

Cherokee Recreation & Parks Agency

2018 Annual Report



Message from the Director


On behalf of the Cherokee County Recreation & Parks Advisory Board and the Cherokee Recreation & Parks Agency (CRPA) staff, I am pleased to present the 2018 Annual Report.

This report contains a brief summary of our activities for the year. It includes highlights from the many programs and special events held throughout the year; a summary of the agency's finances; awards and recognitions achieved; an overview of the amenities available in our parks; the number of visits and program participation numbers; as well as a summary of our capital projects.

It was a very busy year for recreation & parks in Cherokee County. In addition to the many outstanding programs and events offered to our citizens, we hosted dozens of tournaments and swim meets that brought visitors to our county.

Several additions to parks were added including a new public sculpture at Patriots Park and the Monument at Cherokee Veterans Park.

Yours in Recreation,


Bryan D. Reynolds, CRPA
Agency Director

CCRP Advisory Board

Presley White, Chairman
Carlo Carbetta, Vice Chair
Jason Nelms
Steve Pressley
Amy Turcotte



CRPA Team

CRPA Full Time Staff

Bryan Reynolds, Agency Director
Andrea Johnson, Business Manager

Jordan Wood, Park Division Director

Stephen Shrout, Park Manager
Tony Stargel, Park Manager
Matt Ellerbee, Crew Leader
Eric Peterson, Crew Leader
Trey Robinson, Crew Leader
Ray Hendrix, Park Services Coordinator
Ben Byram, Park Maintenance Lead
Ben Agee, Park Maintenance
Bryant Chalkiadi, Park Maintenance
Josh Coleman, Park Maintenance
Steve Kincaid, Park Maintenance
Geoff Messer, Park Maintenance
Jimmy Stansel, Park Maintenance
Chris Stevenson, Park Maintenance
James Thomason, Park Maintenance
Billy Yarborough, Park Maintenance

Frankie Sanders, Recreation Division Director

Lindsey Collett, Recreation Coordinator
Jen Fischer, Recreation Coordinator
Adam Fussell, Recreation Coordinator
Lauren Voss, Recreation Coordinator

Kim Whatley, Aquatics Division Director

Vicki Kelley, CCAC Customer Services Specialist
Jordan Kenney, Aquatics Coordinator
Nathan Manning, CCAC Maintenance

Jay Worley, Athletic Division Director

Bill Firnbach, Athletic Coordinator
Sammy Long, Athletic Coordinator
Shawn Schumacher, Athletic Coordinator
Camille Thomas, Athletic Coordinator

Program Highlights

- In its seventh year, *Cherokee Youth Basketball* had an all-time high with 550 teams, over 4,500 players, and over 900 volunteers.
- Hosted 52 tournaments including five college showcases and national qualifiers.
- Hosted 27 swim meets at the Cherokee County Aquatic Center including the Cherokee County HS Championships.
- Conducted more than 2,060 background checks on volunteers - less than 1% disqualified.
- Combined, swim meets and baseball/softball tournaments had an estimated \$9,547,000 economic impact on the local economy.
- Guns & Hoses 5K in its 12th year had more than 780 runners and raised over \$9,400 for local charities chosen by Cherokee County Fire EMS and the Cherokee County Sheriff's Department.
- In its 14th year, Cherokee Youth Softball had its largest spring season ever with 550 girls on 48 teams.
- SORBA - Woodstock volunteers logged over 2,200 hours of work; maintaining more than 15 miles of trails.
- Expanded Adventures Express Summer Camp to Hickory Flat ES – opening 50 more spots for kids to enjoy camp!
- Recognized by American Red Cross for Training More than 200 Lifeguards at CCAC since 2013.
- Record Number of Paws in the Pool – 205!
- Received a grant from USA Archery to certify two staff members and more than \$4,000 worth of equipment to start an Introductory Archery program.
- Added New Therapeutic Recreation Programs including Cooking for Independence and Kayaking Clinics at CCAC.
- KAOS camp moved to Woodstock ES allowing camp to double in size!
- Added three new special events...
 - Glow in the Dark Egg Hunt
 - Wag & Walk @ Pawtriot's Park
 - Great Pumpkin Fest @ Cherokee Veterans Park
- And much, much more...

Year in Review



More Highlights



GRPA 5th District Innovative Program

- ✓ Glow in the Dark Egg Hunt

Hosted GRPA Field Day @ Hobgood Park

- ✓ Record # of Attendees to this Event Met Vendors & Attended Classes on Park Maintenance Best Practices

GRPA State Lifeguard Competition

- ✓ Hosted Winter Games – Bronze Medalists

Hosted the first GHSA Water Polo Tournament ever at CCAC in August.

This is the 3rd year in a row and the 5th year out of the last ten that our creative programming staff has brought home the award for the Most Innovative Program!!!

By the Numbers



Amenities Managed by CRPA – A Snapshot

- 23 Parks & Recreation Facilities
 - More than 2,443 Acres
- 27 Football/Lacrosse/Soccer Fields
 - Including 2 Artificial Turf Fields
- 40 Baseball/Softball Diamonds
 - Including 1 Artificial Turf Field
- 2 Boat Ramps on Allatoona Lake
- Cherokee County Aquatic Center with
 - Outdoor Leisure Pool
 - 50M Indoor Competition Pool
 - 25Y Indoor Rec Pool
- Union Hill Community Center
- 2 Gyms
- 34 Picnic Pavilions
- 17 Playgrounds
- 22 Tennis Courts
- 2 Pickleball Courts
- A Splash Pad
- A Disc Golf Course
- An Inline Hockey Rink
- A Skate Park
- A Dog Park
- 17+ Miles of Horse & Hiking Trails
- 15+ Miles of Mountain Bike Trails
- 11+ Miles of Pedestrian Trails

Just a Few of the Events Hosted...

- Atlanta Legacy Showcase Softball Tourney
- 12th Annual Guns 'n Hoses 5K
- Touch a Truck
- Holiday Lights of Hope @ Hobgood & Cherokee Veterans Parks
- Canes & Cocoa
- 52 Baseball / Softball Tournaments
- 27 Swim Meets @ CCAC
- Atlanta Pentathlon
- Athletes without Limits National Swim Meet
- And More...

Participation & Park Visits

Over 3.4 Million Visits to Parks & Program Participations in 2018 including:

1.52 Million for Youth & Adult Athletics

Over 191,000 Visits to the Cherokee County Aquatics Center

More than 926,000 Visits to parks for Outdoor Activities like trails, fishing & boating, playground use, etc.

Over 21,100 Program Registrations in FY18

Park Projects in 2018

In 2018, Cherokee County unveiled the first piece of public art installed in a county park at Patriots Park. The sculpture, which depicts the American flag, was created by Gregory Johnson and installed at the entrance to the park.

Following the approval of the conceptual design for the Monument at Cherokee Veterans Park, Cherokee County completed the schematic design and construction of the monument prior to Veterans' Day 2018. The official ribbon cutting was held on November 20, 2018.

The centerpiece of the design is a large United States Flag with five granite walls and plaques depicting the names and mottos for each branch of service along with the year each was founded. The pentagon-shaped plaza includes seat walls and a five-pointed star with a column at the point and the seal for each branch of the armed services on the column. The monument also includes an area in tribute to those veterans who suffered captivity as "Prisoners of War" or who remain "Missing in Action".

Each point of the star includes 4x8 inch and 8x8 inch brick pavers to thank our veterans and commemorate their service. Veterans, their families and civilians alike can participate in the monument by purchasing a brick paver.

Cherokee County was awarded a grant through a Statewide Initiative with the Georgia Recreation and Parks Association and Gametime, Inc. to install a playground at Cherokee Veterans Park and outdoor exercise equipment at Hobgood Park. Using local funds and the matching grant, these projects are scheduled for installation beginning in January 2019.

Tennis courts at Kenney Askew Park received crack repair and resurfacing including the addition of lines for four pickleball courts on two of the tennis courts.



Financial Overview

Value for Your Property Tax Dollars

In FY18, the average homeowner paid just **\$8.13** in property taxes for recreation and parks maintenance and operations.

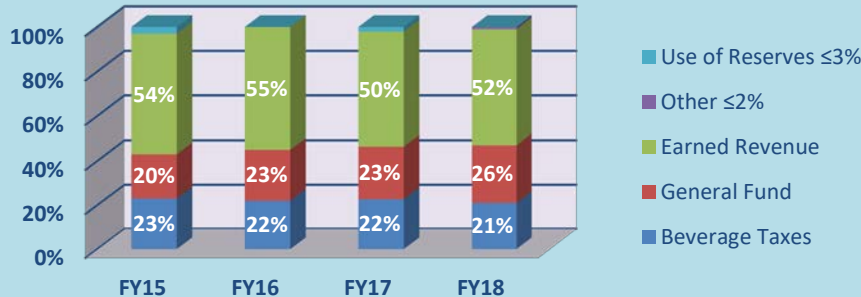
Three primary sources contribute to the Recreation & Parks Fund; earned revenue, excise taxes on beverage sales in unincorporated Cherokee County, and transfers from the county general fund. Other sources make up less than 1%. **In FY18, CRPA generated more than 52% of its budget, nearly double the national average for public recreation and parks agencies.**

FY2018 CRPA Fund Summary

	Budget	Actual	Variance
Inflows			
Beverage Taxes	1,066,000	1,102,518	36,518
General Fund	1,364,392	1,364,392	-
Earned Revenue	2,711,900	2,751,189	39,289
Other	50,700	49,855	(845)
Use of Reserves	-	-	-
Total Inflows	\$5,192,992	\$5,267,954	\$74,962
Outflows			
Administration	868,517	886,808	(18,291)
Park Operations	1,415,142	1,322,274	92,868
Athletics	1,203,799	1,254,597	(50,798)
Programs	561,434	585,402	(23,968)
Aquatics	1,144,100	1,157,241	(13,141)
Total Outflows	\$5,192,992	\$5,206,322	(\$13,330)
		Beginning Fund Balance	\$370,042
		Net Income (Loss)	61,632
		Ending Fund Balance	\$431,674

Note: Unaudited. Audited Figures will be included in the county's CAFR.

Four Year Trend - Funding Sources



Combined, swim meets and baseball/softball and lacrosse tournaments had more than \$9.5 Million impact on the local economy!

Source: Data collected from tournament & meet organizers and Georgia Department of Tourism.

**Thank You to our
Partners in 2018!**



See you in the parks!

#playcherokee



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Volunteers

Canton Baseball
CCAC Pelicans
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Cherokee Hockey In-Line League
Cherokee Impact
Cherokee County Miracle League
Cherokee Reds
Cherokee Senior Softball Association
Cherokee Summer Swim Association
Cherokee Youth Basketball
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
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Macedonia Baseball
NASA – Cherokee
North Cherokee Baseball
North Cherokee Youth Softball
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SORBA – Woodstock
Special Olympics

