

**MINUTES OF THE WORK SESSION
OF THE MAYOR AND BOARD OF ALDERMEN
OF THE CITY OF STARKVILLE, MISSISSIPPI
AUGUST 15, 2025**

Be it remembered that the Mayor and members of the Board of Aldermen met in a Work Session on Friday, August 15, 2025 at 11:00 a.m. in the second-floor conference room of City Hall located at 110 West Main Street, Starkville, MS. Present were Mayor D. Lynn Spruill, Alderwoman Kim Moreland, Alderwoman Sandra Sistrunk, Alderman Kyle Skinner, Alderman Mike Brooks, Alderman William Pochop, Vice Mayor Roy A' Perkins and Alderman Henry Vaughn, Sr. City Attorney Berk Huskison and Assistant City Clerk Joanna McLaurin were also present.

Mayor Spruill opened the work session. The work session was properly noticed pursuant to Miss. Code Ann. §25-41-13 and a copy of that notice is included in the minutes. The work session was live streamed on Facebook. The public and media were welcomed and attended. The session is also available for viewing on the City website.

Greg Owen gave a presentation of the 2026 SFC annual plan for the City of Starkville Parks and Recreation.

The Mayor and members of the Board discussed items on the upcoming August 19, 2025 agenda. Department Directors were available to answer questions related to the items. All agenda items were discussed.

SIGNED AND SEALED THIS THE 2nd DAY OF SEPTEMBER, 2025.

MAYOR D. LYNN SPRUILL

Attest:

Seal

JOANNA MCLAURIN
ASSISTANT CITY CLERK



ANNUAL BUSINESS & OPERATING PLAN

PREPARED FOR:
CITY OF STARKVILLE

DATE ISSUED:
AUGUST 2025



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EXECUTIVE SUMMARY

2025 - 2026 FISCAL YEAR

Starkville Parks and Recreation serves as a pillar of community engagement, offering eight public parks, two Sportsplex facilities, and a diverse array of recreational infrastructure, including 29 structures, 28 bathroom facilities, seven playgrounds, 27 baseball/softball fields, nine football/soccer fields, twelve tennis/pickleball courts, two dog parks, two splash pads, a disc golf course, several walking trails, a community pool, and numerous picnic areas.

The department supports a robust calendar of programming and events, featuring seven youth programs, two adult programs, five athletic or skill-training camps, six city-wide holiday celebrations, ten sports tourism events, and more than ten volunteer events annually—often in collaboration with five local nonprofit partners.

Starkville Parks and Recreation is also focused and dedicated to elevating the same standards across all parks, strengthening internal systems, and deepening community relationships. This includes implementing new strategies across operations, programming, marketing, and staffing to support both growth and sustainability.

Starkville Parks and Recreation is poised for a transformative year, balancing operational excellence with a renewed focus on community, hospitality, and growth. Through strategic improvements in marketing, culture, and staffing, we are committed to building a stronger, healthier Starkville where every resident feels welcome and engaged.

MISSION

Our mission is to provide safe, diverse, and inclusive programs, leagues, special events, and partnerships to the entire Starkville Community that will enrich their quality of life. We strive to operate attractive, clean, and safe parks, top-notch facilities for sporting opportunities, quality recreational programs, and events that benefit Starkville's physical, social, and economic vitality.

VISION

We strive to provide opportunities to promote mental and physical health while generating pride within the Starkville community.

2025 - 2026 GOALS

OUR GOALS ARE YOUR GOALS. HERE ARE OUR TOP PRIORITIES TO CONTINUE TO SERVE *YOU*.

Goal 1: Elevate Brand Presence and Community Reach

Strengthen the organization's identity and connection with the public through strategic and impactful marketing initiatives.

Strategies:

- Revamp marketing plans and utilize impact measurements
- Develop targeted campaign toolkits for high-impact programs, events, and initiatives
- Increase overall brand awareness
- Expand programming and events

Goal 2: Cultivate a Positive and Empowering Workplace Culture

Build an environment where all staff feel valued, supported, and motivated to contribute their best and improve hospitality.

Strategies:

- Staff recognition program
- One-on-one check-ins and feedback opportunities
- Team-building initiatives
- Implement organizational standards for communication and hospitality

Goal 3: Develop and Strengthen Our Workforce

Invest in growth, alignment, and sustainability of a skilled and future-ready team.

Strategies:

- Revise onboarding process
- Establish mentorship or peer-shadowing
- Create new roles or hybrid positions
- Improve internal communication and cross-departmental alignment

PROMOTING PARKS. ENGAGING PEOPLE. BUILDING COMMUNITY.

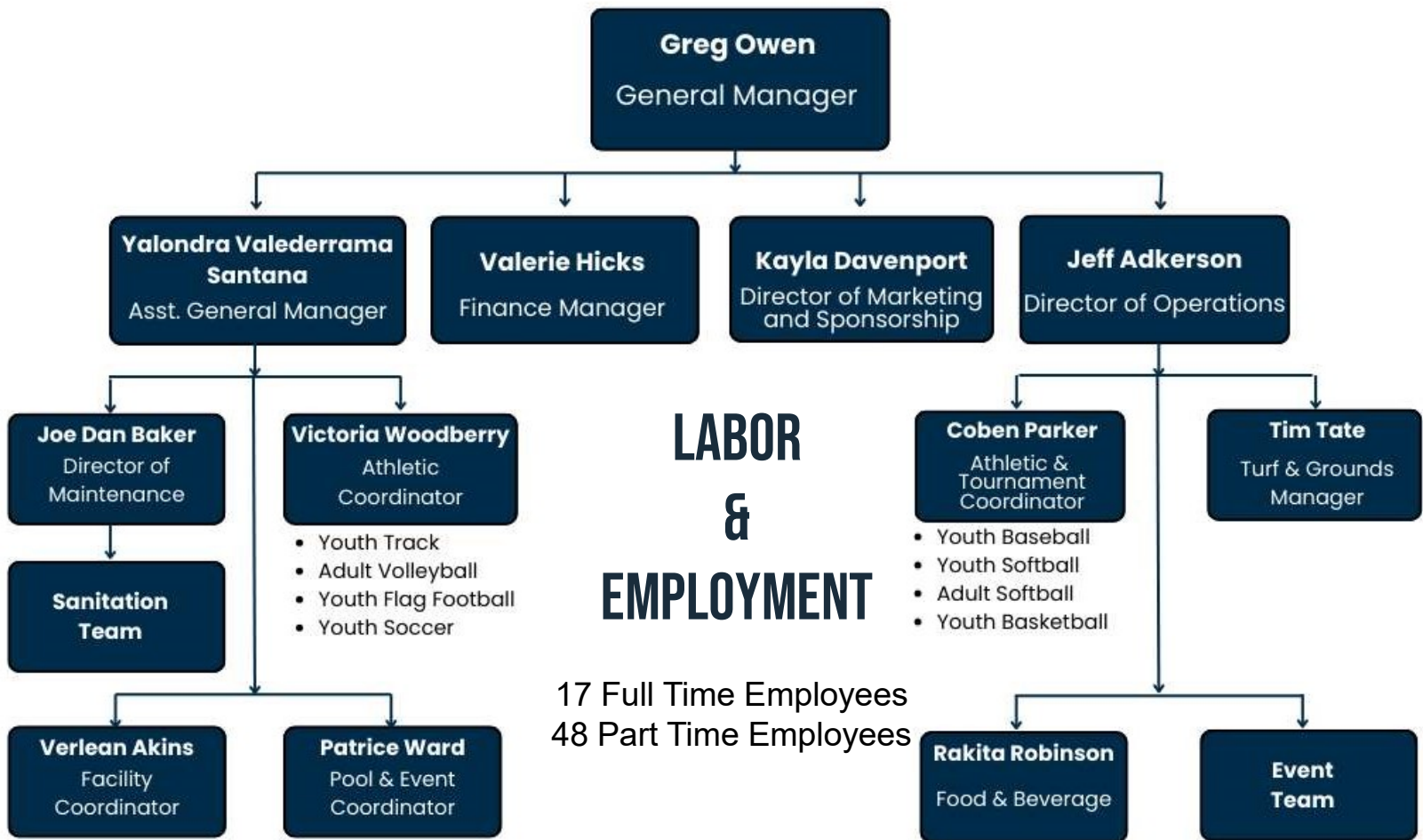
2025 – 2026 Goals:

1. Enhance Marketing Strategies for Events & Activities.
 - Build a year-round marketing calendar with advance campaign planning
 - Collect post-event feedback to refine messaging and delivery
 - Use A/B testing to optimize content performance
2. Optimize and grow audience reach.
 - Analyze performance to focus on high-performing content and platforms
 - Run geo-targeted ads and segmented email campaigns
 - Promote user-generated content through contests and challenges
3. Increase overall brand awareness.
 - Use consistent branding (colors, taglines, tone) across all platforms
 - Collaborate with schools, businesses, and community partners
 - Launch targeted seasonal campaigns (staff highlights, educational content, etc.)

2024 – 2025 Highlights:

1. Team Sponsorships:
 - 100% sponsorship for all youth baseball and softball teams
 - Nearly all rec league teams sponsored
2. Social Media Growth:
 - Impressions ↑ 14%
 - Engagements ↑ 93%
 - Engagement rate ↑ 70%
 - Post link clicks ↑ 165%
3. Website Growth:
 - 20,000+ new users
 - 75,000+ total page views

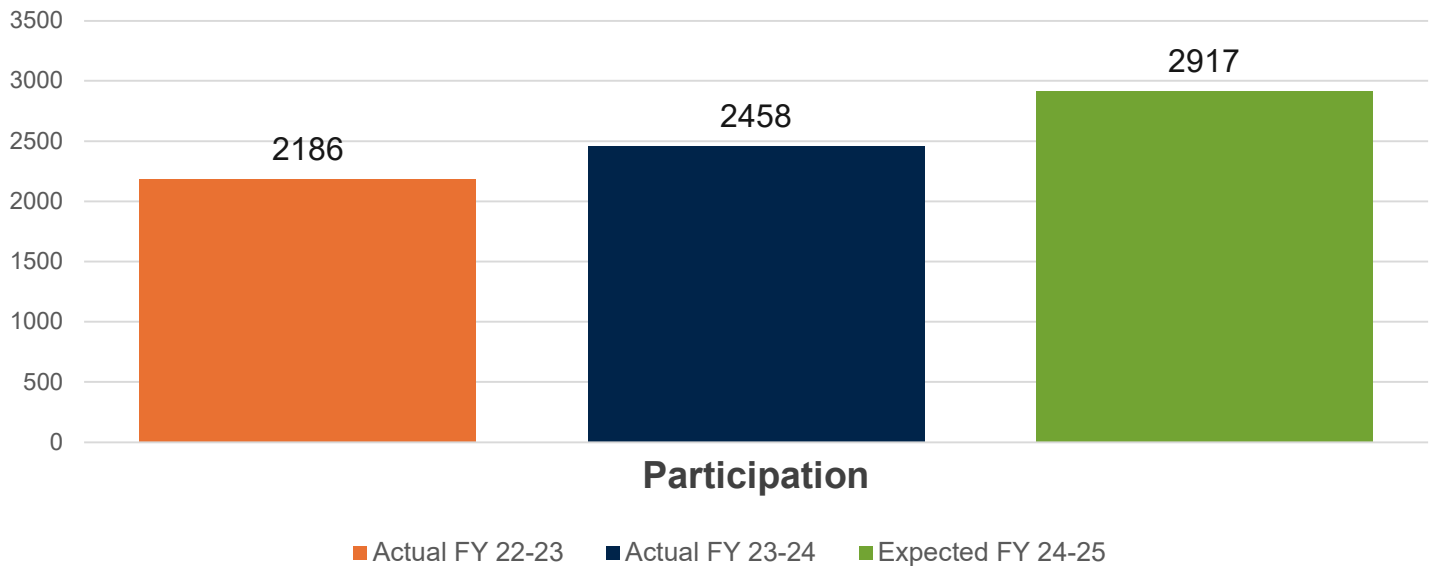
THE SFC/STARKVILLE OPERATING TEAM



SMILES THAT POWER YOUR PARKS.



LOCAL PROGRAMMING



Highlights

Steady Growth in Participation:

- FY 22–23: 2,186 participants
- FY 23–24: 2,458 participants
- **FY 24–25: 2917 participants** — a **27% increase** over three years

Program and Events:

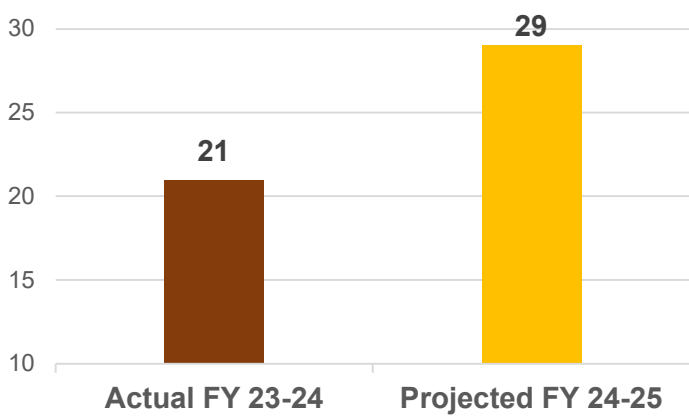
- **9 recreational leagues** offered for both youth & adults
- **6 community-wide special events** hosted throughout the year
- Introduction of **specialized skills camps** and an **international soccer camp**

Record-Breaking Participation:

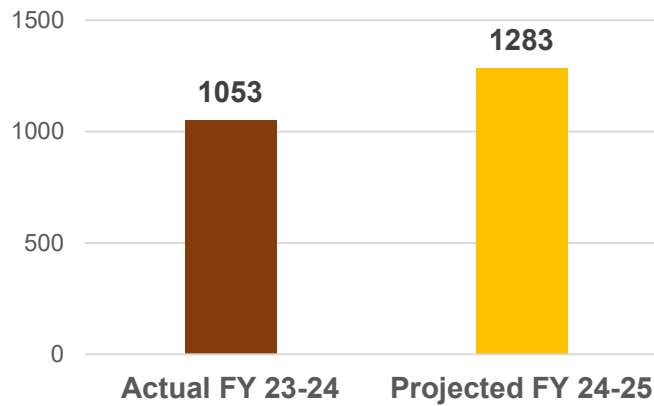
- Achieved our **highest-ever registration numbers** for **Youth Softball** and **Youth Track & Field**

TOURISM

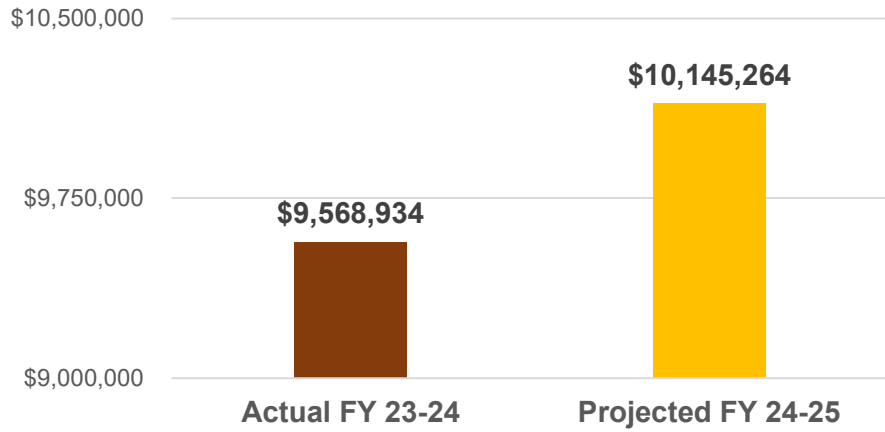
CORNERSTONE SPORTS COMPLEX



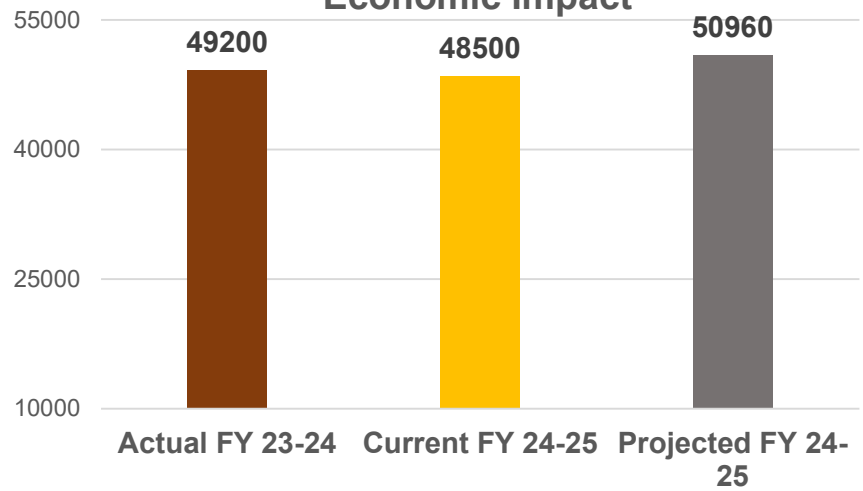
Events



Teams



Economic Impact

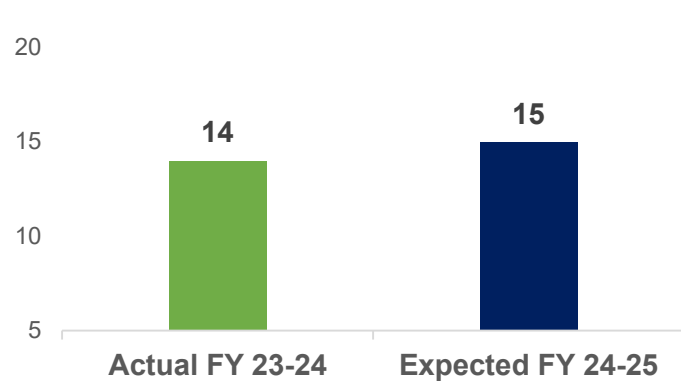


Visitors

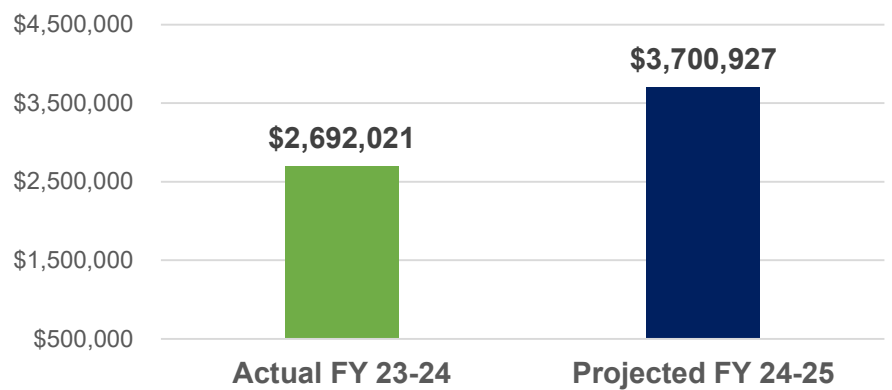


TOURISM

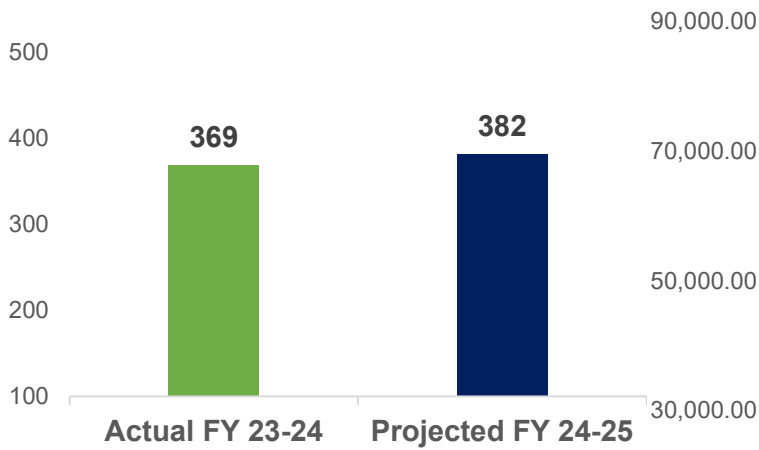
STARKVILLE SPORTSPLEX



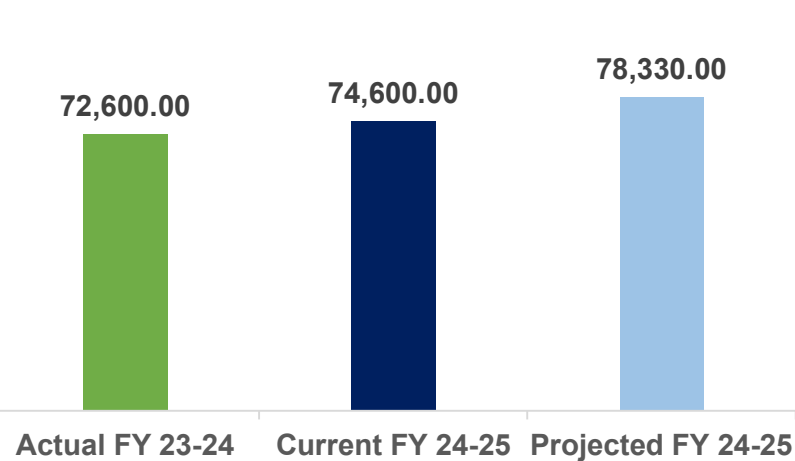
Events



Economic Impact



Teams



Visitors



TOURISM

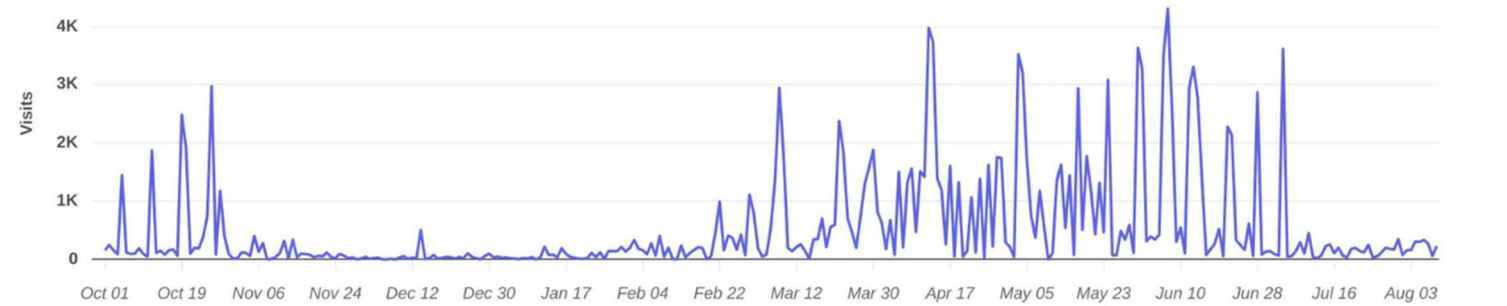
Total Economic Impact

FY 23 – 24: \$12,260,955

FY 24 – 25: Projected \$13,846,191

Cornerstone Sports Complex
222 Batters Blvd, Starkville, MS 39759

Visits	163.7K	Avg. Dwell Time	158 min
Visits / sq ft	0.06	Panel Visits	23.6K
Size - sq ft	3M	Visits YoY	+7.6%
Visitors	48.4K	Visits Yo2Y	+738.1%
Visit Frequency	3.38	Visits Yo3Y	+3.6K%



Starkville Sportsplex
405 Lynn Ln, Starkville, MS 39759

Visits	280.5K	Avg. Dwell Time	87 min
Visits / sq ft	0.1	Panel Visits	25.3K
Size - sq ft	2.9M	Visits YoY	+12%
Visitors	74.6K	Visits Yo2Y	-5.7%
Visit Frequency	3.76	Visits Yo3Y	-17.7%



PARK VISITATION SUMMARY (OCT. 1, 2024 – AUG. 9, 2024)

George Evans Park

16,500 visits | 8,200 visitors
Busy season: **March – June**



J. L. King Park

61,700 visits | 13,500 visitors
Busy season: **May – October**



McKee Park

164,600 visits | 45,500 visitors
Significant growth after ribbon cutting



Josey Park

4,700 visits | 1,500 visitors
Busy season: **July & December**



Patriot's Park

8,500 visits | 5,100 visitors
Busy season: **March – June**



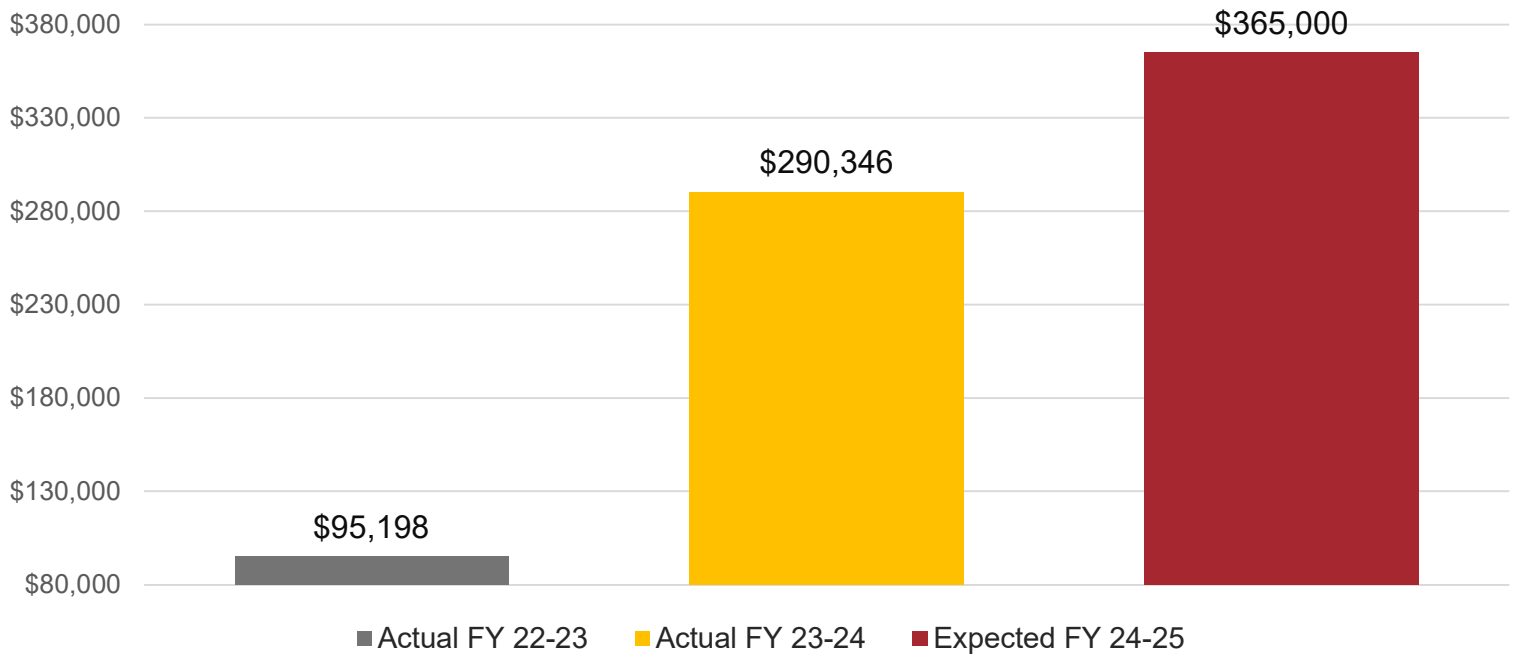
Moncrief Park

35,900 visits | 10,500 visitors
Busy season: **May – August**



FOOD & BEVERAGE

Revenue Comparison



Highlights

Revenue Growth:

- FY 22–23: \$95,198
- FY 23–24: \$290,346
- **FY 24–25: \$365,000** — over **285.5% growth** since FY 22–23

Opportunities:

- Branded cups, refillable water bottles, or snack packs
- Catering packages for events and rentals
- Partner with local vendors
- Themed or seasonal specials
- Operational improvement

Challenges:

- Managing inventory and staffing fluctuations
- Rising supply chain costs
- Maintaining consistency across multiple venues and events

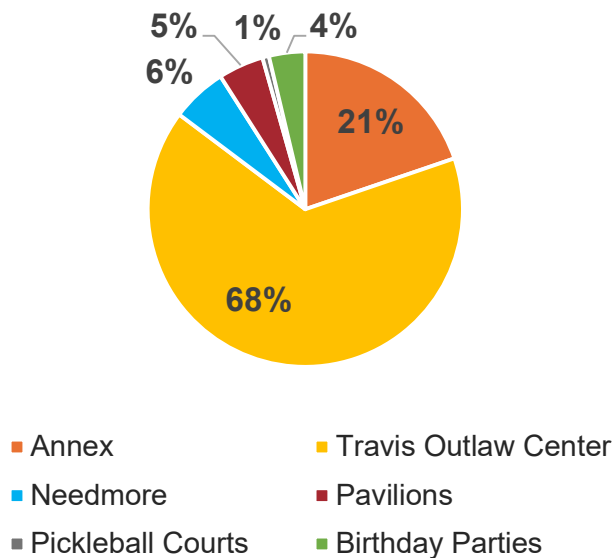


FACILITIES

RENTALS

We had **374** total facility rentals for FY 24-25, compared to the **241** total facility rentals we had in FY 23-24.

Facility	Rentals FY 24-25
Annex	202
Travis Outlaw Center	45
Needmore	45
Pavilions	40
Pickleball Courts	11
Birthday Parties	31



POOL USAGE

Data Type	FY 24-25
Entries	3,124
Total Entry Rev.	\$14,703
Parties & Camps	10
Swim Lessons	75
Season Pass Rev.	\$4,175

CAPITAL IMPROVEMENTS



OVERVIEW

Capital projects funded through the City of Starkville:

McKee Park

- Completion of new Splash Pad, Playground and Pavilions.
- Disc Golf Course under construction

JL King Park

- Tennis Court Resurfacing
- Drainage Improvements under construction
- Pavillion Improvements

Cornerstone Park

- Arboretum tree and wildflower planting.

Playground Improvements

- George Evans Park
- George Evans Basketball Resurfacing
- Josey Park

STARKVILLE PARKS & RECREATION SUCCEEDS DESPITE CHANGE

The 2024–2025 fiscal year has been a year of growth, resilience, and adaptation — even in the face of significant leadership transitions. For over half the year, we operated with just two of three leadership positions filled, and for a quarter of the year, all three positions were vacant. Today, those roles are filled, and we are moving full steam ahead into the future.

Local Programming Growth

Participation in our local programming continued to rise compared to previous years. Two standout sports this year were **softball** and **track** — both showing strong, promising growth. Softball, which had seen a statewide decline in recent years, appears to be making a comeback. Track, while more of a niche sport, offers a unique opportunity for community engagement. Baseball participation saw a slight dip, which reflects a nationwide trend of youth athletes shifting toward travel programs.

Tourism Impact & Cornerstone Park

One of the City's main goals in building Cornerstone Park was to boost tourism — and in its first year, that mission is being achieved. Even before our fall tournament schedule, we have already surpassed last year's visitation numbers across **all City park assets**, not just Cornerstone. Events, team participation, and economic impact are all on pace to exceed previous records.

Operations & Maintenance Improvements

Without our parks' local programming, tournaments, and community access, these results would not be possible. During the leadership transition, our team put in long hours to ensure event success. Strategic staff reallocation allowed us to dedicate one crew to athletic complexes and another to community parks. Additionally, we implemented **Maintenance Care**, a project and asset management platform designed to uphold the highest standards in our park system.

Marketing Success

Our marketing director played a key role in driving growth, taking on additional responsibilities during leadership vacancies while keeping Starkville in the spotlight. By unifying the Cornerstone Park and Starkville Parks & Recreation websites, we attracted **nearly 30,000 new users**. Social media also saw a **14% increase in audience growth** and a **164% increase in post link clicks** compared to last year.

Food & Beverage Growth

Fueled by both local programming and tournaments, our food and beverage program saw continued revenue growth year over year. While these numbers are encouraging, they also signal the need for a fresh operational approach. As we search for a new F&B manager, we are taking this opportunity to reset and strengthen the program for long-term success.

Looking Ahead

Our staff deserves recognition for their dedication during this transitional period. Change brings opportunity — and with new leadership in place, we are well-positioned to raise expectations, innovate, and take Starkville Parks & Recreation to the next level. The future has never looked brighter.

YEAR IN REVIEW

THE SPORTS FACILITIES
MANAGEMENT



ACTIVITY CALENDAR FY 25-26

Event	Date(s)
Youth Soccer Starts	Oct 1
USFA Softball	Oct 4
Adult Volleyball Starts	Oct 6
USFA Softball	Oct 11
Grand Slam Baseball	Oct 17-18
Grand Slam Baseball	Oct 23-24
Trunk-or-Treat	Oct 30
TFC Soccer	Nov 1-2
Diamond Legacy Softball	Nov 8
Santa Pictures	Dec 8-9
Youth Basketball Starts	Jan 5
USA Softball	Feb 21
Grand Slam Baseball	Feb 27-29
USA Softball	Mar 7
Grand Slam Baseball	Mar 13-15
Gorilla Basketball	Mar 14-15
MS Health Care Foundation	Mar 14-15
USFA Softball	Mar 21
Grand Slam Baseball	Mar 27-29
USFA Softball	Apr 4
Grand Slam Baseball	Apr 10-12
Youth Baseball Starts	Apr 13
Youth Softball Starts	Apr 13
Easter Egg Hunt	Apr 14
Grand Slam Baseball	Apr 17-19
USFA Softball	Apr 25
Grand Slam Baseball	May 1-3
USFA Softball	May 9
USFA Softball	May 16
Grand Slam Baseball	May 22-24
Pool Opens	May 23
Grand Slam Baseball	May 29-31
Grand Slam Baseball	Jun 5-7
Gorilla Basketball	Jun 6-7
Adult Softball Starts	Jun 9
The Orchard	Jun 15-17
International Soccer Camp	Jun 15-19

Event	Date(s)
Youth Track Starts	Jun 18
Youth Kickball Starts	Jun 18
Grand Slam Baseball	Jun 19-21
USFA Softball	Jun 27
4th of July Fireworks	Jul 4
Jeffery Simmons Camp	Mid-July
National Night Out	Early August
Youth Flag Football Starts	Aug 11
Labor Day, Free Day at Pool	Sep 1
Doggie Day Paddle	Sep 4
Pawn & Gun Show	Early Sep

Registration	Date(s)
Youth Baseball	Jan 1 – Feb 26
Youth Softball	Jan 1 – Feb 26
Adult Basketball	Jan 1 – Mar 1
Adult Softball	Mar 11 – May 13
Youth Kickball	Apr 1 – May 27
Youth Track	Apr 1 – May 27
Youth Soccer	Jul 1 – Aug 25
Youth Basketball	Aug 1 – Nov 18
Adult Volleyball	Aug 27 – Sep 30

Observed Holidays 2026	Date(s)
New Year's Day	Jan 1
Martin Luther King Jr. Day	Jan 19
President's Day	Feb 16
Good Friday	Apr 3
Memorial Day	May 25
Independence Day	Jul 4
Labor Day	Sep 7
Veteran's Day	Nov 11
Thanksgiving	Nov 26
Christmas	Dec 25

THE SPORTS FACILITIES
MANAGEMENT



727.474.3845



sportsfacilities.com | thesfnetwork.com
info@sportsfacilities.com



600 Cleveland St., Suite 910
Clearwater FL 33755



WORK SESSION

CITY OF STARKVILLE, MISSISSIPPI

AUGUST 15, 2025

11:00 a.m.

- A. CALL THE WORK SESSION TO ORDER**
- B. PRESENTATION OF THE 2026 SFC ANNUAL PLAN FOR THE CITY OF STARKVILLE PARKS AND RECREATION**
- C. DISCUSSION OF THE AGENDA ITEMS FOR THE AUGUST 19, 2025, MEETING OF THE BOARD OF ALDERMEN FOR THE CITY OF STARKVILLE.**
- D. ADJOURN MEETING**



**THERE WILL BE A WORK SESSION OF THE
MAYOR AND BOARD OF ALDERMEN ON
FRIDAY, AUGUST 15, 2025.**

**AT 11:00 AM IN THE STARKVILLE CITY HALL
LOCATED AT 110 WEST MAIN STREET
IN THE SECOND FLOOR CONFERENCE ROOM**

The public and media are invited to attend.

The City of Starkville is accessible to persons with disabilities. Please call the ADA Coordinator at (662) 323-2525 ext. 3119, in advance for any services requested.