

## **Woodstock Parks and Recreation Department 2017 Annual Report**

On behalf of the dedicated staff of the Woodstock Parks and Recreation Department, I am pleased to present the 2017 Annual Report. The Woodstock Parks and Recreation Department had an historic year in 2017. The year brought new facilities online and featured multiple park and trail improvements. Our programs and special events saw steady growth throughout the year.

### **Park Improvements**

Several parks in Woodstock saw significant capital projects and improvements. In the spring of 2017, City of Woodstock Parks and Recreation and Public Works Department staff constructed a 400-foot-long lighted boardwalk over the lake at *Dupree Park*. The project includes a 30-foot-long floating fishing pier. Staff installed underwater fish cover/structures and the lake was stocked with over 4,000 fish. Fish species stocked included: large-mouth bass, catfish, bluegill and trout.

The *Park at City Center* had all new LED park lighting installed. The lights are similar in style to those already in Downtown Woodstock.

In 2017 the city was presented with the opportunity to assemble several parcels of land for the development of a new park for the residents of Woodstock. In March 2017, the City was able to purchase 6 acres of land off of Trickum Road. Later in the year, in October, the City ratified the purchase of an additional 24.42 acres of land adjacent to those six acres. Another 36.32 acres adjacent to these properties was donated to the Greenprints Alliance. These tracts of land connect directly to the City's Woodlands Park Property which is just over 40 acres. The entire property combined is 106 acres and will ultimately provide residents with multiple new recreation and park opportunities.

On December, 4, 2017 the Woodstock Parks and Recreation Department hosted a Community Input Meeting to gather information from residents on what they would like to see included in the new park. In 2018 the City will use the information gathered from our residents and start the initial design phase of the new park.

### **Towne Lake Pass Trail**

Construction of the *Towne Lake Pass Trail* was completed in 2017. The two-mile-long trail provides a connection from Downtown Woodstock to just north of Woodstock High School on Towne Lake Hills South Road. The trail ties into the Noonday Creek Trail at the Woodstock Park

Trail Head. Plans for the Towne Lake Pass Trail were completed in 2016. The City of Woodstock and Cherokee County issued a joint resolution dedicating the Towne Lake Pass Trail in Loving Memory of Council Member Mary Tessa Basford. The Joint City/County Resolutions states “Council Member Basford was very instrumental in the support and implementation of the Greenprints Plan. Her leadership, love for family, community and those she so graciously served in a legacy too inspirational not to be immortalized”.

### **Rubes Creek Trail Extension**

The Rubes Creek Trail Extension was completed in the spring. The ¼ mile extension connects the trail to Arnold Mill Road and the William G. Long Senior Center.

### **Northside Hospital-Cherokee Amphitheater**

The Northside Hospital-Cherokee Amphitheater had its first full year of operation during 2017. The facility is the “Flagship” of the Woodstock Parks and Recreation Department and has become a centerpiece in Downtown Woodstock.

The Amphitheater hosted 27 events in 2017 with over 95,000 estimated attendees. Events in 2017 included: The Woodstock Summer Concert Series, Woodstock Easter Celebration, Broadway Under the Stars, Carriage Kia Welcome Concert, Astra Company Picnic, City Fest 2017, Cadence Fair, Zombie Fest, Road Warrior Reception, Taste and Sound of Woodstock, Regional Visitor Center Conference, Springfest, Dark in the Park Eclipse Party, AMPED in the Park Fitness Series, and three (3) Movies in the Park events.

Several of these events have already been scheduled to be hosted again in the NHC Amphitheater in 2018. With a full slate of City of Woodstock Special Events already scheduled for 2018, we are looking forward to an outstanding upcoming year.

### **Special Events**

The Special Events Division had a very successful event season in 2017. On Friday, February 17<sup>th</sup> to celebrate Arbor Day, The City of Woodstock gave away 800 tree seedlings for residents to plant at their homes. Each seedling came with a tree care guide.

The City’s annual *Greenstock Day* was held on Saturday April 22, 2017. The annual event features city wide yard sales and recycling event. The city-wide yard sale had 30 registered garage sales throughout Woodstock, 10 of which were community sales. The annual recycling event collected over 18,000 lbs. of electronics, 925 lbs. of batteries, 9,000 lbs. of paper was shredded, and over 3

tons of other recyclables were collected. Over 569 cars came through making this our biggest recycle event since we started in 2008!

The 2017 Movies in the Park, sponsored by Northside Hospital-Cherokee, included *Rogue One: A Star Wars Story* on June 16, Disney's *Moana* on July 21, and Disney's *Beauty and the Beast* on August 25. An estimated 1,500 people attended each show.

The City hosted its first full Summer Concert Series at the new Northside Hospital-Cherokee Amphitheater in 2017. The *Woodstock Summer Concert Series* celebrated its 20<sup>th</sup> year in 2017. Bands included The Charlie Daniels Band and Across the Wide on May 12<sup>th</sup>, Robert Randolph and the Family Band and AJ Ghent on June 10<sup>th</sup>, Drivin N Cryin with the Steppin Stones on July 8<sup>th</sup>, Gump Fiction with Mad Life contest winner Jonathan Peyton on August 12<sup>th</sup> and finally Runaway June and The Whiskey Gentry on September 9<sup>th</sup>.

Attendance for the Summer Concert Series was estimated at over 50,000 attendees for 2017. Revenues for the 2017 Summer Concert Series included: \$136,000 in Sponsorship Income, \$15,379.75 in concession stand commissions, and \$1,214 in concert t-shirt sales.

The City of Woodstock Memorial Day Ceremony was held on Monday May 29. Over 500 attendees came to the Park at The City Center to pay their respects to those that have given the ultimate sacrifice for our country.

The City's Annual July 4<sup>th</sup> Spectacular Parade, Festival and Fireworks were very successful. An estimated 6,000 people came in to Downtown Woodstock to watch the parade and attend the festival in The Park at City Center. The annual 5K Freedom Run had over 700 runners in this year's event. Our annual Fireworks display brought an estimated 30,000 to the highway 92 and 575 corridor to watch the display.

To celebrate and witness the August 21, 2017, Total Solar Eclipse, we hosted a Dark in the Park Eclipse Party with over 4,000 people in attendance. We handed out 250 eclipse glasses, moon pies, and Sunny D's! We were completely surprised by the turnout!

The 2017 September Brown Bag Concert Series featured a free lunchtime concert on each Thursday at The Park at City Center. This year's concert featured, Dusty's Ragtime & Novelties on September 7<sup>th</sup>, Douglas Cameron on the 14<sup>th</sup>, Ryan Boss on the 21<sup>st</sup>, and crowd favorite, John Amoroso on September 28<sup>th</sup>. We had great weather for each concert and had more than 200 attendees at each performance.

Unfortunately, the weather forced us to cancel the annual 9/11 Day of Remembrance. A moment of silence was offered at the City Council meeting that evening.

Our annual *KidsFest* was held on Tuesday, October 31. This year's event featured Halloween trick or treat activities for our younger ghouls and goblins, including moonwalks, DJ Ronnie, Tim the Magician, Adam the Juggler, games, the ever-popular stringed apple and pumpkin bowling

games, face painting, costume contest, and candy give-away. This event is held on Halloween as a safe alternative to trick-or-treating.

The annual Woodstock Elementary School Downtown Walking Tour was held on November 2<sup>nd</sup>. Over 300 third graders made their way to The Park at City Center, The Chambers at City Center and the Deans Store to learn about the history of the City of Woodstock and the services it provides. The highlight of their trip is a question and answer session with Mayor Henriques.

On Saturday November 11, the City hosted its annual Veteran's Day Ceremony in The Park at City Center. This celebration honors America's veterans for their patriotism, love of country, willingness to serve, and sacrifice for the common good. The Marine Corps League Detachment #1311 in Woodstock, the American Legion Post 316, and the Warriors' Watch Riders, helped us celebrate our veterans who have given us our liberty and freedom. The event featured a Candlelight ceremony and music.

A new event was added to the calendar this year. *The Tis the Season to be Green Recycle Event* took place on Saturday, November 18<sup>th</sup>. To help celebrate National Recycling Week, we offered document shredding and recycled electronics, batteries, textiles, cell phones, light bulbs, glasses, magazines and newspapers. Total weights have not yet been turned in to us. We had over 297 cars come through and we expect this number to climb next year.

The Christmas Jubilee Parade of Lights and Festival were held on Saturday December 2<sup>nd</sup>. This year's event featured our brand new 26' Christmas Tree to The Park at City Center. Thanks' to Main Street Woodstock for purchasing this well received addition to the park. The event brought an estimated 10,000 people into Downtown Woodstock to kick off the holiday season. With temperatures in the upper 50's, many people stayed downtown after the parade to enjoy the festival. We recycled 405 Christmas Trees in 2016-2017.

Santa's Mailbox was available from December 1 – 17, 2017 for parents and children to drop off their letters to Santa. This year more than 325 children mailed letters to Santa.

The Chambers at City Center hosted more than 17 Public Input Meetings, 12 HOA Meetings, and three Chamber of Commerce breakfasts. Through the year many more meetings and training sessions were held there by City of Woodstock Departments, the DDA, Planning Commission, Cherokee County Schools, and Elm Street Theater.

Estimated attendance at Woodstock Parks and Recreation Department special events during 2017 topped 100,000 attendees. Combined with Non-City of Woodstock Events that were hosted at the NHC Amphitheater, we conservatively estimate that over 200,000 people were brought into Downtown Woodstock to attend our events in 2017.

Our staff is currently planning and preparing the 2018 special event season and we are expecting another banner year from the Special Events Division.

## **The William G. Long Senior Center**

The William G. Long Senior Center had a productive and exciting year. There are currently 630 registered members at the Senior Center with 177 new members joining in 2017. The Center had an average of 48 daily participants utilizing the Center with just over 12,000 annual visits.

Senior Center members enjoyed multiple trips and tours during the year including: hiking trips, Atlanta Braves games, white water rafting, zip lining, the Atlanta Botanical Gardens, the Rock Ranch, *Phantom of the Opera* at the Fox Theater, The Southern Railway Museum, a cruise on the *Southern Belle* Tennessee River Boat and many more.

Additionally, The Center had 97 members take three extended day trips in 2017. Trips included a week-long train trips to New Orleans, once in the spring and again in the fall and a trip to Cincinnati to tour the *Ark Encounter and Museum*.

The Center offered 19 special events hosted on-site in addition to our regularly scheduled daily programming. Event highlights included: a Valentine's Day Party, our annual Senior Picnic, Mothers and Father's Day luncheons, billiards and Wii bowling events for the annual Cherokee County Senior Olympics, and multiple movie and ice cream socials.

Multiple special interest classes were offered at the Center in 2017. Classes included many informational topics featuring: wills and probates, foot care, hearing screening, flex and stretch classes, beginning Mahjongg, beginning and intermediate bridge, and Medicare 101.

Construction of a 2,400-square-foot Multi-Purpose Room / addition to the Senior Center started in the spring of 2017. The addition was completed at the end of December. The new addition will provide much needed space for the expansion of our senior programs.

As we close out 2017, we would like to thank all of our volunteers and program sponsors. The investment of your time and financial contributions helped us provide recreational opportunities and special events to over 100,000 event attendees last year. We truly appreciate your support and look forward to a momentous 2018.

Best Regards,

Preston Pooser, CPRE  
Parks and Recreation Director

