

Parks and Recreation FY16 Annual Report



By The Numbers

Customer Satisfaction Rate

96%

(voted excellent/good)

Direct Financial Recovery Rate

65%

#Households Receiving Discount Assistance

230

Volunteers/Hours

6,200 Volunteers

178,381 Hours

Official Partners

34

Partnership Participants

246,814

Parks & Recreation Attendance

3,464,872

Programs: 216,505

Parks: 2,817,348

Centers: 401,111

Legacy Hall: 29,908

Programs Offered

3,504

Parks

22

Miles of Trails

46.41

#Acres/Parks & Facilities

1,400

Civic Engagement

65 events attended

(neighborhood meetings, public presentations & community outreach)

Parks and Recreation play a vital role in our country and within our communities - we take the lead in preserving our natural resources which have real economic benefits; we are partners in combating some of the most complicated and expensive challenges our country faces such as poor nutrition, obesity and physical inactivity; and we know providing access to our programs, parks and facilities is not just a privilege, but a universal right.

James City County Parks and Recreation is uniquely positioned to help maintain and enhance our quality community – but we don't do it alone. Thank you to the countless individuals and the many groups, organizations and businesses who support us in meeting our mission – to work in partnership with citizens to ensure responsive programs, facilities and open space which promote personal growth, social development and healthy lifestyles.

In this annual report to our residents and partners, our challenges and accomplishments are defined by our divisions as we strive to make James City County the best community in which to live, work and visit. Our professional staff is grateful for the opportunity to serve.

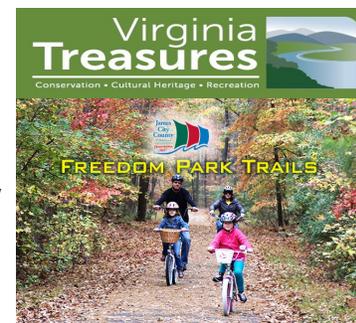
Please spend a few minutes reading this report which summarizes our community achievements between July 1, 2015 and June 30, 2016. For their leadership and guidance, thank you to the James City County Board of Supervisors, the Planning Commission and the Parks and Recreation Advisory Commission. Under their stewardship and working in partnerships, our community can take pride in the positive impact of local parks and recreation.

John Carnifax Jr., CPRE, Director, James City County Parks and Recreation

Parks

James City County's outdoor community features 22 parks encompassing 1,400 acres of park land—natural settings boasting historic, scenic and recreational sites.

● **Freedom Park's Multiuse Trail 3** was designated a Virginia Treasure by the state. The 1.2 mile forested trail, which is paved and ADA accessible, winds through Colby Swamp as it connects Freedom Park to Lois S. Hornsby Middle School and J. Blaine Blayton Elementary School. The trail is widely used by hikers and bikers, connects the school sites to the park, and has served as an excellent outdoor classroom for environmental education programs.



● To continue development of the approved Master Plan for the site, improvements to **Jamestown Beach Event Park** included modifications to parking, closing of the Ferry



entrance, the introduction of entrance fees and the installation of power pedestals for events. These park improvements were a unique opportunity to balance recreation needs with historic and environmental preservation in an efficient and cost effective manner. Ten special events were held at the park attracting over 6,200 participants.

● Began daily operations of the **James City County Marina** and **Little Creek Reservoir Park** with the departure of private vendor operations.

● The **Williamsburg Botanical Garden**, a non-profit volunteer organization that built and maintains the garden at Freedom Park, celebrated its 10th anniversary in 2015. As part of the celebration, the garden began an all new monthly concert series and the Butterfly Festival. Combined, the events attracted over 750 participants. In addition, the garden offered more than 16 educational programs for youth and adults with an attendance of over 725 participants. The garden also saw several improvements including a new entrance gate and an ADA accessible paver walkway. Over 5,000 volunteer hours were recorded to help with the upkeep and management of the garden. Overall 16,000 people visited the garden this year alone.



● To meet the increased demand for holding **fishing tournaments** in parks, a new process was developed in conjunction with local organizations resulting in equitable fee structures, permanent staging locations and an improved reservation process. Ten tournaments involving 385 boats and 770 anglers participated in tournaments this past year. Region 8 Virginia Bass Federation volunteered to construct the catch and release mechanism to support all tournaments at no cost to the County.

● In partnership with Williamsburg Area Bicyclists (WAB), the Virginia Capital Trail Foundation and the family of Larry Skalak, a new **Bike Fix It Station** was constructed along the trail near the entrance of Chickahominy Riverfront Park. Skalak, who passed in 2014, was a former WAB member who had inspired many to ride. The fix-it station features a tire pump, tools and a bike repair hanger. The cost to build the station and furnish a memorial plaque was covered by donations from WAB members as well as in-kind donations from ABBA Concrete, A. Morris Construction, Branscome Inc., Guernsey Tingle Architects and Wright Signs.



● Also along the **Virginia Capital Trail**, a new overnight parking program was implemented at the James City County Marina and Chickahominy Riverfront Park, enabling cyclists to more safely use the completed the Virginia Capital Trail - a 52-mile paved trail that connects cyclists and pedestrians to Richmond, the current state capital, and Jamestown, a former state capital.

- Improvements and **customer service enhancements** within the parks included:
 - closing and filling in of the small pool at Chickahominy Riverfront Park to make way for a new Splash Pad set to open in 2017
 - resurfacing and painting of pickleball lines at the tennis courts at Jamestown High School, expanding the number of courts to six to assist in meeting the growing demand for general play and tournaments
 - painting and flooring was completed in the stadium concession/locker rooms and the replacement of safety netting at the Warhill Sports Complex to meet needs of daily users, schools, events and tournament participants

continued

Thank You Volunteers

With an 81% increase in hours from FY15, more than 6,200 **volunteers** donated 178,381 hours of time and expertise to parks and recreation to support special events, maintain parks and trails, coach and instruct our youth, teach environmental programs, develop teen leadership skills and help those with special needs participate in department programs. A gift valued at \$4.2 million.

To continue our goal of preservation and protection of County park sites, eight new **Adopt-A-Park** agreements were completed for a total of twelve agreements, a 167% increase over FY15. Two families, four community organizations (including Zeta Mu Mu



Chapter of Mega Psi Phi, Fraternity, (above) and two local businesses committed to volunteer monthly and assist in maintenance and beautification projects within Freedom Park, Powhatan Creek Park, Chickahominy Riverfront Park, Little Creek Reservoir, Diascund Creek Park, Greensprings Trail and the Virginia Capital Trail. Also thank you to the College of William & Mary, Eagle Scouts, Homeschool American Red Cross Club, Colonial Capitol Kiwanis, Water's Edge Church and Williamsburg Honda (below) who collectively completed more than 20 special **maintenance and beautification** projects within the parks.



■ streamlined fee structures in our waterfront parks offering similar amenities such as boat rental and storage and created a boat ramp pass allowing users the flexibility to use the ramps at Chickahominy Riverfront Park, James City County Marina and Little Creek Reservoir Park for a single charge with a single pass.

● Continuing our commitment to support **Sports Tourism**, the Warhill Sports Complex was host to over 33 tournaments and events generating more than \$126,000 in direct revenue with an economic boost in the millions to local restaurants, retail stores and hotels.



● To continue to meet the recreational needs of citizens, completed **new partnership agreements** with the Williamsburg Boat Club, James River Association, Chesapeake Experiences, AIM Cheerleading and Jamestown Mayhem Girls Fast pitch softball. Participation in our programs through our affiliate partner organizations such as these totaled more than 6,100 this past fiscal year.

Recreation Centers

James City County's two recreation centers offer year round opportunities to stay fit and achieve health and wellness goals.

● The Centers offered 1,924 **customer-driven programs** serving 78,482 citizens with a make rate of 95%, up from 92% in FY15. Total attendance was over 401,100, with a 55% increase in attendance at the Abram Frink Jr. Community Center.

● In its first full year of fiscal operation, over 50% more seniors took advantage of programming offered by **The Lounge**, located in the James City County Recreation Center. The Lounge served over 11,100 participants through trips, luncheons, speaker opportunities, classes, and ongoing and daily activities. New offerings included social games, a crochet club, an AARP Safe Driving course, wreath-making classes, education seminars and fitness classes.



● Earned statewide recognition for **Get Rec'd**, a campaign to promote health and wellness programs offered through the recreation centers. The top honor was received from the Virginia Recreation and Park Society. The campaign won the Best Promotional Effort/Specialty Award for marketing that featured creation of a logo, banners and T-shirt.



● Improvements and **customer service enhancements** at the James City County Recreation Center included refurbishing the locker rooms with new counters, mirrors, shower partitions in the family locker room, the addition of seven new large lockers in the men's locker room and the installation of a camera system to enhance public safety and improve the security of the building.

Parks & Recreation Advisory Commission



The Commissioners, l-r: Larry Walk Sr.; Michael C. Hand; Linda Knight, Vice Chair; Scott VanVoorhees, Chair; Linda Wallace-Cody; and Jay Lipscomb.

| | |
|----------------------------|----------|
| Michael C. Hand..... | 345-6950 |
| Linda Knight..... | 221-3312 |
| Julian H. Lipscomb Jr..... | 566-3152 |
| Larry Walk..... | 565-0699 |
| Linda Wallace-Cody..... | 229-9332 |
| Scott VanVoorhees..... | 869-1181 |

The Commissioners serve as a liaison between the Director of Parks and Recreation and the Board of Supervisors, the County Administrator and the community on recreation and park matters. For more information including the Commission meeting schedule, email joan.etchberger@jamescitycountyva.gov or call 757-259-5410.

James City County Values

Through the County's values, we work hard to achieve the vision our citizens set for us:
 Civility ● Integrity ● Collaboration
 Excellence ● Stewardship

The Annual Report is produced by James City County Parks and Recreation. For more information, please contact: veda.mcmullen@jamescitycountyva.gov 757-259-5415
parcs.rec@jamescitycountyva.gov
jamescitycountyva.gov/recreation

James City County Parks and Recreation
We work in partnership with citizens to ensure responsive programs, facilities and open space which promote personal growth, social development and healthy lifestyles.

Recreation Services

Over 3,500 customer-driven programs were offered providing opportunities for exercise and recreation, social interaction and learning, and growth and relaxation, all while maintaining a 95% program make rate and high customer satisfaction.

- In partnership with Community Housing Partners and the Grove Christian Outreach Center, offered the third year of the **RECN' It Out!** neighborhood outreach program and expanded the program in the Grove Neighborhood. Nearly 80 youth, living in lower-income James City County neighborhoods participated in fun recreational, character building, fitness, nutrition education and cultural enrichment and fieldtrip activities. Program costs were off-set by over \$8,000 in partnerships, sponsorships, grants, donations and the USDA Summer Meal Program subsidy, which provided free lunch and snacks to the youth.

- Provided safe, affordable year-round care and educational and recreational fun for 1,395 youth in the REC Connect **Before and After School and Summer Camp programs** with an 8% increase in annual registration and 5% increase in revenue over the previous year.



- Modified the service delivery model of the REC Connect **Middle School After School program** including a new location at the James City County Recreation Center and expanded activities to include swimming, cooking, walking clubs, sports clinics and field trips. Weekly participation and revenue increased by 65% over FY15.

- Continued to expand and **diversify program opportunities through 36 new program initiatives**. New offerings included the All Star Football Camp, Buddy Beats, STEM Club, Engineering Structures, Club 55+ Art Series, Robotics Camp, Advanced Kids Cake Decorating Camp, Track and Field Camp, Skateboarding and Grommits, Hut Hut Tots, Arc Family Health Fair and Virginia Department of Health Obesity Prevention Program.

- To expand environmental and preservation educational programs, the County was awarded a \$3,000 **Chesapeake Bay Grant** which allowed 285 youth to learn about the importance of conservation and preservation through interactive environmental educational activities such as water seining, water quality testing, pollution control and organic composting and Eco Boat Tours.

- In partnership with Communication Action Agency, nearly 200 teens participated in the **Neighborhood Basketball League (NBL)**, providing structured sports activity with mentorship in developing self-esteem, self-discipline, leadership and sportsmanship.

- Investing in quality family time and making connections with other community members, nearly 8,000 citizens participated in parks and recreation **special events** such as the annual Easter Egg Extravaganza, Family Fun Fest, Harvest Festival, Halloween Tales, Breakfast with Santa and family, movie and karaoke nights.



Preparing For Tomorrow

- Growing in job and leadership knowledge, skills and abilities, 50 teens participated in the **Teens Toward Success** program, volunteering nearly 4,300 hours to support parks and recreation programs. As a result of exceptional performance, 27 teens to date have been hired as County employees.

- Actively involved and learning about government processes, leadership development and community service, a 14-member **Youth Advisory Council** comprised of local youth in grades 8-12, volunteered 196 service hours. In addition, created a new program agreement with Avalon, a Center for Women and Children to implement Expect Respect Curriculum, which trained the council members to advocate and teach other teens how to foster healthy relationships.

Did You Know?

- Total attendance at our parks and facilities and in our programs and events grew 7% to 3.5 million in FY16.

- Over 230 households received financial discounts totaling \$86,000, thereby reducing financial barriers and increasing accessibility to programs, facilities and services.

- More than 440 citizens with disabilities received accommodations to ensure successful inclusion and participation.

- During FY16, more than \$36,000 in **sponsorship and advertising fees** were contributed by local businesses to support Parks and Recreation programs, events and activities. Our two largest donors were James A. Burden D.D.S. & Associates and Busch Gardens.