



Parks and Recreation Advisory Board

March 25, 2025

6:00 PM

City Hall - Massie Chambers

Agenda:

Call to Order

Establish a quorum

1.
  - Jimmy Anderson
  - Lori Cordell
  - Glen Garrett
  - Stuart Huffman
  - Mike Kelly
  - Terri Perry
  - Toby Swager

Approval of Minutes from Previous Meeting

2. Approval of January 28, 2025 Minutes

Comment from Citizens

Reports from Staff –Superintendent of Parks and Superintendent of Recreation

3. Jack Presley- Superintendent of Parks
4. Jennifer Spillers- Superintendent of Recreation

Unfinished Business

5. LPRF- Rachel's Garden
6. Disc Golf Course
7. Parks and Recreation Master Plan

New Business

8. LPRF Grant Application for Moss-Wright Park Trail Improvements and Traffic Enhancements - Approval
9. Sponsorship Menu
10. AED Accessibility in Parks

Comments from Board Members & Staff

Adjournment

For more information regarding this agenda, please contact the city recorder by email at:

[sjennings@goodlettsville.gov](mailto:sjennings@goodlettsville.gov)

A government committed to operating with efficiency and integrity in all we do as we strive to enhance the quality of life for the community we serve.

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Parks and Recreation Advisory Board

January 28, 2025

6:00 PM

City Hall - Massie Chambers

Minutes:

Mike Kelly called the meeting to order at 6:02pm.

Present: Jimmy Anderson, Lori Cordell, Stuart Huffman, Mike Kelly, Terri Perry, Toby Swager

Absent: Glenn Garrett

Also Present: Tim Ellis, Sarah Jennings, Jack Presley, Jennifer Spillers, Denise Skaggs, Jennifer Duncan

A quorum was established.

**Elect Chair and Vice Chair**

Election of Chair- Commissioner Anderson made a motion to nominate Mike Kelly for chair. Lori Cordell seconded the motion. The motion passed. Members voted unanimously to approve Mike Kelly as Chair of the Parks Advisory Board.

Election of Vice Chair- Commissioner Anderson made a motion to nominate Lori Cordell for Vice-Chair. Toby Swager seconded the motion. The motion passed. Members voted unanimously to approve Lori Cordell as Vice-Chair of the Parks Advisory Board.

**Approval of Minutes**

After a review of the minutes from the September 24, 2024 meeting, a motion was made to approve the minutes by Lori Cordell.

**Comment from Citizens-** None

**Reports from Staff-** Reports were given by Superintendent of Parks, Jack Presley, and the Superintendent of Recreation, Jennifer Spillers.

**Unfinished Business**

LPRF- Rachel's Garden- The board discussed the upcoming installation of playground equipment, which is scheduled to begin on February 10th, contingent upon weather conditions. It was noted that once the playground equipment is installed, the general contractor will return to install curbing, fencing, and the ADA parking lot. Areas will be leveled to accommodate handicapped stalls, with the addition of six new handicap parking spaces. The grand opening date will be provided at the next meeting.

Disc Golf Course - Park staff has completed the construction of the tee pads for the disc golf course. Signage is currently being ordered, and a grand opening date will be provided soon. The course will start and end at Brooks Park, where additional parking is being planned. The course features five separate layouts. Toby Swager and Sarah Jennings will work on adding the disc golf course to UDisc, an online platform that allows players to log in and keep track of their scores. The project was completed in-house with assistance from volunteers during clearing days. Once finalized, it promises to be a great addition to the community.

### **New Business**

Parks and Recreation Master Plan- An email with a link to the full master plan was shared with the board members. To save paper, only the highlights were printed in the agenda. The SWAT analysis is included in the master plan, along with community feedback. The SWAT analysis identified gaps in programming. Recreation staff are already implementing changes; future budgeting for additional programming will continue. The final plan will be presented to the commissioners for adoption at the February meeting, with a consultant providing a presentation. The Master Plan is required for TDEC funding and grants, which allows the department to continue receiving support and guide future initiatives based on constituents' needs. An implementation plan within the packet provides an overview of existing facilities and includes a maintenance plan for future guidance, heavily driven by ADA compliance for accessibility. As we work with the commission to develop a strategic plan, it will help guide future capital requests. Page 66 of the packet contains the traffic improvement plan for Moss Wright Park. The traffic improvement plan will be executed in phases, focusing on the back quad parking lot as a key pinch point; ideas include creating two-way traffic and adding a roundabout along with a dedicated pedestrian walking track. The focus will be on ensuring our existing facilities operate properly before adding new ones. Once the plan is finalized and adopted, a bound hard copy can be provided as requested.

Parkland Dedication - Resolution 24-1241- At the December meeting, the Board of Commissioners passed a resolution to dedicate two lots, 506 S. Main Street and 2040 Crencor Drive, to the parks inventory. Currently, there is no plan to develop them, but they'll continue to be maintained. The Main Street location will most likely be developed as a passive park after the Main Street project is completed.

CivicOptimize Productivity- All City departments have started using a new software platform that will allow us to automate and document our processes better. The CivicOptimize productivity platform will help with the flow and retention of information. An example of the new Parks app from this software was provided to board members in their packet. The new application links to online forms, in addition to the parks registration page, website, and calendar.

Soccer Update- It has been noted that the overuse of our soccer fields has been a recurring topic over the past few years. Current usage levels remain high, with both travel and recreational leagues continuing to grow. Effective this spring season, all younger age groups (6 years and under) will transition to utilizing football fields. This adjustment aims to better accommodate our soccer leagues and alleviate field overuse. This change has been formally communicated to the relevant leagues involved. A feedback form has been developed for

parents to gather insights and observations regarding this new arrangement. The goal is to assess the effectiveness of this strategy.

Goodlettsville Baseball Update- Over 500 children are registered to play at the quad for the upcoming baseball season. The league structure will now consist of the Majors division that includes players aged 10 to 12, and the Triple A division that includes players aged 9 to 11. There is a focus on integrating skilled younger players into older age groups. This strategy aims to enhance the competitive experience and development for all players. By allowing capable players to compete at higher levels, we hope to provide additional playing opportunities within the lower divisions.

Amphitheatre Discussion - Park Board Member, Stuart Huffman- Stuart Huffman initiated a discussion regarding the need for a venue that can accommodate 3,000 to 5,000 attendees for singer/songwriter performances. He noted that current facilities do not meet the requirements of promoters and producers in the music business. Mr. Ellis shared that discussions about such a venue have been ongoing for as long as he has been involved. He referenced a private venture proposed at the end of Allen Road, where meetings had occurred with Live Nation. However, the property owner ultimately decided to sell the land after four years of negotiations. The question of a suitable location for the venue was raised, particularly in light of traffic issues at Moss Wright Park. Mr. Huffman compared the envisioned venue to Brentwood's Crockett Park, which features a stage and tent, suggesting that a more modern facility could attract visitors from various areas. Mr. Ellis recommended that staff work collaboratively with the group to explore potential venues and assess the frequency of events. Mr. Huffman clarified that the search for a suitable location should not only include Moss Wright Park but highlighted the need for a broader investigation of available properties.

**Comments from Board Members & Staff-**

Sarah Jennings reminded board members about the Volunteer in Parks appreciation dinner, which is an opportunity to thank all our board members and volunteers. The event is scheduled for February 6th, 2025 at 6:30pm.

Tim Ellis let the board know that the vending service proposal from Coca Cola would go in front of the Board of Commissioners in February.

Stuart Huffman acknowledged that Vice Mayor Duncan was in attendance.

**Adjournment-** The meeting was adjourned at 6:47pm.

**Next Meeting-** March 25, 2025



**Goodlettsville Parks and Recreation**

<b>Division</b>	Parks and Facilities
<b>Name</b>	Jack Presley, Superintendent of Parks

**Maintenance Performance by Location**

<b>Brooks Park</b>	Removed baskets due to the chance of flooding. Cut up tree that had fallen across the trail. Will be putting the baskets back out and cleaning the disc golf course from debris. Sprayed pre-emerge and post emerge on the non-overseeded fields. Broadleaf herbicide was sprayed on the football fields.
<b>City Hall</b>	Dug up bushes and added memorial tree in bed. Poured concrete pad and set a memorial bench close to the gazebos.
<b>Delmas Long Community Center</b>	Began converting lights from fluorescent to LED.
<b>Gateway Park</b>	Added 25 yards of EWF to the playground.
<b>Lynn Hicks Building</b>	Cleaned up beds outside the building. Painted shop area. Converted 10 fixtures to LED lights.
<b>Moss-Wright Park</b>	Added 25 yards of EWF to the 5–12-year-old playground. Added 10 yards of EWF to the 2–5-year-old playground. Replaced all the chains on the swings. Cut up a few trees that fell due to storms. Had stump grinded in the park. Put up new backstop net at soccer. Marked off the soccer fields and using the Tiny Robot. Cleaned up from the flood at soccer. Added 44 tons of brick dust to the athletic fields. Rebuilt pitching mounds at the quad. Finished the installation of scoreboards. Hosted the preseason 6U and 8U baseball tournament. Baseball and softball started playing games Monday. Installed AED cabinet down by football. Pulled old plants at the main entrance of the park. Installed sod and some bushes. Working on replacing split rail fence out front of the park. Set memorial bench at the quad.
<b>North Creek Park</b>	We scraped the road and moved logs that washed on the road. Removed disc golf baskets for chance of flooding.
<b>Peay Park</b>	Added 10 yards of EWF to the playground.

Cleaned out storage sheds up by the pickle ball courts.

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**Pleasant Green Park**

Added 20 yards of EWF to the playground.  
Removed wooden Gaga pit from inside the pool.

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**Visitors Center**

Split wood, stacked and hauled of 2 loads of rotten wood off.

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Goodlettsville Parks and Recreation

<b>Division</b>	Recreation
<b>Name</b>	Jennifer Spillers, Superintendent of Recreation
<b>Email Address</b>	jspillers@goodlettsville.gov

Parks and Recreation Event Details

Past Events

i. **Event Name**

Winter Wonderland Dance

**Event Date**

02/04/2025

**Estimated Attendance**

70

**Staff Notes**

We've received a lot of positive feedback about the Winter Wonderland Dance, and one thing in particular stood out. Many expressed a desire for more dance nights at the Delmas Long Community Center.

ii. **Event Name**

VIP Awards Ceremony

**Event Date**

02/06/2025

**Estimated Attendance**

150

**Staff Notes**

This event gives us a chance to come together, enjoy a relaxing evening, and recognize the incredible impact the volunteers have made for the community.

iii. **Event Name**

Mother and Son Night of Fun

**Event Date**

02/07/2025

**Estimated Attendance**

155

**Staff Notes**

It was truly a special evening, filled with laughter, connection, and moments that we know will be treasured. Hearing the enthusiastic thank yous and seeing how much the children enjoyed themselves, especially those little boys who didn't want the night to end, was incredibly rewarding. Witnessing the bond between mothers and their children as they shared these experiences was a highlight for all of us.

iv. **Event Name**

Daddy Daughter Dance - 3:30pm Session

**Event Date**

02/08/2025

**Estimated Attendance**

132

**Staff Notes**

This is always a successful and heartwarming event, and it was a special evening filled with dancing, laughter, and cherished memories.

v. **Event Name**

Daddy Daughter Dance - 6:30pm Session

**Event Date**

02/08/2025

**Estimated Attendance**

128

**Upcoming Events**i. **Event Name**

Spring Concert for Senior Adults

**Event Date**

03/25/2025

**Event Details**

The Spring Concert for Senior Adults is hosted at the Delmas Long Community Center on March 25th at 10:30am. Each one of EddieK's performances are a unique combination of music, vocals, piano, guitar, video and lights! Sing along to the classics, or get to know Eddie's heart by listening to his original songs along with the stories behind them. This event is free and open to senior adults. Lunch will be provided. Pre-registration is required.

ii. **Event Name**

**Event Date**

03/29/2025

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**Event Details**

This event is loaded with important information from family-friendly resources and fun summer programs. Kids can make a craft, build a fort with the imagination playground and participate in hands-on activities that vendors will offer. All free! Come join us for the fun on March 29th, 2025 from 10am to 12pm.

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iii. **Event Name**

Spring SpEGGtacular Easter Egg Scavenger Hunt

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**Event Date**

04/13/2025

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**Event Details**

First Baptist Church Goodlettsville & Goodlettsville Parks and Recreation will host the 2025 Spring SpEGGtacular Easter Egg Scavenger Hunt on Sunday, April 13th, 2025. This year, the Easter Egg Scavenger Hunt will be held all throughout the park. Stop by Shelter 3 at Moss-Wright Park on the day of the event to pick-up your scavenger hunt card and enjoy searching the park for eggs.

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iv. **Event Name**

GoodDog Doggy Egg Hunt

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**Event Date**

04/18/2025

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**Event Details**

Round up your furry friends, grab a basket, and join the hunt for treat-filled eggs together at Moss-Wright's Fenway Dog Park on Friday, April 18th, 2025 from 4:30p-6:30p! Enjoy local vendors, educational booths, and other activities. Be sure to have your canine dressed for the occasion!

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v. **Event Name**

Revive and Root

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**Event Date**

04/25/2025

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**Event Details**

The Revive & Root event is a wonderful occasion to commemorate Arbor Day and Earth Day in Goodlettsville. This celebration will be held on April 25th, 2025 (12:30pm - 2:30pm) at Shelter 8, located behind our Delmas Long Community Center. We will be celebrating the beauty of our planet, planting at least one new tree, and offering a variety of activities and opportunities to learn about the importance of trees and sustainability. Please participate and engage in educational sessions and the tree planting!

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**Recreation Program Details**

**Past Programs**

Preschool Music Class, Preschool Arts & Crafts, Preschool Open Gym, Charles Harding Gymnastics, Homeschool Open Art, Homeschool PE, Open Gym

Basketball, Open Gym Pickleball, Dance Fitness with Janet, Teen Karaoke Night, Teen Open-Gym Basketball, Teen Game Night, ShamRocked, Adult Trivia Night, Puzzle Palooza, Community Bingo, Grief Support Group, Artist of the Month Exhibit, Music for Seniors, Bingo for Seniors, Lunch and Learn with the Library, Open Painting Class for Senior Adults, Coffee Hour, Cards and Games for Senior Adults, Chair Circuit, Chair Yoga, Book Club, Crocheting Club and Line Dancing Club

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### Upcoming Programs

Preschool Bunny Hop, Preschool Music Class, Preschool Arts & Crafts, Preschool Open Gym, Charles Harding Gymnastics, Homeschool Open Art, Homeschool PE, Open Gym Basketball, Open Gym Pickleball, Dance Fitness with Janet, Teen Karaoke Night, Teen Open-Gym Basketball, Teen Game Night, Community Bingo, Artist of the Month Exhibit, Grief Support Group, Music by Sam Harris, Music for Seniors, Bingo for Seniors, Lunch and Learn with the Library, Open Painting Class for Senior Adults, Coffee Hour, Cards and Games for Senior Adults, Chair Circuit, Chair Yoga, Book Club, Crocheting Club and Line Dancing Club

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## Athletic Program Details

### Upcoming Tournaments

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i. **Tournament Name**

Spring Smash Sand Volleyball Tournament

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**Hosting Organization**

Goodlettsville Parks and Recreation

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**Tournament Date**

04/05/2025

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**Tournament Location**

Moss Wright Park

ii. **Tournament Name**

MTFC - Quest Fest

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**Hosting Organization**

MTFC

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**Tournament Date**

04/5/2025-04/07/2025

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**Tournament Location**

Moss Wright Park

iii. **Tournament Name**

TUSC Spring Tournament

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**Hosting Organization**

TUSC

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**Tournament Date**

04/25/2025-04/27/2025

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**Tournament Location**

Moss Wright Park

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**Past Athletic Programs**

Valentine's Volley, TUSC Mommy & Me, Youth Girls Volleyball Clinics, Pickleball Clinic, and Adult Coed Indoor Volleyball League, Baseball Pre-season Tour.

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**Upcoming Athletic Programs**

Adults Men's Church Softball League, Adult Pickleball League and Pickleball Clinics, Goodlettsville Baseball, Goodlettsville Girls Fast Pitch Softball, MTFC Rec Soccer, TUSC Travel Soccer, Goodlettsville Baseball Opening Ceremonies - March 29

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PROJECT PROPOSAL PRESENTATION

# City of Goodlettsville 2025 LPRF Grant Application

MOSS-WRIGHT PARK  
WALKWAY IMPROVEMENT  
AND TRAFFIC ENHANCEMENT



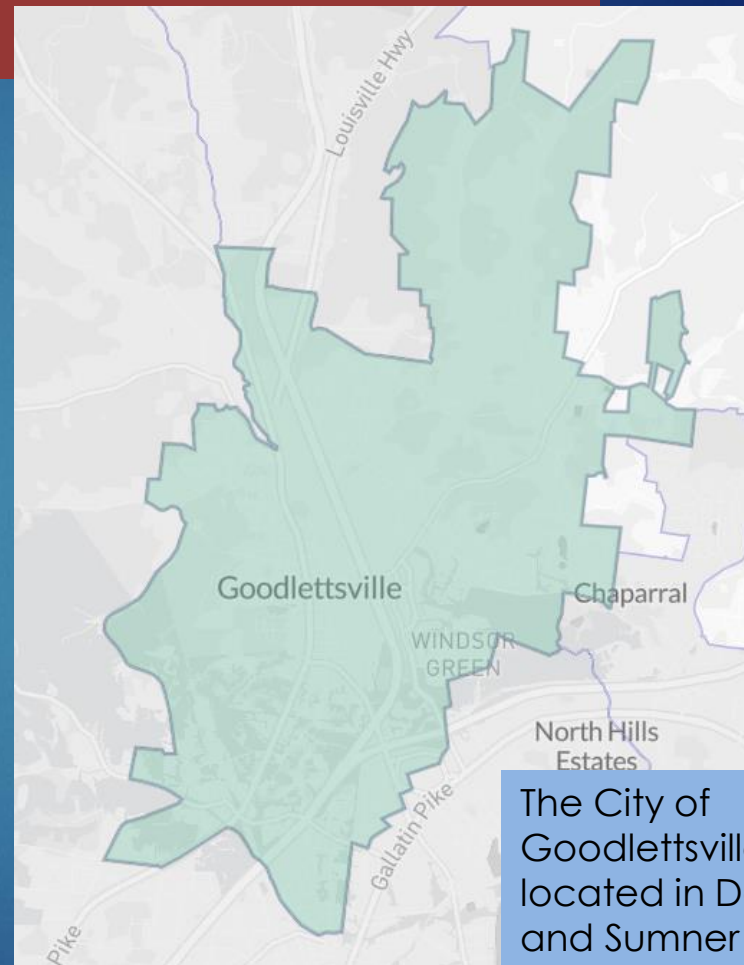
# Census Population



2022 US Census Bureau Estimates

2020 US Census Bureau

- ▶ City of Goodlettsville
  - ▶ Total Population: 17,598
  - ▶ Total Households: 7,531
- ▶ Sumner County
  - ▶ Total Population: 207,994
  - ▶ Total Households: 80,536
- ▶ Davidson County
  - ▶ Total Population: 712,334
  - ▶ Total Households: 341,597



The City of Goodlettsville is located in Davidson and Sumner Counties

<https://censusreporter.org/profiles/16000US4728800-gallatinburg-tn/>  
<https://data.census.gov/profile?q=Goodlettsville%20city.%20Tennessee>

# RECREATIONAL ACREAGE



The City of Goodlettsville has nearly

**180 acres**

of land dedicated to recreational use

# Target Demographics



- ▶ Proposed improvements at Moss-Wright Park will continue to make the city's recreational facilities available to all persons, regardless of age, gender, race, economic status, or possible disability.
- ▶ The proposed improvements and upgraded facilities can be used by all ages.

## Age

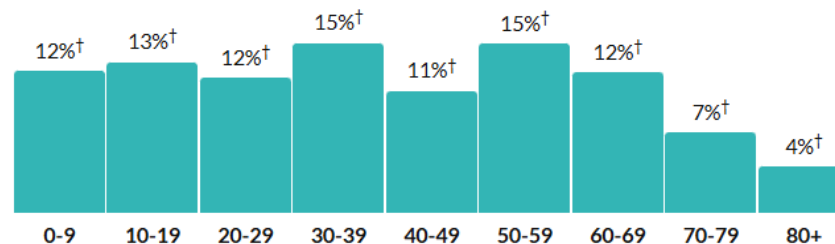
**38.4**

Median age

a little higher than the figure in the Nashville-Davidson--Murfreesboro--Franklin, TN Metro Area: 36.8

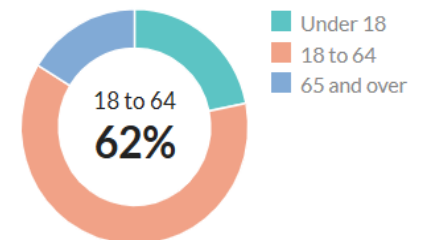
about the same as the figure in Tennessee: 38.9

Population by age range



[Show data / Embed](#)

Population by age category



[Show data / Embed](#)

[Goodlettsville, TN - Profile data - Census Reporter](#)

# Public Recreation Activities at Moss-Wright Park



## Proposed Developments:

- ▶ Improved accessibility between amenities
- ▶ Enhancement of vehicular traffic that will ultimately allow current programming to expand to accommodate more users

## Existing Features:

- ▶ Soccer, Football
- ▶ Baseball and softball programming, Dog Park, fitness area, Pavilion, Picnic Areas, Playground, Volleyball, Recreation Trail, Little Free Library, Historic Sites



# Positive Community Impact

- ▶ Addresses the needs, interests, and priorities of the community detailed during the 2025 Parks & Recreation Master Planning process
- ▶ Improve public health by encouraging outdoor physical activity
- ▶ Construction of new walkways
  - ▶ Improves connectivity within the park with 3,000 linear feet of ADA pedestrian trails
  - ▶ Provides safe routes for community to access various areas of the park
- ▶ Enhancement of existing vehicular routes
  - ▶ Re-working asphalt drives to accommodate two-way traffic, expand parking areas, reconfigure existing parking



# Goal of Project



- ▶ Address the public's wishes, needs, and priorities as outlined in the 2025 System-Wide Parks & Recreation Master Plan
- ▶ Improve ADA Accessibility and connectivity within Moss-Wright Park and improve vehicular traffic flow with the goal of accommodating more users within the park and recreation program offerings

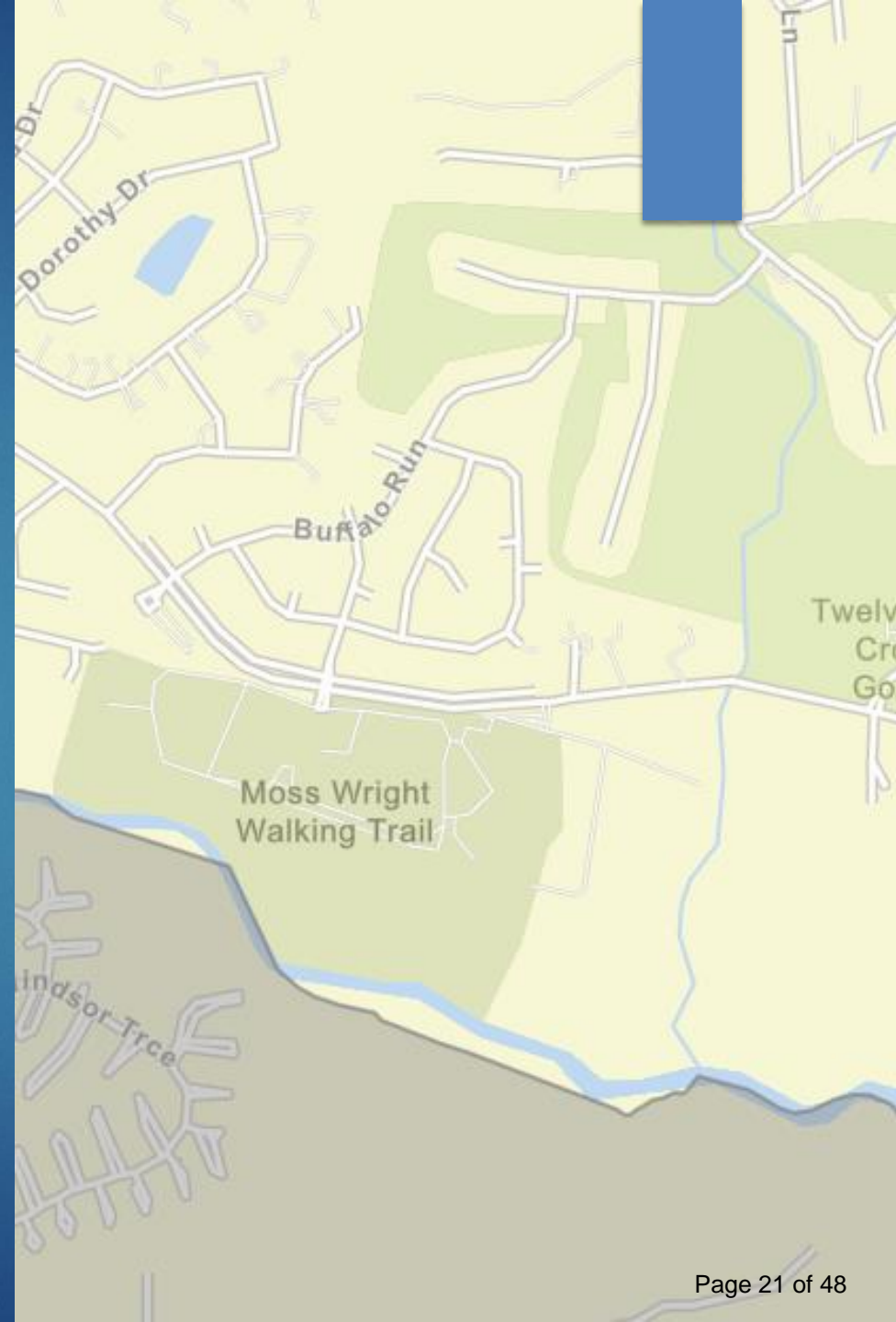
# Means & Funding For Development



- ▶ Grant funding through Local Park and Recreation Fund Grant, requiring 50/50 match
- ▶ Cash as match from the City of Goodlettsville

# Suitability, Location, & Topography for Development of Project

- ▶ Located within the 147-acre Moss-Wright Park
- ▶ Located within residential developments and within a 2-mile radius of Goodlettsville Elementary and Middle schools
- ▶ There is space to implement proposed improvements at the Park while maintaining adequate open spaces
- ▶ All proposed trails will be constructed in the most suitable locations for ADA accessibility and where minimal site work and grading will be necessary. Parking will be developed with the intent to include ADA accessible parking.



# Site Development

- ▶ The proposed project addresses park needs identified in the 2025 Master Plan
  - ▶ Improve pedestrian/user connectivity within the 147-acre park
  - ▶ Improve traffic flow to accommodate the 543,000+ annual users within the park and create safe ingress/egress for the park.

# Programming Plans for Site



## MOSS-WRIGHT PARK

### ▶ Proposed:

- ▶ Improved access and connectivity to existing and amenities
- ▶ Improvement of traffic flow by widening roadways and creating two-way traffic. This will help to efficiently and safely allow community users to access and exit the park for programming, saving time between scheduled activities/games/programs which will allow for expansion of programmatic activities.

### ▶ Existing:

- ▶ Soccer, Football Baseball and softball programming, Dog Park, fitness area, Pavilion, Picnic Areas, Playground, Volleyball, Recreation Trail, Little Free Library, Historic Sites



## State Comprehensive Recreation Plan Goal: Advocacy & Education

- ▶ The City of Goodlettsville advocates for parks and recreation by pursuing projects that improve connectivity and access.
- ▶ The proposed project enhances connectivity within Moss-Wright Park by constructing new trails between facilities in the park.

Existing Trail at Moss-Wright Park

# State Comprehensive Recreation Plan

## Goal: Collaboration & Partnerships for Economic Success

- ▶ The City of Goodlettsville has a strong relationship with Goodlettsville Elementary and Middle Schools, located about 2 miles from Moss-Wright Park. The park, with its close proximity to the schools, serves as a location for field trips and student service hours as well as student outreach programs.



# State Comprehensive Recreation Plan Goal: Conservation

- ▶ The City of Goodlettsville is committed to conservation of Tennessee's, and the City's, legacy in outdoor recreation.
- ▶ Goodlettsville has been fortunate to had a number of park projects funded through the Local Park and Recreation Fund Grant, requiring that a Notice of Limitation of Use be recorded against the deed for the park properties, securing them for recreation use in perpetuity
- ▶ The City completed extensive work, a two-phase effort, on the banks of Mansker Creek within Moss-Wright Park in 2020 to stabilize the creek banks. The efforts successfully mitigated negative effects that include pollution which would negatively affect aquatic life and waterways downstream.
- ▶ The project activities will expand the accessibility of facilities within the park to ensure its use for many years to come.

# State Comprehensive Recreation Plan Goal: inclusivity, diversity, equity, access, affordability



- ▶ The proposed project will improve access to and within Moss-Wright Park.
- ▶ The proposed walkways will connect patrons to different park amenities available within Moss-Wright Park.
- ▶ Applying for LPRF funds will allow the City to stretch the parks and recreation budget further, bridging the gap that would be needed to make the proposed improvements.
- ▶ The walkways developed as part of the project will meet ADA accessibility requirements, allowing full use and access by all individuals, regardless of abilities.

# 3 Year Project Timeline



- ▶ Submit Application April 2025
- ▶ Receive Funding Award November 2025
- ▶ Environmental Review Nov 2025 – Feb 2026
- ▶ State Contracting February 2026
- ▶ Project Design April - August 2026
- ▶ Bidding & Award Sept 2026 - Nov 2026
- ▶ Construction May 2027 – August 2027
- ▶ Project Close-out December 2027

# Project Design Elements

## Moss-Wright Park

### ► Use of Site

- Proposed walkways will expand and increase utility of the amenities of the park.
- The walkways will allow existing trees to provide shade where possible.
- ADA accessible features and walkways will ensure that all citizens are able to use the park facilities



# Project Design Elements

## Moss-Wright Park



### ▶ **Access**

- ▶ The park is open to citizens between sunrise and sunset

### ▶ **Ease of Maintenance**

- ▶ The City of Goodlettsville has successfully developed and maintained Moss-Wright Park for several decades.
- ▶ The proposed project activities will not create any new routine operational maintenance responsibilities for the maintenance staff.



Photos of existing recreation trails at Moss-Wright Park

# Moss-Wright Park

Mankser Creek



Mansker's Fort

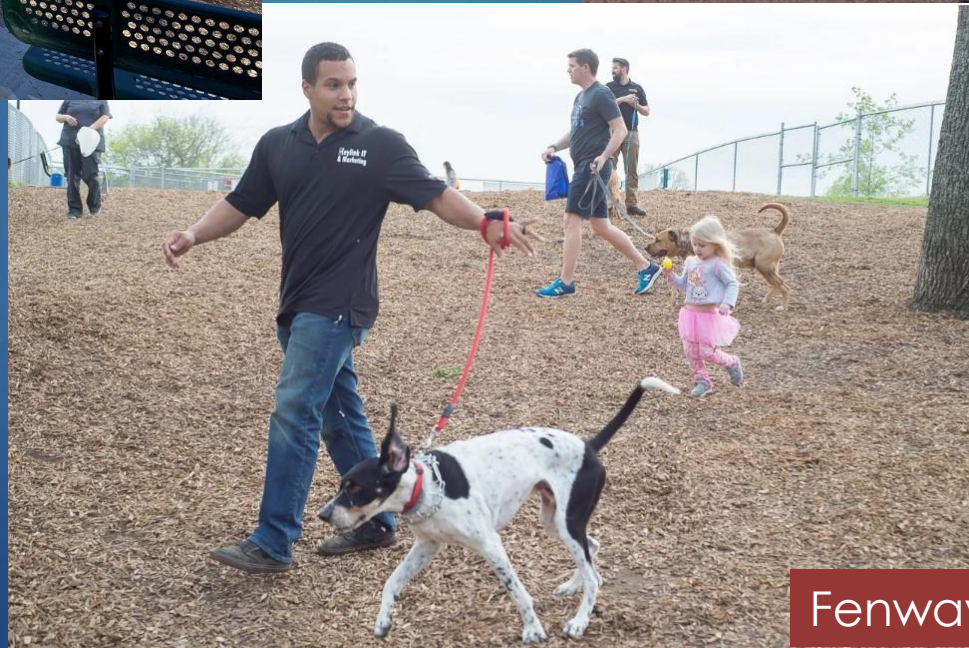
# Moss-Wright Park



Playground

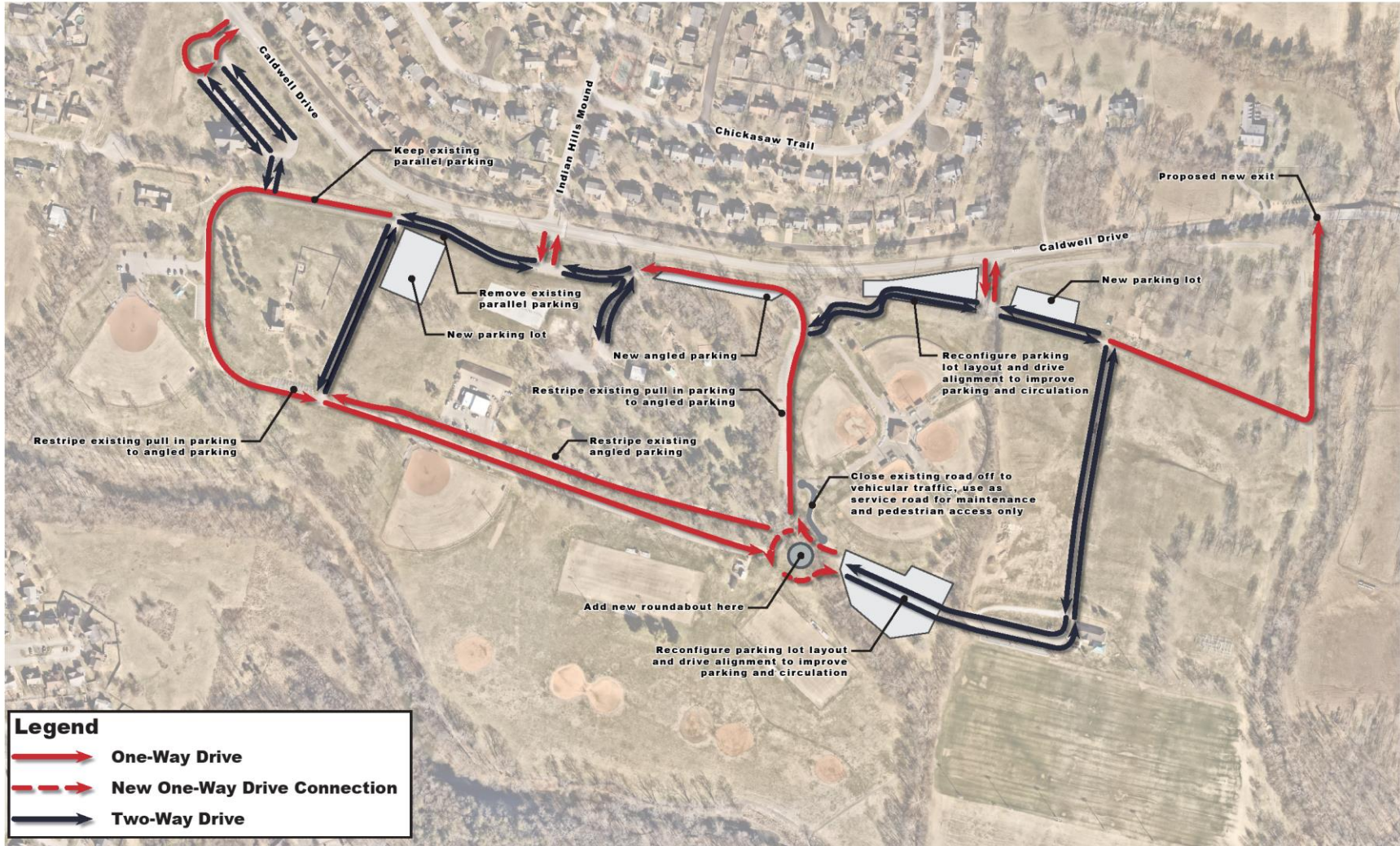


Baseball Programming



Fenway Dog Park

# Location Map



# Vicinity Map

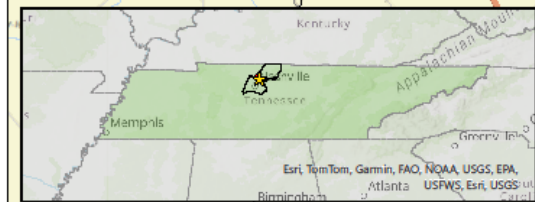
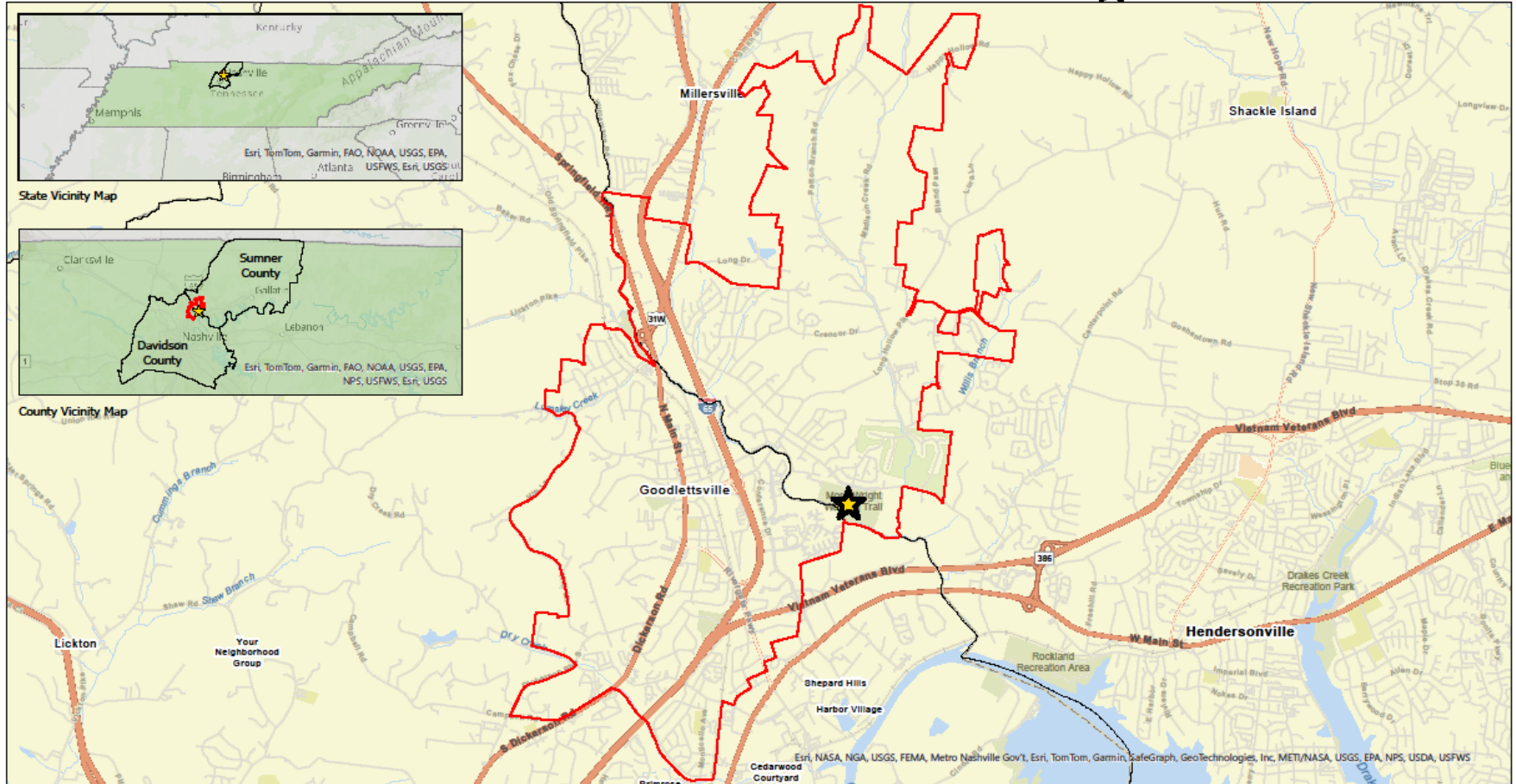


## Project Vicinity Map

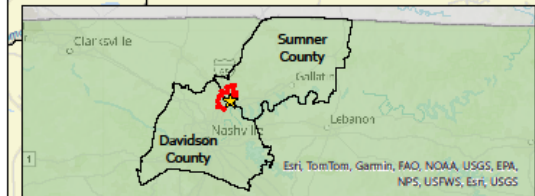
Moss-Wright Park  
745 Caldwell Dr  
Goodlettsville, TN 37072

### Legend

- City of Goodlettsville Boundary
- Davidson and Sumner Counties
- ★ Site

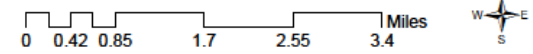


State Vicinity Map



County Vicinity Map

Map prepared on 02/14/2025



# Topographic Map



## Topographic Map

Moss-Wright Park  
745 Caldwell Dr  
Goodlettsville, TN 37072

### Legend

- Site Boundary
- City of Goodlettsville Boundary
- Summer County Parcels

**Topographic Map Name:**  
Goodlettsville Quadrangle  
Tennessee  
7.5-Minutes Series  
**Topographic Map Number:**  
NSN. 7643016394291  
NGA REF NO. USGSX24K70208

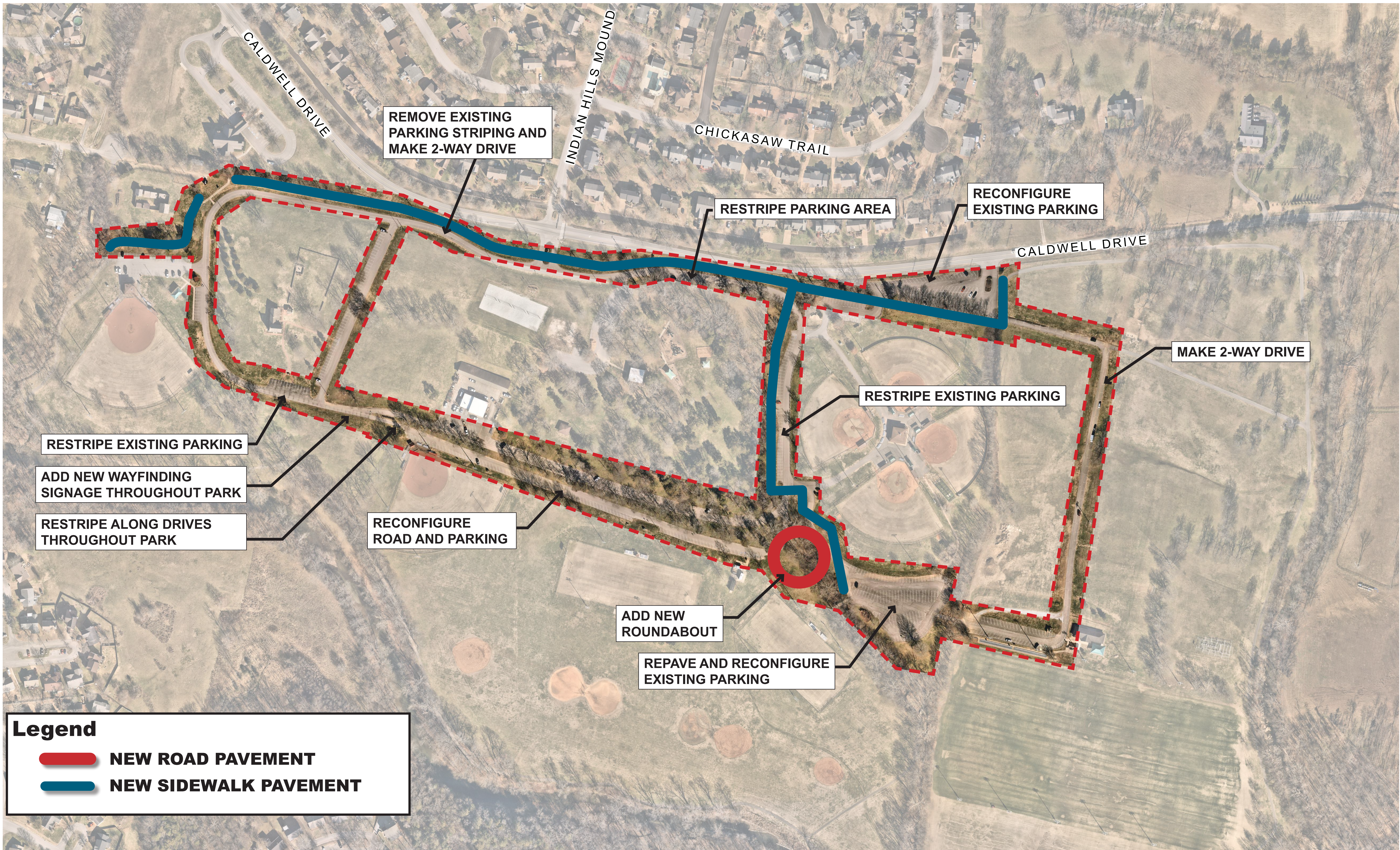


Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, CNES/Airbus DS, InterMap, NASA/METI, NASA/NGS and the GIS User Community



Thank You For  
Your  
Engagement In  
Our Project!





**Legend**

- NEW ROAD PAVEMENT**
- NEW SIDEWALK PAVEMENT**



# 2025

## Sponsorship Opportunities



City of Goodlettsville

**Parks &  
Recreation**

Goodlettsville Parks and Recreation  
Administrative Offices

117 Memorial Drive, Suite C  
Goodlettsville, TN 37072

[www.goodlettsvilleparks.com](http://www.goodlettsvilleparks.com)  
(615) 851-2231  
[goodlettsvilleparks@goodlettsville.gov](mailto:goodlettsvilleparks@goodlettsville.gov)

# ABOUT GOODLETTSVILLE PARKS & RECREATION

Goodlettsville Parks and Recreation is dedicated to providing exceptional recreational experiences through our parks, facilities, activities, and events. Our department hosts annual celebrations like the Independence Day Celebration, GOODFest in the Park, and the Goodlettsville Christmas Tree Lighting and Parade, alongside community events such as the GoodDog Festival, Egg Hunt, Movies in the Park, Music on Memorial, and Fun Fridays.

Comprising three key divisions –Parks, Recreation, and Administration—we focus on maintaining safe green spaces, developing engaging public programs, and effectively managing our operations to ensure enjoyment and participation for all community members.

We invite you to get involved in our growing community and together we can provide participants opportunities to “Create their Experience” in Goodlettsville!



Dear Valued Community Partner,

Thank you for considering the opportunity to sponsor a Parks and Recreation Event in Goodlettsville. As the Director of Parks and Recreation, I can confidently say that our mission is to enhance the quality of life for all residents through vibrant programs, beautiful parks, and engaging community events. Your support plays a crucial role in making this mission a reality.

Every year, our events bring together families, friends, and neighbors, fostering a sense of community and belonging. However, to continue offering these enriching experiences, we rely on the generosity of local businesses like yours. Sponsorship is not just a financial contribution; it's an investment in the community and a chance to demonstrate your commitment to improving the lives of our residents.

In the following pages, you will find a comprehensive sponsor menu outlining various opportunities available for your business to engage with the community. If you don't see a specific event that resonates with your organization, please don't hesitate to reach out. We are more than willing to meet and discuss personalized sponsorship options that align with your goals.

Thank you for your consideration and support. Together, we can continue to make Goodlettsville an even better place to live, work, and play.

Sincerely,



**Sarah Jennings**  
Director of Parks and Recreation

# Our Team

Introducing our team at Goodlettsville Parks and Recreation, we consist of dedicated professionals across three divisions: Parks, Recreation, and Administration. Our Recreation Division focuses on the development, administration, and implementation of engaging public recreation programs, community events, and leisure services. They lead marketing initiatives and advocate for our parks, ensuring citizens and participants have a primary point of contact for their needs. Meanwhile, our Administration Division provides essential management and supervision for all department functions, ensuring our mission is carried out effectively. Together, we are committed to enhancing the community through our diverse offerings and strong partnerships.

**Jennifer Spillers**  
SUPERINTENDENT OF RECREATION

**Kaleb McKinnie**  
RECREATION SUPERVISOR

**Vanessa Hale**  
PROGRAM AND EVENTS COORDINATOR

**Denise Skaggs**  
ADMIN. SERVICES COORDINATOR

**Sarah Jennings**  
DIRECTOR OF PARKS AND RECREATION



2025 Sponsorship Opportunities

# Events



**Daddy Daughter Dance**  
WINTER



**Santa's Holiday Party**  
WINTER



**Mother & Son Night of Fun**  
WINTER



**Tree Lighting Ceremony**  
WINTER



**Winter Dance for Senior Adults**  
WINTER



**Goodlettsville Christmas Parade**  
WINTER

Winter in Goodlettsville is truly magical, offering a variety of enchanting events for families and friends to enjoy. Highlights include the Daddy Daughter Dance and the Mother and Son Night of Fun, providing special moments for parents and their children. The Winter Dance for Senior Adults adds a touch of elegance for the older generation. The Hometown Holidays feature festive activities such as Santa's Holiday Party, a stunning Tree Lighting Ceremony, and the lively Christmas Parade, which draws several hundred attendees. These community gatherings create a warm and joyful atmosphere, making the winter season in Goodlettsville unforgettable.

# Events



**GOODDog Egg Hunt**  
SPRING



**Movies in the Park**  
SUMMER



**Sneak Peak into Summer**  
SPRING



**Music on Memorial**  
SUMMER



**Revive and Root**  
SPRING



**Independence Day Celebration**  
SUMMER

Goodlettsville comes alive during the spring and summer months with a variety of engaging events that draw large crowds. The GOODDog Egg Hunt, Movies in the Park, and Music on Memorial each attract several hundred participants, creating a lively atmosphere for residents and visitors alike. The Independence Day celebration stands out with an impressive turnout of around 6,000 attendees, making it a highlight of the summer. Additionally, the Revie and Root event celebrates Arbor Day, honoring Goodlettsville's status as a Tree City. Overall, the summer events in Goodlettsville promise excitement and community spirit for everyone!



# SPONSOR LEVELS AND DETAILS

DESCRIPTION	QTY	TOTAL
<b>DADDY DAUGHTER DANCE</b>		
Presenting Sponsor	Exclusive Sponsorship	\$2,000
Event Sponsor	Up to 3	\$250
Activity Sponsor	No limit	In-Kind
<b>MOTHER &amp; SON NIGHT OF FUN</b>		
Presenting Sponsor	Exclusive Sponsorship	\$2,000
Event Sponsor	Up to 3	\$250
Activity Sponsor	No limit	In-Kind
<b>WINTER DANCE FOR SENIOR ADULTS</b>		
Presenting Sponsor	Exclusive Sponsorship	\$2,000
Event Sponsor	Up to 3	\$250
Activity Sponsor	No limit	In-Kind
<b>SANTA'S HOLIDAY PARTY</b>		
Presenting Sponsor	Exclusive Sponsorship	\$2,000
Event Sponsor	Up to 3	\$250
Activity Sponsor	No limit	In-Kind

## TREE LIGHTING CEREMONY

Presenting Sponsor	Exclusive Sponsorship	\$2,000
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Event Sponsor	Up to 3	\$250
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Activity Sponsor	No limit	In-Kind
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## GOODLETTSVILLE CHRISTMAS PARADE

Presenting Sponsor	Exclusive Sponsorship	\$2,000
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Event Sponsor	Up to 3	\$250
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## SENIOR ADULT FRIENDSGIVING

Presenting Sponsor	Exclusive Sponsorship	\$500
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Event Sponsor	Up to 5	\$250
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## GOODDOG EGG HUNT

Presenting Sponsor	Exclusive	\$500
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Photo Contest Sponsor	No limit	\$50
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## SNEAK PEEK INTO SUMMER

Presenting Sponsor	Exclusive Sponsorship	\$500
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Event Sponsor	Up to 5	\$250
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Activity Sponsor	No limit	In-Kind
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## REVIVE & ROOT

Event Sponsor	Up to 5	\$250
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Activity Sponsor	No limit	In-Kind
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## MOVIES IN THE PARK

Presenting Sponsor	Exclusive Sponsorship	\$2,000
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Event Sponsor	One per event	\$250
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Activity Sponsor	No limit	In-Kind
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## MUSIC ON MEMORIAL

Presenting Sponsor	Exclusive Sponsorship	\$3,000
Event Sponsor	One per event	\$250
Activity Sponsor	No limit	In-Kind

## INDEPENDENCE DAY CELEBRATION

Presenting Sponsor	Exclusive Sponsorship	\$10,000
Kid's Zone Sponsor	Exclusive Sponsorship	\$5,000
Event Sponsor	No limit	\$1,500
Activity Sponsor	No limit	In-Kind

### \*\*Presenting Sponsors:\*\*

As the premier sponsors of the event, Presenting Sponsors receive exclusive recognition as the leading sponsor at every mention of the event. This includes prominent logo placement on all marketing materials and social media announcements, as well as recognition during the event itself. Presenting Sponsors will have the opportunity to set up a booth with their business information, ensuring visibility to attendees. Their logo will be featured on the event banner, both during and in the lead-up to the event, and they may participate in a social media interview to further promote their brand. Additionally, Presenting Sponsors will receive a dedicated announcement during the event to highlight their support and contributions.

### \*\*Event Sponsors:\*\*

Event Sponsors gain vital visibility through recognition on the event's website and social media platforms, as well as onsite acknowledgment during the event. They will be provided with a booth space to showcase their promotional materials, allowing direct engagement with attendees and enhancing their promotional reach. To further enhance their recognition, Event Sponsors will also have their logo featured in event-related press releases sent to local media outlets.

### \*\*Activity Sponsors:\*\*

Activity Sponsors receive recognition on social media, along with visibility at the event itself. They can distribute promotional materials from their event booth, engaging with participants directly. Furthermore, sponsors will need to have volunteers present to manage their specific activities, ensuring a hands-on role in the event experience.



[www.goodlettsvilleparks.com](http://www.goodlettsvilleparks.com)

# Next Steps

Thank you for considering a sponsorship opportunity with our department. We truly appreciate your interest and the potential partnership that lies ahead. If you're ready to take the next step, applications are conveniently accepted online at:

<https://goodlettsville-forms-parks-and-recreation.app.transform.civicplus.com/forms/45802>

Should you prefer a more personalized approach, feel free to schedule a meeting with our Admin Services Coordinator at 615-851-2231 or via email at [goodlettsvilleparks@goodlettsville.gov](mailto:goodlettsvilleparks@goodlettsville.gov).

We look forward to the possibility of collaborating with you to enhance the event offerings in our community. Together, we can create memorable experiences that benefit everyone involved. Thank you once again for your consideration!

