

Cherokee Recreation & Parks FY2015 Annual Report

October 2014 – September 2015



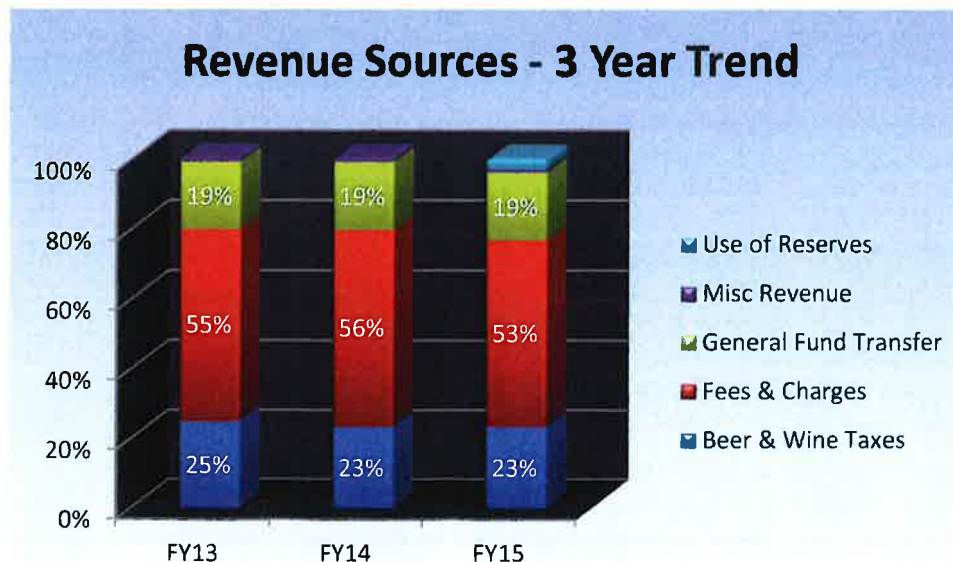
2015 Highlights

- Adopted more than 400 seniors and provided each with a special gift for Christmas in partnership with Senior Services.
- Traveled with a total of 45 active adults for overnight trips to Natchez, Mississippi and Lexington, Kentucky.
- Waterlogged Camp was expanded to 3 weeks during the summer and each week was filled to the maximum.
- Raised \$6,290 for Goshen Valley Boys Ranch and Sheriff Roger Garrison's Foundation from the Guns and Hoses 5K.
- Hosted Food Truck Friday in August, September and October reaching over 2,400 foodies, friends and families.
- Increased Leisure Spectrum participant spots by 50% as our special needs population continues to grow.
- 6th Annual Canes and Cocoa at JJ Biello Park had 185 participants; by far the most participation to date.
- Added the SPLASH program at CCAC, adaptive swim lessons for individuals with disabilities through the Joey Pizzano Memorial Fund.
- Hosted the Georgia Recreation & Park Association (GRPA) District Swim meet for the 2nd consecutive year.
- Awarded the *GRPA New Initiative Grant* for Log Rolling programs at CCAC.
- Entertained 93 canine friends during *Paws in the Pool* at the Oasis Outdoor Pool.
- Cherokee Youth Basketball grew to more than 4,000 players and 482 teams.
- Hosted more than 50 tournaments in 2015 including a College Showcase that featured live ESPN3 coverage.



Financial Summary

The Recreation & Parks Fund draws revenue from three primary sources; fees charged to users, excise taxes on alcohol sold in unincorporated Cherokee County and transfers from the county general fund. Less than 2% of county M&O property taxes were used to support recreation & parks maintenance, operations and programming in 2015.



Well Maintained, Safe and Accessible Facilities

The Agency operates and maintains:

- 21 Parks including 3 Indoor Facilities
 - Cherokee County Aquatic Center
 - Recreation Center
 - Union Hill Community Center
- 37 Baseball/Softball Diamonds
- 24 Athletic Fields
- 20 Tennis Courts
- 16 Playgrounds
- 34 Picnic Areas / Pavilions
- 15 Miles of Mountain Bike Trails
- 12 Miles of Equestrian Trails
- 2 Boat Ramps
- A Disc Golf Course
- An Inline Hockey Rink
- A Splash Pad
- And much more...



Over 4,400 Likes on CRPA Facebook
Over 3,700 Likes on CCAC Facebook



2015 Visitation & Program Participation

3.28 Million People

visited our parks & facilities and participated in our programs last year including:

1.43 Million Visits

for youth and adult athletics.

Over 240,000 Visits

to the Cherokee County Aquatic Center.

26,000 Residents

attended nine special events.

178,000 Visits

to parks and facilities for rentals.



One of 8 Agencies Worldwide Recognized in 2015 with the National Alliance for Youth Sports Excellence in Youth Sports Award

Capital Projects Update

In 2015, work continued on capital projects funded by the voter-approved Parks Bond. Construction was completed on the Richard "Hunkey" Mauldin Sports Complex @ Kenney Askew Park in time for the fall baseball season.

Construction documents and permitting were completed for both Patriots Park and Cherokee Veterans Park. Construction on Patriots Park began in November 2015. Funds were allocated and the construction contract for Cherokee Veterans was awarded in January 2016.



Thank you to our Partners in 2015

Director's Message

Cherokee County is a unique mix of suburban and rural communities. It is made up of over 230,000 citizens, young and old, each with their own leisure interests.

Our mission at Cherokee Recreation & Parks Agency (CRPA) is to provide for those needs and enhance the quality of life for our residents through a diverse system of parks and recreation programs.

We provide a variety of recreation opportunities in athletics, aquatics, instructional programs, senior adults, special events, and therapeutic recreation as well as the upkeep of our parks. We partner with a variety of other organizations in the community to expand recreation opportunities even further. We are also preparing for our future through capital projects like Patriots Park and Cherokee Veterans Park.

On behalf of the Recreation & Parks Advisory Board and CRPA staff, I'm proud to present our Annual Report which summarizes our activities for fiscal year 2015. We continue to work toward a better Cherokee County; one where everyone wants to live, work and *play!*

Yours in Recreation,

Bryan Reynolds, CPRP

Director

Cherokee Recreation & Parks Agency



Volunteers

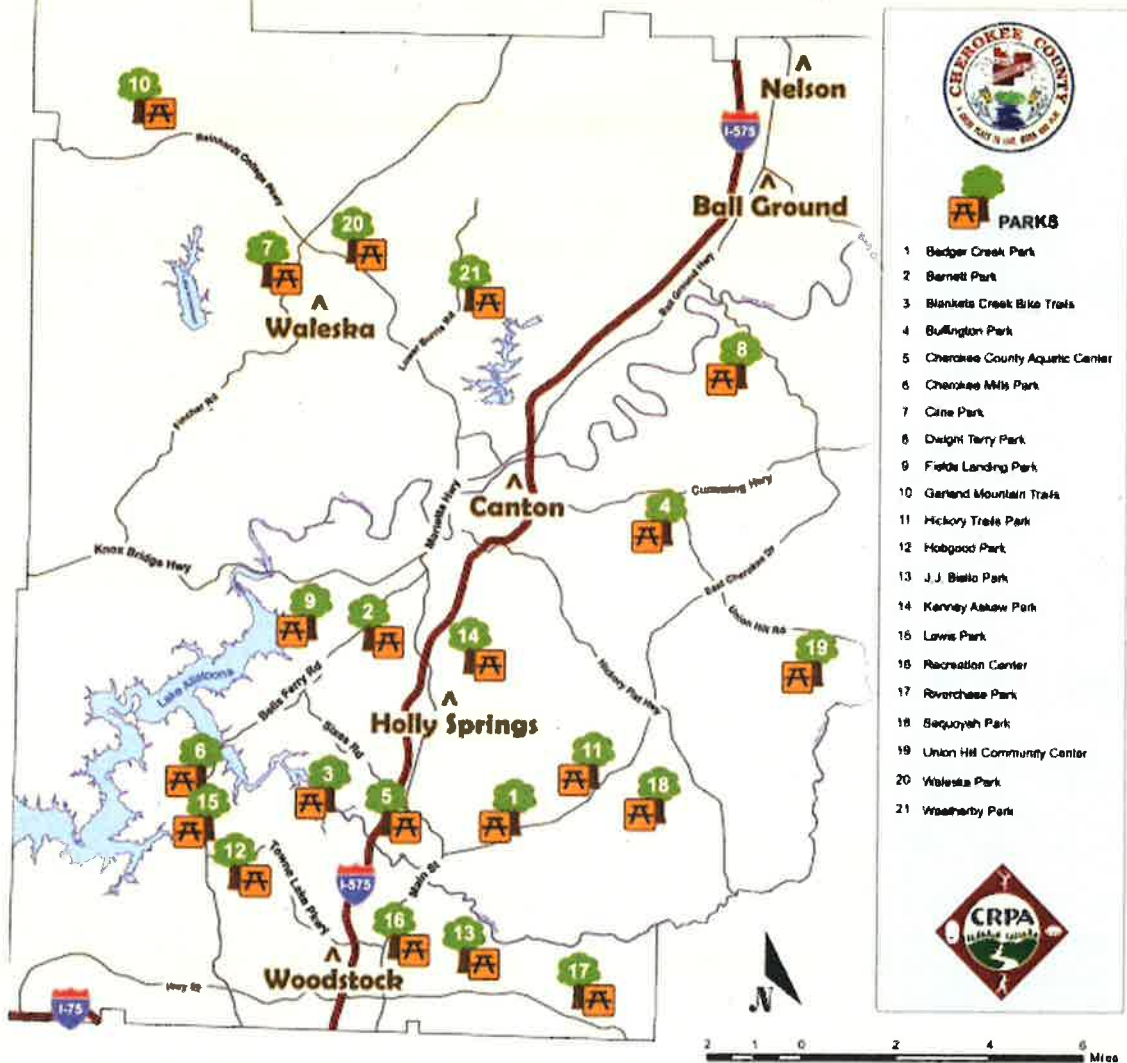
Canton Baseball
CCAC Pelicans
CCAC Splash Swim Buddies
Cherokee Hockey In-Line League
Cherokee Impact
Cherokee Reds
Cherokee Senior Softball Association
Cherokee Summer Swim Association
CYB Gym Directors and Coaches
Cherokee Youth Football Association
Cherokee Youth Lacrosse Coaches
Cherokee Youth Softball Coaches
Cherokee YMCA
Dwight Terry Baseball Association
East Cherokee Baseball
Friends of Garland Mountain
Georgia Academy Power
Hobgood Baseball
Laurel Canyon Garden Club
Leisure Spectrum Chaperones
Macedonia Baseball
Miracle League
NASA – Cherokee
North Cherokee Baseball
North Cherokee Youth Softball
Northwest Georgia Swim League
SORBA – Woodstock
Special Olympics

Sponsors

Northside Hospital-Cherokee
Chandler Graphics
Barco Disaster Response
Tires Plus
Dick's Sporting Goods
Hasty-Pope Trial Lawyers
Bray Allstate Agency



Cherokee County Parks



Impact of Recreation & Parks on Cherokee County

There are proven benefits to communities with a robust system of recreation and parks including increased property values, tourist spending, improved air and water quality and the improved health and wellness of a community. Below are just a few of the impacts that recreation & parks can have on a community like Cherokee County...

- **Economic** – CRPA hosted 50 tournaments and 27 swim meets in 2015 bringing out of town guests. The average spending per day for a Georgia traveler is \$126 for overnight and \$59 for day trips. (*GA Dept. of Economic Development, 2013*)
- **Environmental** –With more than 95 acres of turf grass, Cherokee County parks filtered over 2.9 million gallons of storm water last year, reducing run off into our creeks and rivers. (*Chesapeake Bay EPA, 2013*)
- **Social** – According to a CDC study nearly 1 in 5 kids ages 6-11 are obese. Access to parks significantly reduces the risk of obesity in children. Recreation programming is even more effective in reducing the risk. (*University of California, 2011*)