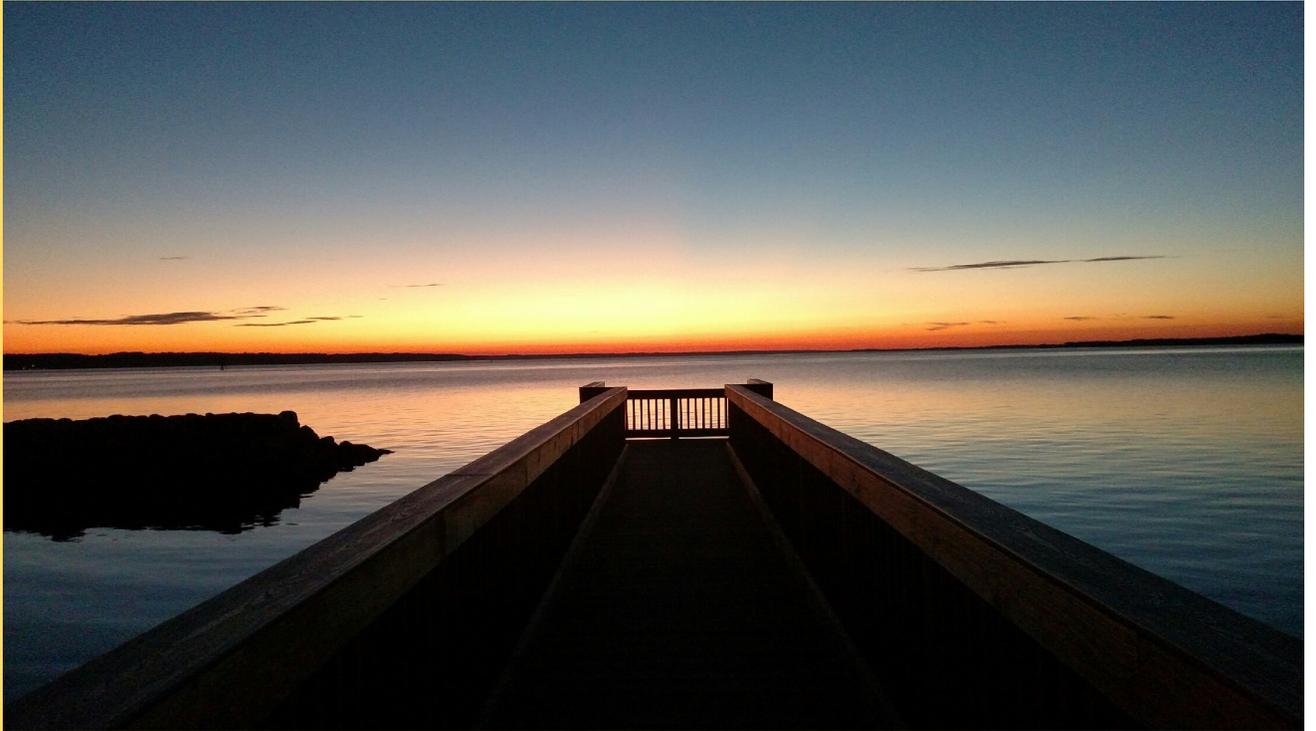


Parks & Recreation



Annual Report FY 2018

James City County

parks.rec@jamescitycountyva.gov
jamescitycountyva.gov/recreation



Parks & Recreation

Please spend a few minutes reading this annual report which defines our mission and details many of our community accomplishments over the past Fiscal Year (FY), which spanned July 1, 2017 to June 30, 2018. In just the past five years, our parks, programs and recreation centers have seen an attendance increase of more than 40% to over four million visitors. The increase in the number of sporting events at the Warhill Sports Complex, special events held at Jamestown Beach Event Park and nonresidents taking advantage of overnight camping opportunities available at Chickahominy Riverfront Park have also had an impact on our local economy.

Our mission is to work in partnership with citizens to ensure responsive programs, facilities and open space which promote personal growth, social development and healthy lifestyles. This can only be accomplished with the support of our residents, the entire County staff and the many volunteer organizations and individuals who support our community.

A special thank you to the James City County Board of Supervisors, the Planning Commission, the Parks & Recreation Advisory Commission and our amazing staffs in Parks & Recreation and General Services who work hard every day to provide outstanding customer service, clean and attractive parks and facilities and cost effective programs and services to our community.

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

By The Numbers

Customer Satisfaction Rate

96% (voted excellent/good, 2016)

Direct Financial Recovery Rate

62.82%

#Households Receiving Discount Assistance

172

Volunteers/Hours

5,980 Volunteers
71, 359 Hours

Official Partners

33

Partnership Participants

313,224

Programs Offered

3,411

Civic Engagement

37 events attended (neighborhood meetings, public presentations & community outreach)

Parks & Recreation Attendance

4,387,957

Programs: 215,479
Parks: 3,742,009
Centers: 404,919
Legacy Hall: 25,550

Parks

17

Miles of Trails

46.56

#Acres/Parks & Facilities

1,592

Exceptional Customer Service

James City County joined the ranks of elite park and recreation agencies across the country by earning **national accreditation**, a mark of distinction that indicates an agency has met rigorous standards related to the management and administration of lands, facilities, resources, programs, safety and services.



Awarded by the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and the National Recreation and Park Association (NRPA), the benefits of accreditation include an increased

potential for external financial support and tax savings through grants, documenting all department operations as a benchmark for continuous improvement and routinely reviewing the department against national standards to ensure efficient and effective delivery of services to our citizens.

Over 3,400 **customer-driven programs** serving 215,479 citizens were offered, with a 95% program make rate and high customer satisfaction.



Parks & Recreation offers a variety of art and special interest classes for all abilities.

Investing in quality family time and making connections with the community, over 8,300 citizens and visitors participated in parks & recreation **special events**, an 11% increase over last year. Family favorites included the Harvest Festival, Live Well Expo, Breakfast with Santa, the Destination Recreation Expo, Family Fun Night, Fitness Open House and James Riverfest. Halloween Tales, a previous night time event, was successfully converted to Boo Bash at the Beach, a

day time event at Jamestown Beach Event Park. In addition, five new events were added including the Capital Color Ride, Skate Jam After Hours, Fido Fest and several neighborhood events.



Boo Bash at the Beach, a new offering by Parks & Recreation, featured a unique twist on Halloween festivities!

James City County 2035 Strategic Plan Goals

- Exceptional Public Services
- Modern Infrastructure, Facilities and Technology Systems
- Expanding and Diversifying Local Economy
- Fiscally Efficient Government
- Protected Community Character and an Enhanced Built Environment
- High Quality Education
- Sustainable Long-Term Water Supply

For more information, visit <http://www.jamescitycountyva.gov/2708/Strategic-Plan>

OUR MISSION

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

FIND US ONLINE

Visit jamescitycountyva.gov/recreation and find us on Facebook, Twitter and YouTube. Write Us: parks.rec@jamescitycountyva.gov.

Exceptional Customer Service

Providing safe, affordable year-round care and educational and recreational fun, over 1,500 youth participated in the **REC Connect** Before and After School and Summer Camp programs.

Building on the importance of **healthy bodies** and making positive choices, Character Counts curriculum, FAB 5 fitness curriculum and interactive physical activity and nutrition education sessions were conducted for 500 youth in the REC Connect programs.

Nearly 1,900 customer-driven programs were offered at the **James City County Recreation Center** with 77,885 patrons in participation, providing expanded and diversified program opportunities:

- offered 150 **learn to swim and water aerobics classes** monthly, reaching over 39,000 customers annually to promote swimming proficiently and fun fitness in the pools
- **health & wellness** offered over 200 classes monthly with professional and certified instructors, reaching over 30,000 customers annually. Participation increased by 9% and revenue by over 15% in comparison to FY17. Programs such as Cross/Walk H2O, Aqua Jogging for Runners, Cardio Flow, SilverSneakers BOOM Mind, Beginner Boxing, Mighty Girls Yoga Camp, Candlelight Yoga, Joint Freeing Yoga Workshop, Yoga Etiquette & Safe Practice Workshop, Foot and a Functional Yoga Workshop.



Come experience our Centers—walk the indoor track, workout on the fitness equipment, play some ball or dive into the pool...the benefits are endless!

■ over 11,800 adults ages 55 and older participated in **Club 55+ and Lounge programming**, providing 15 monthly opportunities including overnight senior trips to interact with peers in a variety of senior-exclusive programs. Created a “Road Show” to educate local organizations and neighborhoods on Lounge programs and events and extended operating times to evenings and weekends for special activities, overall increasing participation by 9% over last year.

■ increased accessibility to fitness opportunities with the production of two new videos of the “**Fun Fitness**” exercise series, which featured chair-bound workouts that focus on general aerobics and yoga. The programs are available on demand via James City County’s YouTube and air daily on JCC TV, Cox Channels 48 and 1048.



James City County Parks & Recreation

is comprised of four divisions:

Administration

Oversees discount assistance and budget initiatives, volunteerism, communications, marketing, information technology and sponsorships.

Parks

James City County’s outdoor community features 17 parks encompassing more than 1,500 acres of park land and natural settings boasting historic, scenic and recreational sites.

Recreation Centers

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

Recreation Services

Over 3,400 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.

We’re Here to Help:

Administration: 757-259-5410

Parks: 757-259-5360

Recreation Centers: 757-259-4200

Recreation Services: 757-259-5351

Sponsorships: 757-259-5412

Volunteer/Advertising: 757-259-5403

Activity Hotline: 757-259-3232

REC Connect Info Line: 757-259-3170

jamescitycountyva.gov/recreation

Exceptional Customer Service

Educating patrons on positive health promotion strategies and disease prevention, implemented new **healthy messaging events** at the James City County Recreation Center and Abram Frink Jr. Community Center. Nearly 1,000 patrons engaged in national American Heart Health Month, Women's Health Week, Men's Health Week and other events featuring educational displays and resource materials, health screenings and healthy snacks and activities.

Increased programming at the **Abram Frink Jr. Community Center** by 74% and program attendance by 324%, providing additional programs such as First Friday Movie Nights, 12 Days of Christmas Trivia, Fun Food Fridays and SilverSneakers, Zumba, Boxing and Yoga fitness classes.

Continue to expand services to low income neighborhoods:

Provided services to 1,875 individuals through **neighborhood outreach programs** and initiatives including new services such as Computer Connection computer access, Go Grove event shuttle services, Learn to Swim programs, neighborhood basketball games and tournaments and special events, resulting in a 50% increase over FY17 participation.



Grove residents join County staff to celebrate the annual Neighborhood Block Party held at the Abram Frink Community Center.

In partnership with Community Housing Partners, offered the fifth year of the **RECr' It Out!** neighborhood outreach program. Approximately 70 youth from Grove and Lafayette Square/Village neighborhoods participated in fun recreational, character building, fitness, nutrition education and cultural enrichment and fieldtrip activities. The neighborhood outreach program costs were offset by more than \$14,000 in partnerships, sponsorships, grants, donations and the Seamless Summers meal subsidy, which provided free lunch and snacks to youth.

Two **Neighborhood Advisory Groups** were established for the Grove and Lafayette Neighborhoods, consisting of community citizens and key stakeholders, who serve to advise Parks & Recreation staff on recreation and leisure program and facility needs of the community.



Members of the Neighborhood Advisory Groups serve as liaisons between their neighbors and the Department on recreation and park matters.

Additional community resource initiatives:

In partnership with Girl Scout Troop 1148, a new Little Library was installed at Veterans Park. The library offers free books provided by the community for the community.

In partnership with the 4-H/Virginia Extension Department and in support of a reading literacy grant for low-income underserved and at risk populations, the department served as a **book distribution host site** for the region's 4-H Department. With a grant from the Molina Foundation, nearly 50,000 leisure reading and educational books were secured for Virginia 4-H and parks and recreation programs and their partner organizations.



Exceptional Customer Service

In partnership with the Virginia Department of Health (VDH) Comprehensive Cancer Control Program, the Department was selected to receive **free sunscreen dispensers** to help promote sun safety and reduce the risk of skin cancer in Virginia. The dispensers were placed at the James City County Recreation Center, the Abram Frink Jr. Community Center and at our outdoor pools and beaches.

To improve customer service, a **Campground Hosts** program was launched at Chickahominy Riverfront Park. In exchange for free camping, the hosts serve as caretakers volunteering after hours, when the Guests Services Office closes each day. They provide a point of contact if issues arise, help monitor campground activities and maintain the cleanliness of the restrooms and bathhouses.

Park programs, events and activities included:

- over 5,100 people participated in 40 **programs at Freedom Park**, which included presentations, nature walks, camps and special events consisting of a wide range of topics including environmental education, history, mountain biking and gardening.



The Living Forest Trail, located in Freedom Park, is an environmental treat...perfect for families and young explorers!

- in partnership with the James River Association and Billsburg Brewery, six interpretive **paddle programs** and a **shore fishing tournament** were held at the James City County Marina. The annual James Riverfest at Jamestown Beach Event Park attracted over 600 visitors in FY18 to the environmental education event.

- One-hundred sixty-seven people participated in **programming at Chickahominy Riverfront Park**, including Movies Under the Stars, Campfire Socials and a new program, Camping Under the Stars.



Campfire Socials specialize in fun—s'mores, storytelling, activities and more overlooking beautiful Gordon Creek.

- two new geocaches were incorporated within the County park system as a part of the **Find Your Geo Trail** initiative with the National Park Service.

- a **Captain John Smith Chesapeake National Historic Trail** interpretive sign and a new picnic area were installed at Powhatan Creek Park & Blueway.

- Parks & Recreation celebrated the Longest Day of Play by offering free recreational activities on June 21. Entitled **Project FiveFortySeven**, the day kicked off at 5:47 a.m. with sunrise yoga and a paddle and ended with a sunset owl prowl nature walk.



The Longest Day of Play showcased department services and facilities including the use of six parks and facilities, extended facility hours, free programs and previews, and a day filled with fun.

Modern Infrastructure, Facilities and Technology Systems

Park Improvements:

■ The construction of a new camping themed **Splash Pad** and pool pump house facility was completed at the Chickahominy Riverfront Park. A popular amenity identified in the Parks & Recreation Master Plan, the new splash pad offered visitors an above-ground aquatic area that features multiple ground sprays, rain tunnels, fire hydrants and bass fish sprayers that are perfect for all ages and especially non swimmers.

In addition to the County's two outdoor pools, the Splash Pad opened in May, offering citizens and visitors another outlet for fun and relaxation during the hot summer months.



■ As part of the **Playground Safety Program**, multiple pieces of equipment at Forest Glen Playground and Warhill Sports Complex were replaced, including two slides, four swings and age limit panels. A new seesaw was also added to the park. All improvements meet playground safety standards and extend the life of the equipment, providing a safe environment in which children can play.

■ A bioretention facility, **stormwater drainage system** and pervious and impervious walkways were installed at Jamestown Beach Event Park.

■ New asphalt paving replaced the deteriorating, pot hole-filled park entrance road at Chickahominy Riverfront Park and the heavily cracked and rippled **multiuse trail** at the James City County Recreation Center.

Several facility improvements were made to the Recreation/Community Centers to improve appearance, cleanliness, safety and customer satisfaction.

■ a conceptual design layout for the **new fitness space** at the James City County Recreation Center was completed based on public input from Center patrons. The new design includes space for a group fitness studio, personal training room, new stretching area, additional cardio equipment and personal cardio theater TVs for each machine.

■ resurfaced the **swimming pool** and replaced the air compressor and pumps for chemicals for the hot tubs to ensure safe and enjoyable swimming experience for patrons.

■ purchased a new state of the art **pool vacuum** that automatically cleans the pool overnight in addition to pool cleaning by staff.

■ installed energy efficient **LEED certified lighting** throughout the Center.

■ **cell phone charging stations** for patron use were placed in the cardio room, lobby and common area outside of the multipurpose rooms. Stations were also added in the multipurpose room of the Abram Frink Jr. Community Center.

■ refinished, repainted lines and replaced damaged floor boards on the **indoor basketball courts** at the Abram Frink Jr. Community Center.

Steering the Course:

PerfectMind, a new recreation software program was purchased, and will replace the current RecTrac program, facility and park reservation registration system, offering customers more friendly use and accessibility from any smartphone and/or internet-based device.

Expanding and Diversifying Local Economy

Park event areas, including fields, open space and trails, continue to be popular venues to host many special events, tournaments and running and biking events. In FY18, 11 parks and trails hosted 78 special events, 65 sports tournaments and 14 fishing tournaments.



County parks and trails serve as host sites to more than 100 community and national events annually.

Fiscally Efficient Government

- To expand environmental and preservation educational programs, the County was awarded a \$6,000 **Chesapeake Bay Grant**. Learning about the importance of conservation and preservation, close to 300 youth participated in interactive environmental educational activities including leave no trace, composting, water quality testing, water conservation, recycling/pollution control, animal ecosystems and Eco Boat Tours.
- Actively involved and learning about government processes, leadership development and community service, an eleven member **Youth Advisory Council**, in grades 8-12, volunteered 70 service hours to assist in several events including Boo Bash at the Beach, Kids Night at the Williamsburg Indoor Sports Complex with One Center of Autism and a REC Connect Family Fun Night.
- Growing in job and leadership knowledge, skills and abilities, 30 teens participated in the **Teens Toward Success** program, volunteering nearly 2,900 hours in 10 parks and recreation program locations.
- Received a \$2,500 **grant and labor assistance** from Dominion Energy to erect a small shelter-type structure with guttering inside the Grove Community Garden (located behind the Abram Frink Jr. Community Center) that allows the collection of rain water, thus reducing the need for use of outside water sources in maintaining the garden.
- Supporting operational efficiency, **volunteers** dedicated over 3,100 hours in the Lounge, working the receptionist desk and assisting with activities, resulting in a staff cost-savings of nearly \$40,000.

The Annual Report is produced by James City County Parks & Recreation Communications. For more information, please contact: veda.mcmullen@jamescitycountyva.gov, 757-259-5415 or parks.rec@jamescitycountyva.gov.

Thank You Volunteers

More than 5,900 volunteers donated over 71,300 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 to participate in department programs, a gift valued at more than \$1.7 million.



Twenty-one volunteers from **Water's Edge Church** completed 42 hours of volunteer work at Veterans Park in August. As part of their Annual Love Week service project, the group raked mulch on the 30,000 square-foot Kidsburg playground.

Volunteer efforts continued with five new **Adopt-A-Park** agreements and the renewal of four existing agreements. Several other agreements are also in place that allow citizen involvement in helping to preserve the beauty and character of County parks and trails where volunteers pick up litter, clean up and restore shorelines, help grow and maintain native plants and flowers, and monitor wildlife.

Award Winning Staff & Certifications

Tracy Newsom, Inclusion Coordinator, was honored at the 2017 Virginia Recreation & Park Society annual conference in September as **Best New Professional** for her passion and advocacy in ensuring her annual caseload of more than 400 clients with disabilities successfully



participate in recreational programs, facilities and services. Newsom also received her instructor certification for **Therapeutic Options,™** a comprehensive behavior management program that provides the tools to keep people safe while maintaining their

commitment to positive approaches in supporting individuals whose behavior sometimes poses danger to themselves or others, providing staff with an array of effective de-escalation strategies as well as physical intervention skills that are designed to prevent injury to staff and people receiving services.

Josh Bew, Park Program Coordinator, received **Certified Playground Safety Inspector certification**, earning the credentials to inspect playgrounds for safety issues and to ensure inspected playgrounds meet current national industry standards. Bew also earned **Certified Pool Operations certification** from the National Swimming Pool Foundation, ensuring County staff have the knowledge, techniques and



skills of pool and spa operations. Receiving national certification as **Certified Park and Recreation Professionals (CPRP)** from the National Recreation and Park Association were **Kelley Herbert**,

Recreation Operations Coordinator; and Park Operations Managers **Kyle Loving** and **Alister Perkinson**. This crew of professionals join a select few statewide.

PICTURED: TOP: Tracy Newsom. BOTTOM, sitting, Alister Perkinson and standing (l-r): Kyle Loving, Josh Bew and Kelley Herbert.

For ensuring a safe work environment for employees and patrons, the Department was awarded the **Top Training Provider** award for 2017 by the American Red Cross of eastern Virginia.

Parks & Recreation Advisory Commission 2018



The Commission serves as a liaison between the Director of Parks & 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.

- Michael C. Hand.....757-345-6950
- Linda Knight.....757-221-3312
- Jay H. Lipscomb Jr.....757-566-3152
- Kevin Radcliffe.....757-768-2563
- Larry Walk Sr..... 757-565-0699
- Linda Wallace-Cody.....757-229-9332
- Scott VanVoorhees..... 757-869-1181

Above: 2018-19 Commissioners, l-r: Larry Walk; Michael Hand; Kevin Radcliffe, Vice Chair; Linda Knight, Chair; Scott VanVoorhees; Linda Wallace-Cody; and Jay Lipscomb.

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