

Cherokee Recreation & Parks Agency



Fiscal Year 2017
Annual Report



CCRP Advisory Board

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

Message from the Director

On behalf of the Cherokee County Recreation & Parks Advisory Board and the Cherokee Recreation & Parks Agency (CRPA) staff, I'm pleased to present the FY17 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.

2017 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.

Most notably, we opened two new parks in 2017; Patriots Park in southwest Cherokee and Cherokee Veterans Park in northeast Cherokee. These new additions will continue to add recreation opportunities in Cherokee for generations to come!

Yours in Recreation,

Bryan D. Reynolds, CPRP
Agency Director
Cherokee Recreation & Parks Agency

A speech bubble graphic with a blue outline and a light orange fill. Inside the bubble, the text "CRPA Team" is written in a bold, blue, sans-serif font.

**CRPA
Team**

CRPA Staff

Bryan Reynolds, Agency Director
Andrea Johnson, Business Manager
Lindsey Collett, CRPA Receptionist/Registrar
Michael Brantley, Parks Division Director
Steve Ralston, Parks Manager
Jordan Wood, Parks Manager
Tony Stargel, Crew Leader
Rob Cox, Crew Leader
Stephen Shrout, Crew Leader
Ray Hendrix, Parks Services Coordinator
Eric Peterson, Parks Maintenance
Trey Robinson, Parks Maintenance
Matt Ellerbee, Parks Maintenance
Steve Kincaid, Parks Maintenance
Jimmy Stansel, Parks Maintenance
Bryant Chalkiadi, Parks Maintenance
Geoff Messer, Parks Maintenance
Robert Faulk, Parks Maintenance
Neely Motiejunas, Recreation Division Director
Jen Fischer, Recreation Coordinator
Frankie Sanders Recreation Coordinator
Kim Whatley, Aquatics Manager
Jordan Kenney, Aquatics Coordinator
Vicki Kelley, CCAC Customer Services Specialist
Franklin Myrick, CCAC Maintenance
Nathan Manning, CCAC Maintenance
Jay Worley, Athletic Division Director
Camille Thomas, Athletic Coordinator
Sammy Long, Athletic Coordinator
Shawn Schumacher, Athletic Coordinator
Adam Fussell, Athletic Coordinator
Kate Borden, Athletic Coordinator

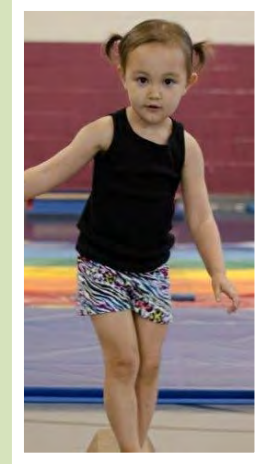
Highlights

- In its sixth year, *Cherokee Youth Basketball* continued to have strong participation with 524 teams, over 4,200 players and over 900 volunteers.
- Hosted 47 tournaments including five college showcases and national qualifiers.
- Hosted 26 swim meets at the Cherokee County Aquatic Center including the Cherokee County HS Championships.
- Conducted 2,285 background checks on volunteers; less than 1% disqualified.
- Combined, swim meets and baseball/softball tournaments had an estimated \$8,380,760 economic impact on the local economy.
- Guns & Hoses 5K in its 11th year had more than 600 runners and raised nearly \$7,000 for local charities chosen by Cherokee County Fire EMS and the Cherokee County Sheriff's Department.
- Friends of Garland Mountain volunteers logged over 960 hours of work; opening approximately 3 more miles of trails.
- Record participation with over 2,500 visitors to our annual Touch-A-Truck event.
- Added new programming including two new therapeutic programs for veterans.
- Hosted 1,185 kids in a total of 24 weeks of camps throughout the summer and school breaks.
- Paws in the Pool had record breaking attendance of 173.
- Trained 96 new lifeguards through the American Red Cross program at CCAC.
- Implemented a program with the Sheriff's Office to augment park maintenance with two Inmate Work Details.
- Opened **Patriots Park** in April, creating a home for the Cherokee County Miracle League program, which grew by more than 50% in its first season at the new field. The park also includes a dog park, walking trail, accessible & inclusive playground, ADA accessible walking trails and more.
- Completed phase I of **Cherokee Veterans Park** in August which opened the door to more recreation opportunities in the northeast portion of the county with athletic fields, pickleball and tennis courts, a playground, walking trails and the county's first skate park.
- And much, much more...

Combined, swim meets and baseball/softball tournaments had a nearly \$8.4 Million impact on the local economy!

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

Year in Review



Financial Overview

Value for Your Property Tax Dollars

In FY17, the average homeowner paid just **\$7.07** in property taxes for recreation and parks maintenance and operations.

The Recreation & Parks Fund is funded through three primary sources; fees & charges to users, excise taxes on alcoholic beverage sales in unincorporated Cherokee County and transfers from the county general fund. In FY2017, CRPA generated more than 51% of its budget, nearly double the national average for public recreation and parks agencies.

New Capital Equipment in 2017

In 2017, CRPA utilized the county's capital lease program as well as purchases using reserves to replace aging capital equipment and acquire new vehicles and equipment to maintain our parks.

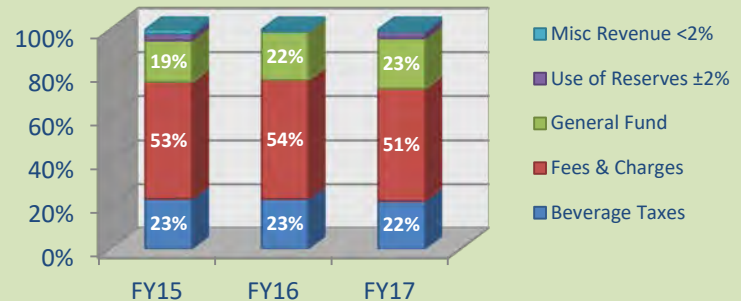
Use of Reserves

Originally, budgeted at @ \$215,000, savings in operations allowed CRPA to use less than \$130,000 in reserves and still achieve a balanced budget.

FY2017 CRPA Fund Summary

	Budget	Actual	Variance
Inflows			
Fees & Charges	\$ 2,620,320	\$ 2,435,025	\$ (185,295)
Beverage Taxes	1,030,000	1,090,198	60,198
General Fund	1,148,714	1,148,714	-
Misc. Revenue	43,572	54,482	10,910
Capital Leases	-	117,979	117,979
Use of Reserves	215,000	129,091	(85,909)
Total Inflows	\$ 5,057,606	\$ 4,975,489	\$ (82,118)
Outflows			
Administration	\$ 790,416	\$ 766,459	\$ 23,957
Park Operations	1,208,978	1,180,532	28,446
Athletics	1,157,035	1,109,439	47,596
Programs	536,270	498,588	37,682
Aquatics	1,179,307	1,090,347	88,960
Capital	185,600	330,124	(144,524)
Total Outflows	\$ 5,097,606	\$ 4,975,489	\$ 82,118
Beginning Fund Balance			\$ 499,133
Net Income (Loss)			(129,091)
Ending Fund Balance			\$ 370,042

Revenue Sources - 3 Year Trend





Cherokee Recreation & Parks Agency was honored to receive several Georgia Recreation & Parks Association (GRPA) district and state awards in 2017.

Other Achievements

GRPA State Outstanding Marketing & Visibility Award

- ✓ *Senior Adventure Camp*

GRPA 5th District Innovative Program

- ✓ *Strut Your Mutt*

GRPA State Lifeguard Competition

- ✓ *Summer Games - Gold Medalists & Bronze Medalists*
- ✓ *Winter Games – Silver Medalists*



This is the 2nd year in a row and the 3rd year out of the last five 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
- 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
- 11th Annual Guns 'n Hoses 5K
- Touch a Truck
- Food Truck Fridays
- Holiday Lights of Hope
- Canes & Cocoa
- 47 Baseball / Softball Tournaments
- 26 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 2017 including:

1.52 Million for Youth & Adult Athletics

Over 220,000 Visits to the Cherokee County Aquatics Center

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

17,472 Program Registrations in FY17 –
A 4% Increase from FY16

In November 2008, Cherokee County voters overwhelmingly approved \$90 million in general obligation bonds to invest in our parks and recreation facilities.

In 2017, Cherokee County completed and opened two new parks; ***Patriots Park*** and the first phase of ***Cherokee Veterans Park***!

Located on 33 acres on Kellogg Creek Road, ***Patriots Park*** opened in spring 2017. It includes 2 natural grass baseball/softball diamonds, 2 fenced off-leash dog areas, one for large dogs and another for small dogs, a fully accessible and inclusive playground, a paved walking path throughout the park, a large open meadow, a picnic pavilion, a concession/restroom building and an artificial turf adaptive use baseball/softball diamond.

Dubbed *Freedom Field*, the adaptive use field is designed for the inclusive use of athletes of all abilities. It is the first of its kind in the county and home of the Cherokee County Miracle League program.

Located on 149 acres on Cumming Highway, less than six miles east of I-575, ***Cherokee Veterans Park*** is one of the largest active parks in the county. Phase I of the park was completed and opened in August; adding the following new amenities to the county's park system.

- 1 Artificial Turf Athletic Field
- 2 Natural Grass Athletic Fields
- 2 Tennis Courts
- 2 Pickle ball Courts
- Playground
- Skate Park
- 1/3 Mile Paved Walking Path Near Playground
- 1 1/3 Mile Paved Walking Path Around Park
- Large Open Meadow
- Concessions
- Restrooms

Two New Parks in 2017!!!



***Thank You to our
Partners in 2017!***

See you in the parks!

#playcherokee



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7545 Main Street • Building 200
Woodstock Georgia 30188

Volunteers

Canton Baseball
CCAC Pelicans
CCAC SPLASH Swim Buddies
Cherokee Hockey In-Line League
Cherokee Impact
Cherokee County Miracle League
Cherokee Reds
Cherokee Senior Softball Association
Cherokee Summer Swim Association
Cherokee Youth Basketball 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 Horse & Hiking Trails
Georgia Academy Power
Hobgood Baseball
Leisure Spectrum Chaperones
Macedonia Baseball
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