflect on everyday consumption habits and identify opportunities to reduce waste both at work and at home.

Additionally, the agency promoted ecologically friendly holiday waste practices, sharing tips on reducing packaging waste, recycling appropriately, and choosing sustainable alternatives during peak seasonal periods.

These awareness efforts reinforced BREC's broader environmental stewardship mission and encouraged collective accountability across departments.

Sustainable HR Practices

The Human Resources Department supports the Geaux Green Initiative through operational practices that reduce waste, conserve energy, and maximize resources, including:

- Transitioning to digital onboarding documents and electronic signatures
- Utilizing online benefits enrollment and paperless communications
- Distributing materials electronically rather than printing large volumes
- Encouraging double-sided printing when necessary
- Promoting recycling of paper, cardboard, and office materials
- Reducing promotional waste during HR events and wellness fairs
- Leveraging virtual meetings and webinars to reduce travel-related resource use

- Conserving energy by powering down equipment when not in use

By modernizing systems such as NEOGOV and Sogolytics, HR has significantly reduced reliance on manual paperwork, contributing to lower administrative waste and improved operational efficiency.

Strategic Impact

Through education, digital transformation, and responsible resource management, HR continues to align daily operations with BREC's environmental values. These efforts not only reduce administrative waste but also demonstrate leadership in integrating sustainability into routine business practices.

The Geaux Green Initiative reflects BREC's understanding that environmental responsibility begins internally. By fostering awareness and modeling eco-conscious behavior, the Human Resources Department contributes to a culture of sustainability that extends beyond the workplace and into the broader community.

ADVANCING BREC'S THREE PILLARS: SOCIAL EQUITY, HEALTH & WELLNESS, AND CONSERVATION

In 2025, BREC continued to align Human Resources strategies with the agency's three foundational pillars: Social Equity, Health & Wellness, and Conservation. These pillars guide not only how we serve the community, but also how we support and develop our workforce.

Social Equity

Human Resources reinforced BREC's commitment to equity by promoting inclusive hiring practices, expanding community recruitment partnerships, and supporting culturally relevant engagement initiatives. Programs such as Talk Tuesdays, the Barbershop Men's Conference, Women's History Month events, and Veterans Recognition efforts fostered open dialogue, representation, and a workplace culture grounded in respect and belonging. Leadership development and training initiatives further strengthened equitable treatment and consistent policy application across departments.

Health & Wellness

HR advanced employee well-being through comprehensive benefits, biometric screenings, mental health awareness programming, Employee Assistance Program access, and financial wellness seminars. By integrating physical, emotional, and financial wellness initiatives throughout the employee lifecycle, BREC continues to invest in a workforce that is supported, resilient, and equipped to thrive both personally and professionally.

Conservation

Through the Geaux Green initiative and expanded digital transformation efforts, HR contributed to environmental stewardship by reducing paper usage, promoting electronic processes, encouraging recycling practices, and increasing awareness of landfill and waste reduction strategies. These actions reflect BREC's commitment to conserving resources while modeling sustainable workplace practices.

Together, these three pillars shape a workforce strategy that is inclusive, health-centered, and environmentally responsible—ensuring BREC remains a forward-thinking organization dedicated to both community impact and internal excellence.

Top 4 HR Notable Achievements – 2025

1. **Expanded Talent Acquisition and Community Outreach**
   - Successfully promoted BREC as an employer of choice through job fairs, college/university recruiting, community hiring events, and BREC-hosted events like *Boo at the Zoo* and *Let It Sneaux*.
   - Reached a more diverse and qualified candidate pool for seasonal and high-demand positions.
2. **Enhanced Workforce Retention and Engagement**
   - Analyzed exit interview trends to identify key drivers of turnover, including career growth, compensation, leadership, and work environment.
   - Implemented targeted strategies to improve career development, pay equity, management practices, and workplace flexibility.
3. **Strengthened Employee Benefits and Perks**
   - Maintained competitive and comprehensive benefits, including self-insured health plans, dental, vision, life insurance, and ancillary programs.
   - Expanded offerings for part-time employees and promoted programs like PSLF and FSAs to support financial wellness.
4. **Developed a Strong Employer Brand**
   - Increased BREC's visibility and connection with the community through marketing efforts, social media, and participation in local events.

HUMAN RESOURCES

2026 SMART Goals

SMART Goal 1:	Engage department supervisors to better understand the unique needs of positions through implementation of the Embedded HR Model with an HR Representative embedded in all departments with more than 100 employees by the end of 2026.
Action Item:	*2.3 Expanded Recruitment*
SMART Goal 2:	Revise the Recruitment Process to improve the average time to hire by 10% by July 2026, including shifting resources to active recruiting, networking, and streamlining of the recruitment process.
Action Item:	*2.3 Expanded Recruitment*
SMART Goal 3:	Propose and advocate for an alternative retirement plan offering to recapture organizational contributions toward staff pensions.
Action Item:	*24.1 – Alternative Pension Contribution Plan*
SMART Goal 4:	Conduct Succession Planning with the goal of producing a Position Map outlining the position Essential Duties, Knowledge, Skills, Abilities, Tools Used, Standard Operating Procedures, Key Stakeholders, Selection Tools, Required Training, and Compensation Comparables for at least one third of the positions by the end of 2026.
Action Item:	*23.5 – Leadership Pipeline*

2025

Information Systems

ANNUAL REPORT

INFORMATION SYSTEMS

OVERVIEW AND STATUS REPORT

The BREC Information Systems (IS) Department provides secure, reliable, and forward-thinking support for BREC's software and hardware infrastructure. IS is comprised of two divisions—Information Technology (IT) and Business Systems (BS)—that partner with departments across the agency to keep operations running, protect systems and data, and deliver improvements that increase efficiency and service quality. This year-end report summarizes key initiatives completed or advanced during 2025.

Information Technology (IT) Division. In 2025, the IT Division delivered improvements across end-user computing, infrastructure, and cybersecurity. Key work included upgrades to conference room technology, server and PC refreshes to improve performance and reliability, and modernization of payment processing systems to support PCI compliance for credit card transactions. IT also strengthened BREC's security posture through continued rollout and operational use of Microsoft 365 Defender, multi-factor authentication, and related protective measures. In addition, the team supported agency innovation efforts through select cloud and automation initiatives, including early-stage pilots focused on using AI to streamline internal processes and improve access to operational insights.

Business Systems (BS) Division. Throughout 2025, the BS Division supported core enterprise applications and departmental business processes. The team completed the annual Munis update to support Finance year-end activities (including tax form processing) and provided implementation support for the MasterWorks solution, including integration work between Munis and MasterWorks to enable Planning and Engineering to fully utilize the platform. BS also managed operational changes tied to Alarm.com (including expanded video access and related access-request updates), continued improving internal ServiceDesk processes with added automation (including reminder comments), and performed foundational cleanup work across mailing lists, stale Microsoft 365 groups and ownership, Alarm.com access, Finance ERP roles, and Enterprise ERP workflows—maintenance that supports ongoing efficiency, security, and reliability.

Rapid Response (Jira Service Management). A major focus in 2025 was the revamp and prioritization of the Rapid Response ticketing system—a centralized platform that streamlines how BREC staff and the public report, track, and resolve issues across parks and facilities. During the year, the team improved intake and routing so requests are directed to the appropriate department based on issue type, location, and urgency, increasing visibility into service demand and supporting more consistent follow-through. In parallel, IS advanced integration planning between Rapid Response, Park Operations work orders, and Survey123 to enable both internal and external users to submit maintenance and operations requests more efficiently.

Rapid Response has continued to mature as a Jira Service Management-based platform, with agency training sessions fast-tracked in August 2025 and recordings/documentation made available for staff who could not attend live. In addition, Communications partnered with

Information Systems on Rapid Response branding and help-center presentation, including initial Jira branding options and exploration of a more customized design approach using the Refined plugin.

2025 SMART Goals

SMART Goal 1: Wifi access at key parks.
Action Step: *6.5*
Outcomes:
Due to a recent change in management and a strategic reprioritization of projects, this goal is currently being placed on hold. While the objective remains important, resources and focus have been temporarily redirected to align with updated organizational priorities. The initiative may be revisited in future planning cycles as capacity and direction allow.

SMART Goal 2: Assist Park Operation with Work Order System updates.
Action Step: *21.6*
Outcomes:
The Park Operations work order system has been successfully upgraded to the most current stable version of AssetWorks, ensuring improved system performance, reliability, and compatibility with future enhancements. We are actively working with Park Operations to configure automated notifications and workflows that route work orders to the appropriate departments, reducing response time and improving task accountability. Information Systems is also developing an integration between AssetWorks and the Rapid Response ticketing system, which will allow for centralized tracking and reporting of maintenance and operations requests.

As part of this integration, we are building functionality to enable external customers to submit maintenance and operations requests, increasing accessibility and responsiveness to community needs.

SMART Goal 3: Assist Recreation with Online Reservation System.
Action Step: *21.9*
Outcomes:
To support the Recreation Department in fully utilizing RecTrac/WebTrac 3.1 for streamlined, user-friendly online facility reservations and program registration. The Information Systems team plans to work with Recreation to implement and optimize features in RecTrac 3.1, with a focus on improving the online reservation experience for both staff and the public. This includes Mobile-friendly search and checkout, enabling users to reserve facilities and register for programs from any device.

SMART Goal 4: Assist in Staff Safety Standard.
Action Step: *8.4*
Outcomes:

INFORMATION SYSTEMS

Information Systems is actively working with Custom Security to explore and implement gate and access control solutions for both indoor recreation facilities and outdoor park restrooms. These systems aim to regulate entry, reduce unauthorized access, and improve staff safety during operating hours and after-hours maintenance. As part of our layered security approach, we have begun rolling out AI horn speakers at key locations. These devices provide real-time talk-down capabilities and serve as an effective deterrent against inappropriate or unsafe behavior. In addition, we have deployed Unifi PTZ (pan-tilt-zoom) cameras, which offer enhanced visibility and monitoring flexibility, allowing for more responsive incident tracking and situational awareness.

2025 Departmental Goals

Goal 1: Integrated Security Management
Action Step: *8.4*
Outcomes:
The Information Services team is actively collaborating with Risk Management and Custom Security to evaluate and deploy integrated technologies across recreation centers and park facilities. This includes gate and access control systems, updated cameras that use smart detection with AI, and security viewing stations. We are also exploring the integration of indoor shot detection systems with the existing Alarm.com platform, which supports real-time alerts to Custom Security Monitoring and law enforcement dispatch. In parallel, IS is working to consolidate security-related communications and alerts through platforms like Microsoft Defender, Internal ServiceDesk, and Rapid Response, enabling centralized visibility and faster incident response.

Goal 2: WIFI Access At Key Parks
Action Step: *6.5*
Outcomes:
Due to a recent change in management and a strategic reprioritization of projects, this goal is currently being placed on hold. While the objective remains important, resources and focus have been temporarily redirected to align with updated organizational priorities. The initiative may be revisited in future planning cycles as capacity and direction allow.

Goal 3: Kramer Audio Visual Upgrades
Outcomes:
BREC has officially moved forward with the replacement of outdated systems in key facilities, including the Boardroom and Ballroom, with Kramer-based AV systems, which are now the new organizational standard. All IS technicians have been certified in the design, management, and repair of Kramer systems, ensuring in-house expertise for ongoing support and maintenance. We have partnered with GoMedia, a Kramer-certified contractor on state contract, to assist with installation and commissioning. Future plans include expanding this standard to additional facilities and integrating Kramer control systems with broader IT infrastructure for centralized management and monitoring.

<u>Goal 4:</u> <u>Ballfield Lighting</u>

Outcomes:

BREC has initiated a pilot program for remote-controlled ballfield lighting, with test sites identified at Greenwell Springs, Manchac, and Drusilla Lane Park. These locations were selected based on usage patterns and operational challenges, such as coordinating access with renters. We worked with Frischhertz Electric to install and configure the necessary infrastructure, including reversed current transformers (CTs) to support the system's functionality. Control of the lights is currently being tested using the Shelly App, with plans to work with Vermont to integrate controls and rental/payments into the RecTrac system.

<u>Goal 5:</u> <u>Infrastructure Buildouts</u>

Action Step: *8.4*

Outcomes:

Due to a recent change in management and a strategic reprioritization of projects, this goal is currently being placed on hold. While the objective remains important, resources and focus have been temporarily redirected to align with updated organizational priorities. The initiative may be revisited in future planning cycles as capacity and direction allow.

<u>Goal 6:</u> <u>Camera Expansion Upgrades</u>

Action Step: *8.4*

Outcomes:

To enhance safety, monitoring capabilities, and incident response across BREC facilities, Information Systems is upgrading and expanding the agency's camera systems with modern, intelligent surveillance technologies. The team is actively upgrading camera recording systems across multiple sites, including the Administration Building, Recreation, and Special Facilities. These cameras are capable of real-time object detection (people and vehicles) and are being configured to send alerts based on scheduled activity thresholds. In partnership with third-party vendors, BREC is developing a workflow where alerts from these cameras will be routed to a monitoring center with the ability to review detections, access live feeds, and escalate incidents to BREC personnel or law enforcement as needed. The team is also piloting AI-enabled license plate reader (LPR), PTZ, and AI Horns to enhance perimeter monitoring and vehicle tracking.

<u>Goal 7:</u> <u>Administration Switch Upgrades</u>

Outcomes:

To modernize and future-proof the network infrastructure at the BREC Administrative Building, IS has initiated the replacement of legacy switching hardware with high-performance Unifi Pro Max switches. These switches support higher bandwidth, improved reliability, and simplified management, with multi-gigabit performance, PoE++ support, and advanced Layer 3 routing capabilities to support growing demands for video surveillance, VoIP, and wireless access. The upgrade enhances network stability and speed, reduces latency for critical applications, and provides centralized monitoring and configuration through the Unifi Controller platform.

Goal 8: Expand ServiceDesk to Other Departments

Outcomes:

When this goal was initially devised it involved only a couple of departments being included in the expansion of our ServiceDesk platform. Due to a recent change in management and strategic realignment, this effort has expanded significantly and is now centered on Jira Cloud-based Service Desks as part of the Rapid Response ecosystem. In October 2025, the BREC IS Service Desk began moving to the Jira Cloud platform, with staff directed to submit new IS support requests through the IS portal (servicedesk.brec.org). In January 2026, Recreation also began a soft launch of its own "Recreation Business Systems" space within the same platform to streamline requests related to RecTrac/PayTrac and data management (rapid.response.brec.org/helpcenter/recreation/). These expansions support broader agency adoption, improve request visibility and tracking, and position BREC for greater scalability and integration as additional departments onboard. Discussion with Human Resources and Finance are next in line to start the process of folding in some of their operations and eliminate manual, paper, and outdated processes.

Goal 9: Re-evaluate bi.brec.tech Site and its Contents

Outcomes:

This goal, while still needed, has been delayed. The driver for this goal was the planned shift of the HRIS and timekeeping software from Enterprise ERP and NOVAtime, respectively, to NEOGOV. This shift was planned for December 2025; however, it has been tabled and will be reevaluated in January 2026 with a revised timeline to follow. In efforts to be prepared for the eventual shift, IS will still move forward with reevaluating bi.brec.tech and its contents. This will allow us to begin the project with a list of all current custom reports that will need to be replicated in some form once live on NEOGOV. The evaluation will also be expanded to include all existing reports as BREC moves toward the goal of being a more data driven and visible agency.

2026 Departmental Goals

Goal 1:	INSIGHT 2.0 – Enterprise Analytics Platform

Outcomes:

Deliver and operationalize INSIGHT 2.0 as BREC's enterprise analytics platform by standardizing data sources, defining core metrics, and publishing role-based dashboards for Finance, HR, Parks, Maintenance, Procurement, Safety, and Capital Projects. Expand the platform's value by enabling agency-wide process automation, prioritizing the replacement of manual approvals, paper forms, and email-driven workflows with standardized, auditable digital workflows that improve visibility, speed, and accountability.

Goal 2:	Fix & Optimize Existing Work Order System (No Replacement)
Action Step:	*23.4*

Outcomes:

INFORMATION SYSTEMS

Stabilize and optimize the existing work order system by correcting implementation gaps, activating unused features, and standardizing configuration across departments to ensure consistent data, routing, and reporting. Reduce operational friction by eliminating workarounds, duplicate data entry, and inconsistent processes; clarify governance by establishing CIO authority to address configuration errors and enforce standards that improve adoption, accountability, and efficiency.

Goal 3:	Unified Procurement & Contract Visibility Dashboards
Action Step:	*2.1*

Outcomes:
Implement unified procurement and contract dashboards that provide real-time visibility into spend, vendors, and contract status across the agency. Enable capabilities such as vendor duplication detection, contract lifecycle tracking (initiation, renewal, expiration), and spend analysis by department, category, and vendor, supporting stronger controls, better forecasting, and more strategic purchasing decisions.

Goal 4:	AI-Assisted Accounts Payable Spend Review

Outcomes:
Deploy an AI-assisted spend review process for Accounts Payable to surface patterns, anomalies, and consolidation opportunities. Identify unnecessary or underutilized services, vendor overlap, and contracting opportunities through automated categorization and trend analysis, producing actionable recommendations that support cost containment, contract renegotiation, and improved financial stewardship.

Goal 5:	Smart Building Technology Rollout
Action Step:	*21.5*

Outcomes:
Roll out smart building technologies that improve facility reliability and reduce operating costs through automation and monitoring. Implement automated HVAC scheduling, lighting controls, and energy monitoring where feasible, with standardized configuration and reporting so Facilities and leadership can track performance, identify inefficiencies, and prioritize corrective actions.

Goal 6:	AI-Enhanced Security Operations Center
Action Step:	*8.2*

Outcomes:
Establish an AI-enhanced Security Operations Center capability by integrating camera feeds, alarms, and sensors into a centralized monitoring view with automated detection and response tools. Improve incident awareness through smart alerts (people/vehicle detection, after-hours activity thresholds), streamlined escalation workflows, and consistent reporting to support faster response, better evidence capture, and improved safety outcomes across parks and facilities.

Goal 7:	Agency-Wide Jira Work Tracking System
Action Step:	*23.3*

Outcomes:

INFORMATION SYSTEMS

Implement an agency-wide Jira work tracking standard that consolidates task management, workflow routing, and maintenance tracking across divisions. Define common intake forms, prioritization rules, status categories, and reporting so leadership can see workload, cycle time, bottlenecks, and service levels, while departments gain consistent tools to manage daily operations and cross-functional requests.

Goal 8:	Consolidate Redundant Software Systems

Outcomes:
Reduce software bloat and licensing costs by identifying redundant platforms, removing unused subscriptions, and consolidating overlapping tools into a smaller set of supported standards. Establish an application inventory with usage and cost visibility, define decision criteria for consolidation, and execute a phased decommission plan that includes data retention, user transition, and security review.

Goal 9:	Digital Park Standards & Audit System
Action Step:	*1.5*

Outcomes:
Develop a digital park standards and audit system that supports consistent inspections, scoring, and compliance reporting aligned to Commissioner standards. Replace manual checklists with standardized mobile forms, automate scoring and trend reporting by park and district, and create an audit trail that supports corrective actions, follow-up verification, and leadership visibility into system-wide performance.

Goal 10:	Centralized Data Repository & Extraction Framework

Outcomes:
Establish a centralized data repository and repeatable extraction framework that standardizes how departments collect, validate, and publish data for analytics, dashboards, and audits. Define authoritative sources, data definitions, refresh schedules, and access controls; build reusable connectors and pipelines that reduce one-off reporting requests and enable consistent, trusted insights across the agency.

Goal 11:	Energy Efficiency Dashboards

Outcomes:
Deliver energy efficiency dashboards that provide real-time visibility into facility energy consumption and savings performance. Integrate available utility, building automation, and meter data to track usage trends, identify outliers, measure the impact of efficiency initiatives, and support budgeting and operational decisions that reduce long-term cost.

Goal 12:	Mobile-First Field Operations Tools

Outcomes:
Deploy mobile-first tools that modernize field operations by digitizing inspections, maintenance checklists, work orders, and facility audits. Enable staff to capture issues, photos, and notes in the field, trigger standardized workflows and approvals, and support real-time status updates and reporting—reducing paperwork, improving data quality, and speeding response time.

2025

Park Operations
ANNUAL REPORT

PARK OPERATIONS

OVERVIEW AND STATUS REPORT

The 2025 has seen BREC Park Operations continue to confront and adapt to the significant challenges highlighted in the previous annual report. Environmental conditions—including recurring storms and extended rainy seasons linked to global warming—have persisted, testing the department's resilience and resourcefulness. In response to these ongoing weather fluctuations, Park Operations has further refined its maintenance strategies, deployed rapid response teams more efficiently, and implemented new preventative protocols. These efforts have ensured that parks remain safe, accessible, and welcoming, even during periods of challenging weather.]

Staffing and recruitment remain ongoing priorities. While the department continues to work toward optimal staffing levels, greater emphasis has been placed on employee development to bridge workforce gaps. Since the start of 2025, additional training hours have been provided, with a specific focus on targeted skills and leadership development. These measures support team member retention and ensure that operational standards remain high, even as recruitment efforts continue.

Supply chain obstacles with a lingering effect of the pandemic era—have gradually stabilized, though some delays in equipment procurement persist. The Fleet Division's active engagement with vendors, peer municipalities, and state agencies has helped secure key resources and minimize service disruptions. Alternative procurement methods have become standard practice for meeting certain asset needs.

Despite these challenges, Park Operations has made steady progress on its strategic goals. The use of data analytics for proactive asset management has further improved maintenance scheduling and resource allocation, helping to preserve the quality and reliability of BREC's assets. Continued investment in staff development and cross-departmental collaboration has strengthened service delivery and enhanced the department's ability to respond to both immediate and long-term needs.

As we moved through 2025, Park Operations is focused on building momentum in several key areas: expanding staff development and training programs, deepening community engagement, and intensifying sustainability efforts to counter the ongoing impacts of climate change. With these priorities in place, the department is well-positioned to uphold BREC's standards of excellence and deliver outstanding park management throughout the remainder of the year.

2025 SMART Goals

SMART Goal 1: Work to effectively manage Capital and Operations costs and assets to ensure Park Operations is being most fiscally prudent.

Outcomes:

Building on our progress from 2024, we continued to focus on resource optimization by expanding our efforts to repurpose equipment parts prior to asset retirement. This year, we standardized an asset audit protocol to ensure the most effective use and compatibility of high-value components. Our ongoing partnership with the procurement team has been further strengthened through quarterly reviews. Continued bulk purchasing of high-consumption parts and oil has resulted in an additional 7% reduction in procurement costs compared to the same period last year.

The transition to sustainable vehicle options remains a priority. We have replaced an additional 30% of gas-powered utility carts with battery-operated models, resulting in a further 12% reduction in fuel-related expenses. We also launched a digital maintenance tracking system, which has improved on-time maintenance completion rates from 81% in 2024 to 92% as of June 2025. This enhanced tracking has led to a 13% drop in unplanned repairs, minimizing both downtime and operational costs.

Monthly budget tracking and process audits have helped us remain within 98% of our allocated budget, while continuously identifying and implementing further cost-saving opportunities as the year progresses.

SMART Goal 2: Work with the local educational systems to expand the natural resources areas in which BREC may benefit in retaining people for potential Team members are at the least training the community in which we live.

Outcomes:

Our partnership with area universities has grown substantially—doubling to include two additional schools and nearly twice as many urban forestry students in our Arboriculture training program. Participant feedback has been overwhelmingly positive, with a 95% approval rating. We are already seeing early results from this initiative: three students from the 2024 cohort have joined our team in part-time seasonal roles, helping establish a model for future recruitment and internship-to-employment pathways.

Community outreach has also expanded. In spring 2025, over 500 residents attended BREC's Arboriculture Awareness events across five neighborhoods, and our informational brochures have reached more than 1,000 additional residents this year. Improvements to the curriculum—guided by student and community feedback—now include locally relevant content and hands-on workshops tailored to native tree species and proper pruning techniques.

Looking ahead, our education team is collaborating with local partners to host a mid-year "Youth in Urban Forestry" showcase that will bring together students, staff, and the broader community—further strengthening our pipeline for skilled talent and increasing public engagement with urban forestry best practices.

By mid-2025, BREC Park Operations had advanced its fiscal responsibility, operational efficiency, and talent pipeline development, while also fostering greater community engagement and education in alignment with our SMART Goals, this movement continued throughout the remainder of 2025.

SMART Goal 3: Establish an internship program that provide students with hands-on experience in natural resource management, and other divisions within BREC parks, allowing them to apply classroom learning and real-world experience.

Outcomes:

In May 2024, the BREC Park Operations Department began a new internship partnership with Southern University and A&M College, welcoming junior Urban Forestry students Ms. Keyunna McDonald and Ms. Cheyenne Wilkinson. This collaboration supported our ongoing mission to build connections with local academic institutions and provide hands-on opportunities for students pursuing careers in urban forestry. Over the course of their internship, the students led a comprehensive tree inventory within neighborhood parks, collecting essential data on tree species, diameters, and overall health. Using i-Tree software, they analyzed the data to help quantify the ecological benefits delivered by the parks' tree canopy. This evidence-based, data-driven approach has strengthened BREC's capacity to make informed urban forest management decisions and aligns with current industry standards that prioritize data analytics for optimal planning and resource management.

Since launching the program, results have been highly positive for both BREC and the students. Interns received real-world experience that directly supports their academic and career growth, while BREC benefited from fresh insights and increased capacity for critical forestry projects. In the months since, we have expanded our university outreach efforts, actively exploring opportunities to place additional students in hands-on roles during both academic semesters and the summer. Our intention is to establish a stronger pipeline for emerging talent, positioning BREC as a top employer of choice for local forestry graduates.

Overall, the internship initiative continues to highlight BREC's commitment to community engagement, sustainable urban forest management, and skills development for future leaders in this field. By connecting classroom learning with real-world application, we are building a more informed, engaged community and preparing the next generation of urban forestry professionals—all while elevating the standards and effectiveness of BREC's forestry operations.

SMART Goal 4: Continue participation by Team members in external training opportunities, workshops, job shadowing, mentoring initiatives, and seminars offered by professional organizations, industry associations, and educational institutions.

Outcomes:

In 2025, Park Operations continued its proactive commitment to team development and employee well-being, building upon the successes of 2024. Early in the year, we expanded our partnership with Training and Development to offer additional health and wellness workshops, reinforcing physical and mental health as vital components of a supportive workplace culture. Following the Mental Health First Aid training held in September 2024, new sessions focused on effective communication skills and time management were introduced by mid-year, responding directly to team feedback and evolving needs.

Professional development for technical staff remains a strategic focus. Since March 2024, when two HVAC technicians completed refresher training on electrical wiring and troubleshooting, we have been preparing for upcoming requirements related to new commercial refrigerants by planning advanced certification courses for qualified team members. These training initiatives ensure our staff remains current with evolving technologies and industry standards, enabling BREC to maintain high levels of service and operational readiness.

Overall, these ongoing efforts demonstrate Park Operations' dedication to fostering a skilled, healthy, and adaptable workforce—well-prepared to meet the challenges and opportunities of effective park management throughout 2025 and beyond.

SMART Goal 5: Strengthen ecological connections within the parks through habitat restoration, pollinator gardens, invasive species management, environmental education, collaborative partnerships, trail networks, and sustainable stormwater management.

Outcomes:

In 2025, Park Operations continues to maintain strong and synergistic practices in house with several degreed professionals in Urban Forestry and Natural Resources also collaboration with the Natural Resource Management Trails Division, working closely each year to acquire and plant trees throughout the park system. This ongoing partnership remains a cornerstone of our commitment to enhancing and preserving the green spaces that enrich our community. The Forestry Division's sustainable policy to plant two trees for every one removed continues to drive positive growth in our tree canopy, actively improving the ecological health and resilience of our parks. Planting at the appropriate time of year and in the appropriate area for optimal growth and survival. The trees to be planted in 2025 were held to be part of a larger concerted effort in conjunction with Southern University A&M college of Agriculture and The Walls Project (Baton Roots) youth program.

Forestry Operations Summary:
Contractor tree removals: 269
In-house removals: 208
In-house stump removals: 223
In-house removals from failed trees: 72

The Horticulture team remains integral to this effort, applying their expertise to the careful selection and planting of trees and other vegetation across BREC parks. Their role ensures high survival rates for new plantings and supports greater biodiversity, strengthening the overall ecological value of our park system.

Looking ahead, we recognize that planting alone is only part of the solution. Education and collaborative partnerships will play a crucial role in deepening ecological connections within our parks. To this end, we are advancing the development of comprehensive management plans to guide the ongoing maintenance and stewardship of ecological areas. These strategic plans will be essential in sustaining the vitality of our ecosystems and ensuring that our green spaces thrive for the benefit of both local wildlife and park visitors.

By integrating active planting efforts with thoughtful management strategies and community education, Park Operations is fostering a more resilient and biologically diverse park system. This holistic approach not only enhances the natural beauty of our parks but also supports broader environmental goals related to urban sustainability and climate adaptation, reinforcing our responsibility to protect and nurture our community's natural resources

2025 Departmental Goals

Goal 1: Develop and increase green gentrification throughout the parish where applicable.

Outcomes:

Targeted greening projects are completed or underway in priority neighborhoods, incorporating trees, native landscaping, and green infrastructure. Community participation increases, and pilot projects establish models for future parish-wide expansion.

Goal 2: Reduction of the mowable areas throughout the system where appropriate.

Outcomes:

A formal mow-reduction strategy is implemented, resulting in a **documented decrease in mowable acreage** and the conversion of select areas to native or low-maintenance landscapes. Demonstration sites help educate the public on environmental benefits.

Goal 3: Maintain and continue to grow the internship program with local Colleges and Universities.

Outcomes:

The internship program becomes a **core departmental function**, supported by budget allocation, written guidelines, and ongoing university partnerships. Annual reporting tracks participation, outcomes, and conversion to employment.

Goal 4: Systematically align and carry out IYP3 recommendations to move BREC forward as the plan dictates.

Outcomes:

Operational recommendations are translated into a clear **implementation action plan**, aligning staffing, resources, and maintenance practices with evolving park usage patterns and environmental conditions.

<u>Goal 5:</u> <u>Develop 311 dashboard public to view and submit mowing schedules, status and issues.</u>

Outcomes:

A public-facing 311 dashboard launches, allowing residents to view mowing schedules, submit service requests, and track issue resolution—improving transparency and public trust.

<u>Goal 6:</u> <u>Develop dashboard for work order system internally to compliment AssetWorks system.</u>

Outcomes:

An internal dashboard complements AssetWorks, providing supervisors and crews with real-time work-order visibility, improving response times, scheduling efficiency, and performance tracking.

2025

Partnership + Development

ANNUAL REPORT

PARTNERSHIPS & DEVELOPMENT

OVERVIEW AND STATUS REPORT

In 2025, Partnerships & Development advanced BREC's mission by strengthening community engagement, expanding volunteer impact, formalizing partnership processes, and supporting inclusive access to parks, programs, and green space across East Baton Rouge Parish. Work centered on implementing the Community Engagement Policy, increasing transparency through neighborhood-based town halls, delivering high-visibility events that built public awareness and trust, and improving internal systems to better manage volunteers and partner relationships.

- Implemented Community Engagement Policy practices through internal alignment and community-based outreach; supported future Friends Group development and groundwork for a Good Neighbor program.
- Expanded equitable access to leadership and planning conversations through Superintendent Town Hall Meetings held across multiple neighborhoods.
- Organized and supported special events, grand openings, and community programming to engage youth and families, strengthen partner collaboration, and increase visibility of BREC facilities and services.
- Launched GivePulse volunteer software (January 1, 2025), strengthening recruitment, communication, tracking, and impact measurement; documented growth in volunteer platform users, hours, and estimated value of service.
- Finalized the Partnerships Policy and began implementation of a standardized five-phase, 90-day workflow, including development of a tiered partnership framework and planning for a future online application and central agreement repository.
- Initiated and supported collaborations that advance green space access and inclusive programming, including engagement connected to urban trail initiatives such as the Freedom Heritage Trail and Erie Street Park connectivity.

2025 SMART Goals

Goal 1: Implement the Community Engagement Policy from October 2022 by identifying and addressing barriers to establishing Friends Groups and fostering greater community involvement in park upkeep and events, including the creation of a Good Neighbor program in partnership with the City-Parish and law enforcement.

Outcomes:

In 2025, Partnerships & Development advanced implementation of BREC's Community Engagement Policy (October 2022) by strengthening internal coordination, expanding equitable outreach, and identifying barriers to sustained community participation. A joint working session with Planning & Engineering reinforced consistent application of the policy's engagement levels—Inform, Consult, and Involve—and clarified departmental roles for upcoming projects.

To address external participation barriers, Partnerships & Development partnered with the Superintendent and Communications to host community town hall meetings across multiple neighborhoods. Holding meetings within communities improved access, transparency, and opportunities for residents to share feedback on park conditions, safety, and priorities, particularly for those facing transportation or scheduling challenges.

While the formal establishment of new Friends Groups remained limited, park-specific meetings and task force discussions helped assess community readiness, interest, and capacity. Notably, the Howell Neighborhood Task Force has expressed interest in developing a Friends Group in 2026, reflecting growing community ownership and engagement resulting from sustained outreach and dialogue. These insights informed future Friends Group development strategies and highlighted the need for dedicated staffing and long-term support.

In parallel, coordination with City-Parish representatives, elected officials, and public safety partners strengthened relationships that support park stewardship and safety, laying groundwork for a future Good Neighbor program. Collectively, these efforts improved alignment around the Community Engagement Policy, expanded access to engagement opportunities, and established a foundation for future Friends Groups and Good Neighbor initiatives that foster deeper community involvement in park upkeep and events.

Goal 2: Collaborate with P&E, Recreation, and Communications to actively engage EBR residents and develop a community-supported recreation center transition plan based on the Imagine Your Parks 3 system master plan.

Outcomes:
P&D held eight Superintendent Town Hall Meetings to ensure equitable access to information, strengthen transparency, and create meaningful opportunities for residents to share feedback directly with BREC leadership. By bringing meetings into multiple communities rather than centralizing them in one location, BREC was able to reach a broader cross-section of residents, including those who may face transportation, scheduling, or access barriers. These sessions provided a platform to discuss park improvements, upcoming initiatives, and community needs while fostering trust, encouraging civic engagement, and ensuring that future planning reflects the voices and priorities of the entire parish.

Goal 3: Organize and host a series of high-profile special events, including holiday celebrations, ribbon cuttings, groundbreakings, council district meetings, and grand openings, at BREC facilities throughout 2025, with a focus on engaging specific community demographics and collaborating with city governments.

Outcomes:
Throughout 2025, Partnership and Development successfully organized and hosted a diverse series of high-profile special events across multiple facilities, reinforcing community engagement, strengthening partnerships with local government agencies, and increasing visibility of parks and recreation initiatives.

PARTNERSHIPS & DEVELOPMENT

These initiatives fostered stronger collaboration with municipal partners, public safety agencies, community organizations, and advocacy groups, enhancing interagency coordination and expanding outreach to key demographic groups. Programs such as Late Night Hype activities, KidFEST, and back-to-school events created safe, inclusive recreational opportunities for youth and families, while town hall meetings supported open dialogue, transparency, and valuable community feedback that will inform future planning efforts.

Volunteer-driven initiatives like Paint the Parks strengthened neighborhood pride and encouraged community stewardship of public spaces, while culturally focused events such as Earth Day programming and the Mid-Autumn Festival promoted inclusivity and environmental awareness. Collectively, these efforts elevated public awareness of BREC facilities and services, deepened community relationships, and contributed to a stronger, more engaged parks and recreation network throughout the region.

Partnerships and Development have the new addition of the Community Events team that joined us in 2025. With their help, we were able to provide the following events and outreach programming.

BREC hosted several community events and public engagement opportunities in 2025 spanning:

- Youth and family programming
- Volunteer engagement and stewardship
- Cultural, environmental and health initiatives
- Neighborhood- based and Community engagement
- Large Scale Signature Events

Event Name	Description / Notes
Signature & Large-Scale Community Events	
Community Bonfire (Light Up the Night)	Community gathering hosted at Highland Road Community Park
Sweetheart Soirée	Annual community social event
Mardi Gras Fun Run / Zydeco Fun Run	Community run featuring music and cultural celebration
Egg Hunt After Dark	Evening, adults-only egg hunt event
Eggstravaganza	Parish-wide spring egg hunt
Paws & Cottontails	Dog-friendly egg hunt
FAE Fest	Large-scale themed festival
Let it Sneaux	Large scale Holiday Event for families
Mid-Autumn Asian Festival	Cultural celebration highlighting community diversity
Youth, Family & Recreation Events	

KidFEST	Youth and family-focused festival
Full Moon Fete	Trunk a Treat for kids
Movie at the Lagoon	Outdoor movie series
Movie in the Park	Neighborhood-based outdoor movie events
International Yoga Day	Community health and wellness programming
Community Engagement & Town Halls	
Superintendent Town Hall Meetings	Parish-wide public engagement meetings
Howell Community Meetings / Task Force	Community-specific planning and engagement sessions, in process of forming a Friends Group at Howell Park
Volunteer & Community Stewardship Events	
Volunteer Resource Fair	Annual volunteer recruitment and networking event
Volunteer Appreciation Picnic	Volunteer recognition and appreciation event
Mid-Year Volunteer Appreciation Event	Recognition of volunteer contributions
Paint the Parks / Paint the Rails	Volunteer-led park beautification initiatives
More Trees? Yes, Please!	Tree-planting and environmental stewardship event
MLK Day of Service Events	Community service and volunteer projects
BREC on the GEAUX & Health Events	
Late Night Hype	Summer youth and community engagement series
BREC on the GEAUX Outreach Events	Mobile recreation, fitness, and community outreach
Neighborhood & Partnered Community Events	
Gardere Kite Festival	Neighborhood-based community festival
LCHE Youth Peace Olympics	Youth development and community engagement event
Employ BR & Gardere Job Fair	Workforce development and employment resources
Love Your Pet Vaccination Events	Community animal wellness services
LRPA Parks & Recreation Day	Statewide parks and recreation advocacy event

In summary, the array of special events and collaborative initiatives in 2025 not only showcased BREC's commitment to community engagement but also laid the groundwork for lasting partnerships and a more inclusive parks and recreation environment. By prioritizing resident input, fostering interagency collaboration, and hosting culturally diverse, accessible programs, BREC continues to enhance quality of life, build trust, and ensure that its facilities and services reflect the evolving needs and values of East Baton Rouge Parish residents.

Goal 4: Implement and integrate the new volunteer software, GivePulse, to enhance volunteer management at BREC by updating processes, manuals, and providing comprehensive training for both internal staff and volunteers.

Action Step: *7.3.3*

Outcomes:

In alignment with BREC's commitment to innovation and operational efficiency, the Volunteer Department within Partnerships & Development officially launched GivePulse on January 1, 2025, replacing the former volunteer management system, Samaritan. The transition marked a significant advancement in how volunteer engagement is managed, tracked, and measured across the organization.

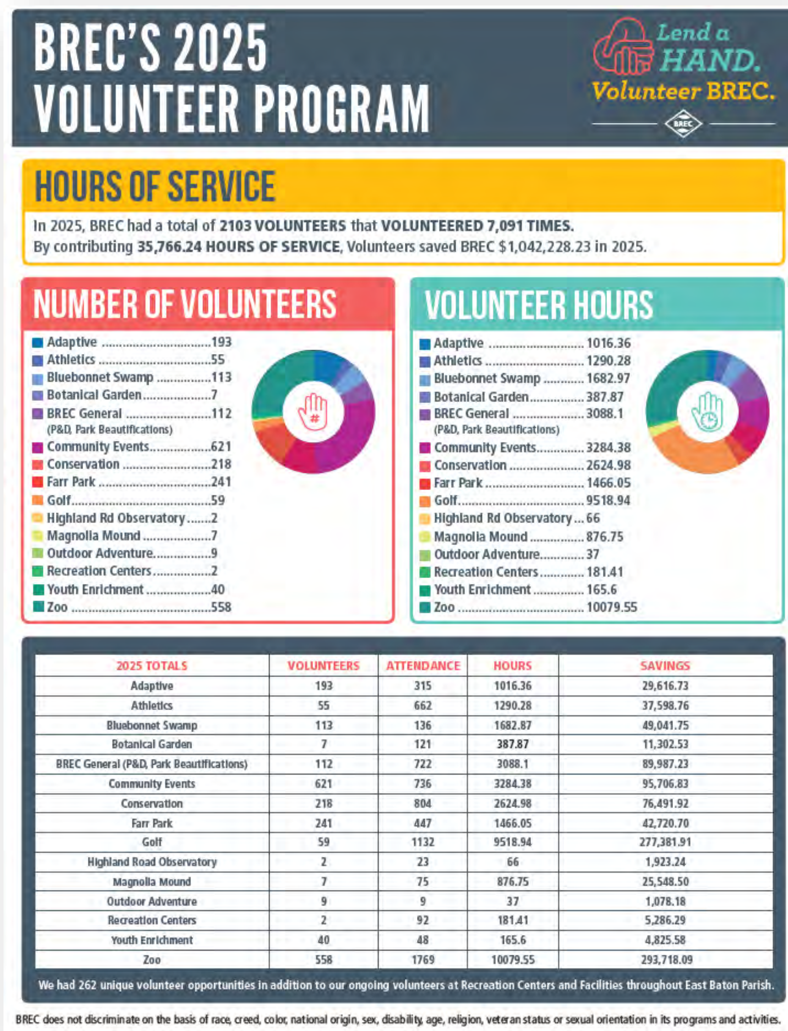
GivePulse provides a more reliable and user-friendly platform, featuring a downloadable mobile application that allows both staff and volunteers to easily access opportunities, manage schedules, and track service hours in real time. As a comprehensive community engagement platform, GivePulse connects individuals, organizations, and institutions to support volunteering, fundraising, and broader social impact initiatives. The system streamlines recruitment, registration, communication, reporting, and impact measurement, creating greater efficiency and improved user experience.

Since implementation, the platform has expanded BREC's volunteer reach to 7,571 users, representing a 228.7% increase in engagement compared to the previous system. This substantial growth demonstrates enhanced accessibility, improved digital engagement, and increased community participation, positioning BREC to better track impact, strengthen partnerships, and grow volunteer involvement moving forward.

In 2025, BREC had a total of 2103 Volunteers that volunteered a total of 7,091 times. Volunteers contributed 35,766.24 hours of service saving BREC $1,042,228.23 according to the Independent Sector Louisiana value of volunteer time of $29.14. (2024's rate) We had an hour contribution increase of 41.6% in comparison to 2024 volunteer hours.

We held four large Volunteer Appreciation events which were the Annual Volunteer Gala, the Volunteer Appreciation Picnic, the Mid-Year Bowling Event, and the 2025 Coaches appreciation

Dinner. In addition, we hosted our 2nd Volunteer Resource Fair in partnership with other local non-profits to help share our volunteer pool in hopes of growing our numbers.



BREC'S 2025 VOLUNTEER PROGRAM

Lend a HAND. Volunteer BREC.

HOURS OF SERVICE

In 2025, BREC had a total of **2103 VOLUNTEERS** that **VOLUNTEERED 7,091 TIMES.**
By contributing **35,766.24 HOURS OF SERVICE**, Volunteers saved BREC $1,042,228.23 in 2025.

NUMBER OF VOLUNTEERS

- Adaptive 193
- Athletics 55
- Bluebonnet Swamp 113
- Botanical Garden 7
- BREC General ....112 (P&D, Park Beautifications)
- Community Events 621
- Conservation 218
- Farr Park 241
- Golf 59
- Highland Rd Observatory 2
- Magnolia Mound 7
- Outdoor Adventure 9
- Recreation Centers 2
- Youth Enrichment 40
- Zoo 558

VOLUNTEER HOURS

- Adaptive 1016.36
- Athletics 1290.28
- Bluebonnet Swamp 1682.97
- Botanical Garden 387.87
- BREC General .... 3088.1 (P&D, Park Beautifications)
- Community Events 3284.38
- Conservation 2624.98
- Farr Park 1466.05
- Golf 9518.94
- Highland Rd Observatory ... 66
- Magnolia Mound 876.75
- Outdoor Adventure 37
- Recreation Centers 181.41
- Youth Enrichment 165.6
- Zoo 10079.55

2025 TOTALS	VOLUNTEERS	ATTENDANCE	HOURS	SAVINGS
Adaptive	193	315	1016.36	29,616.73
Athletics	55	662	1290.28	37,598.76
Bluebonnet Swamp	113	136	1682.87	49,041.75
Botanical Garden	7	121	387.87	11,302.53
BREC General (P&D, Park Beautifications)	112	722	3088.1	89,987.23
Community Events	621	736	3284.38	95,706.83
Conservation	218	804	2624.98	76,491.92
Farr Park	241	447	1466.05	42,720.70
Golf	59	1132	9518.94	277,381.91
Highland Road Observatory	2	23	66	1,923.24
Magnolia Mound	7	75	876.75	25,548.50
Outdoor Adventure	9	9	37	1,078.18
Recreation Centers	2	92	181.41	5,286.29
Youth Enrichment	40	48	165.6	4,825.58
Zoo	558	1769	10079.55	293,718.09

We had 262 unique volunteer opportunities in addition to our ongoing volunteers at Recreation Centers and Facilities throughout East Baton Parish.

BREC does not discriminate on the basis of race, creed, color, national origin, sex, disability, age, religion, veteran status or sexual orientation in its programs and activities.

Goal 5: Finalize and begin implementing the Partnerships Policy and procedures, establishing a tiered partnership framework, and launch a dedicated web page with an online application.

Action Step: *7.2.1 – 7.2.9*

Outcomes:

The Partnerships Policy and Workflow were finalized, and implementation began in 2025 to enhance collaboration and streamline partnership engagement within BREC. A key outcome was the establishment of a tiered partnership framework that defines levels of engagement and expectations for partner organizations. This framework ensures clarity in partnership roles and facilitates more effective management of collaborative initiatives.

BREC's partnership process follows a standardized five-phase, 90-day framework designed to ensure transparency, accountability, and alignment with the agency's mission. The process begins with Partnership Request and Executive Summary, where proposed partnerships are reviewed by Partnerships & Development and the Superintendent for alignment and approval to proceed. Approved requests move into Discovery and Due Diligence, during which partner eligibility, capacity, and compliance are evaluated. Once vetted, Partnerships & Development advances to Agreement Drafting, developing the appropriate Memorandum of Understanding or Cooperative Endeavor Agreement. Draft agreements then undergo Review, Refinement, and Legal Clearance with internal stakeholders to ensure policy, legal, and operational compliance. The process concludes with Signature and Execution, after which the partnership is implemented and monitored for performance and compliance. All phases are managed through structured weekly checkpoints to maintain consistency and timely completion.

Key milestones achieved involve standardizing procedures for evaluating, onboarding, and managing partnerships, all designed to align with BREC's strategic goals of strengthening relationships and maximizing community impact. In 2026 Partnerships and Development will be launching an online application through a dedicated web page. Efforts are already underway to input all Partnership Agreements and Contracts across the agency in one repository, the Air Table, customized by BREC's IS Department.

These efforts during 2025 mark a significant step toward greater organizational efficiency, transparency, and expanded collaboration with community stakeholders.

Goal 6: Continue to initiate and foster collaborations with schools, recreation providers, landowners, higher education institutions, local elected officials and community leaders, and historians to expand green space access in underserved areas and develop inclusive programs that highlight the parish's diverse histories, paving the way for joint-use agreements and enriched community engagement.

Outcomes:

In 2025, Partnerships & Development focused on establishing a strong foundation for expanded collaboration to support increased green space access, inclusive programming, and future joint-use opportunities in underserved areas. Efforts prioritized relationship-building with schools, higher education institutions, local elected officials, community leaders, and historians to ensure alignment with BREC's Imagine Your Parks 3 vision and equity-driven priorities.

Coordinated community engagement—conducted in partnership with the Superintendent and Communications—played a key role in this work. A series of community town hall meetings provided opportunities to gather resident input, identify priorities, and inform long-term strategies related to shared use, park connectivity, and inclusive program development.

Partnerships & Development also supported engagement and coordination efforts connected to BREC's Urban Trail Initiatives, including the Freedom Heritage Trail and connectivity improvements at Erie Street Park. In collaboration with Planning & Engineering and external partners, the department assisted with partnership alignment and public-facing outreach tied to trail segments and amenities, reinforcing trails as multimodal green infrastructure that supports walkability, neighborhood connectivity, and place-based cultural interpretation.
While several Goal 6 initiatives remain in progress, 2025 successfully embedded equity, historical context, and community voice into early partnership planning, positioning BREC to advance connected green spaces, joint-use opportunities, and inclusive programming that reflects the parish's diverse histories and evolving needs.

Partnership & Development 2025 Marketing Objectives

Overall Outcomes:

The Partnership & Development marketing plan spent $11,239 of its paid advertising budget of $20,000. Of that amount, $959.05 was spent from contingency funds for additional social media promotion of the Cedarcrest Community Survey, Mid-Autumn Asian Festival and Volunteer program. The rest of the contingency funds were reserved for potential groundbreaking and ribbon cutting ceremonies.

Paid Advertising resulted in 350,430 impressions and 6,602 unique clicks.

The graphic designers produced 112 unique designs for the Partnership & Development marketing account.
The Print Shop completed 56 print jobs for the Partnership & Development account.

Communications distributed 8 press releases for Partnership & Development about various volunteer and special events and public meetings.

Social Media - In addition to paid social media advertising included in the paid advertising section above, 12 organic posts were generated across BREC social media platforms resulting in a total reach of 74,557 impressions for Partnership & Development initiatives. Of those, 8 posts yielding 32,832 impressions were specifically for Volunteers.

Objective 1: Highlight and promote partnerships to advance BREC's mission of forming meaningful relationships in the community

Outcomes:
$100 was spent through contingency funds to promote the Mid-Autumn Asian Festival through social media.

Promotion for this objective yielded 37,729 impressions with 675 clicks.

Objective 2: To promote community engagement efforts and public participation in a variety of methods to garner input and feedback

Outcomes:
$100 was spent through contingency funds for this objective to promote the Cedarcrest Park Survey through Facebook and Instagram.

Promotion for this objective yielded 12,209 impressions with 70 clicks.

Objective 3: Promote and highlight BREC amenities, facilities and programs through special events such as groundbreakings, ribbon cuttings and grand openings to increase awareness of BREC's improvements and/or renovations

Outcomes:
$0 was spent through contingency funds for this objective.

Objective 4: Increase awareness of BREC's volunteer program and opportunities, including the benefits of volunteering with BREC

Outcomes:
$11,039 of the overall advertising purchase was spent for this objective with inRegister Magazine, JCW Productions, 225 Magazine, Baton Rouge Family Fun, Facebook/Instagram, LSU Student Media, Southern University Digest, and The Advocate.

Promotion for Volunteers yielded 300,492 impressions with 5,857 clicks.

2025 Departmental Goals

Strategic Direction: (If applicable)		Action Step
1	Implement the Community Engagement Policy from October 2022 by identifying and addressing barriers to establishing Friends Groups and fostering greater community involvement in park upkeep and events, including the creation of a Good Neighbor program in partnership with the City-Parish and law enforcement.	

2	Collaborate with P&E, Recreation, and Communications to actively engage EBR residents and develop a community-supported recreation center transition plan based on the Imagine Your Parks 3 system master plan.	
3	Organize and host a series of high-profile special events, including holiday celebrations, ribbon cuttings, groundbreakings, council district meetings, and grand openings, at BREC facilities throughout 2024, with a focus on engaging specific community demographics and collaborating with city governments.	
4	Implement and integrate the new volunteer software, GivePulse, to enhance volunteer management at BREC by updating processes, manuals, and providing comprehensive training for both internal staff and volunteers.	7.3.3
5	Finalize and begin implementing the Partnerships Policy and procedures, establishing a tiered partnership framework, and launch a dedicated web page with an online application.	7.2.1-7.29
6	Continue to initiate and foster collaborations with schools, recreation providers, landowners, higher education institutions, local elected officials and community leaders, and historians to expand green space access in underserved areas and develop inclusive programs that highlight the parish's diverse histories, paving the way for joint-use agreements and enriched community engagement.	

2025

Planning + Engineering ANNUAL REPORT

PLANNING & ENGINEERING

OVERVIEW AND STATUS REPORT

The BREC Department of Planning and Engineering (P&E) is the lead BREC department responsible for the recreation and park system 10-year System Master Plan (SMP) and a Strategic Plan for its implementation; the prioritization and implementation of the Capital Improvement Program (CIP) projects; analysis of present and future park and recreation needs; natural resources management; shared-use greenway trails; land acquisition and disposal; citizen input in the planning process; and updating BREC's land and facility inventory. The department is comprised of six (6) divisions: Planning, Design, Urban Trails, Natural Resource Management (NRM), Construction Management, and Capital Construction Division (CCD) – BREC's in-house construction and electrical crews. P&E is in its first year of the Imagine Your Parks 3 program with 74 capital improvement and system-wide planning projects currently either under construction, out to bid, in the planning/design phase, or completed as of the end of June 2025. P&E has completed 18 projects in 2025. This list of completed projects varies in size and scope, from neighborhood parks and playgrounds to conservation areas, HVAC, Roof replacement, bridge installation and various other projects.

The first half of 2025 was marked by the successful realization of several long-term milestones, as we commemorated the completion of the Frenchtown Nature Station, the Howell Recreation Center, and the debut of Erie Street Park. Following these achievements, the second half of the year focused on an essential organizational realignment. While the transition in agency leadership and internal restructuring necessitated a temporary shift in momentum, these efforts were vital to establishing closer daily synergy between P&E and executive leadership. By prioritizing improved project management standards and interdepartmental collaboration now, we have laid the groundwork to fully execute our three-year strategic plan in strict alignment with our ten-year system-wide Master Plan as we enter 2026.

In the first half of 2025, the Urban Trails division achieved a landmark success with the formal adoption of the Parish-wide Bicycle and Pedestrian Master Plan by BREC, the Planning Commission, and the EBR Metro Council. This milestone followed extensive public engagement sessions spearheaded by our team. Construction also reached a critical stage on the Freedom Heritage Trail; this five-mile, multi-year project connecting Scotlandville Parkway to Memorial Stadium is slated for completion in late 2025.

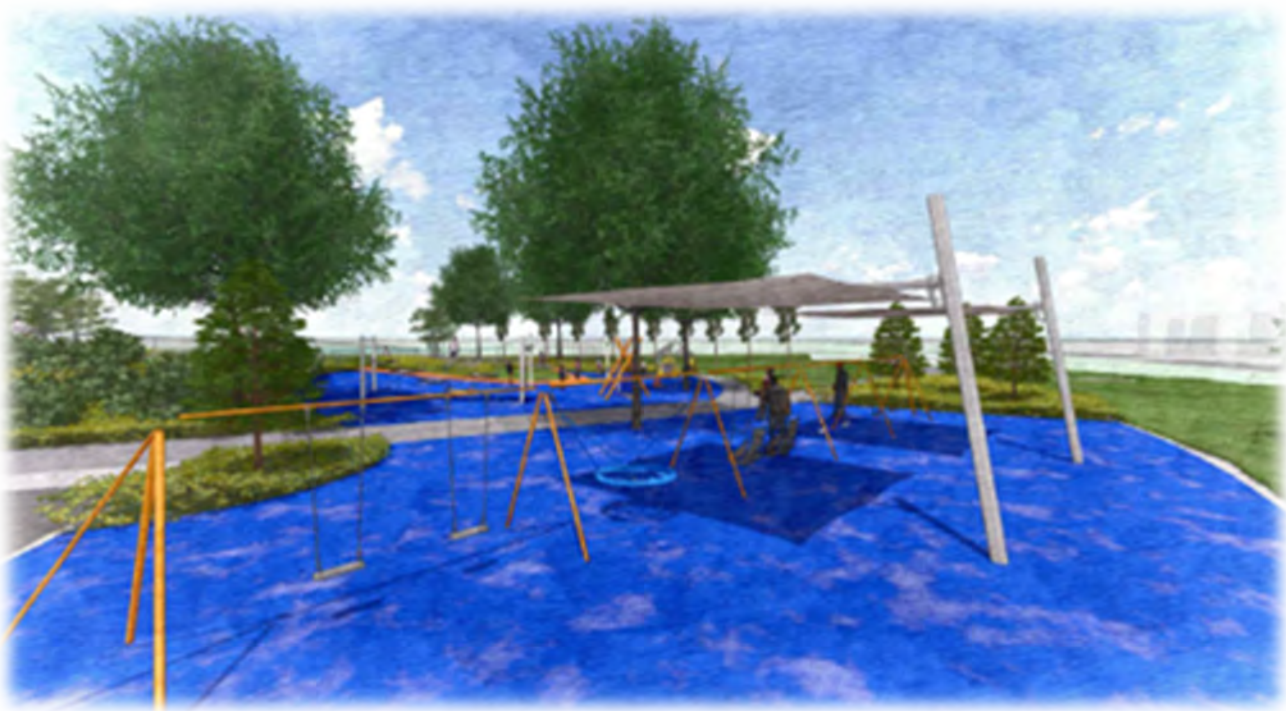
Despite these successes, the division faced significant operational headwinds in the latter half of the year due to leadership transitions and the loss of key institutional knowledge. These staffing shifts, coupled with complex servitude acquisition challenges for several major projects, have impacted our immediate construction timelines. As the division undergoes restructuring, we remain focused on preserving project continuity and adapting our organizational model to meet future demands.

Airline Highway Park: Phase 1 Design Development & Construction Documents

Airline Safe Room Recreation Center

Alsen Neighborhood Park: Site Improvements

Anna T Jordan Community Park: Playground – *Design Development*



Bluebonnet Swamp: Developing an updated comprehensive Master Plan

PRELIMINARY CONCEPTS

The Gateway

Upon arrival, visitors are greeted by a parking lot enhanced with rain gardens that showcase green infrastructure through native plantings. After a rain, water flows from these gardens into nearby ravines, which can be explored further along the trails.

The Event Center is designed to frame the forest beyond, where flowering magnolias and towering tulip poplars dominate the canopy, offering a stunning backdrop.

Using the architectural principles of compression and expansion, visitors are guided through an intimate central lawn and wetland gardens. These gardens not only display native plants but also serve as living examples of what can be replicated in home gardens and community plots. This area becomes a hub for education and advocacy, inspiring visitors to bring what they learn back to their own environments.

A boardwalk leads visitors to the Interpretive Center, where interactive exhibits and learning opportunities await. From there, the experience expands into an open meadow, where playful elements are hidden among grasses and forbs, which provide food and shelter for local wildlife.

The meadow gradually extends toward the swamp, reclaiming views of the cypress-tupelo canopy in the distance and offering a seamless connection between the Interpretive Center and the swamp's vibrant natural landscape.

20 | DESIGN ALTERNATIVES

Swamp Arrival and Entry Parking

DESIGNWORKSHOP

REFINED VISION PLAN | 41

Nature Playground

DESIGNWORKSHOP REFINED VISION PLAN | 43

Observation Tower and Canopy Walk

DESIGNWORKSHOP REFINED VISION PLAN | 39

Cedarcrest Neighborhood Park: Site Improvements

Central Sports Park: CSP Concession Bldg. Renovations

City-Brooks Community Park: Contemporary Arts Center: CMAR


Scheme 01 - Curved Walls


Scheme 02 - Box Vessel

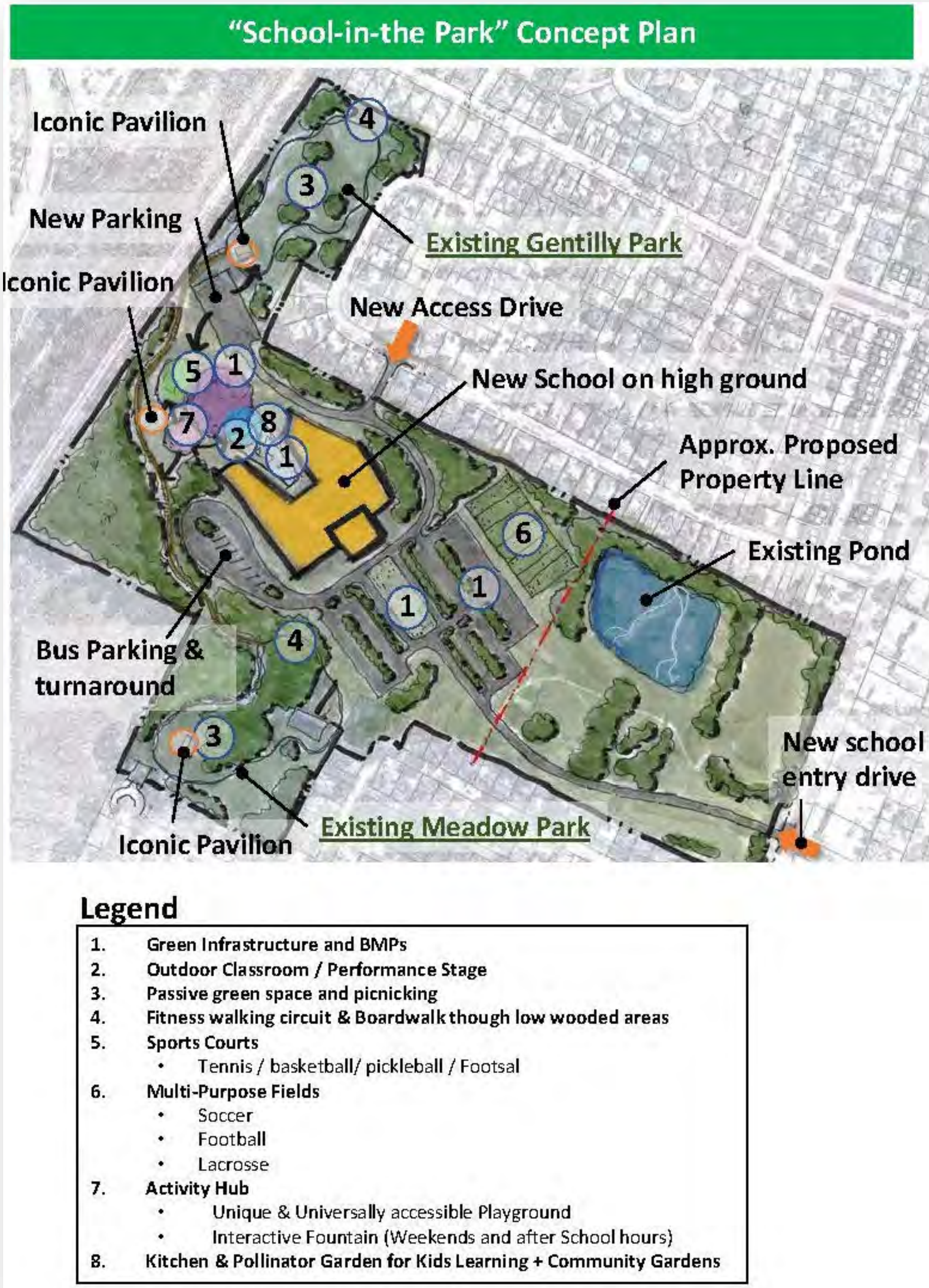

Scheme 03 - Curved Vessel

Erie Park: Completed Construction

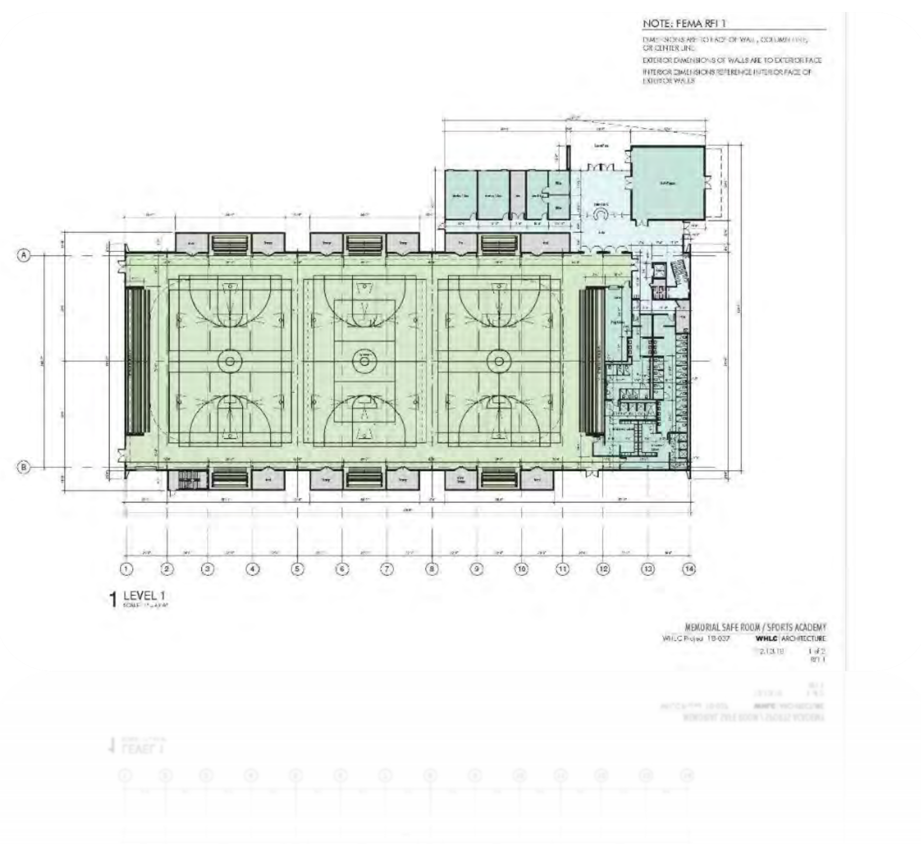
Highlighland Community Park: Tennis and Pickleball Facility Upgrades

Madison Neighborhood Park: Site Improvements

Meadow & Gentilly Court Neighborhood Parks: School in the park EBRPSS Partnership



Memorial Park: Safe Room



Greenwood: Zoo Ambassador Building

Greenwood Community Park: LWI Grant – Cypress Bayou Green Infrastructure at Greenwood Park.

Greenwood Community Park: Playground Shade Sails

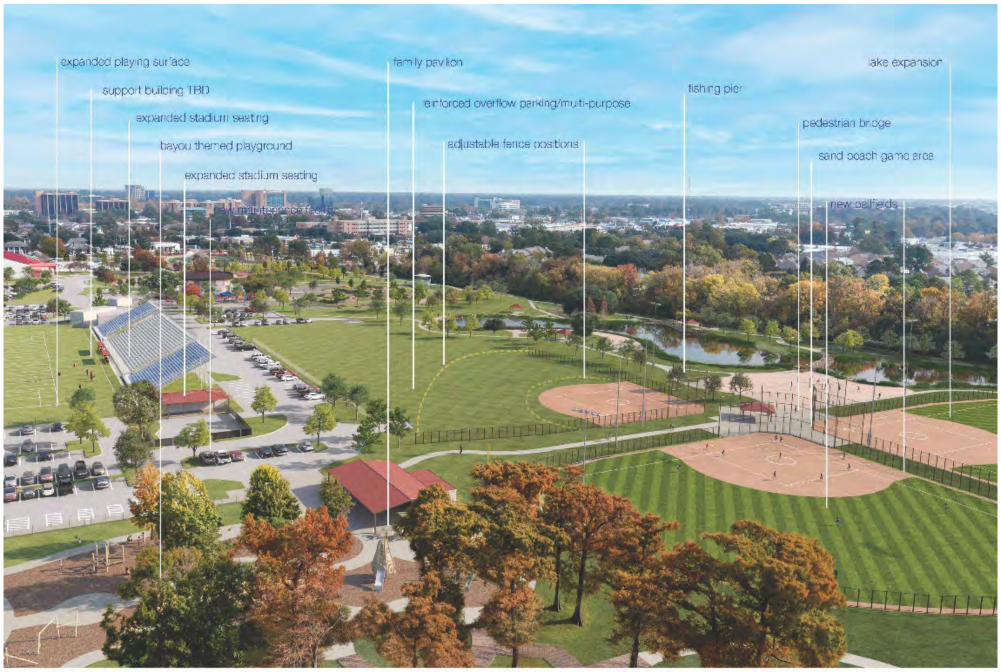
Greenwood Community Park: Zoo Plaza Globe

Greenways: Freedom Heritage Trail

Recreation Center Transition Plan: Design Template Study

Parklawn Neighborhood Park: Site Improvements

Perkins Community Park: Develop Master Plan



Perkins Road Park Master Plan 2.0 Pg. 33

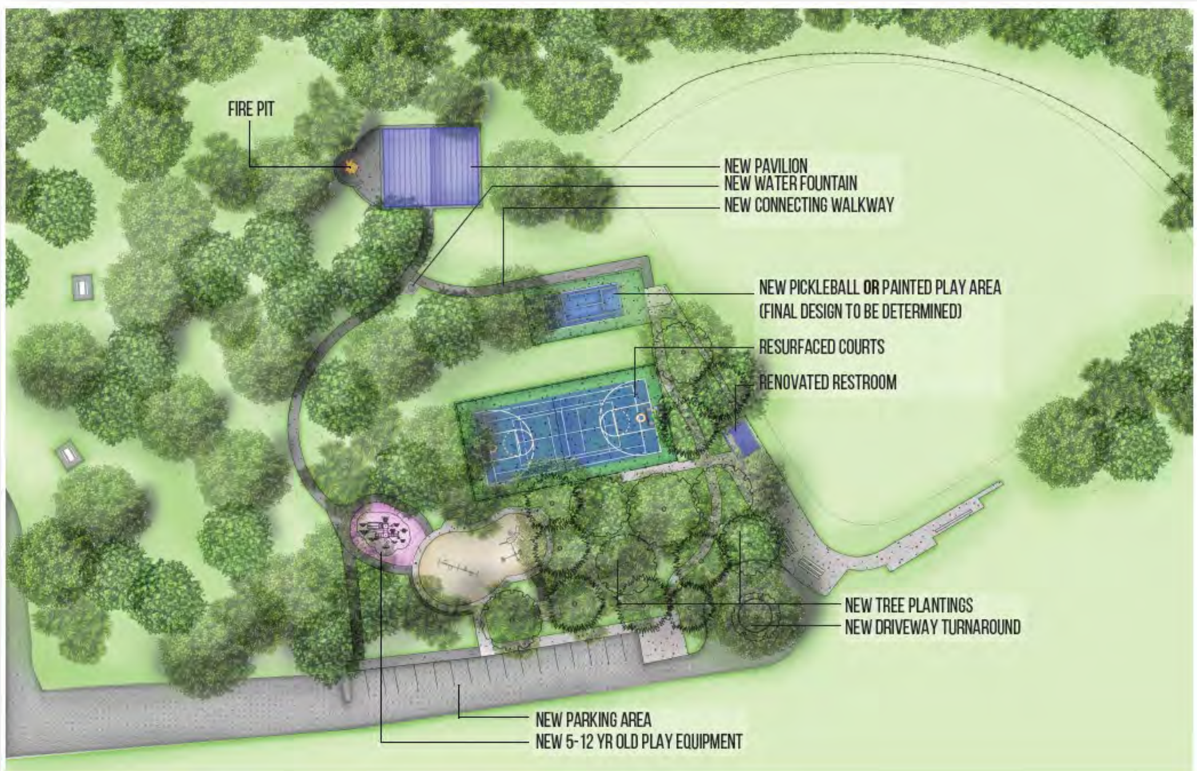
ZONES 3-5

Perkins Road Park Master Plan 2.0 Pg. 43

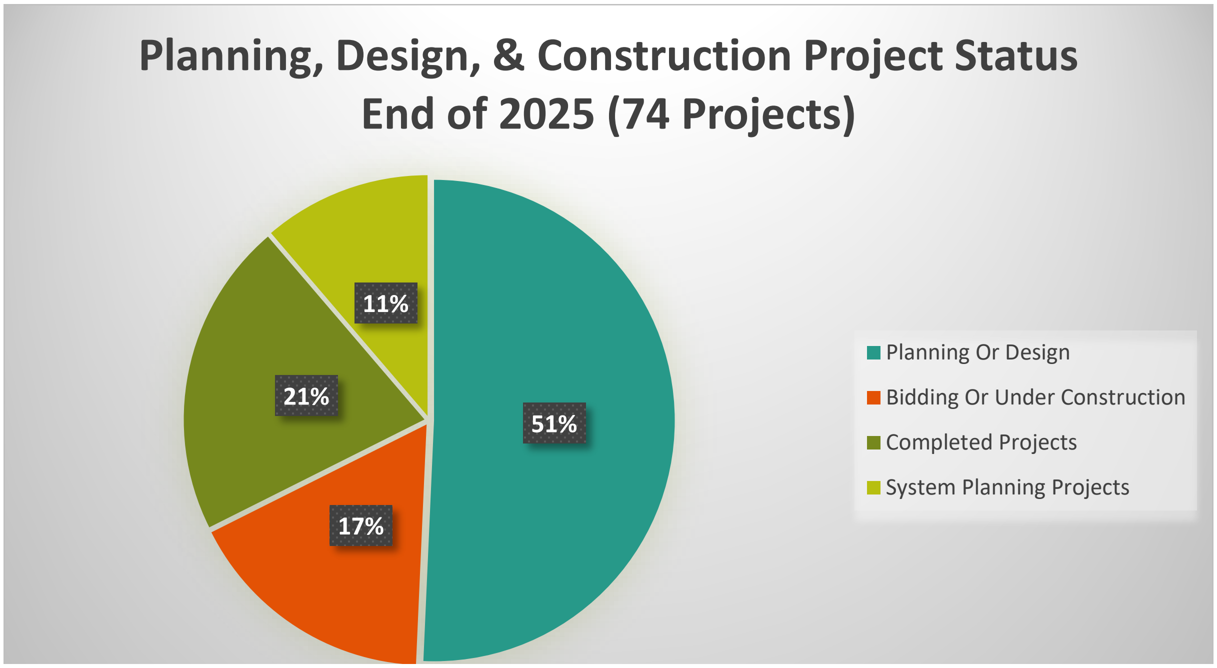
ZONES 7&8

Pinehurst Neighborhood Park: Site Improvements

Pride Neighborhood Park: Site Improvements



Scotlandville Parkway: replacement of YMCA pedestrian bridge


Planning, Design, & Construction Project Status
End of 2025 (74 Projects)
51%
17%
21%
11%
Planning Or Design
Bidding Or Under Construction
Completed Projects
System Planning Projects

Projects in Master Planning or Design (End of year 2025)
1. ADA Implementation Ph 1 2. Airline Highway Park: Phase 1 Design Development & Construction Documents 3. Airline Safe Room Recreation Center 4. Anna T. Jordan Playground 5. Antioch Bridge Replacement 6. Aquatic Pumps Def Maint: Liberty Lagoon 7. Ardendale: Partnership with BR Housing Authority and new park 8. Bluebonnet Swamp: Developing an updated comprehensive Master Plan 9. City-Brooks Community Park: Design Development 10. City-Brooks Community Park: Contemporary Arts Center: CMAR 11. Clifford T. Seymour Neighborhood Park: Site Improvements 12. Greenways: Health Loop “Mansions in the Park” to Starring Lane 13. Greenways: Health Loop Perkins Road to Paulette Drive Design 14. Greenways: Health Loop Essen to OLOL Design 15. Greenways: High Grove to Mall: Phase 1 16. Greenways: High Grove to Mall: Phase 2 17. Greenways: Memorial to Spanish Town Road Park Design 18. Greenways: Ward Creek extension behind OLOL/Burden 19. Greenwood: Entry Road Extension 20. Greenwood: Zoo Ambassador Building 21. Independence Community Park: Play-4-All Universal Playground Design 22. KKCM Structural & HVAC Repairs 23. Magnolia Mound Historic House Roof 24. Mayfair Site Improvements 25. Meadow & Gentilly Court Neighborhood Parks: School in the park EBRPSS Partnership 26. Memorial Safe Room Recreation Center 27. Perkins Community Park: Develop Master Plan 28. Perkins: Olympia Facilities Renovation 29. Reames: Site Improvements 30. Sandy Creek Community Park: Master Plan & Phase 1 31. Scotlandville Parkway: Scotlandville Pkwy Phase 1 Greenway (FHWA TAP Grant): Design 32. Scotlandville Parkway: Design and replacement of three pedestrian bridges: Design 33. Signage: Park ID Signs Phase 2B: Bid Documents 34. South Magnolia Park: Site Improvements 35. Webb Memorial Park: Roof Repair: Design 36. Webb Maint Building & Drainage

Projects Bidding or Under Construction (End of year 2025)

1. Alsen Neighborhood Park: Site Improvements
2. Anna T. Jordan Community Park: Playground Renovation
3. Beaver Creek Park: Culvert Improvements and Drainage Design planning
4. Flanacher Road Park: Major repairs to HVAC systems and structural improvements to the recreation center
5. Greenwood Com Park: $4.7M LWI Grant: Cypress Bayou Green Infrastructure at Greenwood Park
6. Greenwood: Hwy 19 Intersection
7. Magnolia Mound Historic House: Major repairs to HVAC systems, and energy efficiency upgrades Design
8. Palomino Drive Park: Master Plan Design
9. Parking Lot Paving: Anna T Jordan, Lovett, Howell
10. Pride Neighborhood Park: Site Improvements
11. Signage: Park ID Signs Phase 2A: In-House Signs

Projects Complete (End of Year 2025)

1. Bluebonnet Swamp: Major mechanical system upgrades to indoor facilities
2. Cedarcrest Neighborhood Park: Site Improvements
3. Central Sports Park: CSP Concession Bldg. Renovations
4. Erie Park: Construction: Partnership with Build BR
5. Greenways: Parish-Wide Bike/Ped Master Plan Update
6. Greenways: Health Loop Bluebonnet Extension to Constantine Blvd
7. Greenways: Scotlandville to Downtown and Freedom Heritage Trail FHWA CMAQ grant
8. Greenwood: Playground Shade Sails
9. Greenwood: Zoo Plaza Globe
10. Highland Community Park: Tennis and Pickleball Facility Upgrades
11. Madison Neighborhood Park: Site Improvements
12. Parklawn Neighborhood Park: Site Improvements
13. Pinehurst Neighborhood Park: Site Improvements
14. Recreation Center Design Template Study
15. Sandy Creek Community Park: Bridge Replacement
16. Santa Maria Golf Course: Clubhouse Roof Replacement
17. Scotlandville Parkway: replacement of YMCA pedestrian bridge
18. Webb Memorial Park: Roof Repair: Cost Benefit Analysis

Systemwide Planning Projects (End of year 2025)
1. ADA Transition Plan – Year 1 – 5 Implementation 2. GIS Initiative Geodatabase and Data Collection Workflow 3. Greenways: Health Loop Servitudes 4. IYP3: Implementation 5. IYP3: Recreation Center Transition Plan 6. Level of Service Standards – system planning for open space, parks, and facilities. 7. Program Management 8. Project Management Software Implementation: Aurigo/Masterworks with Munis ERP integration

2025 Departmental SMART Goals

SMART Goal 1: Develop a shared definition of BREC's core services and Updated Level of Service Standards.

Action Step: *1.1, 23.2*

Outcomes:

Throughout 2025, the Planning and Engineering (PE) department spearheaded a series of comprehensive consultations with executive leadership and key internal divisions, including Recreation, Park Operations, and Communications. While the year began with a preliminary analysis by external consultants, a subsequent organizational shift prompted the development of a refined methodology. This new approach more precisely defines our core services and park classifications. Following steady progress through the latter half of the year, we anticipate finalizing these system-wide standards in the first quarter of 2026.

SMART Goal 2: Complete the Recreation Center Transition Plan (including additional community engagement).

Action Step: *21.1*

Outcomes:

In the first half of 2025, the P&E department initiated the Recreation Center Transition Plan (RCTP) by facilitating strategic alignment between the Planning, Development, and Recreation departments. Supported by Agency Landscape and Planning, Franklin Associates, and WHLC, we established a robust community engagement framework and architectural exhibits. Following mid-year leadership transitions, we took the opportunity to conduct a more rigorous analysis of our recreation centers. This period of recalibration allowed us to develop a tiered prioritization model in coordination with the new Commissioners and Mayors. We are currently finalizing these tier designations through ongoing Mayor, stakeholder, and public input, with a completion date set for H1 2026. This refined roadmap ensures that design for the first round of prioritized centers will commence later this year, with construction scheduled to break ground in 2027.

SMART Goal 3: Develop a pilot program and design guidelines for park safety and security including a combination of technology/design strategies and programming.

Action Step: *8.1*

Outcomes:

Since mid-2025, the agency has prioritized a system-wide enhancement of safety and security protocols. This initiative includes the expansion of our surveillance network and a comprehensive audit of lighting and site security across all park locations. The P&E Department has been instrumental in this rollout, facilitating the installation of security gates and the technical infrastructure necessary for these upgrades. Additionally, P&E maintains an active leadership role in the weekly Site Safety and Security Committee to ensure a strategic and coordinated approach to park safety.

SMART Goal 4: Minimum Comfort Standards: Define minimum comfort standards for parks and recreation facilities (ex. A/C in indoor facilities, water fountains, restrooms for parks, etc.) and prioritize achieving these first in equity zones.

Action Step: *1.3*

Outcomes:

The development of system-wide comfort standards—specifically addressing essential amenities such as climate control, hydration stations, and shaded cooling zones—remains a critical component of the Recreation Center Transition Plan (RCTP). While mid-year leadership transitions provided an opportunity for a brief strategic recalibration, momentum on the RCTP continued through the end of 2025. This effort is being closely integrated with the P&E Department's new Standard Operating Procedure (SOP) manual. These SOPs will codify our design protocols and operational standards, ensuring that park facilities are built to a high, consistent baseline. As we move into 2026, we are finalizing these procedures to align with the agency's restructured organizational framework.

SMART Goal 5: Operations/maintenance planning for new projects.

Action Step: *23.1*

Outcomes:

A cornerstone of the *Imagine Your Parks 3* Master Plan is the strategic reduction of our maintenance footprint through sustainable land-use practices. By prioritizing reforestation, establishing 'low-mow' zones, and divesting from obsolete land, we are transitioning toward a more ecologically resilient park system. This initiative was further catalyzed by a mid-year leadership transition, which fostered a new era of daily collaboration between P&E and Park Operations. This synergy ensures that long-term maintenance implications, life-cycle costs, and funding requirements are integrated into the design phase of every project, ensuring our future developments are both visionary and fiscally sustainable.

<u>Goal 1:</u> <u>Build an additional 5 miles of greenway trails.</u>

Action Step: *16.2*

Outcomes:

Construction of the Freedom Heritage Trail took place all thorough 2025 and connects from Memorial Stadium on the South end all the way to Scotlandville Pkwy on the North End and was completed by the end of 2025. It is a mix of on-road and off-road urban trails exceeding 5 miles in total distance.

<u>Goal 2:</u> <u>Scale up current efforts and reduce mowing across the system. Aim for a reduction of 25-acre reduction by the end of 2025.</u>

Action Step: *11.1, 22.2*

Outcomes:

See Smart goal 5 above for more information. Work and coordination continues into 2026 between P&E, Park Operations, and NRM to identify areas for a reduction in mowing as well as off loading obsolete properties.

<u>Goal 3:</u> <u>Continue to pursue grant funding and private sector support.</u>

Action Step: *23.6, 24.3*

Outcomes:

The leadership transition in mid-2025 has served as a catalyst for renewed philanthropic interest, with local stakeholders increasingly eager to invest in elevating our park system to a higher standard of excellence. To support these opportunities, the P&E Department collaborates closely with leadership and potential donors to provide technical expertise, cost modeling, and conceptual designs. A central component of this effort is the Flagship Project Portfolio, a strategic prospectus updated monthly for the Commission. This portfolio highlights high-impact grant and donor opportunities, featuring conceptual renderings, precedent imagery, and projected timelines to transform these ambitious visions into actionable projects.

<u>Goal 4:</u> <u>Continue to increase tree planting and shade at parks, with a focus on parks in equity zones.</u>

Action Step: *11.2, 14.1*

Outcomes:

In response to rising temperatures and the growing importance of public safety, the P&E Department has prioritized climatic resilience as a core pillar of our design philosophy. By integrating a combination of engineered shade structures, architectural canopies, and strategic tree plantings, we are proactively addressing the risk of heat-related illness. Our planning process now includes rigorous site analysis to optimize facility orientation, ensuring that park patrons have ample access to shaded respite and thermal relief during peak summer months.

Goal 5: Review the first strategic plan and use lessons learned to inform the development of the next strategic plan.

Action Step:

Outcomes:

In the inaugural year of *Imagine Your Parks 3* (IYP3), the P&E Department successfully operationalized our first three-year strategic plan. Drawing on lessons learned from previous ten-year cycles—which often remained static—we have transitioned to a dynamic, living framework. This is manifested in our comprehensive monthly Commission Report, which serves as our real-time strategic outlook. This document provides full transparency into project lifecycles via Gantt charts, financial health assessments for major construction, and progress tracking for key pillars such as the Recreation Center Transition Plan, natural resource management, and the rationalization of underutilized land assets.

Goal 6: Trail Data Collection: Establish trail data collection framework to understand areas of high and low use and pinpoint opportunities to reduce barriers to use.

Action Step: *18.4*

Outcomes:

The Urban Trails division navigated a significant period of transition in 2025, characterized by notable leadership turnover and the loss of key institutional knowledge. While these organizational shifts necessitated a temporary deferral of our trail data collection framework, they have also provided an opportunity to recalibrate our approach for 2026. We are currently evaluating the use of Placer.ai analytics alongside the potential deployment of physical pedestrian and bicycle counters. Although we are navigating technical constraints and budgetary considerations, our goal remains to establish a robust, data-driven methodology for monitoring trail usage in the coming year.

Goal 7: ADA Transition Plan implementation.

Action Step: *3.2*

Outcomes:

Progress on the ADA Transition Plan remains steady as we collaborate with our program management consultant, specialized architects, and the agency's ADA Coordinator. Our current focus is on synthesizing comprehensive audit data to identify high-priority barriers within facilities that require significant design and capital construction. Furthermore, we are developing a robust methodology to prioritize corrective actions and a system for tracking ongoing compliance and completions. Having finalized this foundational work in late 2025, we are now positioned to transition from the assessment phase to active implementation in early 2026.

Goal 8: Ensure effective delivery of the 2025 Capital Improvement Program.

Outcomes:

While the department navigated a complex period of restructuring and leadership transition during the latter half of 2025, the year was ultimately defined by significant operational progress. We successfully closed out 18 projects, with 12 currently in construction and an additional 36 in the design phase. Beyond these deliverables, we have revolutionized our internal synergy through the implementation of daily tactical coordination sessions and the launch of our inaugural three-year strategic plan. This monthly reporting framework provides unprecedented transparency into the Capital Improvement Plan. Heading into 2026, we are more strategically aligned and better equipped than ever to execute our vision with efficiency and accountability to our Commission and the public.

NATURAL RESOURCE MANAGEMENT

OVERVIEW AND STATUS REPORT

The Natural Resource Management Division proactively manages BREC's conservation areas, nature reserves, nature and primitive trails, native plantings, and the Green Force volunteer program. Conservation-related volunteer opportunities are offered by NRM to the public directly and through partnerships with other departments and external partners. NRM promotes stewardship within the agency by collaborating with other departments and leading the Geaux Green committee. The reopening of hiking trails at Sandy Creek and Kendalwood Conservation Area was a focus in the first half of 2025. Other hiking trails received upgrades with installation of new bog bridges and foot bridges. NRM authorized twenty collaborative research permits for scientific studies in BREC parks. The public connected with the outdoors through volunteer opportunities led by NRM, and the Green Force volunteer program grew to 106 volunteers providing over two-thousand hours of conservation-related labor in BREC parks. The 2025 field season kept staff busy with pollinator garden weeding and mulching, trail maintenance at our twelve trail sites, a new focus on green infrastructure maintenance at Greenwood Community Park, extensive invasive species control projects, and development and placement of educational signage in our parks.

2025 Natural Resource Management Goals

Goal 1: Provide facilities, amenities, and activities that provide equitable opportunities for access to nature and outdoor experiences.

IYP3 Action Step: 3.2, 11.2, 11.4, 15.3, 15.5

Outcomes:

Kendalwood Conservation Area Arrowwood Loop trail reopened in May after staff rerouted sections of the trail and felled over 100 hazardous trees that died following 2023 drought stress. Staff continued work reclaiming the Imashaka trail and the entire park reopened to patrons in April. Educational signage was developed and installed to explain the tree mortality at this site. Sandy Creek received a new footbridge installation, and hiking trails were all cleared and re-opened after a 6-month closure from a vehicle bridge replacement; trail markers and a temporary kiosk were installed for improved patron wayfinding. Trail improvements at other parks included 144' of bog bridge installations at Frenchtown and Forest, and additional footbridges were installed at Frenchtown and Highland Road Parks with the help of CCD. Dead trees continue to be removed along all trails in the system. NRM continued gravel resurfacing at Bluebonnet Swamp and trail marker replacement throughout the system. NRM staff coordinated volunteer maintenance and performed 1,247 hours of trail maintenance on the equivalent of 408 miles of trail this year to provide the public access to high quality hiking experiences.

New footbridge and temporary kiosk with map and rules installed at Sandy Creek.

NRM staff coordinated stocking of 1,758 pounds of rainbow trout, and 3,585 pounds of adult catfish in BREC ponds. Grass carp were also added to one BREC pond for vegetation control. Fish are purchased by NRM for BREC's Geaux Fish fishing rodeos and supplied by LDWF for a cooperative fishing program. NRM and the Conservation Outdoor Recreation and Environmental Education Division (CORE) implemented the February Catfish Rodeo at Howell Community Park, Bioblitz at Bayou Manchac Park, and the October Catfish Rodeo at North Sherwood Community Park. NRM staff also offered a water sampling activity to Outdoor Adventure summer campers. The division promoted public involvement in conservation through the Green Force volunteer program which welcomed fifty-four new members in 2025 for an active force of 106 conservation-minded volunteers. Veteran Green Force were honored at our annual Green Force awards event for over 1,770 volunteer hours worked in 2024. Additional opportunities for public engagement offered by NRM included Spring Spruce Up at Howell pollinator garden, monthly invasive species removal and gardening projects, a "Love the Boot" litter and invasive species removal at Blackwater Conservation Area, Earth Day and Bluebonnet Swamp tabling, and Privet Pullooza at Bayou Manchac Park. 148 Green Force volunteer projects and public conservation opportunities offered in 2025 resulted in 2,212 logged Green Force hours and an additional 448 public volunteer hours. NRM continues to develop educational signage and social media content with BREC's Communications Department; educating the public on tree mortality, wildlife species, wildlife/public interaction, pollinators and native plants. This year NRM upgraded plant identification signage in BREC's three pollinator gardens to assist the public in learning about native plants through a collaboration with a Green Force volunteer who engraves the stainless-steel signs.

Volunteers installed 79 plants in the Howell pollinator garden Spring Spruce Up.

Goal 2: Protect and holistically manage habitats to be high functioning, healthy systems that support native biodiversity.

IYP3 Action Step: *11.2, 11.5, 11.6, 15.2*

Outcomes:

NRM utilizes holistic habitat management techniques including prescribed burning, mowing, and mechanical and chemical pest management. In February, the meadow at Bluebonnet Swamp Nature Center was burned to promote native wildflowers and set back woody encroachment. Howell Community Park grow zones were mowed to build fuel for burning next year. BREC's three native pollinator gardens and the Forest Park rain garden are on a rotation of regular maintenance by staff and volunteers which includes bi-monthly weeding and seasonal mulching. BREC's four gardens and managed bioswales support over ninety native grass and wildflower varieties. Fifteen species of native wildflowers were supplementally added at Howell pollinator garden and Convention Street bioswale, and 24 species of native trees were planted through reforestation plantings in 2025. Across the BREC system 4,178 species have been documented to date. In managing for biodiversity and ecosystem health, 19 invasive species in 14 parks were mechanically removed or chemically treated to improve habitat health and reduce competition with native species. This includes grasses, shrubs, trees, vines, and aquatic invaders including apple snails that degrade habitat and impede recreational activities. NRM assisted Farr Park Equestrian Center by removing and treating Chinese tallow along 2,400 feet of pasture fenceline. Privet Pullooza is an annual NRM volunteer event that removes Chinese privet from Bayou Manchac park and this year was the inaugural Talloween Chinese tallow removal event at Forest Community Park. In addition to habitat protection and enhancement, NRM also addressed specific public wildlife concerns. NRM re-installed and expanded the turtle diversion fencing along Stanford Ave. near Milford Wampold Park, a project initiated in spring 2024. Public comments about this initiative were positive; thanking BREC for continuing to place this barrier and protect native turtles. Killdeer nest protection was initiated at Burbank Sports complex in response to a patron’s concern regarding nesting killdeer along the roadway.

Prescribed burning of Bluebonnet Swamp meadow and native *Asclepias tuberosa* in Howell garden.

Treating cut stumps of Chinese Privet at Privet Pullooza event, Bayou Manchac Park.

Goal 3: Maintain or enhance infrastructure to benefit the public by increasing or preserving ecosystem services of BREC parks through stormwater retention, decreased urban heat index, sequestration of carbon and improved air quality.

Action Step: *11.2, 11.5, 11.6, 13.1, 13.2, 13.6*

Outcomes:

NRM improves habitat and ecosystem function through tree planting projects which provide public engagement opportunities while meeting the objectives of this goal. Partnering with the Coastal Roots program at LSU, over 1,840 young trees were planted by 316 students in four BREC parks as part of forest restoration enhancements. An additional 200 trees provided through a grant by Apache Corporation, complemented these student plantings and gave an additional 36 adult volunteers an opportunity to connect with the restoration site at Sharon Hills. A donation by Sweet Fern Landscapes provided 300 trees planted by staff and Green Force volunteers at Highland Road Park in an area not suitable for continued mowing. Retention swales at Howell Park were enhanced by native seed planting. NRM is assisting with the plan for reclamation and management of native areas at Greenwood Community Park that have not performed as intended. NRM took the lead in developing management protocols with Park Ops and the Baton

Rouge Zoo to identify challenges, solutions, and areas of responsibility in native grow zones. The NRM team has added Greenwood Community Park to monthly vegetation management efforts including weeding, native vegetation cutback, and control of invasives to balance growth with aesthetics in native wildflower seeded areas. The front bioswale at Howell Community Park is also a new addition to NRM's management rotation of invasives removal and vegetation cut-back.

Goal 4: Collect field data needed to manage BREC's conservation land adaptively; maintaining accurate inventories and utilizing efficient and effective management strategies to benefit the resource and the public.

Action Step: *15.1, 15.2*

Outcomes:

The inventory of species diversity in BREC parks is updated through field surveys and public programs like BREC's yearly Bioblitz. The 2025 Bioblitz at the end of March catalogued over 600 plant, animal, and fungus species in 24 hours at Bayou Manchac Park. A remarkable feat accomplished in less-than-remarkable weather. An LSU biology class was permitted to survey the grow zones at Howell Community Park for a class on biodiversity; giving students in-field experience and providing BREC with vegetation sampling data. A spring bioassessment by BREC staff at conservation land behind Burbank Soccer Complex resulted in expanding the species list for this wetland site and popular birding spot. The current species tally includes 131 plant species and 143 animal and fungus species. NRM conducted a thorough bioassessment with the help of an LSU botanist at BREC's 8.9-acre Industriplex Park. A comprehensive report was presented to the Planning and Engineering department to assist in land valuation discussions ultimately leading to the decision to place this property on the obsolete lands list for reducing BREC inventory. NRM staff streamlined daily management data tracking in Excel to expedite numbers tracking and make management records easier to assess; allowing easier monthly commission reporting. This tracking also allows for integration into BREC's GIS. NRM conducted monthly pond checks to track the health of our fishing ponds and acted as the point of contact for Osprey Initiative collection data for litter booms on two waterways in the parish.

Goal 5: Promote and enhance sustainability policies within BREC as an organization and at BREC facilities.

Action Step: *23.3*

Outcomes:

NRM led the first and second quarter Geaux Green committee meetings and continues to take the lead on recycling. NRM coordinated meetings with Recreation staff and custodians to define procedures and disseminate information on recycling at the Womack facility. Working with Communications, NRM initiated informational posters, flyers and bin decals distributed to recreation facilities and all Park Ops maintenance shops. Through NRM communication with the contracted vendor, BREC finally received a painted and labelled recycling dumpster for recycling at BREC headquarters. The Green Force program's Waste Warriors logged 133 hours collecting litter throughout BREC conservation areas in 2025. NRM is working with staff at Bluebonnet Swamp and concerned patron groups to address concerns about bird strikes on the windows of the Nature Center. The division coordinated three meetings with contractors and staff to evaluate options for reducing bird collisions.

Goal 6:	Develop and improve regular coordination, collaboration, and communication between NRM and internal collaborators (P&E, Park Operations, Communications, and Special Facilities), external partners, and the public.
Action Step:	*15.3, 15.4, 15.5, 23.3*

Outcomes:

NRM contributes to scheduled daily administrative meetings, monthly P&E update meetings, bi-weekly P&E and Park Operations coordination meetings, a monthly Marketing meeting with Communications, and quarterly meetings with the CORE division and Bluebonnet Swamp staff. NRM hosted a garden tour of Howell's pollinator garden for the P&E Department in Spring of 2025. The division collaborates with BREC's Volunteer Coordinator to integrate Green Force volunteer opportunities with larger volunteer events and to provide special opportunities for groups. NRM continues to function as the permitting authority for research done on BREC properties; maintaining updates on the current state of projects, coordinating communication, closing and reinstating permits as needed. Currently, NRM monitors 25 active permits including research through various departments at LSU, Southern University, local schools, and EBR Mosquito Abatement and Rodent Control. NRM has hosted projects partnering with LSU Coastal Roots program, LDWF, American Youthworks, Louisiana Stormwater Coalition, the Osprey Initiative, Louisiana Master Naturalists, BRCC, Baton Rouge Earth Day committee, Keep Louisiana Beautiful, and EBR Parish Library. A new initiative began in 2025 of donating native plant seeds to the seed libraries of the EBR Parish Library. NRM has responded to inquiries from the public about wildlife, trash, donations of trees, fishing pond access and fish species, hiking trail conditions, and blueways. NRM was invited to present an invasive species workshop for advanced LA Master Naturalists, tabled at BRCC career day, and tabled at a native plant fest at EBR Main library. NRM assisted the volunteers in BREC's Independence garden create signage for the pollinator garden they maintain. In November, three members of the NRM team gave an oral presentation at the Louisiana Recreation and Parks Association Annual Meeting. The presentation on trails, plantings, and our volunteer program was well received by participants. LRPA awarded BREC's Green Force volunteer program the Innovation in Conservation Award for 2025.

NRM educating the public about native plants and volunteer opportunities at EBR Parish library.

Natural Resource Management 2025 Marketing Report

Overall Outcomes:

The Natural Resource Management marketing plan has a total budget of $13,000 and has spent $10,961, of which $$453.97was from contingency.

Paid Advertising resulted in 1,105,106 impressions and 29,695 sessions.

The graphic designers have produced 138 unique designs.

The Print Shop has completed 35 print jobs, including 723 items, totaling $1,490.99 spent.

The NRM webpages received 9,194 page views with 7,867 active users. NRM shares the BioBlitz webpage with Conservation-Recreation which received 3,345 page views with 2,425 active users.

Outcomes:

$8,911 of the overall advertising budget has been spent for this objective with social media ads on Facebook and Instagram, Business Report; digital ads with The Advocate; print ads with Business Report and inRegister Magazine.

Paid Advertising resulted in 831,202 impressions and 28,393 sessions.

Objective 2: Increase participation in volunteer events and registration in volunteer programs.

Outcomes:
$2,050 of the overall advertising budget has been spent for this objective with Facebook and Instagram Ads; The Advocate digital advertising; and an LSU Volunteer Event sponsorship.

Paid Advertising resulted in 273,904 impressions and 1,302 session.

2025 Urban Trails Marketing Annual Report

Overall Outcomes: The Urban Trails marketing plan has a total budget of $10,000 and has spent $8,993, of which $3,892.93 was from contingency. Paid advertising resulted in 1,772,916 impressions and 7,934 sessions overall.

The 2025 marketing plan includes 2 advertising objectives.

Print advertising cost $729 resulting in 220,160; digital advertising cost $7,890, resulting in 673,498 impressions and 6,619 sessions; social media advertising cost $374, resulting in 76,554 impressions and 1,315 sessions.

The graphic designers have produced 25 unique designs.

The department's webpage and related webpages 25,356 page views with 19297 unique visitors.

Objective 1: Promote BREC Greenways to increase the awareness of urban trail locations, features and expansion project updates to East Baton Rouge Parish residents.

Outcomes:
100% of the advertising spend for Urban Trails in 2025 was spent on this objective. Within this objective included 2 campaigns:

- General Greenways Campaign, paid advertising resulted in 1,536,696 impressions and 7,719 sessions overall.
- Pedestrian-Bicycle Path & associated Public Meeting, paid advertising resulting in 236,220 and 215 sessions overall.
-

Objective 2: Increase awareness of the BREC Blueway system and increased connectivity initiatives.

Outcomes:
Contingency funds are allocated to this objective as needed. $0 of the advertising budget was spent on this objective.

2025

Recreation + Special Facilities

ANNUAL REPORT

RECREATION

OVERVIEW AND STATUS REPORT

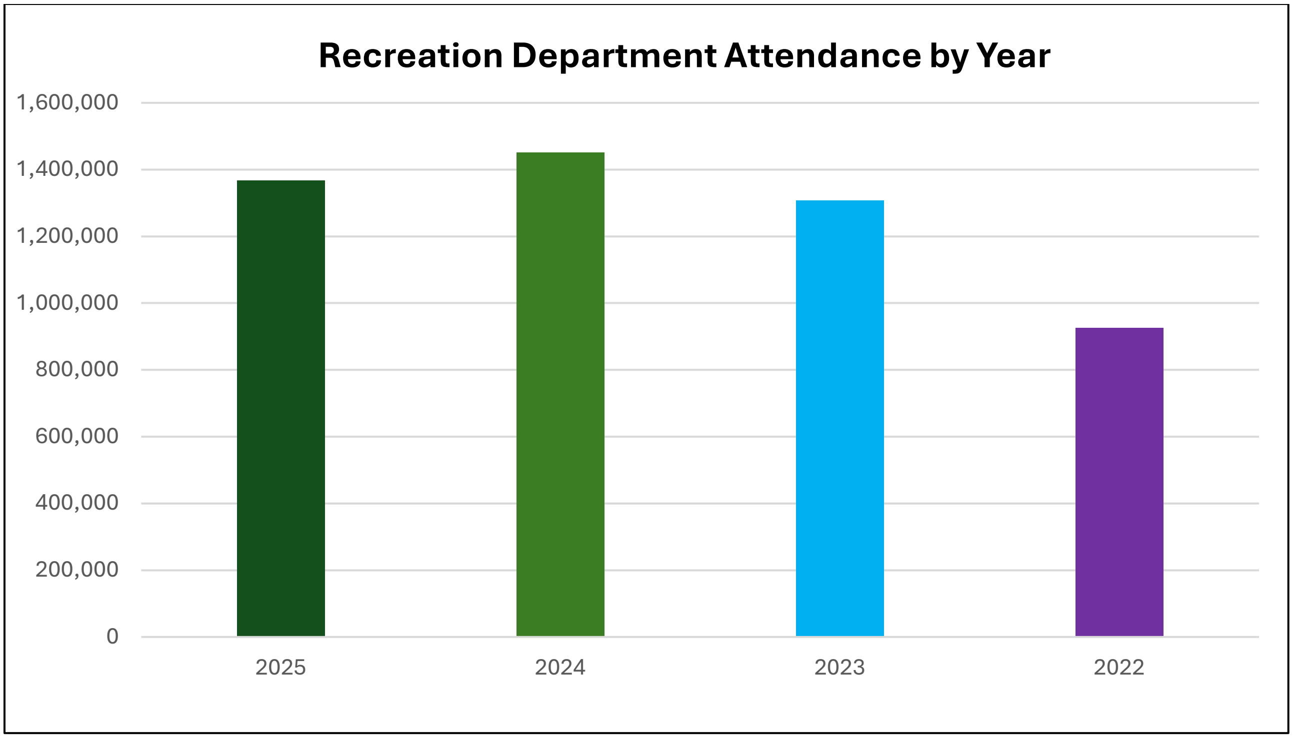
The Recreation Department consists of four program and operational divisions that contribute to BREC's wide array of recreation programs and facilities. Collectively, the Recreation Department provides quality & memorable recreational experiences for the citizens of East Baton Rouge Parish across a large inventory of recreation centers, special-use facilities, athletic venues, and more. Aside from BREC's Golf Courses and the Baton Rouge Zoo, all other public recreational facilities are under the umbrella of the Recreation Department.

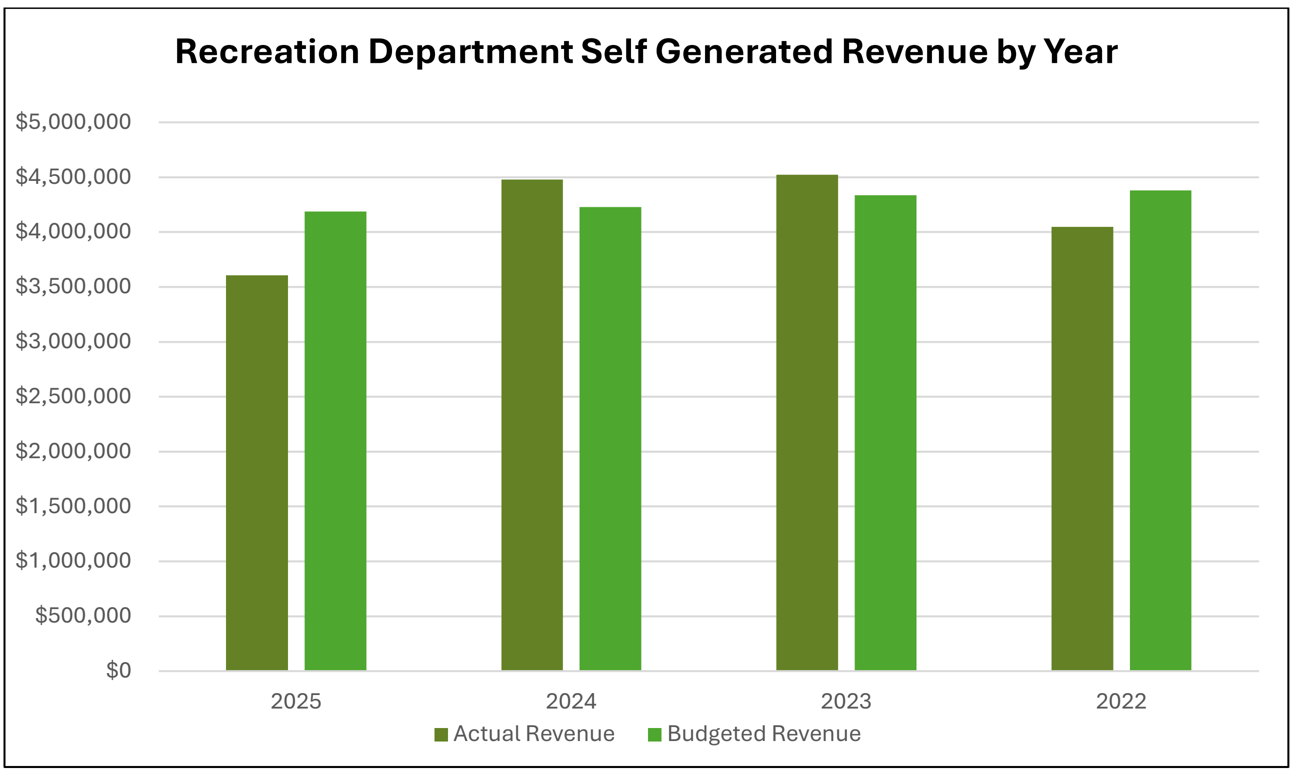
The Community Recreation division is the largest of the four divisions, containing over 50 recreation facilities throughout the parish. Neighborhood recreation centers, multi-amenity Community Parks, fitness centers are dispersed throughout the parish under the oversight of this division. In addition to the numerous facilities operated, the Community Recreation division also includes genre-specific sections which deliver their respective programs throughout the parish. These genre-specific sections are Adaptive Recreation (targeting patrons with physical and developmental disabilities), Adult Leisure, Teens & Youth Enrichment, Community Events, and BREC on the Geaux.

The Special Facilities division houses BREC's niche facilities such as the Farr Park Equestrian Center & RV Park, the Independence Park Theatre and Event Center, BREC Art, Magnolia Mound, Liberty Lagoon and BREC's 3 community pools. In the fall of 2025, Farr Park Equestrian Center & RV Park became a stand-alone entity at BREC, reporting directly to the Superintendent rather than the Recreation Department. However for purposes of this report, Farr Park is included.

The CORE division encompasses facilities and programs dedicated to Conservation, Outdoor Recreation, Environmental Education, and Extreme Sports. Locations such as the Bluebonnet Swamp Nature Center, Frenchtown Conservation Station, Perkins Road Extreme Park, and the Highland Road Park Observatory are managed by CORE. In addition to these anchored locations, the Outdoor Adventure section offers programming throughout the parish and facilities programs such as Archery, Paddling, & Cycling.

The Administrative Services division is the internal support division of the Recreation Department. While the ~70 facilities and 300+ staff of the Recreation Department are all unique in the experiences they provide and the communities they serve, there are many commonalities amongst the diversity of operations. Administrative Services is the central hub for those things that remain consistent across divisions. Recreation management software, self-generated revenue, procurement & business functions, private park reservations, special event permits, metrics related to facility attendance and park visitation are all functions that are under the Administrative Services umbrella.


Recreation Department Attendance by Year
1,600,000
1,400,000
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0
2025
2024
2023
2022


Recreation Department Self Generated Revenue by Year
$5,000,000
$4,500,000
$4,000,000
$3,500,000
$3,000,000
$2,500,000
$2,000,000
$1,500,000
$1,000,000
$500,000
$0
2025
2024
2023
2022
Actual Revenue
Budgeted Revenue

2025 Recreation Departmental Goals

Goal 1: Revise the Recreation Program Plan to align with initiatives related to IYP3 including but not limited to department scope of authority & mission, facility and program inventory, implementation of needs assessment & congruent level of service standards, program determinants in accordance with CAPRA, and program development related planning documents.

Outcomes:

The Recreation Program Plan received routine updates in 2024, which allowed the successful submission for BREC's request to continue holding the CAPRA accreditation distinction for parks & recreation systems throughout the country. While significant legislative changes took place in 2025 related to the makeup of BREC's commission, thus briefly pausing the Imagine Your Parks 3 plan in order to orient the new commissioners and mayors of the five parish cities to the 10-year plan, alignment with IYP3 resumed in the summer of 2025 which allows for Recreation to continue with this endeavor going forward into 2026.

Goal 2: Establish facility operations and introduce programming at three Recreation facilities which have recently completed renovation projects or deferred opening of previously finished facilities. (Cohn Arboretum, Howell Community Park, Frenchtown Conservation Station).

Outcomes:

Both Frenchtown Conservation Station and Howell Community Park had ribbon cutting celebrations in early 2025, with both facilities being fully operational in Spring. Summer camp was held at both locations and multiple events took place at these locations, being the newest flagship locations in the BREC park system. Cohn Arboretum, despite being renovated a few years earlier, has yet to be activated due to staffing constraints and department restructure. We anticipate fully activating this unique location in 2026 with regular operating hours, nature & horticulture related programming, and hosting both public and private events on the park grounds.

<u>**Goal 3:**</u> <u>Execute agreement negotiation and overdue / scheduled renewals of all Recreation-department owned MOUs in accordance with / with support from BREC's Partnership Development team.</u>

Outcomes:

Executive Leadership change in 2025 resulted in revitalized interest in BREC's direction related to contractual agreements, particularly in Memorandums of Understanding and Cooperative Endeavor Agreements. Those partnerships which provide direct Recreational benefit to the citizens of East Baton Rouge Parish, such as our agreements with Louisiana Youth Sports Network and with the Central Area Youth League, continue to operate as they have, providing over a thousand children with youth sport league opportunities. Moving into 2026, the Recreation Department is working closely with Partnership Development leadership to create a database of all partnership related agreements and continue to navigate the renewal process for each. In addition to examining our inventory of partners and ensuring that BREC continues to be good stewards of taxpayer dollars, it is BREC's intent to seek out new partnerships with both private & public entities with similar intents to continue enriching lives through Parks, Recreation, & Nature.

<u>**Goal 4:**</u> <u>Conduct internal core services determination exercises & develop tiered delivery model of Recreation Programs based on the IYP3 Recreation Program Plan in alignment with evolving Recreation center consolidation plans.</u>

Outcomes:

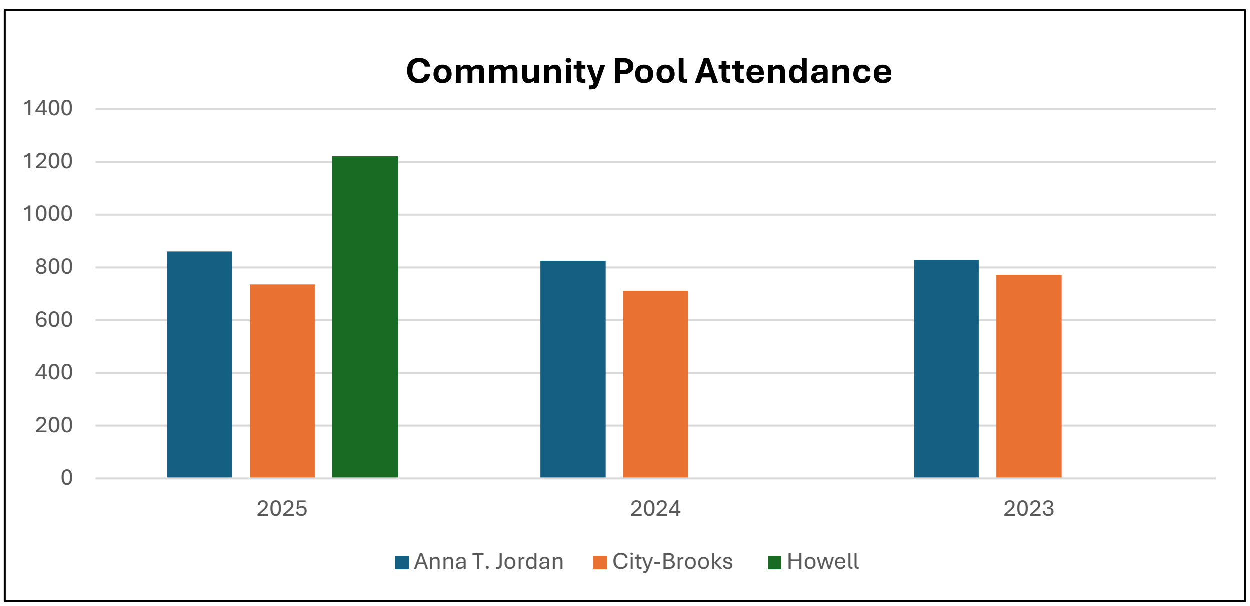
The Needs Assessment and Leisure Trends Analysis exercises conducted in the Imagine Your Parks 3 planning continue to be carefully laid into the Department closing out 2025. BREC's Superintendent, Chief Operating Officer, and Chief Human Resource Officer have worked closely with all BREC departments to not only develop a tiered delivery model of Recreation Programs, but to take this a step further and develop a tiered delivery model of BREC's recreation facilities & all-involved resources necessary to create multiple flagship parks throughout the system. These highly trafficked locations, most with multiple amenities at each location, will have a higher level of maintenance and a higher level of Recreation program opportunities taking place at each.

Goal 5: Continue to evaluate departmental structure, revise structural development plans in alignment with IYP3 and outline correlating timelines of operational & hierarchical changes as they relate to phases of the system master plan.

Outcomes:
This goal of evaluating and restructuring the department has grown substantially in scope and will continue into 2026. The outcome will be a sustainable future of efficient resource allocation to fully activate BREC's best parks & facilities throughout the pre-determined goals of IYP3, including the Recreation Center Transition Plan, the right sizing of park inventory by identify and offloading obsolete land and facilities, and creating relationships with partner entities to operate other facilities.

Goal 6: Implement proposed operational changes to Aquatics with aim to increase Community Pool related attendance & activity by 20% compared to the 2024 swim season.

Outcomes:
Attendance at BREC's Community Pools significantly increased in 2025 compared to 2024. Howell Community Park was open for the 2025 swim season for the first time since closing in 2019 for renovation. The three Community Pools are open daily in the afternoons during the months of June and July. These Community Pools, operated by SELA Aquatics, provide recreational swimming opportunities as well as swimming lessons for both children and adults.



Community Recreation

During the 2025 calendar year, Community Recreation served an estimated 454,000 participants through programs, events, and recreational opportunities across the parish, reflecting continued strong community engagement despite seasonal challenges early in the year. The first quarter began with unusually severe winter weather, with January and February attendance impacted by system-wide closures for several days due to a rare snowstorm. As conditions improved, visitation quickly rebounded and returned to levels consistent with prior years.

Spring programming featured a successful series of parish-wide Community Events, including the Community Bonfire, Mardi Gras Fun-Run, and Easter Eggstravaganza, all of which drew attendance comparable to previous years and reaffirmed their status as staple community traditions. The latter part of the spring season was largely devoted to summer camp planning, including extensive staff hiring, onboarding, and training efforts to support safe and high-quality summer programming.

Summer months accounted for a significant share of annual participation, driven primarily by the 35 summer camps operating throughout the parish from the beginning of June through the first week of August. Throughout the year, BREC's Adaptive Recreation program continued to provide inclusive opportunities through its Sunshine Socials and Sunshine Club, serving individuals with intellectual and developmental disabilities and reinforcing BREC's commitment to accessibility and community connection.

Adult and senior programming remained a consistent success, highlighted by the weekly Tea Dance for Seniors, held at both the Womack Ballroom and Jackson Community Park, which provided regular opportunities for social engagement, wellness, and recreation for older adults.

The fall season brought renewed momentum with signature special events, including the Full Moon Fête Halloween event, which attracted families and community members for seasonal programming and festivities. The year concluded with one of Community Recreation's most successful winter events to date: Let It Sneaux at Perkins Road Community Park, which drew nearly 5,000 attendees.

Overall, 2025 reflected a year of resilience, growth, and sustained community participation, with Community Recreation continuing to deliver diverse, inclusive, and high-impact programming that supports quality of life across the parish.

2025 Community Recreation Marketing Objectives

Overall Outcomes:

- Community Recreation fulfilled $113,717 of its contracted paid advertising spend of $115,705 for 2025. $5,300 of the budgeted $14,295 contingency funds were used. Unspent funds were allocated to be spent with Facebook, WBRZ and the Advocate.
- Paid Advertising resulted in 45,083,151 Impressions and 172,765 clicks/sessions.
- The Graphic Designers have produced 3,800 unique designs for Community Recreation.
- The Print Shop has completed 586 print jobs for Community Recreation in 2025.
- Social Media - In addition to paid social media advertising, 172 posts were generated across BREC's social media platforms resulting in a total reach of 369,436 total impressions and 3,615 engagements for Community Recreation.

Objective 1: Promote community recreation programs to increase program participation and educate the public about the inclusivity of all community recreation programs.

Outcomes:

- $22,113 of overall ad purchase was spent for this objective Baton Rouge Family Fun, Baton Rouge Parents Magazine, Facebook and Instagram, LPB, Porch & Parish, Red Stick Mom, Screenvision, The Advocate, WAFB and WBRZ.
- Paid advertising resulted in the following results: 1,059,390 impressions and 15,572 sessions/results

- Graphic Designers completed 310 unique design tasks for community recreation programs and facilities.
- The Print shop produced 207 jobs, totaling 19,155 items for this objective.
- Social Media - 59 posts were generated across BREC social media platforms resulting in 71,151 total impressions for recreation programs. However, programs were promoted in location-based posts which is not reflected in the numbers above.

Objective 2: Promote community recreation events to ultimately increase attendance and park visitation.

Outcomes:

- $27,806 of overall ad purchase was spent for this objective with Cumulus (106.5), iHeart Media (96.1 and 102.5), Guaranty Media (98.1 and 100.7), The Advocate, WAFB, WBRZ, Baton Rouge Family Fun, Red Stick Mom, Lamar, JCW Productions and Facebook and Instagram.
- Spend per event can be broken down by the following: Community Bonfire ($500); Sweetheart Soiree ($300); Easter Events ($200); Egg Hunt After Dark ($1,450); Eggstravaganza ($4,125); Fae Fest ($900); Fall Programs ($300); Full Moon Fete ($4,500); Halloween Events ($3,881); HOWLoween ($450), Let It Sneaux ($7,700); Mardi Gras Fun Run ($950); Paws + Cottontails ($1,300); Rocky Horror ($2,150) To note: Extra dollars may have been spent for these events as a part of another objective's reallocation.
- Paid advertising resulted in the following results – 4,402,192 impressions and 120,443 sessions/results.
- 511 unique design tasks were created and 217 print jobs with 34,384 items were fulfilled for recreation community events in 2025. Community Events has the highest total of design tasks and print jobs of the entire agency which shows the large capacity of events and production that is being done.
- In addition to Community Events, BREC on the Geaux also falls under this objective which received 122 unique designs and 44 print jobs totaling in 3,162 items.
- Social Media – 59 posts were generated across BREC social media platforms resulting in 207,289 total impressions and 2,393 engagements for recreation community events/BREC on the Geaux.
- Contingency with JCW Productions for Event Video and Event Photography totaling in $2,300.

<u>Objective 3:</u> <u>Promote community recreation summer camps to maintain a minimum of 80% of the overall maximum capacity.</u>

Outcomes:

- Summer Camp is our biggest campaign of the year. In addition to all of the paid advertising and graphic design materials that are listed below, we also promoted camp through press releases, television interviews, radio interviews, hyperlocal newspaper ads, commission meeting videos, e-blasts through brec.org, special webpage just for camp (brec.org/summercamp) and a digital version of the Summer PlayBook promoted at over 35 news stand racks at local businesses and at all BREC facilities.
- The brec.org/camps page received a total of 44,524 views.
- $43,666 of overall ad purchase was spent for this objective with 225 Magazine, Baton Rouge Parents Magazine, Central Speaks, Zachar Post, Porch & Parish, Wearin' of the Green Parade Magazine, WAFB, WBRZ, Lamar, Baton Rouge Family Fun, Cox, The Advocate, Red Stick Mom, Hulu, and Facebook and Instagram.
- Paid advertising resulted in the following results 34,686,490 impressions *(Note: This number of impressions does not accurately reflect all contracted media as results are not given for TV Commercials or Movie Theatres) and 20,824 sessions/results.*
- 56 unique design tasks were created and 26 print jobs were fulfilled for community recreation summer camp in 2025.

<u>Objective 4:</u> <u>Promote and educate the public about adaptive recreation programs for patrons with cognitive and intellectual disabilities to increase attendance in BREC's Adaptive programming.</u>

Outcomes:

- $4,050 of overall ad purchase was spent for this objective with Cox, Baton Rouge Family Fun, Red Stick Mom, Facebook and Instagram.
- Paid advertising resulted in the following results: 334,207 impressions and 2,201 sessions/results.
- 50 unique design tasks were created and 35 print jobs were fulfilled for adaptive in 2024.
- Social Media - 22 posts were generated across BREC social media platforms resulting in 37,573 total impressions and 322 engagements for adaptive programs. *This does not include the BREC Adaptive Facebook Group.*

<u>Objective 5:</u> <u>Promote BREC's Adult Leisure facilities, programs, and events to increase awareness and participation in Adult Leisure activities.</u>

Outcomes:

- $5,050 of overall ad purchase was spent for this objective with WAFB, The Advocate, WBRZ and WRKF.
- Paid advertising resulted in the following results: 862,612 impressions and 934 sessions/results
- 26 unique design tasks were created and 11 print jobs were fulfilled for adult leisure in 2024.

- Social Media - 5 posts were generated across BREC social media platforms resulting in 11,581 total impressions and 152 engagements for adult leisure programs.

Objective 6: Increase rental opportunities by promoting amenities as safe and affordable rental spaces for the public.

Outcomes:

- $700 of the overall ad purchase was spent for this objective with Red Stick Mom for the Birthday Party Guide listing.
- However, $1,694 from this objective was allocated to the promotion of Community Recreation events (International Yoga Day, Community Bonfire, Fae Fest, Halloween Events, HOWLoween and Rocky Horror) due to unwanted promotion for rentals at this time. Vendors included Baton Rouge Family Fun, WBRZ, Southern University and Facebook and Instagram.
- Paid advertising resulted in the following results: 172,783 impressions and 1,495 sessions/results
- 4 print jobs were fulfilled for rentals for 2025.

Objective 7: Promote BREC's Youth Enrichment programming for youth and teens to generate awareness of and increase participation in new programs and events.

Outcomes:

- $8,639 of overall ad purchase was spent for this objective with Cox, Baton Rouge Family Fun, Facebook and Instagram, Red Stick Mom and WBRZ.
- Paid advertising resulted in the following results: 1,291,716 impressions and 3,929 sessions/results
- One repetitive campaign for this objective is holiday camps, which webpage received 10,029 views during 2025.
- 149 unique design tasks were created and 49 print jobs were fulfilled for youth enrichment and teen programming in 2025.
- Social Media – 24 posts were generated across BREC social media platforms resulting in 73,847 total impressions and 600 engagements for adult leisure programs

2026 Community Recreation Marketing Objectives

Objective 1: Promote community recreation events to ultimately increase attendance and park visitation.

Objective 2: Promote community recreation programs to increase program participation and educate the public about the inclusivity of all programs and facilities throughout East Baton Rouge Parish.

Objective 3: Promote BREC summer camps to drive registration to maintain a minimum of 80% of the overall capacity.

Objective 4: Promote and educate the public about adaptive recreation programs for patrons with cognitive and intellectual disabilities to increase attendance in BREC's adaptive programming.

Objective 5: Expand awareness and participation in BREC's Adult Leisure facilities and programs.

Objective 6: Promote general recreation rental opportunities by positioning BREC amenities as affordable spaces for rental opportunities through paid advertising and organic web traffic.

Objective 7: Promote BREC's enrichment programming for youth and Teens to generate awareness of and increase participation in new and existing programs and events such as BREC Beginnings, Camp Red Stick, holiday camps and the overall Teen program.

Bluebonnet Swamp

Bluebonnet Swamp Nature Center (BSNC) provides the means for people to make meaningful, lasting connections to nature through environmental education and recreation opportunities while also exploring the relationship between people and Bluebonnet Swamp landscapes and how they continue to influence each other.

In 2025, Bluebonnet Swamp Nature Center (BSNC) welcomed approximately 36,500 visitors, continuing its mission to connect people with nature through environmental education and recreation. Major improvements were completed to the Education Building, including HVAC repairs, new ductwork, and energy-efficient lighting, windows, and doors. These upgrades allowed the building to fully reopen for rentals ahead of summer camp, positioning BSNC for increased bookings in 2026.

Special events and programming supported strong community engagement. The Wonders of Wildlife program was incorporated into the annual Swamp Birthday celebration, marking BSNC's 28th anniversary. The free event attracted 825 visitors, many of them first-time guests, and featured educational exhibitors, live animal encounters, arts and crafts, and family activities.

Visitor amenities were enhanced with improvements to the Polliwog Pond children's play area, adding comfortable seating and interactive learning features that encouraged longer family visits. Retail operations also saw record success, with Bee Hive Gift Shop sales exceeding $55,000, driven by expanded branded merchandise developed in collaboration with multiple vendors.

Following the loss of a long-time Timber Rattlesnake resident, the BREC Foundation assisted with the acquisition of a new exhibit animal, ensuring continued educational opportunities for visitors. Overall, BSNC experienced a 14 percent increase in general admission, due in part to increased tourism associated with major regional events.

2025 Bluebonnet Swamp Marketing Objectives

Overall Outcomes:

- The Bluebonnet Swamp Nature Center marketing plan has a total budget of $20,000 and spent $19,603 of its total budget which $1,170.00 was contingency.
- Paid advertising resulted in 1,638,696 impressions and 17,084 sessions.
- The graphic designers have produced 136 unique designs.
- The Print Shop has completed 39 print jobs including 3,593 items and $1,116.61 spent.
- In addition to paid social media advertising included in the paid advertising section above, BREC's social media platforms generated 17 Facebook posts were generated on reaching 63,573 users, totaling 105,540 impressions; 15 Instagram posts resulting in 542 likes, reaching 16,979 users, totaling 24,884 impressions.
- The BSNC and related webpages had 69506 pageviews with 48269 of those views being unique pageviews.

Objective 1: Increase awareness and establish brand identity as a conservation facility and local family destination, as well as a top destination for tourists to Baton Rouge, ultimately increasing annual attendance.

Outcomes:

- $4,485 of the overall advertising budget has been spent for this objective via Ad Source Billboard ads, Baton Rouge Parents Magazine Ads, Southern University Student Media Social Media, and The Advocate Ads.
- Paid Advertising resulted in 197,513 impressions and 5,170 sessions.

Objective 2: Increase attendance to BSNC events including Swamp Art Show, Rockin' at the Swamp, Haunted Hikes, etc.

Outcomes:

- $7,938 of the overall advertising budget has been spent for this objective via 225 Magazine, Baton Rouge Family Fun, Baton Rogue Parents Magazine, Baton Rouge Weekly Press, Facebook and Instagram Ads, Red Stick Mom, The Advocate, WAFB and inRegister.
- Paid Advertising resulted in 532,693 impressions and 7,927 sessions.

Objective 3: Achieve and maintain full capacity for educational programming including field trips, Trail Time for Toddlers, Swamp School and camps with an emphasis on CIT programs during summer camp.

Outcomes:

- $3,900 of the overall advertising purchase has been spent for this objective via Baton Rouge Family Fun, The Advocate, and inRegister.
- Paid Advertising resulted in 436,982 impressions and 2,535 sessions.

Objective 4: Increase registration and participation in the annual pass program.

Outcomes:

- $800 of the overall advertising purchase has been spent for this objective via The Advocate.
- Paid Advertising resulted in 50,000 impressions and 1,063 sessions.

Objective 5: Promote facility rentals for corporate, meetings, events and birthday parties.

Outcomes:

- $2,480 of the overall advertising purchase has been spent for this objective via Baton Rouge Family fun and WAFB.
- Paid Advertising resulted in 421,508 impressions and 389 sessions.

2026 Bluebonnet Swamp Marketing Objectives

Objective 1: Increase awareness and establish brand identity as a conservation facility and local family destination, as well as a top destination for tourists to Baton Rouge, ultimately increasing annual attendance.

Objective 2: Increase attendance to BSNC events including Swamp Art Show, Rockin' at the Swamp, Haunted Hikes, etc.

Objective 3: Achieve and maintain full capacity for educational programming including field trips, Trail Time for Toddlers, Swamp School and camps.

Objective 4: Increase registration and participation in the annual pass program.

Objective 5: Promote facility rentals for corporate meetings, events, and birthday parties.

Conservation

In 2025, BREC Conservation advanced its mission to promote environmental education, recreation, and stewardship across East Baton Rouge Parish through parish-wide programming based out of Frenchtown Conservation Station and other dedicated conservation sites.

BREC Conservation officially took occupancy of Frenchtown Nature Station, marked by a ribbon-cutting event held in conjunction with the 2025 City Nature Challenge. The event highlighted the station's focus on encouraging positive interactions with Baton Rouge's natural spaces while strengthening partnerships with organizations that share similar conservation goals.

The Nature Explorers Summer Camp completed its first full summer of sessions at Frenchtown Nature Station, reaching approximately 85 percent capacity. Enrollment remained strongest in the 10–13-year-old sessions, consistent with prior trends, while July sessions saw increased participation among 7–10-year-olds as families grew more familiar and comfortable with the new location.

Legacy conservation programs maintained generally consistent attendance, though participation declined slightly in the second half of the year. New offerings such as Coffee at Cohn and Nourished by Nature expanded weekday, adult-focused programming designed for patrons with nontraditional schedules. These programs showed steady growth over time, establishing a strong core group of repeat participants by the end of 2025.

Weather conditions impacted attendance at spring special events, including the February Catfish Rodeo and March Bioblitz, which proceeded despite early morning freezes and forecasted storms. Attendance rebounded for the Fall 2025 Catfish Rodeo, though water conditions prior to the event affected overall fish counts. Lessons learned informed the development of a revised action plan to mitigate similar challenges at future events.

2025 Conservation Marketing Objectives

Overall Outcomes:

- The Conservation marketing plan has a total budget of $15,000 and spent $14,099 of its budget, of which $2,457.37 was from contingency.
- Paid advertising resulted in 1,518,702 impressions and 20,528 sessions.
- The graphic designers have produced 127 unique designs.
- The Print Shop has completed 21 print jobs, including 391 items, totaling $1,303.51.
- In addition to paid social media advertising included in the paid advertising section above, BREC's social media platforms generated 42 Facebook posts were generated on reaching 106,949 users, totaling 169,004 impressions; 30 Instagram posts resulting in 713 likes, reaching 16,742 users, totaling 21,671 impressions.
- The Conservation-Recreation and related webpages had 21,607 pageviews with 15,722 of those being unique pageviews.
- 1 press release was distributed about the annual Rainbow Trout contest and achieved a 41.08% open rate (37 opens.)

Objective 1: Increase awareness in the community about the BREC Conservation mission, fishing, walking and hiking facilities and nature areas.

Outcomes:

- $4,211 of the overall advertising budget has been spent for this objective with advertising Cumulus Radio, Louisiana Travel, 225 Magazine, Southern University and The Advocate.
- Paid Advertising resulted in 145,313 impressions and 2,497 sessions.

Objective 2: Increase registrations for Conservation programming.

Outcomes:

- $3,694 of the overall advertising purchase has been spent for this objective with advertising using Baton Rouge Family Fun, Facebook & Instagram Ads, Porch & Parish social ads, and Red Stick Mom.
- Paid Advertising resulted in 418,597 impressions and 7,855 sessions.

Objective 3: Increase attendance to BioBlitz.

Outcomes:

- $1,145 of the overall advertising purchase has been spent for this objective with advertising using Facebook and Instagram Ads, Southern University, The Advocate.
- Paid Advertising resulted in 146,261 impressions and 1,078 sessions.

Objective 4: Increase registrations to biannual Catfish Rodeo.

Outcomes:

- $2,579 of the overall advertising purchase has been spent for this objective with advertising using Baton Rouge Family Fun, Facebook & Instagram, Guaranty Media Radio Ads, WAFB digital ads, iHeart Radio digital ads.

- Paid Advertising resulted in 361,064 impressions and 3,065 sessions.

Objective 5: Increase registration for summer and holiday camps.

Outcomes:

- $2,471 of the overall advertising purchase has been spent for this objective with advertising using Baton Rouge Family Fun, Facebook & Instagram, Guaranty Media Radio Ads, WAFB digital ads, iHeart Radio digital ads.
- Paid Advertising resulted in 447,467 impressions and 6,033 sessions.

2026 Conservation Marketing Objectives

Objective 1: Increase registrations for Conservation programming.

Objective 2: Increase attendance at Bioblitz.

Objective 3: Increase attendance at biannual Catfish Rodeos.

Objective 4: Increase registration for summer and holiday camps.

Highland Road Park Observatory

The Highland Road Park Observatory (HRPO), founded in 1997 through a partnership between BREC, LSU's Department of Physics and Astronomy, and the Baton Rouge Astronomical Society (BRAS), continued to serve as a regional center for astronomy education, research, and public engagement in 2025. Each partner remained actively involved, with LSU utilizing the facility for academic coursework, BRAS supporting public programs and observational initiatives, and BREC leading the majority of public-facing educational and recreational programming.

HRPO recorded 6,887 visits during the 2025 calendar year. Public programming included solar, twilight, and evening viewings; major celestial events such as eclipses and meteor showers; lectures; camps; and STEM-focused educational offerings. While weather conditions affected a notable portion of scheduled viewing opportunities, community interest remained strong, particularly for special celestial events, public lectures, and recurring evening programs.

Educational use of the facility remained a core strength. LSU once again held graduate-level coursework at HRPO requiring use of the observatory's professional-grade telescope, while school, homeschool, and adult groups continued to participate in field trips and guided programming. The Science Academy and youth camps maintained solid participation, and BRAS hosted regular public meetings and utilized the site for equipment testing and volunteer-supported programs.

HRPO also expanded its role as an advocate for dark-sky awareness and environmental stewardship. Interest generated by the Natural Sky Conference reflected growing public concern about regional light pollution and its impacts on astronomy, wildlife, and human health, reinforcing HRPO's importance as both an educational resource and a conservation-minded community asset.

2025 Highland Road Park Observatory Marketing Objectives

Overall Outcomes:

- The Highland Road Park Observatory (HRPO) fulfilled $9,269.84 of the contracted paid advertising in 2025 of the $9,120 contracted spend.
- Paid Advertising resulted in 1,104,057 impressions and 34,986 unique clicks.
- The graphic designers produced 69 unique designs for HRPO
- The Print Shop completed 13 print jobs for HRPO.
- Communications distributed 12 e-newsletters for HRPO. The Planetary Post was distributed monthly January-December garnering 15,713 opens and 601 clicks.
- Social Media - In addition to paid social media advertising included in the paid advertising section above, 14 organic posts were generated across BREC social media platforms (Facebook and Instagram) resulting in a total reach of 19,295 for Observatory initiatives. In addition, HRPO's Facebook page generated 70,000 impressions, generating a reach of 786 across 51 total posts.

Objective 1: Increase Highland Road Park Observatory event attendance for International Astronomy Day and Spooky Spectrum, and maintain online presence through organic and paid social media advertising.

Outcomes:

- $3,070 of the overall ad purchase was spent for this objective in radio, digital, and social media advertising with The Advocate, WAFB, Baton Rouge Family Fun, Guaranty Media and Facebook/Instagram.
- Paid advertising resulted in the following results: 448,401 impressions and over 3,444 clicks/sessions.
- In addition, $149.93 originally contracted to be spent to promote IPT Rentals was unused due to fully booked rentals and reallocated to this objective, resulting in 81,593 impressions and 770 clicks.

<u>Objective 2:</u> <u>Continue to position Highland Road Park Observatory as a resource for astronomy related programming and interest among social and paid media sources to increase attendance and exposure of the facility.</u>

Outcomes:

- $3,899.97 of the overall ad purchase was spent for this objective in print, radio, digital, photography and social media advertising with WRKF, WBRH, The Advocate, and Facebook/Instagram.
- Paid advertising resulted in the following results: 338,240 impressions and over 28,500 clicks/sessions.
- In addition, $360 originally contracted to be spent to promote Aquatics Events was unused due to delayed opening and reallocated to this objective, resulting in 49,441 impressions and 43 clicks.

<u>Objective 3:</u> <u>Maintain attendance at summer camps, holiday camps and Science Academy Saturday programming, while increasing attendance for STEM Academy.</u>

Outcomes:

- $1,700 of the overall ad purchase was spent for this objective in digital, and social media advertising with Baton Rouge Family Fun, BR Parents Magazine, Red Stick Mom and Facebook/Instagram.
- Paid advertising resulted in the following results: 79,479 impressions and 1,105 clicks/sessions.
- In addition, $148.34 originally contracted to be spent to promote IPT Rentals was unused due to fully booked rentals and reallocated to this objective, resulting in 23,547 impressions and 265 clicks.

2026 Highland Road Park Observatory Marketing Objectives

<u>Objective 1:</u> <u>Increase Highland Road Park Observatory event attendance for International Astronomy Day and Spooky Spectrum, and maintain online presence through organic and paid social media advertising.</u>

<u>Objective 2:</u> <u>Continue positioning HRPO to increase enthusiasm about astronomy-related programming through social media, paid media, and partnerships, to boost attendance and exposure of the facility.</u>

<u>Objective 3:</u> <u>Maintain attendance of summer and holiday camps, adult classes, and STEM expansion, while increasing attendance for Lecture Series and special programming.</u>

Outdoor Adventure & Extreme Sports

In 2025, Outdoor Adventure & Extreme Sports continued to advance equitable access to active, inclusive recreation opportunities that strengthen community connections across East Baton Rouge Parish.

Outdoor Adventure programming expanded access and participation through strategic program growth and partnerships. Youth divisions were introduced at the Comite Classic and Hooper Hustle mountain bike races, significantly increasing overall registration and creating new competitive opportunities for young riders.

Public access to paddling recreation was enhanced with the installation of a self-service kayak rental kiosk at Milford Wampold Memorial Park, the only amenity of its kind in the parish. Favorable weather conditions and improved water quality at the LSU Lakes supported increased participation in paddling programs, while the Great Family Campout saw continued growth despite a rescheduled date. Collaboration with the Baton Rouge Area Mountain Bike Association (BRAMBA) resulted in a revised Memorandum of Understanding, strengthening coordination for trail maintenance and event support.

Extreme Sports programming demonstrated resilience and growth throughout the year. After an extended vacancy, the Facility Supervisor position at the Skatepark at Perkins Road Community Park was filled in the fourth quarter, restoring dedicated on-site leadership. Despite staffing challenges earlier in the year, all programs and events were delivered as scheduled, with no cancellations.

Inclusive youth programming and intentional community-building efforts continued to position the skatepark as a premier destination for families and young riders. Events such as Roller Jam, Bike Fest, and Summer Kick Off expanded engagement across skateboarding, BMX, scooters, and roller sports, strengthening connections among diverse user groups and reinforcing the park as a welcoming space for all wheeled recreation. Continued strong interest and program quality resulted in a fully enrolled summer camp, reflecting sustained community demand and confidence in Extreme Sports offerings.

2025 Outdoor Adventure Marketing Objectives

<u>Overall Outcomes:</u>

- The Outdoor Adventure marketing plan has a total budget of $15,000 and has spent $14,963 of its total budget, of which $1,048.25 was contingency budget.
- Paid advertising resulted in 1,348,221 impressions and 9,100 sessions.
- The graphic designers have produced 144 unique designs.
- The Print Shop has completed 32 print jobs, including 892 items, totaling $2,119.56 spent.
- In addition to paid social media advertising included in the paid advertising section above, BREC's social media platforms generated 12 Facebook posts were generated on reaching 29,844 users, totaling 46,355 impressions; 10 Instagram posts resulting in 296 likes, reaching 6,543 users, totaling 9,549 impressions.
- The Outdoor Adventure webpage and related webpages had 18241pageviews with 13335 of those views being unique pageviews.

<u>Objective 1:</u> <u>Increase awareness in the community to increase average registration and attendance for camps and programs including kayaking courses, camping, archery classes, and biking courses.</u>

Outcomes:

- $8,590 of the overall advertising budget has been spent for this objective with social media ads on Facebook and Instagram and 225 Magazine, print ads with 225 Magazine, and digital ads (OTT) on Hulu.
- Paid Advertising resulted in 358,225 impressions and 2,392 sessions.

Objective 2: Increase registrations for running-based events.

Outcomes:

- $2,439.18 of the overall advertising budget has been spent for this objective with social media ads on Facebook and Instagram, digital ads on Red Stick Mom, WAFB and The Advocate.
- Paid Advertising resulted in 406,855 impressions and 2,658 sessions.

Objective 3: Increase registrations for mountain biking events.

Outcomes:

- $1,384.35 of the overall advertising purchase has been spent for this objective with social media ads on Facebook and Instagram, digital ads on The Advocate.
- Paid Advertising resulted in 233,660 impressions and 1,307 sessions.

Objective 4: Increase participation in family and dog-friendly events, including Great Family Campout, Reindog Run, and Reindeer Ride.

Outcomes:

- $2,549 of the overall advertising purchase has been spent for this objective with social media ads on Baton Rouge Family Fun, Facebook and Instagram Ads and the Advocate; digital ads The Advocate, WAFB and Red Stick Mom.
- Paid Advertising resulted in 349,481 impressions and 2,743 sessions.

2026 Outdoor Adventure Marketing Objectives

Objective 1: Increase awareness in the community to increase average registration and attendance for programs, courses and camps.

Objective 3: Increase registrations for mountain-biking events.

Objective 4: Increase registrations for family events, including Great Family Camp Out and Reindog Run.

2025 Extreme Sports Marketing Objectives

Overall Outcomes:

- The Extreme Sports marketing plan has a total budget of $13,000 and has spent a total $12,629.23 of which $1,178.74 was from contingency funds.
- Paid advertising resulted in 981,225 impressions and 9,379 sessions.
- The graphic designers have produced 44 unique designs.
- The Print Shop has completed 5 print jobs, including 213 items, $360.83 spent.
- In addition to paid social media advertising included in the paid advertising section above, BREC's social media platforms generated 10 Facebook posts were generated on reaching

11,824 users, totaling 16,299 impressions; 7 Instagram posts resulting in 166 likes, reaching 4,508 users, totaling 6,449 impressions.

- The Extreme Sports webpage and related webpages had 10,923 pageviews with 7,605 of those views being unique pageviews.

Objective 1: Increase overall awareness of Extreme Sports facilities and amenities in the parish to increase visitation and overall participation.

Outcomes:

- $6,249.97 of the overall advertising budget has been spent for this objective via 225 Magazine, Hulu, and Tilt Agency for video production; 48% video production, 38.4% digital, 13.6% social media.
- Paid Advertising resulted in 384,281 impressions and 4,404 sessions.

Objective 2: Maintain participation in revenue generating programming.

Outcomes:

- $4,469.9 of the overall advertising purchase has been spent for this objective via Baton Rouge Family Fun, Facebook and Instagram and The Advocate; 53.7% digital, 46.3% social media.
- Paid Advertising resulted in 519,937 impressions and 4,734 sessions.

Objective 3: Grow attendance at Extreme Sports events such as BR Bike Fest, Summer Kick Off, Ride-N-Roll, and Roller Jam.

Outcomes:

- $1,909.36 of the overall advertising budget has been spent for this objective via Facebook and Instagram and Baton Rouge Family Fun. 100% was social media.
- Paid Advertising resulted in 384,281 impressions and 4,404 sessions.

Objective 4: Promote facility and equipment for rental opportunities such as private clinics, birthday parties, and track and equipment rentals.

Outcomes:

- No advertising dollars were spent on this objective.

2026 Extreme Sports Marketing Objectives

Objective 1: Increase overall awareness of Extreme Sports facilities in the parish.

Objective 2: Maintain participation in revenue generating programming.

Objective 3: Grow attendance at Ride-N-Roll, Summer Kick-Off, BR Bike Fest, and Roller Jam.

<u>Objective 4:</u> <u>Promote facility and equipment for rental opportunities such as private clinics, birthday parties, and track & equipment rentals.</u>

Aquatics

Community Pool attendance was drastically higher for 2025 compared to 2024, largely in part to the opening of Howell Community Park Pool but both Anna T. Jordan and City-Brooks Community Park Pools saw slightly higher usage also.

Liberty Lagoon did not faire as successfully as the Community Pools. Large scale mechanical issues with the pool pumps resulted in the facility not opening until early July compared to Memorial Day weekend. This 7 week delay in opening resulted in a significant decrease in self-generated revenue as well as the ability for families to beat the heat for the first half of summer. Following the departure of BREC's Aquatics Manager shortly before the start of the season,

BREC contracted with SELA aquatics to train lifeguards and to provide day-to-day maintenance and oversight of the complex once we opened in July. With major repairs made in 2025 to this facility and with an operational overhaul planned for 2026, we are excited to bring a better Liberty Lagoon to East Baton Rouge Parish next year.

2025 Aquatics Marketing Objectives

<u>Overall Outcomes:</u>

- The Aquatics marketing plan fulfilled its contracted paid advertising spend of $25,863.38 from a total budget of $33,000.
- Paid Advertising resulted in 5,917,599 impressions and 443,208 unique clicks.
- The graphic designers produced 89 unique designs for Aquatics.
- The Print Shop completed 20 print jobs for Aquatics.
- In addition to the paid social media advertising included in the paid advertising section above, 4 organic posts were generated across BREC social media platforms (Facebook and Instagram) resulting in total reach of 10,254 for Aquatics initiatives from the BREC platforms.
- Liberty Lagoon's Facebook page generated 24 posts resulting in 148,4000 total impressions, and 316 link clicks. The Liberty Lagoon Facebook page had 68,451 site visits, generating 1,440 new follows.

- The brec.org/aquatics webpage had 14,067 page views with 6,426 total users.
- The Liberty Lagoon website had 130,909 total session views and 82,762 of that being new users.

Objective 1: Promote Liberty Lagoon as a safe, fun and affordable summer destination, increasing general admission attendance through online ticketing and season pass purchases and increasing facility feedback through surveys and online reviews.

Outcomes:

- $12,321.98 of the overall ad purchase was spent for this objective in Print, Visual Display, Radio, Digital and Social Media advertising with COX, Facebook/Instagram, Baton Rouge Family Fun, iHeart Media, Cumulus Media, Lamar, Hulu, The Advocate, WAFB, WBRZ, Red Stick Moms.
- Paid advertising resulted in the following results: 4,779,079 impressions and 432,670 sessions.

Objective 2: Maintain popularity of facility rentals by promoting Liberty Lagoon as a unique and ideal space for rental opportunities, including summer field trips, birthday parties and exclusive park rentals through online media.

Outcomes:

- $1,645 of the overall ad purchase was spent for this objective in Digital and Social Media advertising with Baton Rouge Family Fun, Facebook/Instagram, Porch and Parish, and Baton Rouge Parents Magazine.
- Paid advertising resulted in the following results: 60,837 impressions and 142 sessions.

Objective 3: Promote Liberty Lagoon and aquatics programming including swim lessons and adaptive opportunities through purchased media, keeping the website up to date, encouraging online registration and maintaining overall program attendance.

Outcomes:

- $875 of the overall ad purchase was spent for this objective in Social Media advertising with Baton Rouge Family Fun, Facebook/Instagram, Baton Rouge Parents Magazine.
- Paid advertising resulted in the following results: 27,322 impressions and 57 sessions.

Objective 4: Promote Liberty Lagoon and aquatics programming and events such as the End of the Year Pool Pawty, Movies at the Lagoon, the Inclusive Luau, and FlowRider Lessons through organic and purchased media.

Outcomes:

- $3,960.06 of the overall ad purchase was spent for this objective in Social Media and Digital advertising with Guaranty, 225 Magazine, Facebook/Instagram, Baton Rouge Family Fun, The Advocate, WAFB and WBRZ.
- Paid advertising resulted in the following results: 359,571 impressions and 2,858 sessions.

- With $559.94 of contracted spend held and used for Art Programming, HRPO Events, and Tennis Programming.

Objective 5: Raise awareness and brand positivity for BREC Aquatics both online and offline including BREC pools, splash pads and public programs. Utilize contracted media, social media, and public relations efforts to secure and maintain facility and program support.

Outcomes:

- $4,820 of the overall ad purchase was spent for this objective in Social Media, Print and Digital advertising with Facebook/Instagram, Red Stick Moms, Baton Rouge Family Fun, Baton Rouge Parents Magazine, Porch and Parish and The Advocate.
- Paid advertising resulted in the following results: 207,624 impressions and 4,746 sessions.

2026 Aquatics Marketing Objectives

Objective 1: Promote Liberty Lagoon as a safe, fun and affordable summer destination, increasing general admission attendance through online ticketing and season pass purchases and increasing facility feedback through surveys and online reviews.

Objective 2: Maintain popularity of facility rentals by promoting Liberty Lagoon as a unique and ideal space for rental opportunities, including summer field trips, birthday parties and exclusive park rentals with promotion of the new online booking feature.

Objective 3: Promote Liberty Lagoon and aquatics programming including swim lessons and adaptive opportunities through purchased media, keeping the website up to date, encouraging online registration, and maintaining overall program attendance.

Objective 4: Promote Liberty Lagoon and aquatics programming and events such as End of the Year Pool Pawty, Movies at the Lagoon, the Inclusive Luau, and FlowRider Lessons through organic and purchased media.

Objective 5: Raise awareness and brand positivity for BREC Aquatics both online and offline including BREC pools, splash pads, and public programs. Utilize contracted media, social media, and public relations efforts to secure and maintain facility and program support.

Athletics

In 2025, BREC Athletics continued to provide diverse sport-related opportunities for residents of all ages across East Baton Rouge Parish. Programming included traditional team leagues, clinics, single-day events, and learn-to-play offerings in sports such as baseball, basketball, softball, volleyball, and non-traditional activities including boxing and futsal. While some leagues are operated solely by BREC, partner-facility leagues with the Louisiana Youth Sports Network and the Central Area Youth League help BREC reach participants that otherwise may not have programming locally.

In addition to program delivery, BREC Athletics managed and operated the parish's primary athletic facilities, including Memorial Stadium, Olympia Stadium, Goldsby Stadium, Central Sports Complex, Hartley/Vey Sports Park (Oak Villa), Flannery Road Park, Kathy Drive Park, and the Lester Roberts Sports Academy. These venues supported a wide range of uses, including BREC leagues, partner-operated programs, weekend tournaments, private organizations, and home venues for local teams, while also serving as destination sites for regional and national sporting events.

Across programs, leagues, tournaments, and spectator activity at BREC's premier complexes and stadiums, Athletics tracked more than 450,000 attendees during the calendar year. This level of participation reflects the continued demand for organized sports, high-quality facilities, and accessible athletic opportunities throughout the parish.

2025 Athletics Marketing Objectives

Overall Outcomes:

- The Athletics marketing plan spent $22,769.46 of its contracted paid advertising spend of $24,310 with an additional contingency spend of $690 for additional social media promotion of summer camps.
- Paid Advertising resulted in 4,270,593 impressions and 54,172 unique clicks.
- The graphic designers produced 107 unique designs for the Athletics marketing account.

- The Print Shop completed 11 print jobs for the Athletics account.
- Social Media - In addition to paid social media advertising included in the paid advertising section above, 7 organic posts were generated across BREC social media platforms (Facebook and Instagram) resulting in a total reach 25,598 impressions for Athletics initiatives.
- Website- The Athletics webpage had 19,802 page views with 8,529 of those views being unique page views.

Objective 1: Promote BREC's year-round adult athletic leagues to increase individual and group registrations

Outcomes:

- $11,669.80 of the overall advertising purchase was spent for this objective with Professional Sports Publications, Guaranty Broadcasting, LSU Student Media, Cox, Southern University, The Advocate, 225 Magazine, Cumulus, Facebook and Instagram.
- Promotion for this objective yielded 1,942,912 impressions with 5,719 clicks.

Objective 2: Promote BREC's year-round youth athletic leagues with specific focus on children with all abilities and skill levels to increase individual and group registrations.

Outcomes:

- $6,499.69 of the overall advertising purchase was spent for this objective with Baton Rouge Parents Magazine, The Advocate, Red Stick Moms, Cumulus, Baton Rouge Family Fun, Facebook and Instagram.
- Promotion for this objective yielded 1,823,004 impressions with 4,360 clicks.

Objective 3: Raise awareness and brand positivity by promoting camps, clinics, programs and tournaments.

Outcomes:

- $1,800 of the overall advertising purchase was spent for this objective with The Advocate.
- Promotion for this objective yielded 215,613 impressions with 1,914 clicks.

Objective 4: Increase awareness and attendance of BREC Athletics' summer camps and clinics.

Outcomes:

- $2,799.97 of the overall advertising purchase was spent for this objective with Baton Rouge Parents Magazine, Baton Rouge Family Fun, Red Stick Moms, Facebook/Instagram and WAFB.
- Promotion for this objective yielded 289,064 impressions with 42,179 clicks.
- In addition, $200 originally contracted to be spent to promote Aquatic's events was unused due to the delayed opening and reallocated to this objective, resulting in 43,404 impressions and 888 clicks.

2026 Athletics Marketing Objectives

Objective 1: Promote BREC's year-round adult athletic leagues to increase individual and group registrations

Objective 2: Promote BREC's year-round youth athletic leagues with specific focus on children with all abilities and skill levels to increase individual and group registrations.

Objective 3: Raise awareness and brand positivity by promoting camps, clinics, programs and tournaments.

Objective 4: Successfully increase awareness and attendance of BREC Athletics' summer camps and clinics.

BREC Art

In 2025, BREC Art continued to expand access to creative experiences for children, youth, and adults through a mix of classes, events, and community partnerships that emphasized hands-on engagement and artistic exploration.

The spring season was highlighted by the 3rd Annual Art Fest, a growing community celebration featuring local child and adult vendors, art demonstrations, live caricatures, children's artwork, and a collaborative community mosaic project. Attendance increased again from previous years, and for the first time the event was held in partnership with the surrounding neighborhood association—establishing a collaboration that will continue annually. BREC Art also introduced its first Earth Day with Clay event, which exceeded expectations and demonstrated strong community interest in accessible, environmentally themed art programming.

New clay-based offerings, including Weekend Bowling, expanded family-friendly opportunities and quickly surpassed initial capacity, prompting additional sessions. Core youth programming remained strong, with Saturday Morning Studios continuing as a flagship class for ages 8–12, offering exposure to a wide range of artistic mediums and foundational skills.

In the fall, BREC Art hosted its first series of open houses at Womack, Baringer, and Drucilla, welcoming patrons into art spaces, introducing instructors, and highlighting upcoming classes. Partnerships also deepened through the launch of Book Day, a collaboration with Line4Line that combined literacy and visual art for children, reinforcing BREC Art's commitment to interdisciplinary learning and community impact.

Ongoing programs such as smARTies, a free afterschool art program, continued to grow and expanded to additional locations, while adult offerings—including Monday Morning and Evening Art—remained consistently popular. The Professional Artist Series, led by local artists, drew strong participation and provided meaningful cultural and educational experiences through workshops and lectures.

Overall, 2025 reflected steady growth, successful new initiatives, and strengthened community connections for BREC Art, reinforcing its role as a welcoming and creative resource across the parish.

2025 BREC Art Marketing Objectives

Overall Outcomes:

- The BREC Art marketing plan spent $12,834.62 of its contracted paid advertising spend of $13,990 with an additional contingency spend of $1,010 for additional social media promotion of summer camps.
- Paid Advertising resulted in 781,706 impressions and 112,255 unique clicks.
- The graphic designers produced 125 unique designs for the BREC Art marketing account.
- The Print Shop completed 10 print jobs for the BREC Art account.
- Social Media - In addition to paid social media advertising included in the paid advertising section above, 49 organic posts were generated across BREC social media platforms (Facebook and Instagram) resulting in a total reach of 87,680 for BREC Art initiatives.

- Website- The BREC Art webpage had 5,792 page views with 2,990 of those views being unique page views.

Objective 1: Increase brand awareness and registration for new and existing programs for all age groups.

Outcomes:

- $7,289.92 of the overall advertising purchase was spent for this objective with inRegister Magazine, The Advocate, 225 Magazine, iHeart, Facebook and Instagram.
- Promotion for this objective yielded 383,526 impressions with 81,333 clicks.
- In addition, $400 originally contracted to be spent to promote Aquatics Events and IPT Rentals was unused due to the delayed opening and fully booked rentals and reallocated to this objective, resulting in 68,447 impressions and 2,019 clicks.

Objective 2: Increase brand awareness for additional art programming such as lectures, exhibits and professional artists demonstrations.

Outcomes:

- $2,945 of the overall advertising purchase was spent for this objective with Baton Rouge Family Fun, Red Stick Moms, Facebook and Instagram.
- Promotion for this objective yielded 218,812 impressions with 29,026 clicks.
- In addition, $199.94 originally contracted to be spent to promote Aquatics Events was unused due to the delayed opening reallocated to this objective, resulting in 64,131 impressions and 587 clicks.

Objective 3: Increase brand awareness, attendance and vendor participation for the annual Art Fest.

Outcomes:

- $2,599.88 of the overall advertising purchase was spent for this objective with Baton Rouge Family Fun, Red Stick Moms, Facebook and Instagram, inRegister.
- Promotion for this objective yielded 179,368 impressions with 1,896 clicks.
- In addition, $1,150 originally contracted to be spent to promote Aquatics Events and IPT Rentals was unused due to the delayed opening and fully booked rentals and reallocated to this objective, resulting in 342,108 impressions and 763 clicks.

2026 BREC Art Marketing Objectives

Objective 1: Increase brand awareness and registration for Adult art programs.

Objective 2: Increase brand awareness and registration for Youth art programs.

Objective 3: Increase brand awareness, attendance and vendor participation in BREC Art community events, studios and workshops.

Farr Park Equestrian Center and RV Park

In 2025, Farr Park Equestrian Center (FPEC) continued its long-standing mission to promote safe, responsible horsemanship while expanding access to equestrian recreation for residents of East Baton Rouge Parish and surrounding communities. Originally built in 1978, Farr Park remains a unique recreational asset, offering close-to-home equestrian experiences near downtown Baton Rouge and the LSU campus.

Farr provided a wide range of programming throughout the year, including riding lessons, adaptive riding, trail rides, holiday and summer camps, and participation in the Interscholastic Equestrian Association for advanced riders. Demand for youth programming remained strong, with Horse Camp once again reaching 100 percent capacity, consistent with prior years.

Beyond equestrian programming, Farr Park supported additional recreational uses through its RV campground, Model Airpark, and bike paths, contributing to its role as a multi-use destination within the BREC system.

In the fall of 2025, BREC hired Dr. Dina Duplantis as the agency's first Director of Equine Operations to oversee the daily management and the strategic development of BREC's equestrian facilities. Dr. Duplantis began with a primary focus on horse health and welfare and is positioned to guide the future growth of BREC's equestrian programs. Looking ahead, her role includes expanding programming, fostering partnerships with other equestrian organizations, and spearheading facility improvements aimed at attracting larger-scale horse shows and rodeo events to Farr Park and other BREC equestrian facilities.

2025 Farr Park Equestrian Center and RV Park Marketing Objectives

Overall Outcomes:

- The Farr Park marketing plan has a total budget of $ $23,000 and has spent a total $22,454, $1,466.77 of which was contingency funds.
- Paid Advertising resulted in 3,469,835 impressions and 17,101 sessions.
- The graphic designers have produced 57 unique designs.
- The Print Shop has completed 9 print jobs including 56 items totaling $451.43 spent.
- In addition to paid social media advertising included in the paid advertising section above, BREC's social media platforms generated 9 Facebook posts were generated on reaching 36,467 users, totaling 49,959 impressions; 8 Instagram posts resulting in 148 likes, reaching 3,756 users, totaling 4,946 impressions.
- The Farr Park webpage and related webpages had 33,539 pageviews with 23,002 of those views being unique pageviews.
- 1 press release was shared regarding Farr Park earning a 50% open rate for 46 opens, 1.1% click rate for 1 click.

Objective 1: Increase general awareness about Farr Park's identity and amenities.

Outcomes:

- $9,540 of the overall advertising budget has been spent for this objective with 13.1% of the spend allocated towards digital ads via WAFB; 52.6% allocated towards print ads via 225 Magazine, Country Roads and Louisiana Travel Association; 34.3% spent on Video and Content Production with Rolovision.
- Paid Advertising resulted in 253,419 impressions and 5 sessions.

Objective 2: Increase volunteer registration for Hearts and Hooves.

Outcomes:

- $1,893.64 of the overall advertising purchase has been spent for this objective Facebook and Instagram social media ads, and digital ads via The Advocate.
- Paid Advertising resulted in 231,402 impressions and 2,892 sessions.

Objective 3: Promote events such as guided trail rides and Open Houses.

Outcomes:

- $4,907 of the overall advertising purchase has been spent for this objective via Baton Rouge Family Fun, Baton Rouge Parents Magazine, Facebook & Instagram, Guaranty Media, The Advocate, and iHeart Media Radio; 58.% radio, 33.2% social media, 8.3% radio.
- Paid Advertising resulted in 670,689 impressions and 6,913 sessions.

Objective 4: Maintain registrations for lessons, summer and holiday camps.

Outcomes:

- No funds were allocated for this objective.

Objective 5: Increase usage of RV Campground rentals year-round and increase reservations of RV Campground during football season.

Outcomes:

- $6,113.56 of the overall advertising purchase was spent for this objective via Facebook and Instagram, Louisiana Travel Association, and Tiger Rag; 87.9% digital, 12.1% social media.

2026 Farr Park Equestrian Center and RV Park Marketing Objectives

Objective 1: Increase general awareness about Farr Park's identity and amenities.

Objective 2: Increase volunteer registration for Hearts and Hooves.

Objective 3: Promote events such as guided trail rides and more.

Objective 4: Maintain registrations for lessons and summer camp.

Objective 5: Increase usage of RV Campground rentals year-round and increase reservations of RV Campground during football season.

Independence Park Theatre and Cultural Center

In 2025, Independence Park Theatre (IPT) continued to strengthen its role as a creative and educational performing arts venue, with particular emphasis on youth development, media arts, and high-quality production experiences.

The Indy Film Fest returned for its second year and saw increased attendance, reinforcing its purpose as a showcase for young filmmakers participating in IPT's Media Arts Camp. Program updates received favorable feedback from both audiences and nominees, with the expanded red-carpet pre-show experience emerging as a standout element that elevated the overall event and participant experience.

Facility improvements supported enhanced production quality throughout the year. IPT replaced its outdated soundboard with a newer model, significantly improving sound clarity and expanding future capacity for wireless microphone use—positioning the theatre to better support larger and more technically complex performances.

IPT's Media Arts program was further strengthened through a new sponsorship with Apple, allowing campers to participate in professional-led field trips focused on editing and media production across multiple formats. Feedback from campers and families was overwhelmingly positive, and Apple approved continued sponsorship of IPT's media arts programming.

In the fall, IPT presented Shrek the Musical TYA as part of its Fall Intensive program, drawing increased audience attendance. A newly introduced audition workshop prior to casting provided

young performers with individualized feedback and confidence-building opportunities, resulting in a more inclusive and successful production experience.

Overall, 2025 reflected continued growth for Independence Park Theatre through thoughtful program enhancements, strategic partnerships, facility investments, and a sustained commitment to youth arts education and community engagement.

2025 Independence Park Theatre & Cultural Center Marketing Objectives

Overall Outcomes:

- The Independence Park Theatre marketing plan spent $14,292.18 of its contracted paid advertising spend of $15,444.
- Paid Advertising resulted in 1,690,664 impressions and 10,815 unique clicks.
- The graphic designers produced 95 unique designs for the Independence Park Theatre marketing account.
- The Print Shop completed 29 print jobs for the Independence Park Theatre account.
- Social Media - In addition to paid social media advertising included in the paid advertising section above, 5 organic posts were generated across BREC social media platforms (Facebook and Instagram) resulting in a total reach of 20,132 impressions for Theatre initiatives. In addition, the Independence Park Theatre Facebook page generated 44 organic posts with a total reach of 24,709 and 507 clicks.

Objective 1: Increase awareness of IPT classes and performances as well as in-house season productions and auditions within the East Baton Rouge Community to increase overall attendance and ticket sales.

Outcomes:

- $6,993.99 of the overall advertising purchase was spent for this objective with 225 Magazine, Cox, WAFB, Baton Rouge Family Fun, Facebook and Instagram, The Advocate.
- Promotion for this objective yielded 742,987 impressions with 4,517 clicks.
- With $148 of contracted spend held and spent on HRPO Space Camp.

Objective 2: Continue to promote facility rentals at Independence Park Theatre with a focus on Independence Event Center to community organizations, business owners, and residents to increase the overall number of rentals.

Outcomes:

- $2,000 of the overall advertising purchase was spent for this objective with Facebook and Instagram.
- Promotion for this objective yielded 261,291 impressions with 506 clicks.
- With $599.88 of contracted spend was held and spent on HRPO Events and Art Programs.

Objective 3: Promote camps and programs by creating awareness of summer camps and education programs to maintain the current level of attendance.

Outcomes:

- $4,000 of the overall advertising purchase was spent for this objective with Cox, Baton Rouge Family Fun, Facebook + Instagram, Baton Rouge Parents Magazine, Red Stick Moms, WAFB.

- Promotion for this objective yielded 452,669 impressions with 1,984 clicks.
- With $700 of contracted spend was unused and re-allocated for Tennis Camps.

2026 Independence Park Theatre & Cultural Center Marketing Objectives

Objective 1: Increase awareness of IPT classes and performances as well as in-house season productions and auditions within the East Baton Rouge Community to increase overall attendance and ticket sales.

Objective 2: Continue to promote facility rentals at Independence Park Theatre with a focus on Independence Event Center to community organizations, business owners, and residents to increase the overall number of rentals.

Objective 3: Promote Independence Park Theatre's summer camps by creating awareness and driving registration to maintain and grow attendance.

Objective 4: Promote Independence Park Theatre's film-focused educational programs to raise awareness and increase participation from youth and adults with interest in film and media arts.

Magnolia Mound

Magnolia Mound, a nationally accredited museum by the American Alliance of Museums and listed on the National Register of Historic Places, continued to serve as a vital cultural and educational resource in 2025. The circa 1790 historic house museum—the oldest documented structure in Baton Rouge—remains a powerful example of the architectural and cultural influences of early African, European, and Caribbean settlers. The 16-acre site includes multiple historic outbuildings, demonstration gardens, a reconstructed kitchen, and a modern visitor center that supports interpretation and public engagement.

Throughout the year, Magnolia Mound advanced its mission to interpret Creole life and culture through educational programs, workshops, lectures, festivals, and special events. BREC continued to work closely with the Friends of Magnolia Mound Plantation under a cooperative endeavor agreement, with supporters, volunteers, and staff collaborating to tell the full and complex history of the site—including honoring and interpreting the lives and contributions of the enslaved individuals whose labor shaped the property and the region.

In 2025, Magnolia Mound successfully achieved reaccreditation with the American Alliance of Museums, reaffirming its commitment to professional standards and excellence in museum operations. A leadership transition also took place with the retirement of the long-term Special Facility Manager and the hiring of a new manager to guide daily operations and future initiatives.

Public engagement continued to grow through partnerships and signature programming. Magnolia Mound expanded its collaboration with American Cruise Line to increase historic site visits through riverboat tours. The site also celebrated its 44th year of summer camp, continuing a long-standing tradition of immersive, hands-on learning for youth.
The 3rd Annual Pumpkin Patch, presented jointly with the Friends of Magnolia Mound, marked the most successful iteration of the event to date, drawing strong participation and reinforcing the value of collaborative programming. Additionally, completion of a new HVAC system in the

Historic House represented a significant investment in the preservation of the structure and improved comfort for both visitors and staff.

Overall, 2025 reflected a year of stewardship, partnership, and continued growth for Magnolia Mound, strengthening its role as a place of learning, reflection, and cultural connection within East Baton Rouge Parish.

2025 Magnolia Mound Marketing Objectives

Overall Outcomes:

- The Magnolia Mound marketing plan has a total budget of $13,000 and has spent a total of $12,898.62, of which $1,466.77 came from contingency funds.
- Paid Advertising resulted in 1,279,211 impressions and 12,531 sessions.
- The graphic designers have produced 52 unique designs.
- The Print Shop has completed 10 print jobs, including 1,162, totaling $720.04 spent.
- In addition to paid social media advertising included in the paid advertising section above, BREC’s social media platforms generated 3 Facebook posts were generated on reaching 2,398 users, totaling 3,699 impressions; 2 Instagram posts resulting in 60 likes, reaching 1,395 users, totaling 1,659 impressions.
- The Magnolia Mound webpage and related webpages had 25,347 page views with 16,962 of those views being unique pageviews.

Objective 1: Increase awareness and visibility of the Magnolia Mound history and mission both in the community and among tourists.

Outcomes:

- $6,580 of the overall advertising budget has been spent on this objective via Country Roads, Hulu, Louisiana Travel Association, The Advocate and WAFB; 71% digital, 28.9% print.
- Paid Advertising resulted in 529,081impressions and 3,221 sessions.

Objective 2: Maintain program participation including first free Sundays, summer and holiday camps.

Outcomes:

- $1,647.53 of the overall advertising purchase has been spent for this objective with Facebook and Instagram Ads and the Advocate; 51.7% social media, 48.3% digital.
- Paid Advertising resulted in 254,998 impressions and 5,185 sessions.

Objective 3: Increase attendance to special events at Magnolia Mound.

Outcomes:

- $3,944.94 of the overall advertising purchase has been spent for this objective via Baton Rouge Family Fun, Country Roads, Cumulus Media, Facebook and Instagram Ads, Louisiana Travel Association, WAFB, and iHeart Media; 31/3% digital, 27.6% print, 24.6% social media, 8.6% FB, 8.1% radio.
- Paid Advertising resulted in 495,132 impressions and 4,125 sessions.

2026 Magnolia Mound Marketing Objectives

Objective 1: Increase awareness and visibility of Magnolia Mound history and mission both in the community and as a tourist destination.

Objective 2: Drive program participation for monthly activities, summer and holiday camps.

Objective 3: Increase attendance at special events.

Tennis

In 2025, BREC Tennis continued to provide high-quality racquet and paddle sport opportunities for residents of East Baton Rouge Parish through facility operations, instruction, clinics, and competitive play. In addition to traditional tennis programming, BREC Tennis provides oversight for the rapidly growing sport of pickleball, supporting both staffed and passive-use courts across the parish.

BREC operates four staffed tennis facilities—Forest Community Park, Highland Road Community Park, Independence Community Park, and the Capital One Tennis Center at City-Brooks Community Park—which are open seven days per week with extended operating hours. The fifth facility at Greenwood Community Park is a Pickleball dedicated facility. These venues are supported by a broader system of neighborhood courts, creating a comprehensive network that serves recreational, instructional, and competitive users.

Across all tennis facilities and programs, more than 85,000 visits were recorded in 2025, generating over $750,000 in gross revenue. This activity reflects sustained demand for organized instruction, league play, and accessible court time throughout the parish.

Pickleball continues to be the one of the fastest growing sports in the country, with demand increasingly outpacing available court space. In response, BREC has worked to increase operating hours at multiple facilities to better accommodate pickleball play while maintaining access for tennis users. Looking ahead, BREC is actively planning for the development of dedicated pickleball courts to meet continued growth and ensure long-term sustainability for both sports.

Overall, 2025 demonstrated strong participation, operational success, and forward-looking planning positioning the program to continue serving a growing and diverse racquet sports community.

2025 Tennis Marketing Objectives

Overall Outcomes:

- The Tennis marketing plan has a total budget of $33,000 and spent $31,646.39 of its contracted budget.
- Paid Advertising resulted in 1,963,937 impressions and 44,422 sessions.
- The graphic designers produced 72 unique designs.
- The Print Shop completed 37 print jobs.

- Social Media - In addition to paid social media advertising included in the paid advertising section above, BREC Tennis's Facebook page generated 63,422 views, generating engagement of 489 across 34 total posts.
- The Tennis webpage and related webpages had 9,960 pageviews with 4,788 of those views being unique pageviews.

Objective 1: Increase awareness about BREC tennis system, court improvements and pro shops to increase overall tennis court usage by the members of the public.

Outcomes:

- $28,446.50 of the overall advertising budget was spent for this objective with Cox, Nexstar, Baton Rouge Family Fun, 225 Magazine, The Advocate, WAFB, Tiger Rag, inRegister.
- Paid Advertising resulted in 1,662,370 impressions and over 39,547 sessions.
- In addition, $231.50 originally contracted to be spent to promote Aquatics Events was unused due to delayed opening and reallocated to this objective, resulting in 6,833 impressions and 994 clicks.

Objective 2: Maintain high registration levels for summer and holiday tennis camps.

Outcomes:

- $649.91 of the overall advertising budget was spent for this objective with Baton Rouge Parents Magazine and Facebook and Instagram Ads.
- Paid Advertising resulted in 138,169 impressions and 1,945 sessions.
- In addition, $850 originally contracted to be spent to promote IPT Rentals was unused due to fully booked rentals and reallocated to this objective, resulting in 37,379+ impressions and 214+ clicks.

Objective 3: Increase registrations for BREC tennis youth and adult programs, lessons and tournaments.

Outcomes:

- $750 of the overall advertising purchase was spent for this objective with The Advocate and Facebook and Instagram Ads.
- Paid Advertising resulted in 76,924 impressions and 1,532 sessions.

Objective 4: Promote Pickleball programing and tournaments for children and adults at the Greenwood Community Park Racquet Facility and the Highland Tennis Center outdoor and indoor courts.

Outcomes:

- $1,799.98 of the overall advertising purchase was spent for this objective with The Advocate, Porch and Parish, Facebook and Instagram Ads.
- Paid Advertising resulted in 86,474 impressions and 1,398 sessions.

2026 Tennis Marketing Objectives

Objective 1: Increase awareness about BREC tennis system, court improvements and pro shops to increase overall tennis court usage by the members of the public.

Objective 2: Maintain high registration levels for summer and holiday tennis camps.

Objective 3: Increase registrations for BREC tennis youth and adult programs, lessons and tournaments.

Objective 4: Promote Pickleball programming for children and adults at the Greenwood Community Park Racquet Facility and the Highland Tennis Center outdoor and indoor courts.

2025

Zoo

ANNUAL REPORT

ZOO

OVERVIEW AND STATUS REPORT

The Baton Rouge Zoo completed Phase I, with a celebration and ribbon cutting on October 5, 2024. A major goal was to earn accreditation from the Association of Zoos & Aquariums once again. This prestigious award of accreditation is the gold standard for zoos and aquariums worldwide. Less than 10% of zoos and aquariums in North America earn this honor. Baton Rouge was accredited by the AZA in March 2024. Historically Baton Rouge was the first zoo in Louisiana to be accredited by the AZA and the 8th to earn accreditation in the United States.

The culmination of Phase I construction includes a total of 8 new exhibits, 11 renovated exhibits, and 12 new buildings. Many of the new exhibits focused on setting the highest standard of animal care and well-being. This work also shifts the zoo's display model from a taxonomic model to a Zoogeographical one. Developing a look and feel of going to those regions of the world.

The Zoo's new entrance complex located in the middle of Greenwood Community Park combines the activities of the zoo, park, and golf. This new structure brings all zoo programming into one convenient location.

The zoo has experienced a 30% increase in attendance since the completion of Phase I. The zoo's attendance in 2019 was 190,341. At the end of the 2025-year attendance was 236,367, a 20% increase. Revenue at the end of the year in 2019 was $1,932,194.00 At the end of 2025, the zoo generated $3,165,169.00. This is a 39% increase in generated revenue. From a review of the numbers, it can be concluded that Phase I of the zoo's reimagination was a success!

Leaning on the success of Phase I, BREC entered a contract with Sasaki architects to design an ambassador animal building for the species that go out to schools, presentations, meet and greet sessions and television experiences. This was a project that was value engineered out of Phase I.

2025 SMART Goals

SMART Goal 1: Maintain current collection plan to support and expand conservation programs – response would be number of programs supported.

Outcomes:

The Baton Rouge Zoo reviews and updates the institutional collection plan annually. The purpose is to allow the zoo opportunities to easily adapt to shifts in population genetics and work with additional species that are managed at a higher level.

As an accredited institutional member of AZA, we have more opportunities to participate with more animal management programs (SSP, TAGS). During the 2025 calendar year, Baton Rouge Zoo participated with animal managers to transfer animals based on genetics to improve animal populations. These transfers ranged from invertebrates to giraffes and rhinos.

There is a small window of time when animals can be transported/shipped due to temperature variants. This time frame is usually during cooler months like Spring and Fall. Regulations are based off the Animal Welfare Act; oversight is through IATA.

Baton Rouge Zoo actively participates in more than 70 animal managed programs. During the 2025 year, the zoo received a total of 55 animals and shipped to other facilities a total of 39 animals. Over this next fiscal year, we expect 7-10 animal shipments either into or out of the collection.

SMART Goal 2: Provide excellent animal care & welfare, leading with best practices.

Outcomes:

The Zoo conducts welfare assessments annually on every species in its collection. If life-altering changes take place, additional assessments are conducted. These additional assessments could involve construction work, loss of a cage-mate, birth, transfer to a new night house, or other quality of life adjustments. These welfare assessments are a critical AZA accreditation standard.

To be open to the public, every zoo in the Unted States must be licensed by the Unites States Department of Agriculture (USDA). We are inspected by the Animal Plant Health Inspection Service (APHIS) with unannounced inspections annually. The license is a 3-year license. Once every 3 years there is an announced inspection. This is a more detailed inspection where we cannot have any deficiencies of the Animal Welfare Act.

SMART Goal 3: Maximize facility renovations to continue enhancing the quality of life of the animal collection.

Outcomes:

A large part of Phase I construction was focused on animal care and welfare or well-being. One of the zoo's strategic goals are to focus on exceptional care from birth to death. We designed features into the exhibits and in their night houses. This allows the animals to assist us in their daily care and medical assessments. This consisted of different features depending on the species. In some cases, we added restraint or transfer hallways, scales inside a transfer space, indoor pool where appropriate, hydronic flooring for temperature regulation, large indoor quarters, and outdoor off exhibit space if an animal needs to be separated from a conspecific.

The zoo is in design with Sasaki architects for an Animal Ambassador building. This structure will house the animals that go off zoo grounds to schools or television studios. During our last AZA inspection this was a major concern of the AZA accreditation commission. The zoo will be working to re-skin the African Flight aviary as well as some additional renovations and removal of outdated spaces.

SMART Goal 4: Continue to expand animal staff professional development to support the growth of the team and maintain best animal care practices.

Outcomes:

In preparing the Zoo's 2025 budget, similar to our goals in 2024's budget, professional workshops, training sessions, conferences, and consultants are included. In the recent past, we have contracted with a leading training and enrichment consultant called Wild Welfare, who conducted on-site training sessions and classes both for the experienced animal technician and the not-so-experienced animal technician. I believe this contract still allows for additional on-site visits for 2026. AZA Workshops for species-specific husbandry are held in other zoological facilities where professional colleagues can learn from others' shared experiences. There are several that take place each year that involve avian incubation techniques, Reginal Aquatic workshops (RAW), to big cat and small cat specialist groups. The zoo budgets a dollar amount to assist in additional training for animal technician staff. We try to rotate the availability so that opportunities are equitable for all staff.

During the year 2025, 2 of our animal technicians were appointed to positions of Vice chair for the Nicobar pigeon SSP and the Abdim stork SSP.

SMARTGoal 5: Continue to refine the Zoo's priorities related to both local and global conservation to create a clear conservation message.

Outcomes:

Through efforts of the Baton Rouge Zoo Foundation, messaging is now tailored to conservation and education. They raised $24,000 for contributions to conservation organizations and programs nationally and internationally which support species we care for at the Zoo. Specific charities and amounts were determined by the Zoo Director and the Executive Director of BR Zoo Foundation. This support is also provided to meet AZA accreditation standards for the Zoo to earn accreditation from AZA. Now that Baton Rouge Zoo is an accredited member of the AZA, we are able to participate in AZA SAFE (Saving Animals From Extinction) and SSP (Species Survival Plans) programs for species that we have at the zoo or locally like Monarchs, Louisiana Pine snake and NA Songbirds SAFE programs.

On-ground programs such as Transactional, rounding up for conservation in our Adventure Market Gift Shop, Flamingo Cafe, admissions booths, coin spinners, and wind simulators have allowed the public the opportunity to provide direct funding to support conservation projects. These conservation funds are held by the Baton Rouge Zoo Foundation. Annually, identified conservation projects receive financial support for the work they conduct in North America and around the globe. These projects include rhino conservation in Africa and Asia, artificial nest boxes for Asian hornbills, cheetah conservation in Zimbabwe, turtle survival projects, and tiger conservation through the Minnesota Zoo Foundation's Tiger fund. The Zoo and BRZF work hard to identify conservation projects that have lasting impacts on animals in the wild and in captivity.

The zoo tries to find projects, programs, and organizations that focus on ecological regions to protect a larger number of species.

SMART Goal 6: Develop guest experiences to be more engaging through increased interactivity between guests, staff, and animals.

Outcomes:

The Education Department presented 420 Animal Meet and Greets with its collection of ambassador animals and biofacts, reaching 15,849 adults and 14,587 children. Once the new Ambassador Animal Building is completed the Education Department will have adequate space to house a larger variety of animals thereby increasing our opportunities to educate more visitors. Regularly scheduled Keeper Chats have resumed upon the completion of construction, and our animal technicians have kept this practice going during public and private events. Keepers delivered educational presentations and showcased enrichment activities during events like I Heart My Zoo Day, Members Night, Zippity Zoo Fest., Red, White, and Zoo Day, Dreamnight, and Boo at the Zoo. They also worked closely with the Education Department to create a schedule packed with exciting activities for children attending the summer Zoo Camp.

The number of birthday parties held at the Zoo increased by 22.7 percent. This special event allows the parties to interact with a few of our ambassador animals during their celebration.

SMART Goal 7: Increase customer service up to 85-90% positive responses ******.

Outcomes:

The zoo did not meet the targeted 85-90% customer satisfaction benchmark for 2025. However, we have identified the contributing factors and have initiated corrective actions to improve performance in the upcoming year.

SMART Goal 8: Incorporate interpretive messaging with cohesive and consistent conservation messages both about saving animals in the wild and what one can do in their own lives.

Outcomes: New educational/informational graphics have been installed at the giraffes, North America and South America exhibits. The Zoo Foundation received a grant from the Fairgrounds Foundation to underwrite these new graphics. As new graphics come out of production, they are replacing the older graphics. These replacement graphics are made from environmentally friendly resin from recycled products. There are plans in progress to develop story line graphics that provide a larger context for specific exhibits. All new animal ID graphics incorporate a conservation message regarding the status of the species in the wild. All education programming contains a conservation message along with an action that each participant can do to help wildlife.

SMART Goal 9: Leverage technology to enhance the guest experience.

Outcomes:

All rental areas of the new entry building have been installed with digital displays to enhance visibility and provide a more state-of-the-art solution. The rental rooms in the downstairs area have displays that can be viewed on one display, or data can be projected on all. These rooms also feature an immersive audio experience. The Frame TV's offer a dual purpose in the Executive Boardroom by providing a singular or dual display option and then offers seasonal artwork viewing when in a screensaver mode. The same display was also used in the conference room which also provides an art piece when not being used for meetings.

SMART Goal 10: Creatively leverage educational outreach with impacts of space limitations in the short term and prepare for new facilities in the longer term.

Outcomes:

With the opening of the new entrance, we have been able to offer programs to larger groups by utilizing multiple classrooms. We can offer two programs simultaneously in separate rooms or present to groups up to 100 students by opening up the divider walls. This new space has also allowed us to offer camp programs to two different age groups each week, increasing the options for parents with multiple children. We have also been able to host larger groups for our Safari Night programs by using two classrooms.

SMART Goal 11: Invest resources to better study guest engagement and satisfaction.

Outcomes:

The Zoo began working with the agency-wide survey platform, Sogolytics, in Q3 2025. A pause was seen due to staff turnaround; however, new staff will be receiving training in order to move to the new surveying platform.

SMART Goal 12: Increase greater community awareness for the zoo by utilizing zoo facilities and experiences to better engage guests with the Zoo's conservation message.

Outcomes:

The response to the completion of Phase I has been impressive. Visitation rose slightly and revenue increased. We continue to receive positive comments from our guests and visitors online. The big question we hear is "What's next?"

Over the past year the zoo has appeared on the WAFB's second hour, the first Friday of each month. This appearance has assisted in keeping the zoo front and center within and around our community. WAFB asked if the zoo would continue through the first 6 months in 2026, we were pleased to accept their offer.

SMART Goal 13: Continue to develop and increase guest amenities to optimize guest comfort, including food, retail, restrooms, etc.

Outcomes:

We have now had one full calendar year in our new Adventure Market Gift Shop and the 2025 sales saw a significant increase. The year-end sales of $627,741.83 showed an increase of 34.3% over 2024 sales.

The location at the exit, as well as the updated décor, merchandising and larger inventory, has been well received by guests.

- The year-over-year comparison shows that the 2025 retail per capita increased to $2.66 from $2.01. This is an increase of 27.8%.
- The penetration (transactions as a percentage of attendance) increased by +3.71% from 8.89% to 12.6% in 2025.
- The 2025 dollar per transaction decreased by $1.47 per transaction, going from $22.55 to $21.08.
- The yearly cost of goods for items sold in the Adventure Market during 2025 was 34.75%. This percentage is based on after-discount Gross Sales. There were $7,638 in discounts given in 2025.

- The Actual EOY inventory was $112,300.00.
  BREC EOY inventory was completed on December 17 and was $118,010.00.
  The inventory variance was - .007%. I am extremely pleased with my staff and how well they handle inventory each day.
- The Turn of Inventory for the retail operations for 2025 is calculated to be 2.1 turns. 2024 turn was 2.0, so we have shown improvement as we continue to calculate the appropriate level of back stock for the new gift shop.
- Visitor spending patterns as to the type of items purchased has seen a few subtle shifts. Plush, Toys, Souvenirs/Gifts as well as Apparel are expected to represent between 72% to 75% of total retail sales.

Food Operations

- The year-end sales of Flamingo Café and Cool Critters dropped 7.78% from $543,895.12 to $501,575.61.
- Flamingo Café and Cool Critters Per Capita is up $0.09 going from $2.03 to $2.12 in 2025.
- The penetration (number of customer transactions) for 2025 saw a decrease of 6.5% dropping from 17.8% to 11.3%. This is probably the result of the effect of the locations in relation to guest traffic flow and needs to be continuously monitored.
- The dollar per transaction increased by $0.66 to $14.11.
- Catering sales in 2025 increased to $94,060 from $62,846. This is due to a higher number of facility rentals in 2025.
- The following chart compares the ratios of items sold to yearly attendance in the major food groupings over the past four years:

DESCRIPTION	2025	2024	2023	2022
Entrée-burgers, hot dogs, fries	4.8	4.3	4.5	3.7
Beverages	4.8	4.0	2.9	3.2
Ice Cream	17.3	17.9	18.3	20.6
Snacks, Popcorn, chips	21.2	21.8	14.9	14.2
Total	2.3	1.7	1.4	1.4

The above ratios show that guests purchased an equal amount of entrees and beverages and more snacks than ice cream. Overall, the concessions operations at the Baton Rouge Zoo sold 2 menu items to every 3 guests during 2025.

SMART Goal 14: Develop new and increase the current earned revenue percentage by 9%.

Outcomes:

The Zoo has seen a 15.3% increase in revenue over 2024. This was largely in part due to a full year's worth of revenue of the admissions fees at the increased rate. These were not increased until mid-year 2024. Also, train rides were available, and we had phenomenal sales success seen in the Adventure Market gift shop.

SMART Goal 15: Enhance a comprehensive fundraising and sponsorship program with a focus on unique experiences and in-kind partnerships.

Outcomes:

The Zoo Foundation made significant strides in strengthening and diversifying its fundraising and sponsorship strategy, with a strong emphasis on elevated guest experiences and expanded corporate engagement.

Sponsorship Growth

- Secured presenting sponsors at the $10,000 level for all major Zoo Foundation signature events for the first time.
- Increased corporate visibility opportunities and strengthened sponsorship packages to provide clearer value and recognition.
- Expanded in-kind partnerships to support event enhancements and reduce hard costs.

Event Innovation & Experience Enhancements

- Reimagined Roar & Pour (formerly Wild Wine Walk) to include spirits, broadening audience appeal.
- Introduced the Champagne Train at Roar & Pour, creating a premium, interactive guest experience and additional revenue stream.
- Revamped the commemorative event glass to elevate perceived value and branding.
- Launched the VIP+ Experience at BREW, offering an exclusive behind-the-scenes Zoo encounter for 50 guests at an elevated ticket price point, increasing per-person revenue and sponsor appeal.

New Fundraising Initiatives

- Successfully launched Krewe de Zoo, a Mardi Gras-themed hang tag program that created a new community-driven fundraising opportunity both onsite and online.
- Introduced Rumble in the Jungle, the Zoo's first-ever car show, expanding our event portfolio and attracting new audiences and sponsors.

In-Kind & Media Partnerships

- Secured meaningful **in-kind donations** supporting:
    - Roar & Pour
    - Dream Night
    - Boo at the Zoo
    - BREW

These partnerships helped offset event expenses, enhanced guest experiences, and increased overall event profitability.

Impact
These initiatives collectively:

- Increased sponsorship revenue and corporate engagement.
- Diversified event offerings to attract broader demographics.
- Elevated guest experiences to justify premium pricing.
- Strengthened the Foundation's position as a creative and strategic fundraising partner for the Zoo.

SMART Goal 16: Continue to expand a meaningful and valued membership program.
Outcomes:
The membership program offers a variety of benefits including a member's only events, behind-the-scenes tours and animal encounters, a subscription to our Wild Times eMagazine, and participation in our rewards program.
To recognize our most loyal members, the Zoo Geauxer Rewards offers those members that visit 8, 10, and 12 times a year and includes a special animal encounter as the top reward! The program runs through the calendar year, and we are pleased to announce that we had 141 memberships achieving 8 visits, 82 memberships achieving 10 visits, and 51 achieving 12 visits.

SMART Goal 17: Continue to expand resources with the community that promote shared missions and shared resources.
Outcomes:
The Baton Rouge Zoo Foundation continues to pursue multiple grant opportunities. Notably, the Foundation obtained funding for the Pollination Garden, which includes native plants and peppers to attract a large variety of native birds. This is part of the Saving Animals from Extinction (SAFE) North America Monarch program. The Foundation also cultivated partnership with over 60 community companies to provide in-kind donations. The Foundation continues their collaborative efforts working closely with the Zoo's executive team and staff to enhance zoo events, aiming to increase overall attendance. Relationships have been developed with groups within the state of Louisianna and around the globe to help support and grow conservation impact.

SMART Goal 18: Maintain AZA accreditation as an initiative of daily operations.

Outcomes:

Baton Rouge Zoo earned AZA accreditation in March 2024, maintaining that standard has guided our plans and actions moving into the future. The AZA Accreditation Commission asked for a second inspection in the Fall of 2024. This inspection was to see the completion of Phase I. This was also to ensure that the information we provided to them was completed and up to modern zoological standards. During the second inspection, the inspectors were impressed and stated that they could now see the vision of what had been described to them in the Fall of 2024. The second inspection did not identify any new concerns. Baton Rouge Zoo appeared before the Accreditation Commission at the AZA Mid-year meeting in 2025. At that meeting the Commission accepted the zoo's report. A follow up report is due March 31, 2026. Following that report a virtual meeting will take place in early April to review our progress on the list of concerns.

SMART Goal 19: Enhance a culture that ties to the passion for the mission that is built on collaboration, accountability, and an enjoyable atmosphere.

Outcomes:

The Completion of Phase I has generated a sense of pride throughout the zoo staff, zoo guests, and the community. There is renewed energy surrounding the Baton Rouge Zoo. Newer exhibits, more animals, larger habitats, and gaining AZA accreditation has been a large part of this transformation. Baton Rouge Zoo is in the top 10% of zoos, in the United Sates, meeting the same standards of care that all AZA facilities are required to meet. This was a collaborative achievement with BREC departments, community leaders, businesses, Baton Rouge Zoo Foundation support, and from the zoo staff. I believe that the idea of AZA accreditation is a source of pride for zoo staff but also for those other BREC departments that made AZA accreditation possible. AZA accreditation is now the goal to maintain.

SMART Goal 20: Refine systems for efficient and effective internal communications.

Outcomes:

The construction process put the zoo in a position where it had to communicate and collaborate interdepartmentally more often. The Zoo has changed how and who meets to discuss plans and actions as well as future plans and actions. The zoo executive team meets monthly in a formal group meeting. The curator/manager team meets weekly to discuss overall operations. One meeting each month is held with both teams combined. This is to develop increased communication, alleviate miscommunications, and create a larger circle of trust. The zoo meets bi-monthly with all staff. During this meeting updates are provided on items from the zoo but also to communicate BREC items that are changing or refined. The Zoo also has internal events meetings to discuss upcoming events and their logistics.

One mechanical result of these meetings was that we quickly learned that staff who carry radios were not always able to hear transmissions. A repeater was installed and that has dramatically improved radio calls and information.

SMART Goal 21: Continue to develop the effectiveness and efficiency of daily internal operations while maintaining quality of service throughout all of the Zoo's operations.

Outcomes:

Opening channels of communication by having consistently engaged meetings and providing meeting notes so anyone who may have missed can stay up to date with the information that was shared has assisted in keeping staff informed. The Zoo also has an in-depth team review of events to maximize the impact on visitors while maintaining cost effective events. Education was able to expand Summer Camp offerings by splitting age sessions due to additional rooms being available in the new entry building. This added ten more campers per week.

Our Guest Services Manager was able to attend our vendor's food show to stay abreast of current trends in the food industry and their offerings.

Five team members attended the annual AZA conference where they learned about current trends in their respective areas to maximize park efficiency.

SMART Goal 22: Exemplify the Zoo's core values by focusing on equity, community, environment, connectivity, and sustainability throughout the organizational structure and in all aspects of the Zoo's operations.

Outcomes:

The Zoo has diversified revenue streams that contribute to the 15.3% increase in revenue from the previous year, which has increased financial sustainability. With the re-accreditation and participation in SSP and SAFE programs, the Zoo's conservation initiatives are prevalent.

With over 30,000 adults and children participating in education programming such as animal meet-and-greets and camps, as well as inclusive community events such as Krewe de Zoo, Boo at the Zoo, and ZooLights provide offerings to a broad audience in our community.

SMART Goal 23: Continue to evolve and refine the Baton Rouge Zoo Foundation as a meaningful nonprofit partner and community advocate for the Zoo.

Outcomes:

The Zoo Foundation strengthened its role as a visible, mission-driven nonprofit partner by expanding inclusive community engagement opportunities, increasing program participation, and elevating public awareness of the Zoo's education and conservation mission.

Community Engagement & Inclusive Participation

- Launched Krewe de Zoo, creating an accessible, community-wide fundraising opportunity that allowed all Zoo visitors to participate in supporting the Zoo's mission through Mardi Gras-themed hang tags available onsite and online.
- Introduced Rumble in the Jungle, the Zoo's first-ever car show, attracting new audiences, engaging different demographics, and expanding the Foundation's community footprint.
- Ensured that new initiatives were designed to welcome a broad cross-section of the community while supporting conservation and education efforts.

Education & Mission Impact

- Achieved a record number of student participants in the Project ARK program, expanding the Foundation's support of conservation education throughout the region.
- Continued positioning the Foundation as a direct supporter of hands-on learning experiences that connect students to wildlife and environmental stewardship.

Advocacy, Visibility & Public Awareness

- Conducted numerous television interviews and media appearances promoting signature events and reinforcing the importance of community support for the Zoo's mission.
- Expanded social media engagement, highlighting sponsor partnerships, event impact, and educational programming.
- Increased public recognition of the Zoo Foundation as the philanthropic arm supporting education, conservation, and community outreach initiatives.

Overall Impact

Through expanded programming, broader community participation, enhanced media presence, and increased educational engagement, the Baton Rouge Zoo Foundation continued to evolve as a strategic nonprofit partner and strong community advocate for the Zoo.

<u>SMART Goal 24:</u> <u>Expand staff training and leadership development to foster passion and understanding of the Zoo's mission.</u>

Outcomes:

The Zoo has pursued organizational excellence by sending staff to key conferences and workshops across the country. In 2025, Zoo staff have attended the AAZK National Conference, International Rhino Keeper Association workshop, Animal Training and Beyond workshop, Animal Well Being Summit via AZA, AZA Director's Policy Conference, AZA National Conference, AZA Mid-Year Meeting, AZA Nutrition Advisory Group Conference, and the Merchants Food Exhibition in the interest of improving our standards of animal care and internal operations. Animal transports have also given our animal technicians the opportunity to visit and learn from other animal care institutions.

2025 Departmental Goals

Goal 1: Animal Care & Conservation - Demonstrate the highest levels of care for the animals at the Zoo and actively collaborate with wildlife conservation initiatives locally and globally.

Action Step: *1.1, 1.2, 1.3, 1.4, 1.5*

Outcomes:

Baton Rouge Zoo, an accredited member of the AZA (Association of Zoos & Aquariums) actively participates in more than 40 SSPs (Species Survival Programs). Animal Curators are institutional Representatives to each SSP animal cared for at the zoo. In partnership with most SSP programs are SAFE (Saving Animals From Extinction) organizations that are focused on the conservation of species in the wild.

Through the Baton Rouge Zoo Foundation, we support several international groups who are actively working to save species through conservation and research efforts.

Local Zoo staff work with LWFD (Louisiana Wildlife & Fisheries Department) in holding species from confiscation activities, assisting with efforts ranging across all taxa.

Two animal technicians serve as Vice chair of the Nicobar pigeon SSP and the Abdim stork SSP.

Goal 2: Connecting People, Environment, Places and Sustainability: Exceptionally Engaging Guest Experiences. Provide exceptional engaging guest experiences for all at Baton Rouge Zoo.

Action Step: *2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9*

Outcomes:

The Education Department presented 420 Animal Meet and Greets utilizing ambassador animals and biofacts. These presentations reached 15,849 adults and 14,587 children. These are opportunities for visitors to get a close-up experience with our animal ambassadors while learning about their natural history, individual stories, and what people can do to protect these species in the wild. Business operations increased the number of Facility Rentals held in 2025 by 53% for a total attendance of 2,279 adults and 1,236 children served. Birthday parties held increased by almost 23%, serving a total of 2,008 adults and 1,436 children.

Goal 3: Connect to sustainability: Financial Sustainability - Grow and steward the Zoos financial resources to strengthen and secure its viability and sustainability through exceptional experiences and conservation efforts.

Action Step: *3.1, 3.2, 3.3, 3.4*

Outcomes:

The Commission approved an increase in fees that took effect in July 2024. We saw the positive impact of those increases during the entire year of 2025. The zoo experienced a total of 236,367 guests and generated $3,165,169 in revenue. This is the highest revenue since the zoo started tracking numbers in 1989. This is a 15.3% increase over YTD 2024 and exceeded budget projections by 3.35%. The Adventure Market gift shop saw a 34% increase in revenue compared with 2024. Overall, the zoo generated approximately 37% of its budget.

Goal 4: Connecting with People, and Sustainability: Organizational Excellence – Create a culture that supports staff and high engagement from volunteer leadership.

Action Step: *4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7*

Outcomes:

The Zoo continues to pursue organizational excellence by sending staff to key conferences and training workshops across the country. In 2025, Zoo staff attended the AAZK National Conference, AZA National Conference, AZA Mid-Year Conference, and the AZA Director's Policy Conference just to name a few. This ensures we continue to improve our standards of animal care and internal operations. Training courses held at other zoological facilities as well as animal transports have provided our staff with opportunities to meet and learn from other animal care institutions, which provides valuable insight into pursuing our own organizational excellence.

Volunteers contribute not only their time, but their passion for conservation and for the Zoo. In 2025 we continued to provide a variety of volunteer opportunities to the community.

2025 Volunteering Totals		
2025	Total Hours	Attendance
Adult Volunteers	3,294	597
Zoo Krewe	4,528	594
Event/Group Volunteers	2,312	654
Total Volunteers	10,134	1,845

2025 Marketing Objectives

Objective 1: Raise awareness about the Zoo, conversation efforts, and new exhibits to increase annual attendance.

Outcomes:

The Baton Rouge Zoo Foundation continues to play a vital role in expanding public awareness of the Zoo's conservation initiatives, educational programming, and new exhibits through strategic marketing, storytelling, and community engagement. As the fundraising arm supporting the Zoo's mission, the Foundation ensures that outreach efforts not only promote visitation but clearly communicate impact.

Foundation-hosted events serve as key touchpoints to introduce new audiences to the Zoo experience, often converting first-time visitors into repeat guests, members, and long-term supporters. In 2025, a strategic priority was to intentionally position all Foundation events as mission-driven fundraisers. Marketing campaigns now more clearly articulate that attendance and sponsorship directly support animal care, habitat enhancements, conservation initiatives, and education programs. Through integrated conservation storytelling in social media content, sponsor messaging, and on-site event materials, the Baton Rouge Zoo Foundation strengthens the public's understanding that participation translates directly into impact.

Objective 2: Raise awareness and grow attendance to the Zoo's new event, Art for Animals.

Outcomes:

Bringing Art for Animals back for the second year was a success with over 300 visitors viewing artwork. We displayed over 30 art pieces, held a brunch at our awards ceremony, and awarded 7 awards to winners including Director's Choice, People's Choice, First place, Second place, Third place, and Adult and Youth Honorable Mention.

Objective 3: Grow attendance at the Zoo's cornerstone annual events - Zippity Zoo Fest, Boo at the Zoo, and Zoo Lights.

Outcomes:

Despite promotions, the rainfall seen during Zippity Zoo Fest and Boo at the Zoo, attendance decreased by 3.2% for all three cornerstone events. However, ZooLights had a significant increase which encountered a record year with a 41.1% attendance increase over 2024.

Objective 4: Increase attendance at the 5th Annual Roar + Pour (formerly Wild Wine Walk).

Outcomes:

For the 5th annual Roar + Pour in 2025, the Baton Rouge Zoo Foundation implemented a comprehensive strategy that combined enhanced guest experiences with strategic marketing partnerships to drive attendance growth and repeat participation.

A key success was the introduction of the Champagne Train as an added VIP benefit. The activation was exceptionally well received, with all 250 VIP guests participating, demonstrating strong demand for interactive, elevated experiences within the event. This addition reinforced the value of experiential upgrades and provided clear insight into attendee interest in premium access opportunities.

Marketing efforts supported these enhancements through a multi-channel promotional approach, including segmented email campaigns, paid and organic social media advertising, media partnerships, and website optimization. The Baton Rouge Zoo Foundation strategically collaborated with participating restaurants, beverage distributors, sponsors, and local businesses, encouraging cross-promotion to expand audience reach. Vendor spotlights, behind-the-scenes previews, VIP benefit highlights, and countdown messaging across social platforms-built anticipation and reinforced the event's premium positioning. Digital engagement remained strong, and partner amplification extended visibility throughout the community.

While marketing performance and VIP engagement were positive, overall attendance was impacted by external factors, including unfavorable weather conditions and a high number of competing events in the Baton Rouge area on the same weekend. Despite these challenges, Roar + Pour continued to strengthen its reputation as a signature fundraising event and provided valuable insight into future growth strategies, particularly the demand for exclusive, limited-capacity experiences.

Objective 5: Increase attendance at the 11th Annual BREW at the Zoo.

Outcomes:

For BREW at the Zoo in 2025, the Baton Rouge Zoo Foundation implemented a strategic approach that combined innovative ticket enhancements with comprehensive marketing outreach to drive attendance and strengthen the event's long-term growth.

A significant highlight was the introduction of a limited VIP Plus ticket tier for 50 guests. This exclusive experience featured specialty food and beverage offerings, curated sweet treats, and a giraffe feeding opportunity on the Zoo's new giraffe feeding platform prior to its public debut. The VIP Plus tickets sold out in under 30 minutes, demonstrating strong demand for premium, limited-capacity experiences that offer behind-the-scenes access and elevated engagement.

From a marketing perspective, the Baton Rouge Zoo Foundation intentionally pivoted its social media strategy to focus on more interactive, engaging content rather than primarily relying on static ads and graphics. The campaign incorporated fun, real-time videos, behind-the-scenes moments, and personality-driven content to create excitement and authenticity leading up to the event. This shift was well received by audiences and helped foster stronger digital engagement while maintaining steady ticket momentum.

While overall attendance was slightly down compared to prior years, the event was well received with strong guest feedback and high on-site engagement. Broader economic uncertainty and shifting consumer spending patterns likely contributed to more cautious discretionary spending, particularly alongside a modest increase in general admission ticket pricing. Despite these factors, premium experiences sold out quickly and attendee satisfaction remained high.

Objective 6: Promote the Membership Program to maintain membership numbers and participation.

Outcomes:

Memberships were not promoted until Q4. With these promotions, Facebook had a total of 10,098 views and reached 5,938. Instagram received a total of 3,492 views and reached 829.

Objective 7: Leveraging organic social media posts to boost birthday parties and event rentals.

Outcomes:

With 5 postings in the second half of the year, the Zoo had a total of 21,378 views and reached 12,717 individuals on Facebook. For Instagram, we had a total of 8,791 views and reached 2,455.

Objective 8: Leveraging organic social media posts to drive awareness about Krewe de Zoo.

Outcomes:

In 2025, the Baton Rouge Zoo Foundation launched the inaugural Krewe de Zoo campaign, relying solely on organic social media marketing driven through the Zoo's own digital platforms. With no paid advertising and no external marketing partners, awareness was built intentionally through engaging content, consistent posting, and direct audience interaction.

In addition to digital outreach, word-of-mouth promotion played a key role in driving participation. Guests were prompted at key Zoo touchpoints — including ticket purchase areas and the gift shop — to consider purchasing a hang tag. This integrated approach connected online engagement with on-site interactions, strengthening visibility throughout the Zoo experience.

As a result of these combined efforts, Krewe de Zoo raised more than $2,500 in its inaugural year. The success of the campaign demonstrates the power of strategic organic social media and in-person engagement to generate both revenue and community participation without paid advertising support.

Objective 9: Launching a new community event that will expand demographics.
Outcomes:

The Baton Rouge Zoo Foundation successfully launched **Rumble in the Jungle**, the Zoo's first-ever car show, designed to attract new audiences and diversify event participation.

This new community-driven event expanded the Zoo Foundation's reach by engaging automotive enthusiasts, families, local clubs, and first-time Zoo visitors who may not traditionally attend fundraising galas or tasting events.

Key Outcomes

- Introduced a new event concept appealing to a broader demographic segment.
- Attracted new sponsors and community partners aligned with the automotive and local business sectors.
- Increased exposure to new attendee households, expanding the Zoo Foundation's donor and supporter pipeline.
- Created a scalable event model with potential for future growth and recurring annual impact.

Strategic Impact

By launching a fresh, accessible community event, the Zoo Foundation strengthened its ability to:

- Diversify its fundraising portfolio
- Expand demographic reach
- Increase community visibility
- Build new sponsorship relationships
- Create additional pathways for first-time supporters to engage with the Zoo's mission