

CITY OF
WOODSTOCK



PARKS AND RECREATION

MASTER PLAN 2023



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ACKNOWLEDGMENTS

City of Woodstock Mayor and City Council

Mayor Donnie Henriques
Ward 1 - Councilman Warren Johnson
Ward 2 - Councilman David Potts
Ward 3 - Councilman Colin Ake
Ward 4 - Councilperson Tracy Collins
Ward 5 - Councilman Brian Wolfe
Ward 6 - Councilman Rob Usher

Former City Council Members

Councilman Bob Mueller
Councilman Bud Leonard

City Manager, Jeffery S. Moon

Parks and Recreation Advisory Board

Mayor Appointee Valerie Harty
Mayor Appointee Chris Conti
Ward 1- Tara Healy
Ward 2- Steve Davis
Ward 3- Brandon Williams
Ward 4- Tamara Trull
Ward 5- Bud Spitler
Ward 6- Stephen Divine

Woodstock Parks and Recreation Staff

Preston Pooser, CPRE Parks and Recreation Director
Heather Gaddis, Administrative Coordinator
Marybeth Stockdale, Special Events Coordinator
Jamey Snyder, Amphitheater Operations Manager
Elmo Phillips, Park Maintenance Manager
Jeff Armstrong, Trail Maintenance Manager
Janet Masey, Senior Center Coordinator
Don Payne, Recreation Specialist, Senior Center

EXECUTIVE SUMMARY

Why a Master Plan?

Master planning is an important process that yields information on where we are currently, where we would like to go, and how we are preparing to get there. The final result should be a plan of action that will direct the department in its future project/event planning and implementation processes. With that said, there must be an understanding that the final plan should be flexible in order to comply with budget constraints which may arise in each fiscal year.

The Parks and Recreation Department *Master Plan 2023* outlines the future of all departmental programs, services, and facilities for years 2018 - 2023. The plan is based on a sound understanding of existing department strengths and weaknesses; takes into account public input; and includes a final action plan. With this plan in place the department can move forward with an organized plan that will meet the needs and desires of the City's citizens and guests without wasting finite resources.

Scope

The scope of the Master Plan 2023 includes guidelines for improving the City's existing parks and recreation facilities, planning new parks and facilities, and the development and implementation of recreation programs to meet the needs of the community. This plan includes the implementation plan and five-year Capital Improvements Plan.

The City of Woodstock is geographically located in Northwest Georgia and is considered part of the Atlanta Metropolitan Area. Situated in the extreme southern part of Cherokee County, Georgia; Woodstock is about thirty miles North of Atlanta. Woodstock is bordered on the West by Lake Allatoona. South Cherokee County and the Woodstock area are considered to be the southernmost part of the Blue Ridge Mountains.



Previous City of Woodstock Parks and Recreation Master Planning Efforts

In 2007, **The Greenprints Plan**, an initiative of the Woodstock City Council and the Planning and Economic Development Department was developed. The Greenprints Plan is a comprehensive park, trail and open space initiative that established a foundation and framework for the creation of a citywide green infrastructure system. The project unites land use planning with land conservation practices to outline necessary strategies for ensuring the preservation, improvement, implementation and maintenance of Woodstock’s unique natural and recreational resources in the future.

Parks, greenways, trails, open lands, preserves, and rural landscapes are powerful amenities that improve the quality of life for residents and businesses. Collectively these amenities improve the livability of a community and facilitate economic progress. Current research finds that defined greenspaces are an enticement for communities nationwide, attracting major employment groups, residential growth, and eco-tourism within a sustainable framework.

Additional motivation for development of a sustainable greenspace approach is found in the emerging awareness of the negative impacts of sprawl, including the degradation of air quality, watershed concerns (especially storm water runoff), loss of scenic views and over-dependence on the automobile. Left unaddressed the City of Woodstock is at risk for becoming undesirable for future residents and businesses.

A conversation was initiated with residents, businesses, and landowners regarding the benefits of a network of greenspaces, trails, and parks. Guided by the Greenprints Committee comprised of representatives of the City Planning Commission, Parks and Recreation Advisory Board, Youth Advisory Board, Cherokee County and interested citizens and business owners this nine month community based and resource based planning process involved the community through a series of meetings, surveys, and project website.

The Greenprints Plan Vision for the City of Woodstock is:

“A sustainable greenspace and trail network that defines and enhances the City of Woodstock’s community, natural and economic resources for all generations.”



Demographics

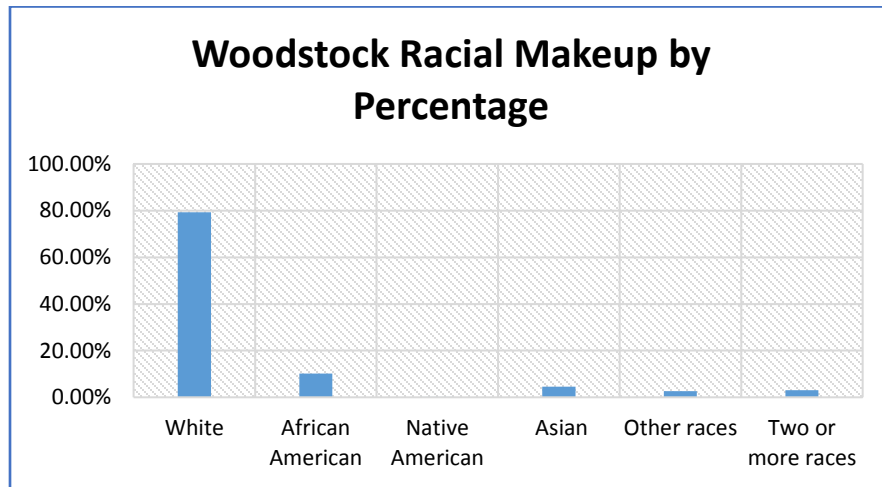
The U.S. Census Bureau states that the City of Woodstock has a total area of 8.8 square miles (22.9 km²) and 0.04 miles (0.1 km²) of that is water. Land in Woodstock currently designated as park land totals just over 100 acres. The City has seen a drastic increase in population over the past decade, and expects further growth. As the population continues to grow there will be an increased focus on identifying and obtaining new parkland in order to provide facilities for all residents.

As of the 2010 Census, there were 23,904 people in Woodstock. This number is up from 10,050 in 2000; resulting in an effective population growth increase of 137.8%. The 2013 population estimate by the US Census Bureau placed the population at 26,890. There are currently 10,298 households within the City. The racial makeup of the city is 79.3% White, 10.2% African American, 0.2% Native American, 4.5% Asian, 2.7% other races, and 3.1% from two or more races. Hispanic or Latino of any race totaled 9.7% of the population.

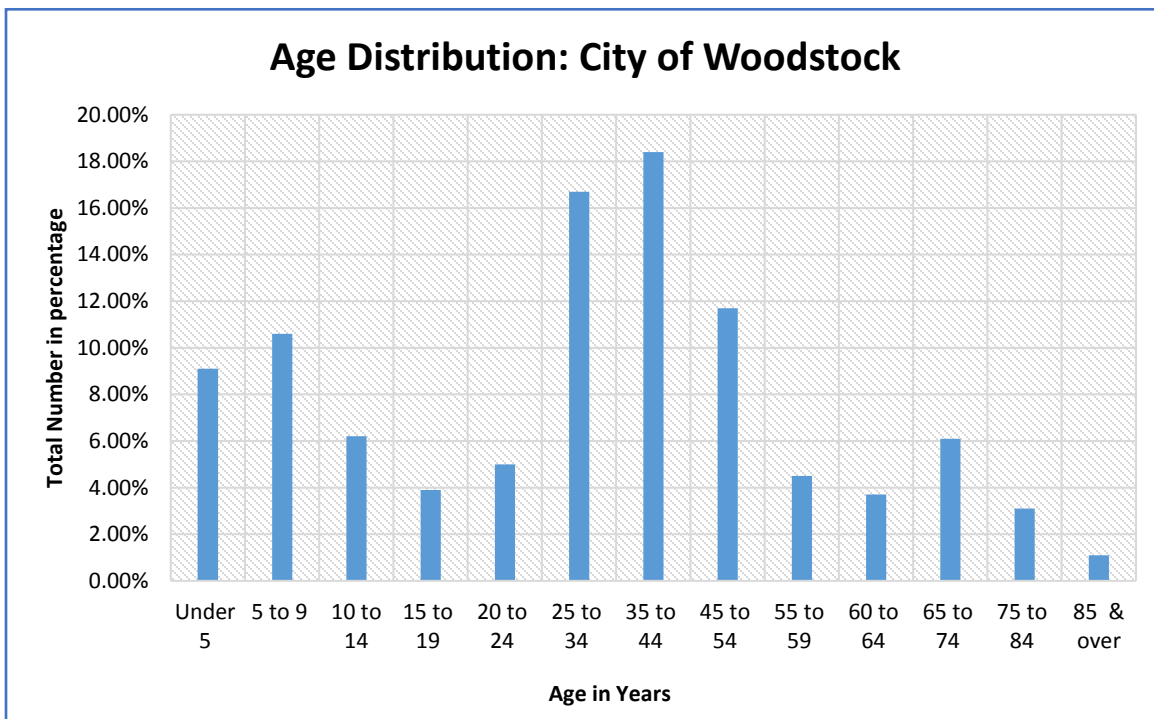
The median income for a household in the city was calculated at \$61,648 in 2009, and the median family income was calculated to be \$74,758. The median per capita income for the city was \$29,190.

The City is strategically located between two regional recreational assets: to the north of the City, the Blankets Creek Mountain Bike Trails system receives over 200,000 visitors annually and twenty miles to the south, the Silver Comet multi-use trail system has over 2 million visitors annually. Other community assets include 18 miles of riparian corridors - mainly Little River, Noonday Creek, and Rubes Creek; Sweat Mountain and its enormous view shed throughout the city; and historic downtown with buildings dating back to 1879, as well as, newly developed living and dining opportunities. Yet, with population expected to at least triple by 2030 there is a need to connect these community assets via a green infrastructure network, expanding currently deficient open space/ recreational opportunities to encompass sensitive conservation areas and provide connectivity for City residents and visitors.

Graph 1.1: Racial Makeup City of Woodstock



Graph 1.2: Age Distribution City of Woodstock

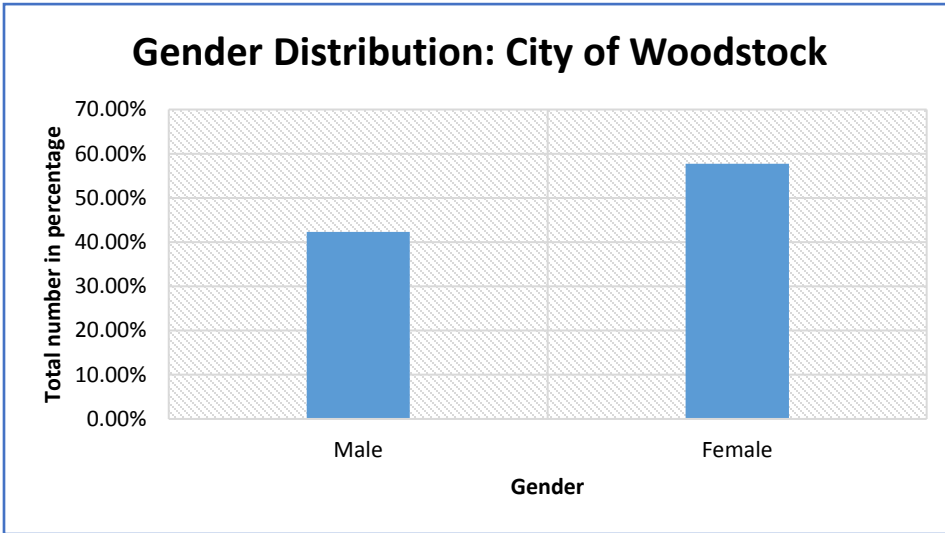


Woodstock is a fairly young, working class city with a majority of the population falling between the ages of 25 to 54. According to the 2013 American Community Survey, 95.1% of the population has a high school education or higher. The predominant age group that has to be considered during recreational planning are the 25 to 54 year olds (College graduates and active working class adults).

This steady increase in the active adult age group supports the need for appropriate programming, particularly for sports, programs and activities that this population would be interested in.

The City of Woodstock has more females than males. 42.3% of the population is male and 57.7% is female. Recreational activities in Woodstock are equally geared to both sexes, but if the gender balance changes, the city will have to offer more activities that favor the majority gender.

Graph 1.3: Gender Distribution City of Woodstock



Population Projection

Woodstock is the largest city in Cherokee County. According to the 2010 Census information, Cherokee County had a population of 214,346 people. The county's Comprehensive Plan estimates that by 2030, the population is projected to grow to 417,600. The current population of the City of Woodstock is 23,896 people making up 11.15% of Cherokee County's population. For planning purposes we can estimate that by 2030 if Woodstock still maintains its share of 11.15%, the population of the city will be around 46,563 people.

Organizational Overview - Woodstock Parks and Recreation Department

In 2008, as part of a City-wide department restructuring, the City of Woodstock created the Woodstock Parks and Recreation Department. The department is divided into four divisions which include: Administration, Park and Trail Maintenance, Special Events and the William G. Long Senior Center.

On October 7, 2013, the City of Woodstock Parks and Recreation Department was recognized for excellence in the field of parks and recreation management by becoming one of only 125 agencies in the country currently holding national accreditation from the Commission for Accreditation of Park and Recreation Agencies (CAPRA). This distinguished accomplishment was announced in Houston, Texas during the Annual *Best of the Best Awards Ceremony* at National Recreation and Park Association (NRPA) 2013 Congress and Exposition.

CAPRA Accreditation is an extensive multi-year process and requires significant commitment from department staff. National accreditation requires park and recreation agencies to respond to 151 standards representing elements of effective and efficient park and recreation operations. To become accredited, agencies must fully meet 37 standards deemed fundamental to a quality agency and at least 108 of the remaining Non-Fundamental standards.

CAPRA accreditation is the only national accreditation for parks and recreation agencies and is a measure of an agency's overall quality of operation, management and service to the community. The Commission is comprised of representatives from NRPA, the American Academy for Parks and Recreation Administration, the National Association of County Park and Recreation Officials, the International City/County Management Association, the American Association for Physical Activity and Recreation, the Armed Forces Recreation Society and the Council for State Executive Directors.

The process of accreditation is extensive and took several years to accomplish. After the initial application, the agency completed a detailed self-assessment report followed by a site visit to the City of Woodstock in July 2013. Finally, a review was conducted by CAPRA and accreditation was formally conferred by the Commission on October 7, 2013. The accreditation process for the City of Woodstock Parks and Recreation Department started four years ago with the initial application. After countless hours of internal evaluation of all department policies, procedures and operation plans, the City had its official site visit in July 2013. That site visit prompted additional review of the city's operations and formalizing procedures within the department and final adoption of policy and procedures by the City Council in late July.

In 2008, Cherokee County completed a 90 million dollar Recreation Bond. The bond included multiple soccer, baseball, softball, and multi-purpose sports facilities. The County's parks and recreation agency (Cherokee Recreation and Parks Agency) conducts year-round athletic programming at those facilities. In an effort to maximize resources and not duplicate services, the City of Woodstock Parks and Recreation Department does not provide direct athletic programming to compete with park and recreation opportunities provided by Cherokee County.

Currently, the Woodstock Parks and Recreation Department manages six (6) parks encompassing 160 acres of land. The department is heavily focused in on providing year-round special events. These events bring more than 100,000 annual attendees into the Downtown District of Woodstock. The driving goal of these events is to have a positive impact on Downtown and spur economic development.

In 2016, the City of Woodstock celebrated the Grand Opening of the Northside Hospital-Cherokee Amphitheater in Downtown Woodstock. The facility / event venue is home to the Woodstock *Summer Concert Series* and numerous year-round community events.

The William G. Long Senior Center provides year-round programs, events, travel and trips for senior adults living in Woodstock and Cherokee County. In 2017 the City completed a 2,400 square foot multi-purpose room addition. The new addition was funded by a \$250,000 CDBG (Community Development Block Grant). There are currently just over 700 members being served at the senior center.

Woodstock is known regionally as the home of the *Greenprints Trail System*. Woodstock currently has over 15 miles of mountain bike trails and 10 miles of paved multi-modal trails. The trail system has over 250,000 annual visits and is key niche and focus of the City's parks and recreation department.

Guiding Principles and Qualities

The entire department consistently strives to provide the City with the best possible park and recreation offerings and opportunities for all residents and visitors. We listen to our users and groups when developing our programs, events, and facilities. Public input is provided by various committees, surveys, and frequent verbal communication to ensure the interests of the public are being served. Parks and Recreation Department Staff worked closely with citizen groups to compile the Greenprints Project Report; which has been the foundation for the creation of the extensive trails and greenways located throughout the City. Each Division Coordinator and manager works closely with related committees organizing programs and events.

Community Inventory of Recreation Service Providers

Peer Service Providers and Organizations

The City of Woodstock Parks and Recreation Department maintains strong relationships with other agencies and organizations including: the Cherokee County Recreation and Parks Agency (CPRA), non-profit groups such as the Greenprints Alliance, local churches and business. Each group provides services to the community and has their own niche and scope of service. This helps provide a balance of service and helps reduce duplication of services.

Local Government / Peer Agencies

Cherokee Recreation & Parks
7545 Main Street, Building 200, Woodstock, GA 30188

Cherokee County Aquatic Center
1200 Gresham Mill Parkway, Holly Springs GA 30142

City of Canton Parks & Recreation
151 Elizabeth Street Canton, GA 30114

City of Ballground Parks & Recreation
215 Valley Street in Ball Ground, GA 30107

City of Holly Springs Parks & Recreation
3237 Holly Springs Pkwy, Holly Springs, GA 30115

Private Organization Providers

Cherokee Outdoor Family YMCA
201 E Bells Ferry Rd, Woodstock, GA 30189

G. Cecil Pruett Community Center Family YMCA
151 Waleska St, Canton, GA 30114

Malon D. Mimms Boys & Girls Club
1082 Univeter Rd, Canton, GA 30115

Woodstock Aquatic Center
103B Arnold Mill Rd., Woodstock, GA 30188

Church Program Providers

First Baptist Church Woodstock Wellness & Recreation
11905 Highway 92, Woodstock, GA 30188

Hickory Flat Church
4056 E Cherokee Drive, Canton, GA

River Church
2335 Sixes Road, Canton, GA 30114

Fitness Program and Facility Providers

BodyPlex
8811 GA-92 #110, Woodstock, GA 30189

Curves
10029 GA-92 #100, Woodstock, GA 30188

Gold's Gym
301 Gold Creek Trail, Woodstock, GA 30188

LA Fitness
2060 Eagle Drive, Woodstock, GA 30189

Lifetime Fitness
14200 GA-92, Woodstock, GA 30188

Orange Theory Fitness
200 Parkbrooke Drive #140, Woodstock, GA 30189

Planet Fitness
299 Molly Ln, Woodstock, GA 30189

Workout Anytime Woodstock
6232 Old Hwy 5, Woodstock, GA 30188

Dance Program Providers

Dancercenter South
1000 Woodstock Pkwy, Woodstock, GA 30188

Dance and Music Academy of Woodstock
6238 Old Hwy 5 #C3, Woodstock, GA 30188

Dance Imagination
119 Mill St, Woodstock, GA 30188

Steppin Out Performing Arts
240 Arnold Mill Rd #100, Woodstock, GA 30188

Woodstock School of Ballet
5939 Holly Springs Pkwy, 103, Woodstock, GA 30188

Martial Arts Program Providers

Atlanta Martial Arts Center
105 Smokehill Ln #170, Woodstock, GA 30188

ATA Martial Arts
11517 GA-92 #110, Woodstock, GA 30188

Bowen's Tiger Rock Martial Arts
1025 Rose Creek Drive #580, Woodstock, GA 30189

Dae Han Martial Arts Center
12924 GA-92, Woodstock, GA 30188

Epic Martial Arts
200 Parkbrooke Drive, Woodstock, GA 30189

The ONE Taekwondo Center
6240 Old Hwy 5, Suite B7, Woodstock, GA 30188

Towne Lake Choi Kwang Do Center
2990 Eagle Drive, Woodstock, GA 30189

Youth Sports Program Providers

Canton Baseball
1260 Univeter Rd, Canton, GA 30115

East Cherokee Baseball
5101 Old Highway 5, Unit 191, Lebanon, Georgia 30146

Hobgood Baseball
2295 Towne Lake Pkwy Suite 116 #191 Woodstock GA 30189

South Cherokee Baseball
6625 Old Hwy 5, Woodstock, GA 30188

Cherokee Youth Basketball
7545 Main Street, Building 200, Woodstock, GA 30188

Upward Basketball
11905 Hwy 92, Woodstock, GA 30188

Cherokee Youth Football Association Cheerleading
secretary@cyfa.org

South Cherokee Redskins Youth Football Cheerleading
6620 Old Hwy 5, Canton, GA 30115

World of Gymnastics and Cheer
104 Victoria N Ct, Woodstock, GA 30189

Cherokee Youth Football Association
secretary@cyfa.org

South Cherokee Redskins Youth Football
6620 Old Hwy 5, Canton, GA 30115

Atlanta Travel Lacrosse
PO Box 5633, Canton, GA 30114

Cherokee Youth Lacrosse
7545 Main Street, Building 200, Woodstock, GA 30188

Cherokee Outdoor Family YMCA Soccer
201 E Bells Ferry Rd, Woodstock, GA 30189

Youth Sports Program Providers Continued:

Chattahoochee Gold Swimming
103 Arnold Mill Rd, Woodstock, GA 30188

Cherokee County Aquatic Center
1200 Gresham Mill Parkway, Holly Springs GA 30142

Georgia All-Star Gymnastics
105 Arnold Mill Park, Woodstock, GA 30188

North Metro Gymnastic Center
109 Smokehill Ln #150, Woodstock, GA 30188

World of Gymnastics and Cheer
104 Victoria N Ct, Woodstock, GA 30189

Atlanta Crush Lacrosse
421 Edgebrooke Lane, Woodstock, GA 30188

Golf Courses

Cherokee Golf Center
635 Molly Ln, Woodstock, GA 30189

Eagle Watch Golf Club
3055 Eagle Watch Drive, Woodstock, GA 30189

The Golf Club at Bradshaw Farms
3030 Bradshaw Club Dr, Woodstock, GA 30188

Towne Lake Hills Golf Academy
1003 Towne Lake Hills E, Woodstock, GA 30189

Tennis

Bagnati Tennis Academy
River Park Blvd, Woodstock, GA 30188

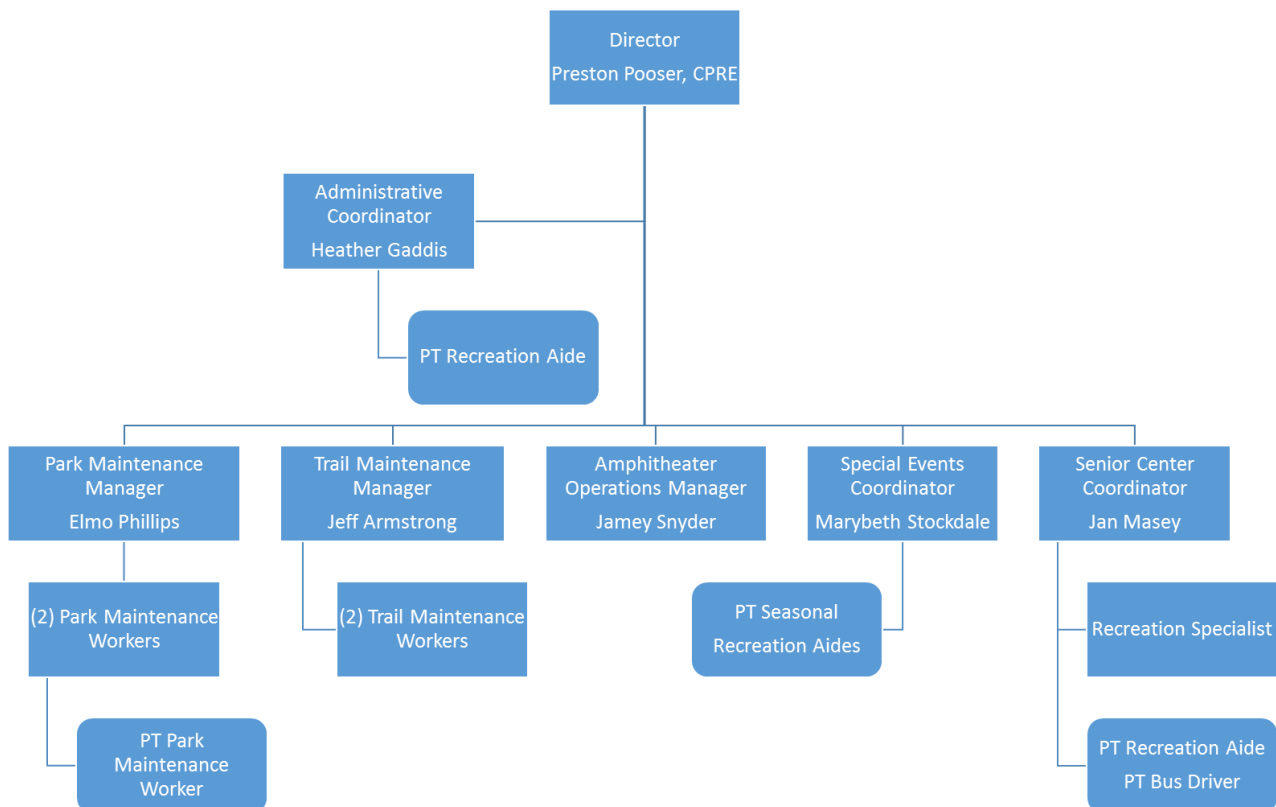
Cherokee Tennis Center
155 Brooke Blvd, Woodstock, GA 30188

Eagle Watch Tennis Center
3045 Club House Drive, Woodstock, GA 30189

Parks and Recreation Department Organizational Structure

The Parks and Recreation Director leads the Department and reports directly to the City Manager. Reporting to the Director, are two Division Coordinators, two Division Managers and one Administrative Coordinator. These are full-time positions. Other employees are full-time, part-time, and seasonal. All seasonal and part time workers are hired as needed by the Parks and Recreation Department in collaboration with Human Resources. The Department’s organization chart is shown below.

Woodstock Parks and Recreation Department Organization Chart



Envisioning Our Future – Our Mission and Vision

Developing Our Mission and Vision

We established our mission and vision by working in coordination with the Recreation Advisory Board, City Council, and our City Manager reviewing documents and obtaining the input of Division Coordinators and Managers. Our focus on customer service, facilities, and staff as well as responding to the needs of our community was a vital component in the development of our Mission and Vision.

City of Woodstock Parks and Recreation Department

Mission Statement:

"The Woodstock Parks and Recreation Department is dedicated to being the leader in providing exceptional leisure opportunities through the usage of Parks, Greenways, Trails and other Recreational facilities that will enhance our quality of life while promoting a healthy lifestyle for all participants and citizens within our community."

City of Woodstock Parks and Recreation Department

Vision Statement:

"The Woodstock Parks and Recreation Department is a leader in providing quality facilities, programs and services to our residents. Excellent customer service is provided through well maintained facilities and highly trained and motivated staff. The programs and services offered by this department reflect the needs and wants of our residents."

Timeline of Major Parks and Recreation Department Accomplishments and Milestones



2008

- City Wide Reorganization forming the Woodstock Parks and Recreation Department
- City hires first professional Parks and Recreation Director
- The *Greenprints Plan* is Completed
- City Council Adopts Parks and Recreation Impact Fees

2010

- *William G. Long Senior Center* opens at Current location 223 Arnold Mill Road
- *The Taylor Randahl Memorial* and Avalanche Bike Trail opens at Rope Mill Park
- The Dupree Park Playground and Restroom Project is completed
- Woodlands Park Completed

2011

- Initial design of the *Woodstock Amphitheater* completed
- Construction of the *Little River Bridge* completed at Rope Mill Park
- Construction of the *Explorer Trail* is completed at Rope Mill Park
- The Woodstock Community Center' name was changed to *Magnolia Hall*
- Community Garden opens in Dobbs Road Park

Timeline of Milestones Continued:

2012

- Dupree Park Softball Fields were converted into 5 acres of City green space
- The City breaks ground on *Woofstock Park*, Woodstock's first dog park

2013

- The Woodstock Parks and Recreation Department awarded CAPRA Accreditation
- *Woofstock Park* opens
- *Magnolia Hall* is completely renovated and updated

2014

- The *Town to Creek* and *Noonday Creek* Trails Open
- The *Family Mountain Bike Trail* opens at Dupree Park
- The paving of the *Dupree Park Fitness Trail* is completed
- The Bridge and Boardwalk to *Woofstock Park* and the *Noonday Creek Trail* opens

2015

- Construction on the Amphitheater Commenced
- Exercise Station completed at Dupree Park
- Pavilion Constructed at Dupree Park
- Disk Golf Course completed at Dupree Park

2016

- Northside Hospital-Cherokee Amphitheater is completed / Grand Opening
- Rubes Creek Trail Construction Commenced
- William G. Long Senior Center Plans Completed and CDBG Grant awarded
- Overflow Parking Lot at Rope Mill Park Completed

2017

- Dupree Park Boardwalk and Fishing Pier is completed
- William G. Long Senior Center Expansion Completed
- Rubes Creek Trail construction completed
- Construction of the City's second dog park commenced

Department Strengths and Weaknesses

Each Division Coordinator and Manager was asked to review their particular division and list the strengths and weaknesses they encountered. The following are some of their perceptions:

Special Events Division

Special Events Coordinator – Marybeth Stockdale

Strengths:

- Strong part-time and seasonal support staff.
- Crew that can take the lead on a project.
- Great community, City Council, and City interdepartmental support.

Weaknesses:

- No extra time for creativity.
- No additional full-time staff dedicated only to special events division, inability to delegate projects, dependency on other divisions for assistance.
- Extra time needed to create and maintain better record keeping.

William G. Long Senior Center

Senior Center Coordinator – Jan Masey

Strengths:

- Large membership base, good facility, wide range of programs, dedicated staff.

Weaknesses:

- As the facility has grown there is a need for additional staff
- As membership grows, there will be a need for additional need for space. There is no available space at the current location

Park and Trail Maintenance Division

Park Maintenance Manager - Elmo Phillips

Trail Maintenance Manager - Jeff Armstrong

Strengths:

- Good communication within the Department.
- Adequate funding for park and trail maintenance.
- Staff is highly motivated.
- Existing park and trail facilities are in good shape.

Park and Trail Maintenance Division (Continued)

Weaknesses:

- There is not adequate funding for equipment needed for expected division growth.
- The Division is short staffed; there are not enough employees to maintain necessary current standards and future expansion.
- Staff needs ongoing training to keep up with maintenance standards.

Northside Hospital-Cherokee Amphitheater Amphitheater Operations Manager – Jamey Snyder

Strengths:

- New facility with a great community following
- Facility is open year-round and is utilized heavily

Weaknesses

- Available Parking. Parking will continue to be an issue in Downtown Woodstock. However, there is additional parking planned for downtown that will help add additional parking within the next five years.
- Adequate Restrooms and Concession Facilities



Continuous Objectives

The Woodstock Parks and Recreation Department has several objectives which staff will constantly strive to fulfill.

- Attract new visitors / users to the City's facilities and events.
- Better understand the reasons / barriers that may be keeping potential visitors / users away.
- Protect and preserve the City's historic and natural resources.
- Maintain stable funding in order to provide quality staff, services, and facilities.
- Maintain or improve the quality of recreation opportunities.
- Maintain or improve the variety of recreation opportunities.
- Maintain a safe environment for visitors.
- Value employees and maintain a positive / safe work environment.
- Serve the community in a manner that exemplifies judicious use of public funds.
- Attract, hire and retain high quality and dedicated employees who are committed to representing the community they serve.
- Pay attention to and include new recreational trends in the City's recreation offerings.
- Promote healthy lifestyle practices.
- Maintain updated sources of communication with the public
(Department Website and Social Media Facebook, Twitter, Instagram etc.)

The Planning Process: Three Phases

Our first step was to establish a vision. Staff, working in coordination with the City Manager, reviewed documents, such as the Greenprints Plan and community surveys. We then received input from Division Coordinators and Managers, and compiled a list of concepts that are important to the City and the Department. These concepts include excellent customer service, well maintained facilities, inviting public spaces, well trained staff, and consideration of the needs of our citizens.

Our second step is to define and update our needs. The City invites the public to express their opinions on the needs and wants of the community through meetings, surveys, and open access to contact Department staff and Director. The Parks and Recreation Department conducts community surveys where the public is given the opportunity to express their opinion on the current state of the Department as well as what they wished to see in the future. Individual interviews with Division Coordinators and Managers were conducted allowing them to express their opinions on the strengths and weaknesses of their areas of responsibility.

Our third step was the creation of an action plan to serve as a practical implementation guide. The plan serves as a tool to guide staff when making decisions concerning budget requests, when conducting or maintaining current programs, services, and/or facilities, and when planning and implementing future programs, services, and facilities.

Description and Assessment of Programs

Senior Adult Programs

The Senior Adult programs are mainly held in the William G. Long Senior Center. The center was renovated in 2008 and currently boasts a registered membership of over 700 seniors. It hosts a variety of daily programs including mahjonn, billiards, arts and crafts, painting, dancing, and wood carving. The seniors also have an active trip schedule, visiting local museums, theaters, restaurants, festivals, and other points of interest.

The center is constantly busy and buzzing with activity because of the daily programs. A good number of active members visit routinely keeping the staff busy and the center constantly full.

Special Events and Festivals

The City of Woodstock Parks and Recreation Department has a special events office dedicated to planning and showcasing variety of events all year round. Some of these events include the Summer Concert Series, 4th of July Parade and Festival, Kids Fest (Halloween) at City Park, the Christmas Parade and Jubilee, Brown Bag Lunch Concerts and the Greenstock/Earth Day concerts. The city holds a variety of holiday parades and festivals and patriotic ceremonies in order to provide a wide range options for different populations. All the events are held annually.

The most attended events are the Woodstock Summer Concert Series located at the Northside Hospital-Cherokee Amphitheater with attendance ranging from 7,000 - 10,000 people at each concert. Another event that has grown tremendously over the years is KidsFest that is held on Halloween. Approximately 3,000+ adults and children come to the event each year.

In September, the Brown Bag Concert Series has gained a large following. The series is held each Thursday in September. The weekly lunch-time concerts draw people from all over Woodstock to enjoy a casual lunch in the park with entertainment and children's activities.



Passive Recreation

The City offers a wide variety of passive recreation opportunities as well. Residents and visitors can walk, jog or bike on a trail, path or sidewalk, plays tennis, basketball, play at the playground, fish, use a group shelter or picnic at Dupree Park. Dobbs Park has community gardens available for annual rent and Old Rope Mill Park offers canoeing and fishing. All the parks also have plenty of greenspace for recreational and aesthetic purposes.

Athletic Programs

In 2008, Cherokee County completed a 90-million-dollar Recreation Bond. The bond included multiple soccer, baseball, softball, and multi-purpose sports facilities. The County's parks and recreation agency (Cherokee Recreation and Parks Agency) conducts year-round athletic programming at those facilities. In an effort to maximize resources and not duplicate services, the City of Woodstock does not provide direct athletic programming. Occasionally, The Woodstock Parks and Recreation Department partners with local groups to help facilitate athletic programs offered to the residents. An example of this is the partnership with First Baptist Church of Woodstock to offer a Fall soccer program at Dupree Park.

Short-Term and Long-Term Goals

The City of Woodstock Parks and Recreation Department Master Plan outlines both short-term and long-term goals. Goals were established with input from staff, Mayor and City Council, at their annual retreat, and from citizen surveys. The short-term goals are projected to be completed between 2018 and 2019. Long-term goals have a timeline anticipated to be completed by 2023 and may include projects which are still under consideration for approval by the Advisory Board and/or City Council.

Short-Term Capital Projects and Improvements (2018 to 2019)

- Complete Towne Lake Pass Trail 2018
- Complete Feasibility Study for future park on Trickum Road
- Complete construction of City's second dog park
- Complete engineering and design for Noonday Creek Trail Connector to Cobb Counties Trail system

Short-Term Capital Projects and Improvements - Overview and Funding

Townlake Pass Trail

2.5 mile trail connecting Downtown to Townlake Hills South

Current Status: Construction Phase

Funding: 2008 Cherokee County Parks Bond

Anticipated Completion: Spring 2018

Trickum Road Park (No Official Park Name) – Feasibility Study and Park Design

New park construction on Trickum Road. Approximately 100 acres

Status: Feasibility Study and Design Phase

Budget: \$500,000 PHASE I

Funding: SPLOST and Parks and Recreation Impact fees

Anticipated Start: 2018/2019

Second Dog Park (No Official Name)

Construction of a 5 acre Dog Park off of the Rubes Creek Trail

Status: Construction Phase

Budget: \$250,000

Funding: SPLOST

Anticipated Completion: Fall 2018

Noonday Creek Trail Connector (Phase

Connecting Noonday Creek Trail to Cobb Counties Trail System

Status: Planning and Design Phase

Budget: \$300,000

Funding: Transportation Improvement Grant

Anticipated Completion: 2019

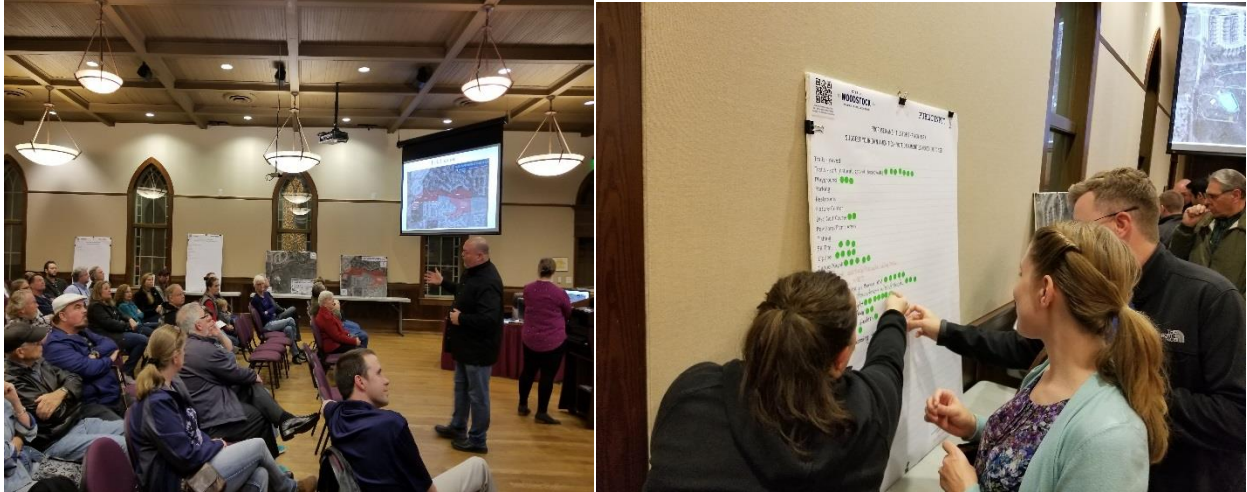
Long-Term Goals (2020 and beyond)

- Construct Noonday Creek Trail Connector, estimated cost \$2,280,000
- Completion of Greenprints Trails (60 miles total)
- Identify additional park land for acquisition and the addition of new parks and facilities
- Construct Additional Community Garden(s), Location TBA

Community Needs Assessment

Citizen Input and Involvement

The Woodstock Parks and Recreation Department seeks and receives community input by utilizing community surveys, public input meetings and by gathering input via social media discussion.



Images from November 2017 Public Input and Visioning Meeting

Community Survey's and Results

Overview of the Methodology:

An initial Community Survey was completed in May of 2015 by City of Woodstock Parks and Recreation Department to gain citizen input for the initiation of the department's Comprehensive Master Plan. The purpose of this survey was to provide the department with feedback from the community and also provide background / baseline information to provide trend analysis data.

In 2017 another similar survey was completed by the parks and recreation department. A comparison of the two surveys was completed. This provided a trend analysis for the department to help improve the level services at our parks, programs and facilities.

These surveys were designed for households within the City of Woodstock and were distributed through newspaper ads in the Cherokee Ledger, the city's website and social media. There were 312 respondents to the 2015 survey and 367 respondents to the 2017 survey.

Survey results were compared in order to determine any differences in facility usage, customer satisfaction with the existing facilities, event attendance, and citizen wants and needs.

Woodstock Parks and Recreation Department 2015 / 2017 Survey Comparison and Trend Analysis

Question: How would you rate the overall level of customer service at Woodstock Parks and Recreation facilities?

2015 Survey Data

- 36.8% of respondents indicated that the level of customer service at Woodstock Parks and Recreation facilities is excellent.
- 38.4% indicated that customer service is good.
- 13.7% indicated that customer service is adequate.
- 2.9% indicated that customer service needs improvement.
- 8.1% indicated that no one in their household had been to a Woodstock Parks and Recreation facility.

2017 Survey Data

- 40.60% of respondents indicated that the level of customer service at Woodstock Parks and Recreation facilities is excellent.
- 39.00% indicated that customer service is good.
- 10.90% indicated that customer service is adequate.
- 4.60% indicated that customer service needs improvement.
- 8.70% indicated that no one in their household had been to a Woodstock Parks and Recreation facility.

Survey / Trend Analysis

The 2015/2017 survey data comparison indicates an overall increase in the quality of customer service in the Woodstock Parks and Recreation Department. In 2015, 75.25% of respondents indicated the level of customer service was either good or excellent. In 2017, 79.6% of survey respondents indicated that the level of customer service was either good or excellent.

Question: How would you rate the overall level of maintenance at Woodstock Parks and Recreation facilities?

2015 Survey Data

- 39.4% of respondents indicated that the level of maintenance at Woodstock Parks and Recreation facilities is excellent.
- 41.3% indicated that the level of maintenance is good.
- 11.7% indicated that the level of maintenance is adequate.
- 3.8% indicated that the level of maintenance needs improvement.
- 3.8% indicated that no one in their household had been to a Woodstock Parks and Recreation facility.

2017 Survey Data

- 38.7% of respondents indicated that the level of maintenance at Woodstock Parks and Recreation facilities is excellent.
- 45.8% indicated that the level of maintenance is good.
- 11.4% indicated that the level of maintenance is adequate.
- 3.3% indicated that the level of maintenance needs improvement.
- 2.5% indicated that no one in their household had been to a Woodstock Parks and Recreation facility.

Survey / Trend Analysis

The 2015/2017 survey data comparison indicates an overall increase in the quality of maintenance at the Woodstock Parks and Recreation Department facilities. In 2015, 80.7% of respondents indicated the level of maintenance was either good or excellent. In 2017, 84.5% of survey respondents indicated that the level of maintenance at Woodstock Parks and Recreation facilities are either good or excellent.

Question: How would you rate the overall quality of Woodstock Parks and Recreation Programs and Services?

2015 Survey Date

- 35.3% of respondents indicated that the overall quality of Woodstock Parks and Recreation Program Services is excellent.
- 39.4% indicated that the overall quality of Program Services is good.
- 13.1% indicated that the overall quality of Program Services is adequate.
- 5.1% indicated that the overall quality of Program Services needs improvement.
- 7.1% indicated that no one in their household had been to a Woodstock Parks and Recreation facility.

2017 Survey Data

- 35.4% of respondents indicated that the overall quality of Woodstock Parks and Recreation Program Services is excellent.
- 39.8% indicated that the overall quality of Program Services is good.
- 12.8% indicated that the overall quality of Program Services is adequate.
- 4.6% indicated that the overall quality of Program Services needs improvement.
- 9.0% indicated that no one in their household had been to a Woodstock Parks and Recreation facility.

Survey / Trend Analysis

The 2015/2017 survey data comparison indicates an overall increase in the quality of Woodstock Parks and Recreation Department Programs and Services. In 2015, 74.7% of respondents indicated the quality of department programs and services was either good or excellent. In 2017, 75.2% of survey respondents indicated that the overall quality of programs and services are either good or excellent.

Facility Usage and Special Event Attendance:

In an effort to assess facility usage and special event attendance respondents were asked to indicate their household's usage and participation in the following Woodstock Parks and Recreation Facilities and events:

Question: Please indicate whether you, or anyone in your household, has participated in any of these activities in the past 12 months at a City of Woodstock park, facility or special event?

DUPREE PARK

2015 Dupree Park Usage

Dupree Park	Never	Seldom	Occasionally	Frequently
Playground	52.2%	17.8%	24.5%	5.4%
Walking/ Bike Trail	46.5%	19.4%	27.7%	6.5%
Tennis/Basketball Courts	83.0%	8.8%	6.2%	2.0%
Pond/Fishing	68.9%	17.0%	12.1%	2.0%

2017 Dupree Park Usage

Dupree Park	Never	Seldom	Occasionally	Frequently
Playground	50.4%	18.3%	19.9%	11.4%
Walking/ Bike Trail	42.8%	21.0%	27.2%	10.6%
Tennis/Basketball Courts	81.0%	10.9%	4.6%	3.5%
Pond/Fishing	65.9%	14.7%	14.2%	5.4%

Survey / Trend Analysis

The 2015/2017 survey data comparison indicates an overall increase of amenity usage at *Dupree Park*. The most frequently used amenity at *Dupree Park* is the Playground. The Walking and Bike Trails are shown as a close second. The community survey indicates that the least used amenity at *Dupree Park* is the Tennis and basketball Courts.

ROPE MILL PARK

2015 Rope Mill Park Usage

Olde Rope Mill Park	Never	Seldom	Occasionally	Frequently
Walking/bike trail	23.9%	15.5%	35.8%	24.8%
Picnic areas/Decks or Rock Pavilion	41.8%	23.7%	27.0%	7.6%
Fishing/Canoeing/Kayaking	67.8%	11.7%	14.7%	5.9%

2017 Rope Mill Park Usage

Olde Rope Mill Park	Never	Seldom	Occasionally	Frequently
Walking/bike trail	25.3%	15.5%	35.7%	27.0%
Picnic areas/Decks or Rock Pavilion	40.6%	20.7%	27.0%	12.3%
Fishing/Canoeing/Kayaking	67.0%	11.7%	13.6%	7.9%

Survey / Trend Analysis

Rope Mill Park is home to the *Taylor Randahl Memorial Mountain Bike Trails*. The most popular of the amenities at *Rope Mill Park* are its biking and walking trails. The 2017 survey indicated that 62.7% of respondents visiting the park either occasionally or frequently are utilizing the trails. In 2015, 60.6% of respondents said they occasionally or frequently use the trails at *Rope Mill Park*.

There was a remarkable increase in picnic area and pavilion usage indicated in the 2017 survey. Staff believes that this is due to the addition of a restroom facility in 2016.

THE PARK AT CITY CENTER

2015 The Park at City Center Usage

The Park at City Center	
Frequently	20.6%
Occasionally	40.2%
Seldom	19.6%
Never	19.6%

2017 The Park at City Center Usage

The Park at City Center	
Frequently	29.4%
Occasionally	31.6%
Seldom	16.9%
Never	23.2%

Survey / Trend Analysis

The 2015/2017 survey data comparison indicates that usage of *The Park at City Center* has remained relatively unchanged. The results show that approximately 60% of the respondents either utilize *The Park at City Center* either frequently or occasionally.

WOOFSTOCK PARK

2015 Woofstock Park Usage

Woofstock Park	
Frequently	18.7%
Occasionally	23.3%
Seldom	16.4%
Never	41.6%

2017 Woofstock Park Usage

Woofstock Park	
Frequently	13.1%
Occasionally	17.4%
Seldom	19.3%
Never	51.2%

Survey / Trend Analysis

The 2015/2017 survey data comparison indicates that usage of *Woofstock Park* has decreased. In 2015 the results show that approximately 42% of the respondents either utilize *Woofstock Park* either frequently or occasionally. In 2017 the survey results indicated that 30% of the survey respondents utilized *Woofstock Park* either frequently or occasionally.

MAGNOLIA HALL

2015 Magnolia Hall Usage

Magnolia Hall	
Frequently	0.0%
Occasionally	6.7%
Seldom	14.4%
Never	78.9%

In 2017 Magnolia Hall was listed for sale and was sold for redevelopment. Magnolia Hall was not included in the 2017 Community Survey.

WOODSTOCK W.G. LONG SENIOR CENTER

2015 William G. Long Senior Center Usage

Woodstock Senior Center	
Frequently	2.0%
Occasionally	1.6%
Seldom	4.9%
Never	91.5%

2017 William G. Long Senior Center Usage

Woodstock Senior Center	
Frequently	14.4%
Occasionally	4.4%
Seldom	3.3%
Never	77.9%

Survey / Trend Analysis

The 2015/2017 survey data comparison indicates that usage of *The William G. Long Senior Center* has increased. The results show that 18.8% of the respondents either utilize the senior center either frequently or occasionally. It is worth noting that 26% of the survey respondents in 2017 were age 65 or older. This indicates that while senior center membership has remained steady, more senior responded to the 2017 survey than in the survey in 2015.

SPECIAL EVENTS

2015 ATTENDANCE AT CITY OF WOODSTOCK SPECIAL EVENTS

	No	Yes
Summer Concert Series	23.1%	76.9%
4th of July Parade and Festival	28.5%	71.5%
Kids Fest (Halloween)	73.8%	26.2%
Christmas Parade and Jubilee	41.4%	58.6%
Brown Bag Lunch Concerts	72.1%	27.9%
Greenstock/Earth Day	64.2%	35.8%
Patriotic Event (e.g. Veteran's Day)	55.1%	44.9%

2017 ATTENDANCE AT CITY OF WOODSTOCK SPECIAL EVENTS

	No	Yes
Summer Concert Series	34.9%	65.1%
4th of July Parade and Festival	46.3%	53.7%
Kids Fest (Halloween)	71.1%	28.9%
Christmas Parade and Jubilee	48.5%	51.5%
Brown Bag Lunch Concerts	76.6%	23.4%
Greenstock/Earth Day	75.2%	24.8%
Patriotic Event (e.g. Veteran's Day)	61.3%	38.7%

Survey / Trend Analysis

The 2015/2017 survey data comparison indicates that attendance by the survey respondents at City of Woodstock Special Events has decreased. However, it is worth noting that there was a remarkable increase in respondents to the 2017 survey that were over the age of 65. Our special events are typically attended less by that age demographic. With the addition of the Nothside Hospital-Cherokee Amphitheater in 2017. We had record setting numbers of attendees at our Summer Concert Series.

Additional 2017 Community Survey Comments

Respondents to the 2017 Parks and Recreation Community Survey were given the opportunity to give additional input / suggestions on items not asked in the survey. The following is a compilation of those comments.

Most Popular Comments / Suggestions:

1. Additional Trails (30 comments)
2. Trail Connectors (13 comments)
3. Waterpark/ Splash Pad (12 comments)
4. Pickle Ball (10 comments)
5. Downtown Parking (10 comments)
6. Crosswalks at Amphitheater/ City Park (7 comments)
7. Parking at Parks (6 comments)
8. Downtown Playground (6 comments)
9. Better advertisement for events- difficult to know what's happening (6 comments)
10. More Shade at Woofstock Park (5 comments)
11. Unpaved Trails (5 comments)
12. Canoe/Kayak launch (5 comments)

Other Ideas / Suggestions:

Playgrounds:

Playground at Trickum Road Park
Shade structures at playgrounds
Improve restrooms and playground at Dupree Park
Toddler play area
Misters at playgrounds
Playground at Woofstock Park
Playground at Rope Mill Park

William G. Long Senior Center:

More adventure trips
Stay open until 6pm in the summer
Art classes
Senior pool
Stationary senior exercise equipment
Cooking classes
Craft classes
Exercise classes

Arts:

Wheel pottery center
Renovate arts center
More public art

Recreation/ Programming:

Increase programming at trails and parks
More teen programs and camps
Programming for older kids
Mommy & me programs
Park scavenger hunts
Storytime in the park
Zumba/ Exercise Classes
Girls' softball
Baseball field
Local tours of historic sights
Community sports for adults
Instructors at Dupree Park fitness equipment
Senior fitness classes at the Parks
Youth athletics/programming
Family fitness classes at Parks
Yoga in the Parks
Art/Music area at Greenspace downtown
Art for children of various ages
Ballroom dancing for adults
CPR certification courses
Replace fountain with splash pad
More summer camps
Recreation programs for children, rather than countywide programs
Zip lining
Rock climbing walls
ATV trails
Train station
Ice Skating
Environmental programs

Special Event Suggestions:

Spread events to other parks- not just downtown
Better advertising of events
Easier access to event info on website
Menorah Lighting
Multi-day events to reduce crowds and parking
Not enough handicap parking

More on Facebook about activities
Pedestrian Crosswalks, street lights, more police presence during events at Amphitheater
More professional looking advertising
Brick back Wing and Rock fest and Art and Wine festival
Heathy kids event, focused on nutrition, exercise
Shut down the streets near Amphitheater when events are happening

Dog Park:

Another dog park with taller fencing at the large breed section
Dog Park with grass
Dog area for dogs that do not do well with others- to teach them they will not get hurt
Dog park at Dupree Park
Better shade and drainage at Woofstock Park
More seating at Woofstock Park

Trails:

Dog stations and garbage cans away from benches- they smell
More mountain bike trails and rehab of existing trails
Park passes at Mountain bike trails to increase funds
Walking trail around Dupree Park pond
More parking for trails
Police enforcement of parking at Rope Mill Park
More shady walking trails
Complete Rubes Creek Trail to downtown with connection to Springfield Park
Changing rooms at trails
Locked shed for SORBA to do trail maintenance
Outlet mall to downtown
More regular trails, too many mountain bike trails
Sidewalk from East Cherokee Drive to downtown
Walking trails
Mountain Bike trails- More signage telling hikers/runners to run opposite direction
Trails in the northern section of Woodstock

Other:

Sunshade at gym at Dupree Park
Canoe/ Kayak launch (handicap accessible)
Dog stations downtown
More shade at parks
Water fountains
More public restrooms
More restrooms at Amphitheater
Dirt bike trail
Skate Park

More detailed info about Trickum Road Park
Improve traffic downtown
Large open play area
Public field off limits at Dupree Park due to soccer league
More sidewalks
No diaper changing in public rule
Public transportation, trolley system
Bridges crossing Little River
Campground on Little River
Little River clean-up day
Park design like Swift Cantrell Park in Kennesaw
Better enforced rules at the Community Garden
Enforce dog leash rule at the parks and trails
Natural park settings
Recycling center
Safety concerns with pedestrians downtown- Infrastructure
Repair lights and fencing at Dupree Park tennis courts
More fishing opportunities
Recycling bins for everyday use, not just during events
Add cameras or greater police presence at Dupree Park because of drugs- rear parking/back trail
Add trolley pick up at Dupree Park
Raised pedestrian bridges to Amphitheater/ City Park
Nature Center
5k walking track
Fragrant section at a Park for handicapped-blind people to enjoy
Erosion control at Rope Mill Park

LAND USE

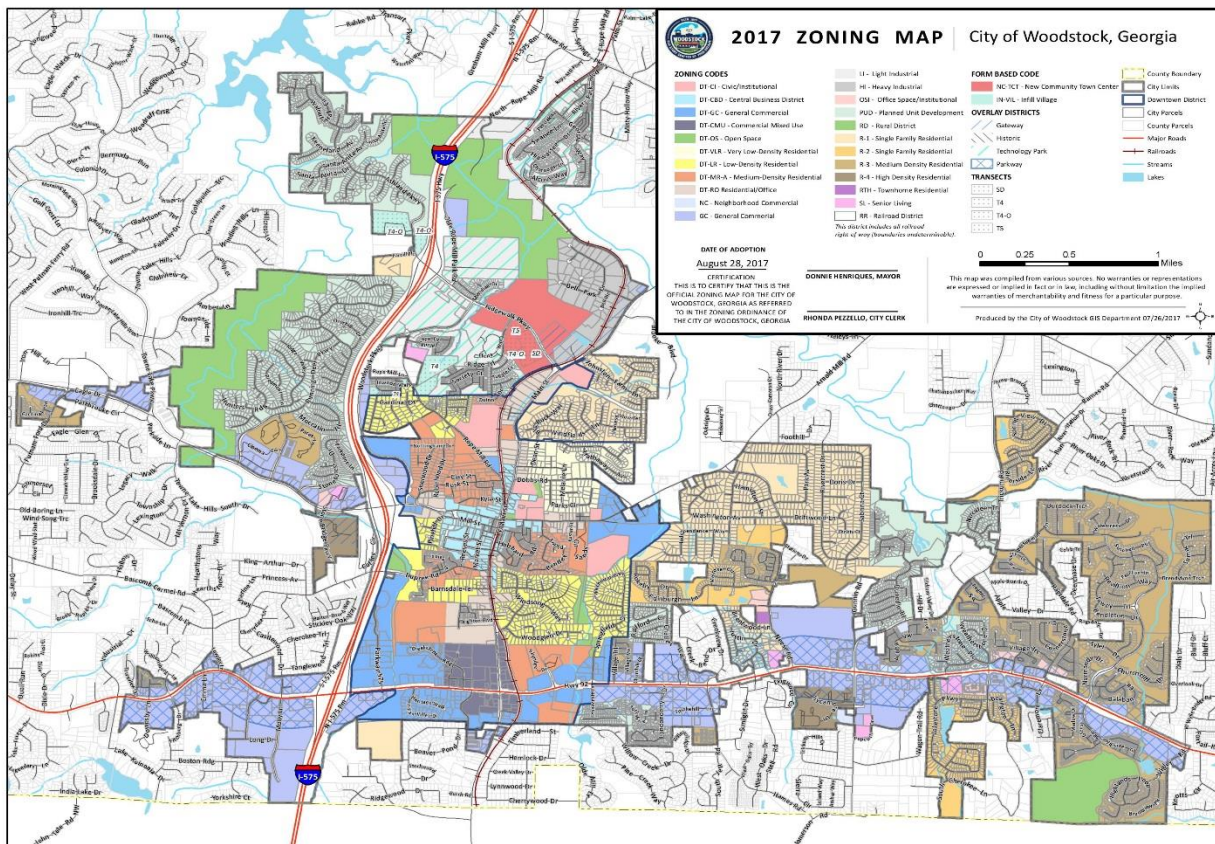
Woodstock has a steadily growing population therefore most of the land is allocated to suburban and neighborhood living, transit oriented development, workplace centers and regional activity centers. However, the city is prepared to build more parks in order to service the growing population should need arise.

In the past the city has acquired land through purchase, annexation and donations. Land for the Woodstock Park was bought by the City of Woodstock through the help of a Federal Emergency Management Agency (FEMA) grant. The Park was constructed on the former site of the Walden Chase apartment complex that was destroyed as a result of flooding in September 2009. This parcel was rezoned and rehabilitated into a dog park that opened on July 5th 2013.

Part of the land that is now Springfield Park was donated to the city by the McCar Development Corporation. McCar Development donated 0.8 acres and the rest was purchased using money from Ground Level Properties, LLC using a greenspace grant.

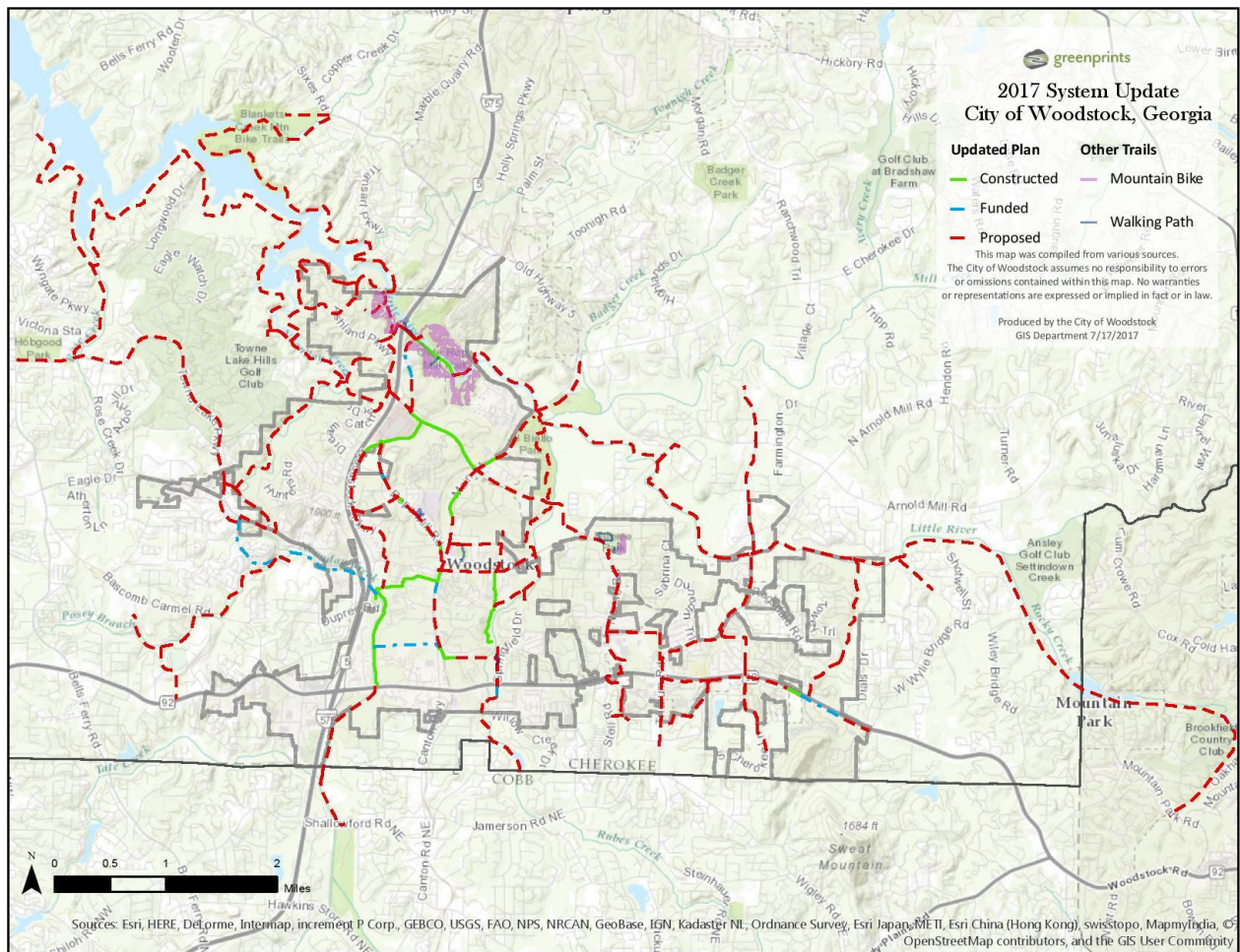
On the map below the areas in white with waterways and streams are property of the United States Army Corp of Engineers (USACE). The Army Corp of Engineers land is a viable source should the city need to lease park land in the future. Woodstock currently leases land for Rope Mill Park from USACE.

Map 1: City of Woodstock 2017 Zoning Map



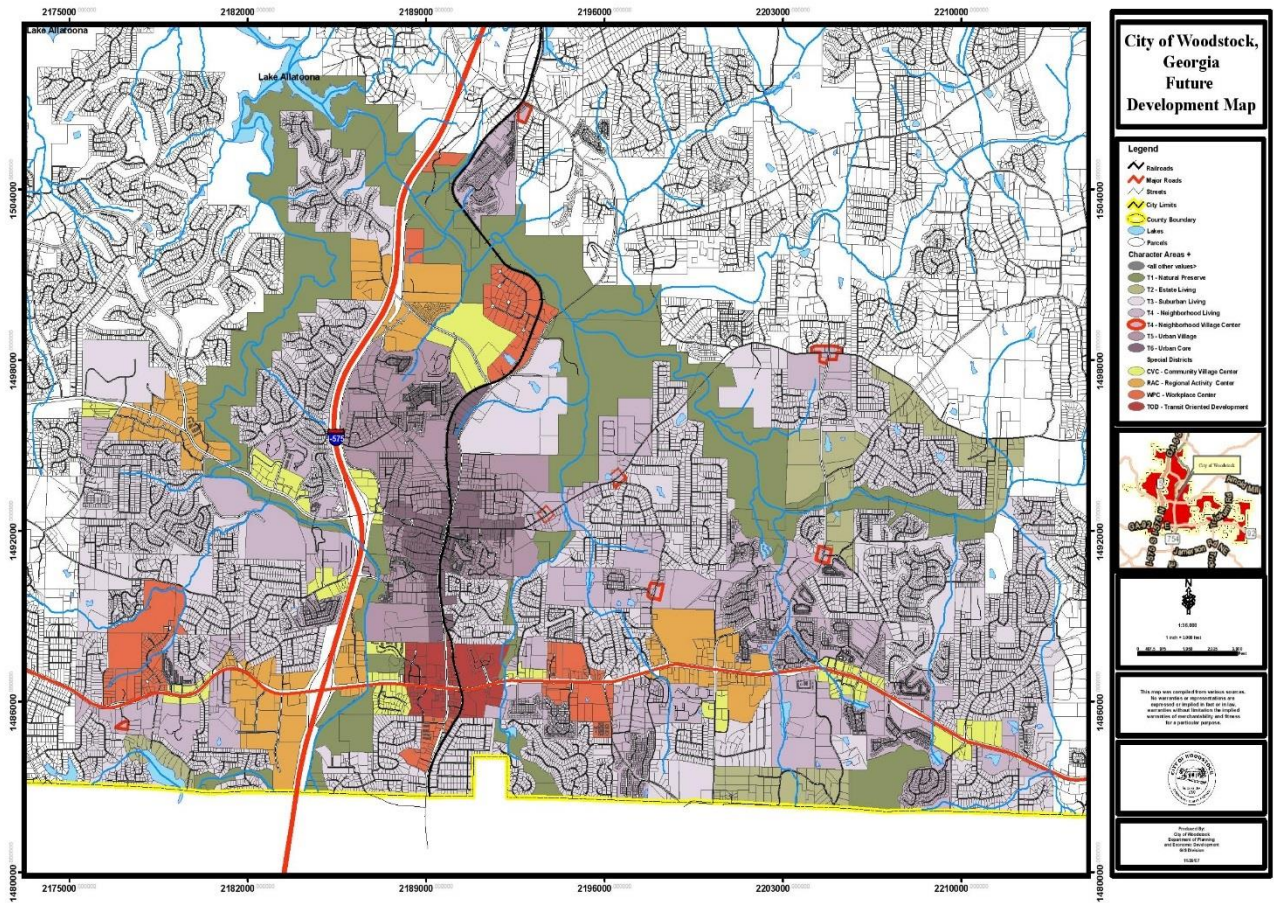
Environmental sustainability is one of the USACE guiding principles. Therefore, it is dedicated to protecting and restoring the national environment. That is why the Army Corp sometimes releases land for parks and recreational use. Here in Woodstock, Army Corp land has also been used for construction of bike trails as can be seen in the map below. All the red on the map indicate the proposed bike trails, the blue trails indicate those that are already funded for construction and the green trails have been completed.

Map 2: City of Woodstock 2017 Greenprints Trails Map



The City of Woodstock also has residential parcels of land and vacant lots that could be rezoned and turned into parks. The South East region of the city has no public parks and could therefore benefit if undeveloped land in the region was turned into a park. The map below indicates all future anticipated development in the city of Woodstock. The dark green areas indicate the areas set aside for natural preserves. Since 2008, The City of Woodstock has acquired 119 acres of parks and open space through the Impact Fee Program. (See Appendix B).

Map 3: City of Woodstock 2017 Future Development Map



The City is required by the DCA to adopt and report on an annual basis for the prior year's expenditures of Impact Fees on the CIE (Comprehensive Improvement Element). (See Appendix C.)

ACTION PLAN & CONCLUSION

ACTION PLAN:

ADDITIONAL STAFFING NEEDS

Department staffing needs will rise as the amount of park land grows within the City. With the addition of 100 plus acres at the Trickum Road Park Project and the addition of more trails within the City, it is imperative that we are able to keep up with rising maintenance needs of the park system.

Additional Park Maintenance Staff, (2) Full-Time w / Benefits	2018/2019	\$79,000 / yr.
(2) Full Time w / Benefits	2020/2021	\$85,000 / yr.

CAPITAL IMPROVEMENTS

The capital improvement program for the acquisition, renovation, and development of parks for the 5-year planning period was prepared with input from City staff, City Council and resident input. All of the proposed costs are shown in 2018-dollar values. The capital improvement costs include funds for land acquisition, site preparation, site utilities, access, and parking along with renovation and significant maintenance improvements.

Trickum Road Park (To Be Officially Named)

PHASE I	Park Infrastructure Facilities / Trail Head	2018/2019	\$500,000
PHASE II	Trails	2020/2021	\$1,000,000
Rubes Creek Dog Park		2018	\$250,000
Amphitheater Concession and Restroom Facility		2020	\$750,000

COST OF CAPITAL IMPROVEMENT, DEVELOPMENT AND OPERATIONS

Construction Costs: The actual cost to construct the facilities identified in the Master Plan will be contingent upon a number of factors. Among these are:

Site Conditions: Until a final site is selected, the actual cost to develop the site will not be known.

Land Acquisition: The cost of land acquisition must be considered when determining the overall development cost. The cost may vary according to location and whether it is for a community or neighborhood park.

Furnishings and Equipment: The total project cost will be impacted by the actual furnishings and equipment selected. Lifecycle considerations will be an important criteria in making the final selections.

Date of Construction: The actual date of construction of the parks and recreation capital improvement will have a significant impact on project costs.

Operating Costs: The cost for maintaining both park land and facilities represents a significant on-going financial commitment. The public's demand for these facilities leads to intensive use which in turn, impacts maintenance costs. Many factors will influence operating costs, including programs, environmental conditions, hours of use, utility costs, and source of labor, to name a few. A business plan should be developed for each capital project to identify the ongoing subsidy to the City and total estimated cost over the estimated life of the asset.

Potential Revenue: Many factors will influence the actual amount of revenue generated by the facilities. Included among these factors are the number of fee based programs and services offered, pricing, marketing efforts, cost recovery objectives, prioritization of use and rate of community growth.

FUNDING SOURCES

Funds from a variety of sources, including the City's General Fund, Grant Funds, SPLOST and Impact Fees have been allocated for capital improvements for various park and recreation facility upgrades, renovations and developments.

When considering the funding responsibilities for parkland acquisition, development and maintenance, a number of funding opportunities are available to the City of Woodstock. The major funding sources and mechanisms include:

Impact Fees

Public Facility Fees

 General Fund

 Grants

 Cooperative Agreements

 Bond and Tax Measures

 Donations and Transfer of Ownership

 Individuals, Business or Non-Profit Foundations

 Open Space and Conservation Easements

Each type of financing structure has its own advantages and disadvantages relative to the specific type of project and available resources. In the past, the City of Woodstock has either utilized, or considered, many of the above sources. At the time funding is identified, consideration should be given to financing projects by using a combination of various statutes and financing structures. Financing methods requiring voter approval must be planned far in advance to ensure sufficient time to mount a public information and voter campaign for successful passage of funding options.

CONCLUSION

The Woodstock Parks and Recreation Department strives to be a best practice agency. The Master Plan 2023 is a guide on where the department needs to center its energy and values for the next 5 years. It is also a plan to inform the residents on where they will invest capital improvements in the future and how they plan to address key issues that were brought forward during the public input process. The City Council and staff recognize how important it is to maintain a first-class parks and recreation system to keep people living and working in the City and the potential positive economic impact the department has on the city.

The City of Woodstock Parks and Recreation Master Plan 2023 is based upon a review of the entire community, an analysis of the existing park system and the identification of user needs. The Master plan is intended to be "action-oriented" and is designed to provide a framework from which the City can enhance its parks and recreation system.

The following Action Plan and the Master Plan are aligned with the vision and mission, of the department. The Action Plan includes what the community voiced as a priority. Currently the City will need to allocate more funding to achieve these recommendations to ensure the successful implementation of the plan.

Implementing the Master Plan will result in meeting the future needs for parks and recreation services, as well as preserving green space in the City of Woodstock. The City will need to continue to establish annual budgets for the department based on projected capital improvement costs, staffing needs, and operations and maintenance costs. The action plan is designed to give the City of Woodstock a realistic approach and timeline to finance the proposals and recommendations of the Master Plan. Additionally, as the City of Woodstock's Planning Department develops strategies for land use issues this plan can be used as a guide to identify needs for recreation land.

APPENDICES

Appendix A.

2017 Community Survey Instrument

The City of Woodstock wants to know what you think about parks and recreation in our community. As we look to the future, the Woodstock Parks and Recreation Department is reaching out to the community to determine which parks, facilities and services are most valued.

Please take a few minutes to fill out the questionnaire. We request that an adult (age 18 or older) in your household, that is most familiar with recreational activities of all household members, complete the survey. Your response will remain completely anonymous. This survey and your responses are an important part of our planning process and will help guide the future of parks and recreation programs and services in our community. If you would like more information about the Woodstock Parks and recreation Department, please visit our website at: www.woodstockparksandrec.com.

If you have any questions about this survey, please contact Heather Gaddis at 770-517-6788 or hgaddis@woodstockga.gov. Please help us make Woodstock an even greater place to live! Thank you for your help and participation.

Best Regards,
 Preston Pooser, CPRE, Parks and Recreation Director

How many members of your household fall into these age brackets?

___ 0-4 years	___ 18-24 years	___ 45-54 years
___ 5-12 years	___ 25-34 years	___ 54-64 years
___ 13-17 years	___ 35-44 years	___ 65 years+

How long have you lived in the City of Woodstock? ___ years

How do you hear about the Woodstock Parks and Recreation events and services? Check all that apply.

- | | | |
|-----------------------------------|---|--|
| <input type="checkbox"/> Website | <input type="checkbox"/> Flashing Signs | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Newspaper | <input type="checkbox"/> Other _____ |

How would you rate the overall level customer service at Woodstock Parks and Recreation facilities?

- Excellent Good Adequate Needs Improvement Never Been

How would you rate the overall level of maintenance at Woodstock Parks, Trails and Recreation facilities?

- Excellent Good Adequate Needs Improvement Never Been

How would you rate the overall quality of Woodstock Parks and Recreation Program Services?

Excellent Good Adequate Needs Improvement Never Been

Please indicate whether you, or anyone in your household, has participated in any of these activities in the past 12 months at a City of Woodstock park, facility or special event?

Dupree Park

Playground Never Seldom Occasionally Frequently

Walking/Bike Trail Never Seldom Occasionally Frequently

Pavilion or Picnic Area Never Seldom Occasionally Frequently

Tennis or basketball courts Never Seldom Occasionally Frequently

Pond/Fishing Never Seldom Occasionally Frequently

Old Rope Mill Park

Walking/Bike Trail Never Seldom Occasionally Frequently

Picnic Areas, Decks or rock pavilion Never Seldom Occasionally Frequently

Fishing/Canoeing/Kayaking Never Seldom Occasionally Frequently

The Park at City Center

Woodstock Park Never Seldom Occasionally Frequently

Magnolia Hall Never Seldom Occasionally Frequently

Woodstock Senior Center Never Seldom Occasionally Frequently

Special Events

Summer Concert Series Y N

4th of July Parade & Fireworks Y N

Kids Fest (Halloween) Y N

Christmas Parade and Jubilee Y N

Brown Bag Lunch Concerts Y N

Greenstock/Earth Day Y N

Patriotic Ceremony (e.g. Veteran's Day, Memorial Day, 9/11 Ceremony) Y N

Are there any non-existing Woodstock parks, facilities, programs, or services you or your family would like to see offered? (Please feel free to use an additional piece of paper)

Do you have any other comments or suggestions on how the Woodstock parks and Recreation Department can serve you or your family better?

Thank you for your time and response!

Appendix B.

Impact Fee Property Purchases

Impact Fee Property Purchases

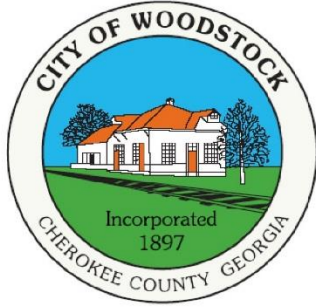
Property Description	Acreage	Parcel Numbers	Expenditure FY	Impact Fees Spent
Pad C	0.65	92N05A 016A	2014	\$ 236,395.53
Mahan Trail	0.08		2013	\$ 3,000.00
Noonday Creek Trail	0.85		2013	\$ 5,059.50
Stockton Property (Trail)	0.3		2013	\$ 3,141.00
Fierce MTB Trail	± 50		2013	\$ 39,998.70
Explorer	14.84			Not purchased with Impact Fees
Avalanche	28.1			Not purchased with Impact Fees
Elm Street (from Granger)	0.47	92N05 018	2012	\$ 150,992.00
Elm Street (from Cherokee County)	3.14	92N05 019A 92N05 017	2012	\$ 450,618.81
Expansion of City Park at City Center (Fowler)	0.58		2012	\$ 227,903.41
Dupree Road park purchases	11.70	15N11 017 15N11 016	2009, 2010, 2011	\$ 168,206.17
Parkland purchase (Trickum Rd)	3.27	15N23 034A	2017	\$426,467.09
Parkland purchase (Trickum Rd)	2.96	15N23 034	2017	
Parkland purchase (Woodglen Lot 22)	0.562	15N18 069	2017	\$31,456.51
Parkland purchase (Woodglen Lot 21)	0.507	15N18 070	2017	
Hamby Property (Dupree Rd)	0.98	15N12 141	2018	\$150,513.18
GNRR Trail leased property	0.18	RR ROW	2016	\$360,508.00

Updated 10.23.17

Total Acreage **119.169** (out of 160 acres)

Appendix C.

Comprehensive Improvement Element Report



CITY OF WOODSTOCK, GA

Annual Impact Fee Financial Report &
Short-Term Work Program Update
2017

CITY OF WOODSTOCK, GA	Annual Impact Fee Financial Report - FY 2017		
	Parks & Rec	Admin	Total
Service Area	City	City	
Impact Fee Fund Balance July 1, 2016	\$765,739.51	\$33,344.65	\$799,084.16
Impact Fees Collected July 1, 2016 - June 30, 2017	\$446,877.12	\$13,015.12	\$459,892.24
<i>Subtotal: Fee Accounts</i>	\$1,212,616.63	\$46,359.77	\$1,258,976.40
Accrued Interest	\$1,074.59	\$0	\$1,074.59
(Impact Fee Refunds)	\$0	\$0	\$0
(Expenditures)	(\$1,076,753.65)	(\$45,400.00)	(\$1,122,153.65)
Impact Fee Fund Balance June 30, 2017	\$136,937.57	\$959.77	\$137,897.34
Impact Fees Encumbered	\$0		\$0

CITY OF WOODSTOCK, GA		Capital Improvements Project Update 2017-2021 Amended 9/25/17						
Public Facility:		Parks and Recreation						
Service Area:		City-wide						
Project Description	Project Start Date	Project End Date	Project Estimated Cost	Percentage of Funding from Impact Fess	Other Funding Sources	Impact Fee Expenditures for 2017	Impact Fees Encumbered	Status/Notes
GNRR Trail lease payments	09/2015	Lease term ends on 9/2025 with indefinite renewal	\$25,500 total for first 10-year lease term	100%	n/a	\$1,275	\$0	On Going
Amphitheater	09/2015	06/2017	2,500,000	40%	SPLOST IV	\$402,329	\$0	Completed
Market St Parking Lot Extension	08/2016	02/2017	\$25,000	100%	n/a	\$17,960	\$0	Completed
Rubes Creek Trail Extension	01/2017	03/2017	\$150,000	100%	n/a	\$151,145	\$0	Completed
Park Land Purchased	03/2017	03/2017	457,924	100%	n/a	\$457,924	\$0	Completed
Deposit for Park Land Purchased	03/2017	03/2017	\$500	100%	n/a	\$500	\$0	Completed
Bank wire fees associated with Park Land Purchase	03/2017	03/2017	\$220	100%	n/a	\$220	\$0	Completed
Administrative fee transferred to General Fund	n/a	n/a	\$45,400	100%	n/a	\$45,400	\$0	Completed
Total of Costs, Expenditures and Impact Fees Encumbered			\$3,173,324			\$1,076,753	\$0	

Additional Information in Response to DCA comments:

Description of the GNRR Trail Lease Payments Project:

In 2015, the City of Woodstock had an opportunity to participate with a developer in a Public Private Partnership to get a leg of the Greenprints Trail System installed. The majority of this leg of the trail is on the developer's property, which is now an apartment complex. The City has a permanent public easement for this section of the trail. In order to connect the trail section to Main Street and the greater trail system, a portion of the trail needed to traverse railroad right-of way property. For this section, the City has a 10-year renewable lease with Georgia Northeastern Railroad for public trail access. The GNRR lease will be submitted to DCA with this revision for review.

Miscellaneous System Improvements:

This line item has been removed and replaced with the following two items: "Deposit for Park Land Purchased" and "Bank wire fees associated with Park Land Purchase."