

**Shelby Farms Park Conservancy**  
**Quarterly Report for Shelby County Board of Commissioners**  
**Submitted September 30, 2016**

**Report for Fiscal Year 2017**  
**Quarter 1**

**Overview**

First Quarter of fiscal year 2016 was a time of celebration for Shelby Farms Park Conservancy. On September 1, 2016, SFPC opened the Heart of the Park to the public after a two-year construction period. A ribbon-cutting ceremony honored the donors, elected officials, government officials, volunteers and team members who worked hard to make Heart of the Park possible for the people of Shelby County.

**Capital Project Report**

SFPC worked to wrap up details on the Heart of the Park capital project. Finishing touches were completed on landscapes and amenities. SFPC is proud to report that the project was completed on time and in budget, and that goals for minority participation were exceeded (26 percent).

**Park Operations Report**

Heart of the Park includes many new landscapes that require a new level of expertise and maintenance. To make the best use of limited resources and to ensure the highest possible quality for visitors, SFPC is contracting some services such as janitorial/housekeeping, select mowing and limbing, detailed landscape care and visitor services like parking and traffic guidance. This strategy allows our team members to spend as much time as possible focusing on visitor experience and reduces our equipment purchase and maintenance needs.

**Programs Report**

The Events + Programs department produced the ribbon-cutting ceremony for Heart of the Park, and also implemented our 30 Days of Celebration series, which included the production of 72 different events and programs for the public to participate in free of charge. Upcoming events and programs include Fall Break Camps, Spooky Nights, Greenline Half Marathon and Starry Nights.

In September, MATA launched Route 47 - a new shuttle service through the Park. The shuttle runs on Saturdays and Sundays from 9am-6:15pm. The shuttle begins at State Road and Mullins Station Road, where it connects to Route 53 (Summer). It makes stops at the Park's Visitor Center,

Woodland Discovery Playground and Event Center before traveling to the Agricenter Farmer's Marketing where it connects to Route 82 (Germantown).

### **Business Administration Report**

SFPC completed the implementation and installation of a new financial and business management software system to align with goals for the growing organization. The software integrates our accounting system, donor database, grants management software, facility rentals program and more into one system with custom dashboards for departments. It also provides integration with our new point of sale software.

SFPC hired several new Park Operations team members who provide support for visitor experience, departmental organization and efficiency, and quality assurance. The Sales and Business Development Team hired new team members to manage and coordinate retail services, sales and hospitality services.

SFPC also completed and implemented a team culture handbook called the Parklife Field Guide. It was developed after a year of internal focus groups and input to define our team's values and beliefs in order to strengthen our ability to provide excellent hospitality and visitor experience.