

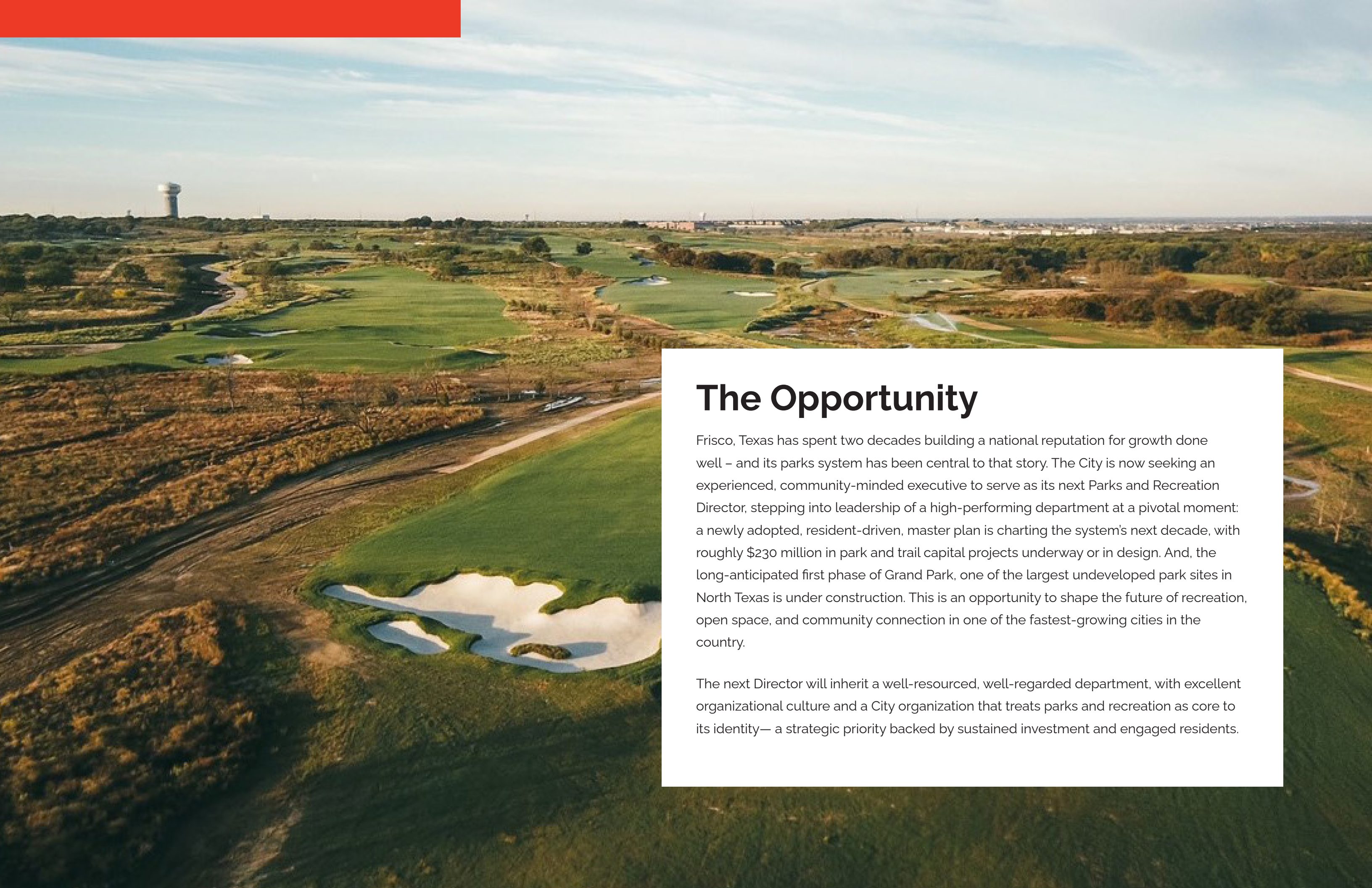


DIRECTOR OF PARKS & RECREATION

City of **Frisco**, TX

Recruitment Services Provided By





The Opportunity

Frisco, Texas has spent two decades building a national reputation for growth done well – and its parks system has been central to that story. The City is now seeking an experienced, community-minded executive to serve as its next Parks and Recreation Director, stepping into leadership of a high-performing department at a pivotal moment: a newly adopted, resident-driven, master plan is charting the system's next decade, with roughly \$230 million in park and trail capital projects underway or in design. And, the long-anticipated first phase of Grand Park, one of the largest undeveloped park sites in North Texas is under construction. This is an opportunity to shape the future of recreation, open space, and community connection in one of the fastest-growing cities in the country.

The next Director will inherit a well-resourced, well-regarded department, with excellent organizational culture and a City organization that treats parks and recreation as core to its identity— a strategic priority backed by sustained investment and engaged residents.

About Frisco

Located approximately 25 miles north of Dallas within the Dallas-Fort Worth metroplex, Frisco is one of the most notable success stories in American municipal growth. A farming community of roughly 6,000 residents as recently as the early 1990s, Frisco is now home to more than 245,000 people and continues to draw national attention for its quality of life, fiscal management, and economic vitality. The city's population has grown by more than 20% since the 2020 census, and Frisco is now approximately 87% built out. Even so, with a projected build-out population near 330,000, significant community growth is still anticipated, while focusing on infrastructure modernization, asset management, and sustaining an exceptional level of service for a large, increasingly mature city that is still growing.

Frisco's economy is anchored by a diverse and expanding base of corporate headquarters and major employers, and household incomes in the city rank well above state and national averages. With that, its population is becoming increasingly diverse as well. Frisco is consistently ranked among the best places to live in Texas and the nation and is nationally known for its sports and entertainment venues— including Toyota Stadium and a roster of professional and collegiate sports organizations, as well as its top-rated schools and family-oriented amenities.





City Government

The City of Frisco is a home rule city operating under a council-manager form of government. The City Council consists of the Mayor plus six Council Members, all elected at-large, set policy and legislative direction for the city, while an appointed City Manager oversees day-to-day administration, departmental operations, and budget execution. The City of Frisco has established itself as a professional organization known for strong financial stewardship, strategic investment, and exceptional service delivery.

The City of Frisco is a large organization with more than 1,750 FTEs. The City's General Fund budget for Fiscal Year 2026-27 is \$319.1 million— reflecting continued investment in public safety, infrastructure, and core services, including parks and recreation. The City maintains unassigned reserves well above policy minimums and continues to invest in modernizing aging infrastructure as the community matures. Progress continues on Grand Park and the Rail District. Demonstrating its prominence and quality of amenities, Frisco was one of the sites for the 2026 FIFA World Cup tournament and will also host the 2027 Men's PGA Championship.

PLAY FRISCO – The Parks & Recreation Department

Operating under the community-facing brand “Play Frisco,” the Parks and Recreation Department is responsible for more than 70 parks ranging from small neighborhood green spaces to large community parks and regional sports complexes, along with a growing network of hike and bike trails, natural areas, and public art installations throughout the City. The department also operates several flag-ship facilities, including the Frisco Athletic Center, Frisco Discovery Center, Frisco Heritage Center, and The Grove at Frisco Commons.

The Parks and Recreation Department consists of approximately 400 full and part-time employees (over 220 FTEs) and six divisions. Directly reporting to the Director are two Assistant Directors, a Business Services Division Manager, and a CIP Division Manager. For FY 2027, the department's operating budget is approximately \$31.3 million— reflecting the City's sustained investment in recreation, natural resources, and community programming. New FY27 positions include additions to park operations at Northwest Community Park, the 4th Street Plaza, and support for natural resources and cultural affairs— continuing a multi-year pattern of staffing growth aligned with the system's expansion.

\$ 31.3M
Operating Budget

220+FTE
Employees



Plan Your Play: The 2025 Parks & Recreation Master Plan

In 2025, the Frisco City Council adopted “Plan Your Play,” the department's new Parks and Recreation Master Plan and the guiding blueprint for the system's next decade. Built on extensive community engagement, the plan calls for new parks, state-of-the-art facility upgrades, expanded recreation and wellness offerings, and a stronger focus on sustainability and accessibility across the system — priorities now being delivered through the capital program below. Plan Your Play joins a family of City planning efforts, including the 2025 Cultural Affairs Master Plan and the City's Hike & Bike Trails Master Plan, that will shape the next Director's early priorities and long-range agenda.

Capital Investment

Parks and trail improvements account for approximately \$230 million of the City's approximate \$1 billion active capital improvement program. Some of the department's main projects underway today include:

Grand Park: A signature, approximately 1,000-acre park moving into its first construction phase — one of the largest undeveloped park sites in North Texas.

Northwest Community Park: A new community park under development to serve the city's growing northwest side.

Frisco on the Green and the 4th Street Plaza: Downtown gathering spaces and public plaza improvements supporting community events and everyday use.

The Iron Horse Trail: Trail connectivity and park additions expanding the system's hike-and-bike network.

New Operations Facility: A new parks and building services operations facility, breaking ground this fall.

First Nature Center: Design is currently underway for the department's first dedicated nature center.

New Neighborhood Parks and Trails: Multiple neighborhood park and trail projects currently underway.

Ongoing Reinvestment: Continued reinvestment across the City's existing park inventory.

Beyond capital delivery, the department is also advancing several organizational priorities: preparing for department re-accreditation, implementing the Cultural Affairs Master Plan, launching a newly approved Natural Resources Master Plan, and rolling out an asset management implementation project.





The Position

The Director of Parks and Recreation provides executive leadership and strategic direction for the City's Parks and Recreation Department/Play Frisco. The position works closely with the City Manager's Office, reporting to an Assistant City Manager or the Deputy City Manager. The Director leads an innovative, community-centered system of parks, recreation, natural resources, facilities, programs, events, and partnerships that enhances community well-being and quality of life, translating City priorities into long-range strategies, investments, services, and measurable outcomes. Core responsibilities include:

Executive Leadership & Strategy: Provides executive leadership and strategic direction for Play Frisco, aligning priorities, resources, investments, and services with the City's vision and community needs; develops, implements, and evaluates departmental policies, procedures, and long-range goals aligned with the City's strategic plan; and anticipates emerging trends, technology, and opportunities to keep the system innovative and responsive.

Operations & Long-Range Planning: Plans, administers, and directs the daily operations of the department's divisions to meet the City's growing and maturing needs, and leads long-range system planning — including land acquisition, parks and open space, facilities, capital improvements, asset management, maintenance, redevelopment, and expansion.

Budget & Financial Oversight: Leads development and administration of the department's operating and capital budgets, monitors projections and expenditures, negotiates and monitors contracts and agreements to ensure compliance, and aligns financial resources with strategic priorities and long-term system needs.

Executive Advisory: Advises the City Manager's Office on parks, recreation, natural resources, community well-being, capital investments, policy, and emerging issues, and delivers presentations and technical recommendations at City Council meetings and other public venues.

Board, Partnership & Community Relations: Serves as executive liaison to the Parks and Recreation Board, Natural Resources Advisory Board, Arts and Culture Advisory Board, and other boards, commissions, and community organizations as assigned; collaborates with other City departments and external agencies; develops strategic partnerships with public, private, nonprofit, educational, philanthropic, business, and community organizations; identifies and leverages grants, sponsorships, and philanthropy to expand Play Frisco's reach; and responds to inquiries from residents, vendors, contractors, and consultants, conducting public meetings as needed.

Staff Leadership & Talent Development: Provides leadership and guidance for the assignment, training, and supervision of professional, administrative, and technical/field staff, overseeing performance management to ensure a healthy, safe working environment, and leads organizational development, change, and continuous improvement by building capacity through recruitment, coaching, leadership development, succession planning, and employee engagement.

Performance, Communication & Continuous Improvement: Establishes performance measures and uses data, research, and community input to evaluate services and guide decisions; researches and recommends cost-effective improvements to departmental operations; designs, administers, and evaluates programs and services; and communicates the value and impact of Play Frisco through presentations, reports, and community engagement.

Regulatory Compliance, Safety & Stewardship: Ensures department operations meet or exceed applicable laws, regulations, and professional standards; leads programs in asset management, emergency preparedness, employee safety, and accreditation; ensures responsible stewardship of City parks, facilities, natural resources, assets, and public investments; and represents Play Frisco and the City at community, professional, regional, state, and national events.

The Ideal Candidate

The next Parks and Recreation Director will be a visible, collaborative executive who can lead a complex, multidisciplinary organization while building strong relationships with elected officials, boards and commissions, employees, residents, and community partners. Attributes likely to be keys to success include:

Executive Leadership: Experience in a complex municipal, public-sector, or community-serving organization.

Relationship and Trust Building: A demonstrated ability to build effective relationships and trust with elected officials, boards and commissions, employees, residents, businesses, and community leaders, and to inspire employees and partners around a shared vision.

Collaborative Organizational Leadership: Skill in leading and maintaining a high-performing organization while also fostering innovation and continuous improvement, with sound judgment for handling sensitive information and managing multiple complex priorities with minimal supervision.

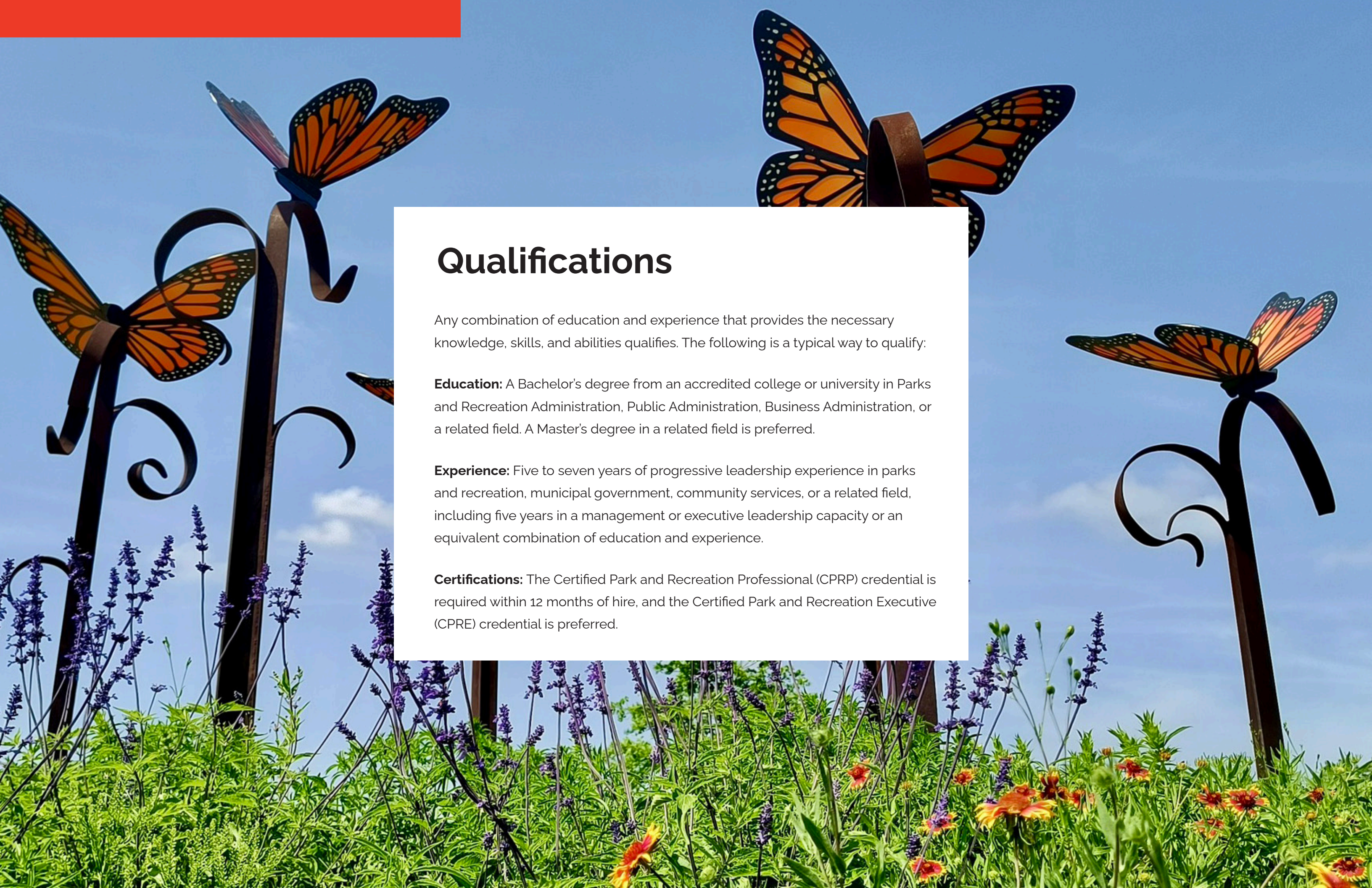
Communication Skills: Ability to communicate complex information clearly and persuasively through written, oral, and public presentations, including to the City Council and community groups.

Strategic & Visionary Leadership: Skill in translating organizational vision into strategies, priorities, and measurable outcomes, and the ability to lead through complexity, ambiguity, growth, and change while balancing community needs, capacity, and long-term sustainability.

Adaptability and Resiliency: Possesses healthy and effective levels of emotional intelligence, flexibility and adaptability, works within a high-demand environment without “personalizing” critical comments or criticism, knows where and how they can add value.

Data-Informed & Financially Fluent: Skill in analyzing data, research, trends, and community input to inform decisions, and in developing and managing large operating and capital budgets.





Qualifications

Any combination of education and experience that provides the necessary knowledge, skills, and abilities qualifies. The following is a typical way to qualify:

Education: A Bachelor's degree from an accredited college or university in Parks and Recreation Administration, Public Administration, Business Administration, or a related field. A Master's degree in a related field is preferred.

Experience: Five to seven years of progressive leadership experience in parks and recreation, municipal government, community services, or a related field, including five years in a management or executive leadership capacity or an equivalent combination of education and experience.

Certifications: The Certified Park and Recreation Professional (CPRP) credential is required within 12 months of hire, and the Certified Park and Recreation Executive (CPRE) credential is preferred.

Salary & Benefits

The salary range for the Parks and Recreation Director is competitive and will be dependent on qualifications and experience. The City also offers an excellent benefit package, including:

Retirement: Texas Municipal Retirement System (TMRS) is provided an employee contribution of 7% of salary and a 2:1 matching contribution by the City. TMRS allows for service credit from other public agencies. Additional information can be found at www.tmr.com. An optional 457 plan is also available with both pre-tax and post-tax savings options.

Insurance: Medical, dental, vision benefits, basic life insurance and AD&D = 1x/annual salary, short-term disability and flexible spending accounts.

Wellness: Access to the on-site Frisco Wellness Center is provided at no cost to employees and eligible dependents. Frisco also offers a Wellness Program and a free membership to the Frisco Athletic Center.

Leave: 12 paid holidays per year and paid time off (PTO).

Tuition Reimbursement

Relocation Assistance: Relocation assistance will be provided for the successful out-of-area candidate.

Full benefit details are available [here](#).





Application & Selection Process

Interested candidates should **apply immediately!** A first review of résumés is scheduled for **November 2, 2026**, but the City may close the recruitment at any time once a suitably strong group of candidates has been established. Submit a comprehensive résumé and compelling cover letter online at:

www.mosaicpublic.com/careers

CONFIDENTIAL INQUIRIES ARE WELCOMED TO:

Yolanda Miller | yolanda@mosaicpublic.com | (916) 581-1433

Greg Nelson | greg@mosaicpublic.com | (916) 581-1426

The City of Frisco is an Equal Opportunity Employer.

This recruitment incorporates existing rules and regulations that govern public sector recruitments in the State of Texas. In accordance with public disclosure/open record laws, information submitted for consideration may be made available to the public upon request by interested parties.

Recruitment Services Provided By



www.mosaicpublic.com