



Year in Review

Little Rock Parks and Recreation

Mission and Vision

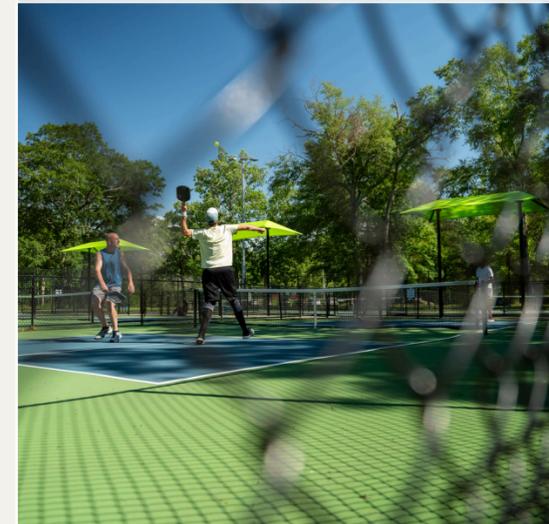


Mission Statement

Little Rock Parks and Recreation is dedicated to encouraging **healthy lifestyles** by providing **quality recreation opportunities** and **access to exceptional park experiences** in an **efficient** and **equitable** manner.

Vision Statement

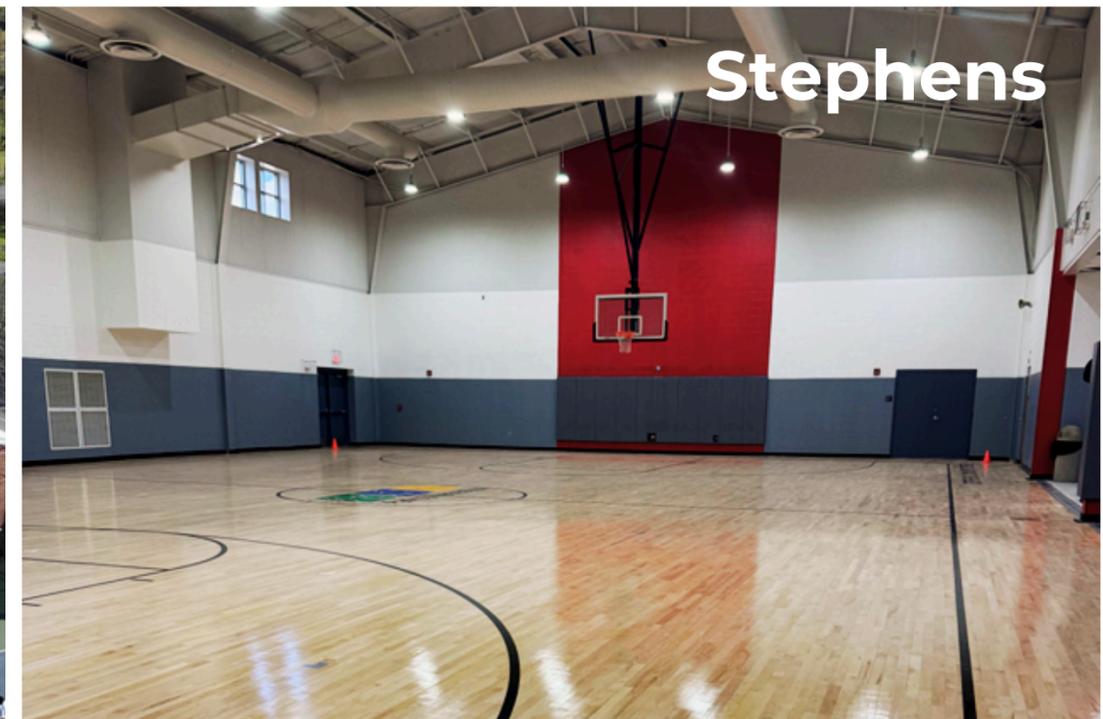
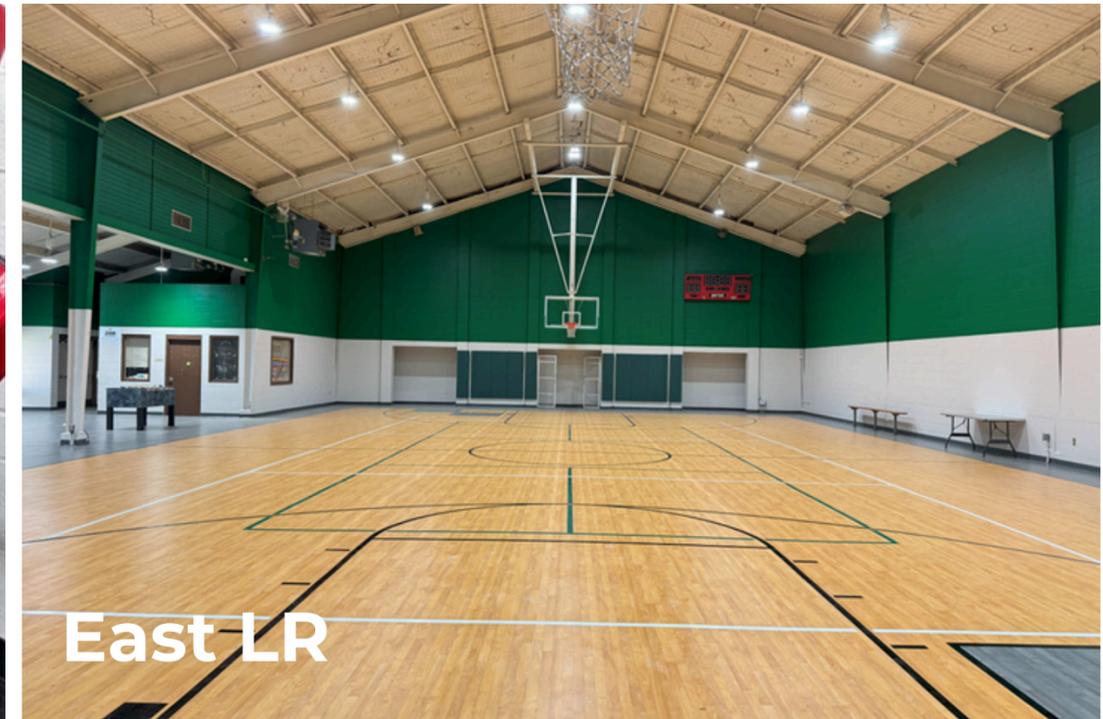
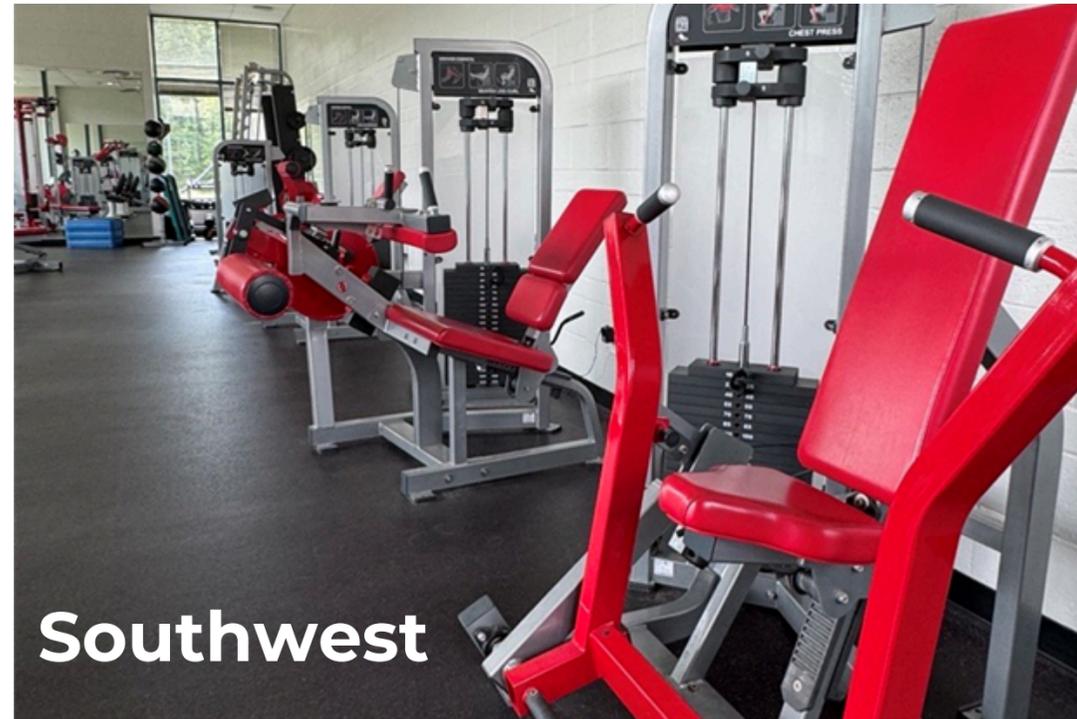
Creating a City in a Park through **innovative recreational programming** and **vibrant park spaces** which **enhance the quality of life** for all residents of Little Rock.



Recreation

Major renovation projects completed at Dunbar, East Little Rock, Southwest, and Stephens Community Centers, including:

- New roof
- Renovated gyms
- Remodeled weight room
- Remodeled hallways and entryway



Recreation

West Central Ballfield
Grand Re-Opening



923 campers attended the
Parks Summer Day Camp (14%
increase from 2024)



Jim Dailey attendance up
61% from 2024 to 2025



Rebsamen Tennis attendance
up 67% from 2024 through Oct .



50+ Special Events hosted
at park facilities



Renovation of the Rebsamen
Golf Pro Shop and Mulligan's
Grill complete



Recreation

Arkansas Recreation & Parks Association 2025 awards won:

- Festival/Event of the Year (5–10 Years):
Star Student After-School & Banquet
- Outdoor Facility of the Year (\$200,000–\$500,000):
Rebsamen Tennis Center
- Young Professional of the Year:
Cristian Robles



Operations

Kiwanis Park
Ribbon Cutting



Two Rivers Trail
Repaved



Western Hills Park
Ribbon Cutting



Senior Center
Construction Started



Funds Raised for Reservoir Park
and Construction Started



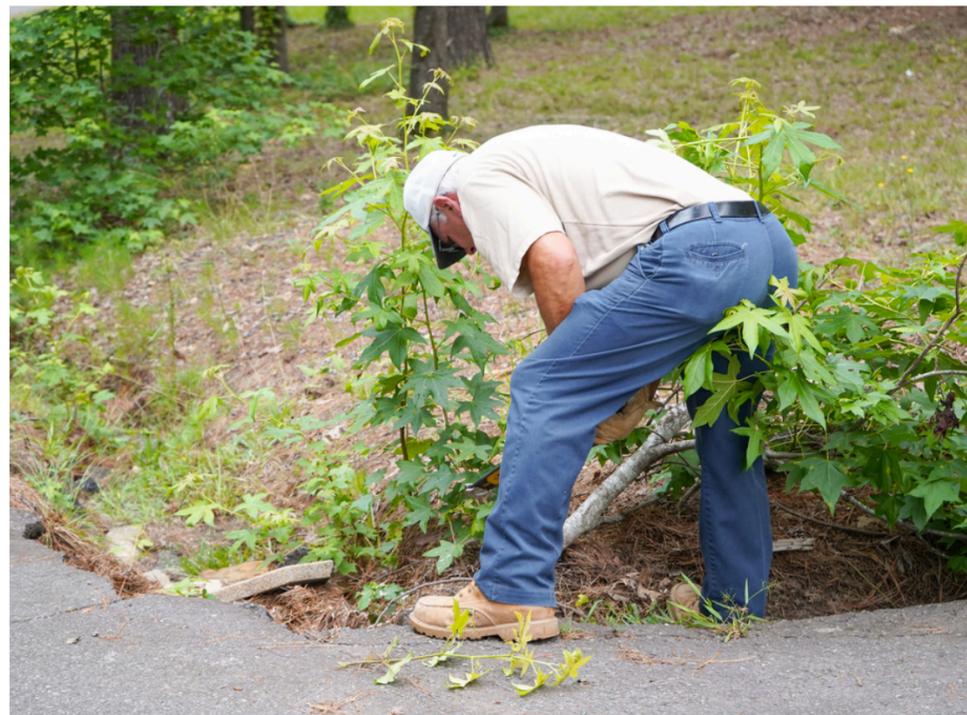
War Memorial Playground
Renovated



Operations

The Operations team hosted 2 “Operation Impact” events where all maintenance and construction crews focused on improving 1 park for 2 full days.

- Reservoir Park
 - 160 cu. yards of dirt relocated
 - 600 cu. yards of tree debris removed
- Morehart Park
 - 6 Trees Removed
 - Brush and debris removed throughout park



Administration

Professional Certifications Received by Staff:

- Aquatic Facility Operator Certifications (5)
- Certified Tourism Ambassadors (11)
- CPR/AED Certification (16)
- Certified Parks and Recreation Professional: (CPRP) (1)
- Certified Parks and Recreation Executive: (CPRE) (1)
- Certified Playground Safety Inspector (CPSI) (4)
- ADA Coordinator Training Certification (1)
- Non-Commercial Applicator License (3)
- ISA Certified Arborist (1)
- National Council for Therapeutic Recreation Certification (1)



Administration

This year, the department focused on aligning spending more closely with priorities and pacing expenditures throughout the year. As a result, we closed 2025 in a stronger budget position than 2024, with more capacity to address year-end needs and plan ahead for 2026.

As of December 1, **2024**:

\$75,789 remaining in budget (1%)

As of December 1, **2025**:

\$266,615 remaining in budget (5%)



Volunteers

The volunteer division hosted 3 major volunteer events to help restore and maintain our parks.

- Impact the Rock
 - Reservoir Park
 - Benny Craig Park & Fourche Creek
 - Rock Creek Trail
- ReLeaf Rock Creek Trail
- National Public Lands Day at Hindman Park



Marathon

Registration in 2025 for all races is up 4% compared to 2024.

Little Rock Marathon partnered with Therapeutic Recreation to host the first All Abilities Marathon in 2025.



Marketing

Top Posts on Facebook:

The Marketing division placed an emphasis on improving the quality, frequency, and relevancy of social media posts in 2025, which resulted in:

 <p>Please use caution when you are on the...</p> <p>Fri Sep 5, 1:01pm</p> <p>230.2K views, 498 likes, 146 comments, 49 shares</p>	 <p>We have received reports of an unknow...</p> <p>Wed Aug 20, 2:20pm</p> <p>136.6K views, 603 likes, 270 comments, 96 shares</p>	 <p>There is a new game at Riverfront Park! 🤩 ...</p> <p>Mon Jun 30, 5:00pm</p> <p>83.2K views, 715 likes, 80 comments, 124 shares</p>	 <p>SUMMER ACTIVITIES</p> <p>School's out, and the parks are calling! 🤩 ...</p> <p>Wed Jun 11, 5:00pm</p> <p>46.5K views, 188 likes, 30 comments, 44 shares</p>
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Top Posts on Instagram:

- 2.2 Million Views on Posts
- 23.5k Post Interactions
- 18,100 Followers (+23% vs. 2024)

 <p>We have received reports of an unknow...</p> <p>Wed Aug 20, 2:20pm</p> <p>51.4K views, 767 likes, 54 comments, 615 shares</p>	 <p>Beat the heat, Little Rock! With...</p> <p>Tue Jun 24, 9:31am</p> <p>23.8K views, 188 likes, 3 comments, 230 shares</p>	 <p>UPDATE 3/20: The fire was contained and...</p> <p>Wed Mar 19, 2:51pm</p> <p>10.6K views, 142 likes, 1 comment, 118 shares</p>	 <p>Grab your friends and rivals for Midnight...</p> <p>Thu Jun 12, 11:04am</p> <p>6.2K views, 103 likes, 5 comments, 199 shares</p>
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Commission

The Little Rock Parks Commission went on 3 outings to Little Rock's Parks to see the grounds and learn more about them through information from staff members. Locations included:

- Macarthur Park
- West Central Community Center
- Boyle Park



2025 Challenges



The department has faced several challenges this year. These include:

- Limited Budgets
 - Funding constraints limit program expansion, facility improvements, and new investments.
- Deferred Maintenance
 - Aging infrastructure requires significant upgrades to meet safety and usability standards.
- Community Engagement
 - Reaching diverse audiences and increasing program participation remains an ongoing challenge.
- Limited New Amenities
 - Gaps in modern recreation facilities, including indoor spaces, sports fields, trails, wellness areas, and destination parks, limit our ability to meet growing community needs.

These challenges impact our ability to meet growing community needs today while also shaping the city's long-term health and vitality. Even so, our team remains committed to finding innovative solutions, strengthening partnerships, and advancing equitable, efficient service for all residents through the resources available to us.

LITTLE ROCK



Parks & Recreation

Questions?

Year in Review

Little Rock Parks and Recreation Commission