

WOODSTOCK PARKS AND RECREATION DEPARTMENT

2021 ANNUAL REPORT

The Woodstock Parks and Recreation Department had an outstanding year in 2021 bouncing back from Covid-19 with record attendance in special events, a surge in new programming, and back to normal programming at the senior center. There was continuous progress in park project planning, maintenance improvements, and professional development of staff. 2022 will also be a big year as the parks and recreation department prepares for its next round of CAPRA re-accreditation with the National Recreation and Park Association. This accreditation will utilize and highlight how all the new policies, procedures, and management methods learned since 2019 and document how the department puts them into practice every day.

There were again some staffing changes in 2021. Barry Martin who was hired in 2020 as Senior Center Coordinator left the city for an advancement opportunity with the YMCA of Metro Atlanta. Julie Markley was hired in his place and hit the ground running bringing back programs, trips, and getting memberships back to normal operating levels. The department has a goal of 400 senior center members during FY22 and at the time of this report, there are 357 members. A Senior Center Recreation Specialist will be hired early 2022. Alan Putnam transitioned from Park Maintenance Crew Leader to an advancement opportunity with the Public Works Department. Brad Baker was promoted to fill the vacant role. At the time of this report, two Parks Maintenance Worker positions are vacant but offers have been made with potential start dates after Christmas.

Participation was at an all time high in 2021. SORBA Woodstock has reported the usage of the trails at Olde Rope Mill Park is close to 100,000. The counters used detect metal passing by, so 100,000 passes by the counters on the trails. Not included are hikers, runners, general park use, and kayakers. An additional usage of 38,000 was reported for recreational programming, both coordinated in-house and/or by community partners. The senior center usage is over 10,000 despite only fully opening in the Fall. Special Events had an estimated 78,000 participants thanks to the return of the Summer Concert Series and record numbers for some other events. There is a lot more to share and will be highlighted in staff reports.

As 2021 ends, all the staff in the parks and recreation department would like to thank all the program participants, volunteers, community partners, sponsors, and all the visitors and citizens who utilize parks, trails, facilities, and who participate in special events and activities. The staff would also like to thank all City of Woodstock Administration Staff, Mayor, City Council, all the departments who assist and help the parks and recreation department be successful. Creating safe, healthy, attractive, and an enjoyable place to live, work, and play takes a great dedicated team, so thank you.

2021 was full of accomplishments and we all are looking forward to an even better 2022. The Staff Reports are attached to this Annual Report, as well as some notable statistics. Enjoy!

Sincerely,



Michael D. Huffstetler, CPRE

Parks and Recreation Director

2020 STAFF REPORTS

PARKS & TRAILS

A lot of improvements were made to the parks system in 2021 as part of the departments internal maintenance and inspection program. In total, not including routine and daily maintenance that's in addition to the City Reporter program, the Parks & Trails crews visited the parks 249 times, completed 418 inspections, and performed 354 repairs. There are currently still 63 outstanding faults, either meaning that there are on average 30 new faults per month, there isn't enough staff to complete repairs in a timely manner, or that many repairs require significant capital dollars as opposed to what can be achieved with a routine maintenance program. The top 5 parks that required the most attention in 2021 was Dupree Park, The Park at City Center, The Downtown Playground, Olde Rope Mill Park, and Woofstock Park. In total, 92% of the program is focused on inspecting and repairing items in the parks, and 8% of the time are on the Greenprints trails.

After losing the kayak launch at Old Rope Mill Park in 2020, a new one was installed in the Spring with the addition of new cabling for support. Crews kept a closer eye on sediment buildup under the launch as river levels receded in the Fall. The launch is still intact, in place, and mostly level as it is sitting and waiting for the river to rise in March/April. The gangway was removed, and the launch closed until the river levels are at normal.

Upcoming Projects:

Centennial Clock – The Park at City Center

A group of volunteers have spearheaded an effort to research the Centennial Clock located in The Park and City Center. The clock has a great history and needs renovation and/or replacement. A full replacement of the clock was approved in the FY22 budget and is expected to be completed in April 2022.

Woofstock Park

Woofstock Park will be getting some new drainage installed in the large breed section in early 2022, in hopes that water will drain properly, leading to a reduction in puddles, days spent drying out, ruined mulch, and more importantly the user experience. The small breed section repair will be requested in the next years budget. Crews will monitor the drainage closely and hopefully the new drains will be the answer to challenges at the park.

Another addition to the park, thanks to the Rotary of Towne Lake, is the installation of a peace pole, benches, and landscaping. This project will be at the entrance to Town Lake Pass Trail and Noon Day Creek Trail and will provide a nice gathering spot and feature on the trail. The project was first proposed as a service project that in 2021 was required of groups participating in the Adopt-A-Trail program.

Tennis & Pickleball Courts - Dupree Park

City Council approved a project to repair storm damage at the Dupree Park tennis courts. The project also includes repairs and improvements that will drastically reduce time and money in maintenance, as well as covert 2 courts into 6 pickleball courts. This will double the current courts and accommodate the fastest growing sport in Woodstock while still allowing a better experience for tennis players and program opportunities. Pickleball has been highly requested, and the most popular recreational program offered by the department. Everyone is looking forward to this project in the Spring of 2022.

Thank You,

Jeff Armstrong

Jeff Armstrong, Park Operations Coordinator

SPECIAL EVENTS

The 2021 Special Event season kicked off on Friday, February 19th with the City's **Arbor Day** Celebration. The City of Woodstock gave away 700 tree seedlings for residents to plant at their homes. Trees included Japanese Dogwood, Eastern Redbud, and Bald Cypress. Each seedling also came with a tree care guide. Trees were planted in honor of employees celebrating 20yrs of employment with the city. Congratulations to Police Lieutenant Michael Decocq, Community Development Administrative Coordinator Venis Ponce, Fire Lieutenant Danial Allen, and Fire Administrative Coordinator Sherry "Faye" Doss. Their names were also added to a plaque at City Hall.

The City's annual **Greenstock Day** was held on Saturday, May 1st. The annual event features city wide yard sales and recycling event. The city-wide yard sale had 33 registered garage sales throughout Woodstock. The annual recycling event collected over 17,128 lbs. of electronics, 559 lbs. of batteries, 15,160 lbs. of paper was shredded, 580 lbs. of waste, and 240 lbs. of other recyclables was collected. 470 cars carrying 632 people came through the event. These numbers are slightly lower than 2020 statistics, but the overwhelming numbers for that event, we believe, was due to people being homebound or working from home due to COVID-19.

The City of Woodstock **Memorial Day Ceremony** on Monday May 31st and was back to pre-covid form, as was all the remaining events in 2021. There was an estimated 700 attendees during the ceremony held in the gazebo at The Park at City Center.

The 2020 **Woodstock Summer Concert Series** was rescheduled in 2021 with the same acts and they did not disappoint. Despite some bad weather, the series entertained an estimated 47,000 people. The series started in June as opposed to May due to scheduling conflicts, so there were 2 concerts in September. Black Jacket Symphony kicked off the summer with Tom Petty music in June, and Ultimate Queen Celebration rocked the house in July and was a crowd favorite, Steep Canyon Rangers battled the weather in August, as did Christopher Cross in September, but Rumours closed out the series on a beautiful night and entertained an estimated 15,000 people with hits from Fleetwood Mac. Another exciting lineup is in the works for 2022 and "should" be announced in January.

The City's Annual **July 4th (5th) Spectacular** parade, festival, and 5k Freedom Run were back and was very successful. An estimated 8,000 people attended the parade and festival. The annual fireworks display brought an estimated 20,000 to the highway 92 and 575 corridor to watch the display. The Freedom Run in the morning had 439 participants.

The annual Woodstock **9/11 Day of Remembrance** had an estimated 500 participants. The ceremony featured members of American Heritage Girls from Troop 2012, Woodstock Community Church, String Ensemble from Woodstock Strings, and Faith Music Academy, Mayor Henriques, Momentum Church, and guest speakers Scott McElroy and Brandon Williams. A special thank you to Adam Dreyer and Charlie Fisher who donated the 9/11 first responder flags displayed during the ceremony.

The annual **Woodstock Elementary School Downtown Walking Tour** took place on October 8th. 267 third graders made their way to The Park at City Center, The Chambers at City Center, and the Northside Hospital-Cherokee Amphitheater to learn about the history of the City of Woodstock and the services it provides. The highlights of their trip were a question and answer session with Mayor Henriques and Kyle Bennett, and the demonstrations by Police K9, and Fire Department uniforms and equipment.

Also on October 8th, was the **Sunset Symphony**. 300 participants enjoyed a night of swing music with the Cobb New Horizons Symphonic Band. The band offers senior adults, with musical instrument experience, the opportunity to join an actively performing concert band.

For the second year, the "**Halloween Trail of Tricks and Treats**" was a great success! It introduced the residents of Woodstock to the Rubes Creek Trail as they walked along collecting toys, candy, and trinkets from the Parks and Recreation staff and vendors lined up along the trail. Many enjoyed the Skeleton City featuring fun skeleton displays that entertained everyone as they enjoyed the nighttime trail walk. 2,732 people attended the event. DJ Ronnie played music for those waiting in line. This event is held on Halloween as a safe alternative to trick-or-treating.

For **Veterans Day**, on Wednesday, November 11th, due to weather the event was held at the Woodstock Arts Theater. Approximately 70 people attended, a little less than normal participation but weather was definitely a factor. Semper Fi Bar & Grille supplied coffee and donuts after the event, and the ceremony was presented by The City of Woodstock, Marine Corps League Woodstock Detachment 1311, American Legion Post 316 South Cherokee County, and Warrior's Watch Riders. Despite the attendance, the setup and planning was ideal, and the Veterans ceremony may remain indoors in 2022.

The **"Tis the Season to be Green" Recycle Event** took place on Saturday, November 13th. To celebrate National Recycling Week, the event offered document shredding and recycled electronics, batteries, cell phones, CFL bulbs, glasses, hearing aids, magazines, and newspapers. Statistics are still being compounded, but recorded to date is 8,313 lbs. of electronics, 438 lbs. of batteries, 1,400 lbs. waste, and 720 lbs. other recyclables. There 333 cars carrying 416 people that were counted at the event. Both recycling events in 2021 totaled YTD, 12.72 tons electronics, .5 tons of batteries, .99 tons of waste, and .48 tons of other recyclables. 803 cars drove through the events, carrying a total of 1,048 people. The 3yr average for total weight of recycled items is 28.67 tons, 783 cars, 1,044 people. Not bad at all!

2021 went back to pre-tradition, and on December 4th, the Parks and Recreation Department presented **The Christmas Jubilee & Parade of Lights!** An estimated 7,500 people attended the parade and an additional 3,000 visited The Park at City Center for Christmas Jubilee. There were 83 parade registrants, 4 food vendors, and 10 vendors who all helped make the event a huge success. Overwhelmingly, all staff who worked the event said this was the largest Christmas Jubilee to date. Parade winners are as follows, "Best Holiday Float" Power Taps Clogging, "Most Original Float" Nocturnal Pirates of Atlanta, "The Peoples Choice Award" Let's Pretend Publishing, and the "History & Heritage Award" went to Bug Busters, Inc.

2021 played host to several cooperative special events, as well as amphitheater rentals, and a special Atlanta Braves World Series watch party. The city hosted 3 Community Blood Drives, 2 races at Olde Rope Mill Park coordinated by Mountain Goat Adventures with a combined participation of 647 racers, 1,010 people watched the Atlanta Braves take the World Series, and in total there were 3,078 participants in hosted events, and 1,605 participants with amphitheater rentals. Rentals were smaller and start up theater groups, schools, and community organizations were given the opportunity to use the venue for special occasions, from plays, ceremonies, concerts, and worship services. A large concert coordinated by the Boys and Girls Club of Cherokee County was postponed to 2022. In total there is an estimated 77,832 participants in 2021 special events and programs.

Thank You,

Marybeth Stockdale

Marybeth Stockdale, CPRP – Special Events Coordinator

WILLIAM G. LONG SENIOR CENTER

The William G. Long Senior Center, due to Covid-19 precautions continued to only operate with limited hours for most of 2021. The facility reopened fully and offered full programming opportunities beginning in the 3rd quarter of the year. The highlight of the season was a 9 day overnight trip to Vermont. Barry Martin left the city for another opportunity with a nearby YMCA and Julie Markley was hired to fill the Senior Center Coordinator role. Julie picked up the pieces and hit the ground running with the continuation of programs and projects started by Barry and implemented many new ideas and concepts into the management of the facility. Operating levels are getting close to where they were pre-covid. A Senior Center Recreation Specialist will be hired in 2022 and many more opportunities will be available for the seniors at that time, including trips, luncheons, special events, and lots and lots of regular programming.

Senior center membership at the time of this report is 357 members, with a goal of reaching 400 by the end of June. The center averages 29 members per day for drop in activities, but in total has had 5,927 registrations for programs and club activities, such as card playing, billiard room, board games, arts, and crafts, etc. Many other programs, trips, lunch and learns, holiday luncheons, and programs combined led to the senior center getting 9,875 registrations, an average of 823 per month.

A new golf simulator was installed at the center and provides a great alternative to the traditional programming that has taken place at the center. Still to come are speakers and a software package that will allow for choosing courses all over the world to play, leagues, tournaments, and other cool challenges will also be available. In discussion and on the drawing-board is the installation of a bocce court in the rear of the facility, transforming part of the billiard room into activity space, providing sound insulation throughout the facility, installation of a senior community garden, and continuing to add passive fitness opportunities for members. With programs getting close to capacity, the need for recreational programming space, and space for community groups to meet, the center is getting smaller and smaller in terms of sharing space. However, staff continues to be very creative and forward thinking in finding solutions and allowing opportunities for everyone.

2021 was better than 2020 but was still a challenge with the William G. Long Senior Center operating with covid restrictions and with easing seniors back into a schedule of activities. The parks and recreation department staff will continue to be creative, seek opportunities, and adapt to provide the seniors and all of Woodstock quality programs, events, and recreational opportunities. We all are looking forward to 2022.

Thank You,



Julie Markley – Senior Center Coordinator

RECREATION

Recreation programming continued to increase and be successful in 2021. There is a lot of demand for programming and unique opportunities in Woodstock, as well as external providers who want to provide services to the community using parks and recreation facilities. There is a lot of activity, and a portion of the Recreation Division's duties ensures that the activity taking place is coordinated appropriately with the department, that schedules do not conflict, and that the majority of park and trail space remains open and "passive" for the public's enjoyment. These activities are well run and groups who coordinate these are considered partners and have a mutual beneficial relationship with the parks and recreation department. These are evidenced through AMPED in the Park programs, volunteer and contract instructors, meetup groups, hosted events and programs, and many other activities that take place throughout the year.

Discovering programs are still very popular and registration fills quickly. In 2021 there were 29 discovering programs, including disc golf, gold panning, rucking, paddleboarding, curling, and everyone's favorite, pickleball. Pickleball leagues were coordinated in both the summer and the fall for women, men, and mixed doubles. Discovering programs are introductory programs that are beginner level, meant to introduce the community to programs that are already available in the parks, for the most part. Curling is a unique opportunity that people are interested in and is something fun to do, even though there isn't a facility in Woodstock. In total, there were 290 registrations for discovering programs, while pickleball being the most popular and fills up the day it opens up. Most programs have very limited capacity due to instruction and attention given to each participant.

AMPED in the Park also continues to be a draw for residents to participate in a free program, while businesses have opportunities to market themselves. There were 8 programs in 2021 and business participating in included Strongside, Onelife Fitness, Twisted Cycle, Burn Boot Camp, Orangetheory, Pure Barre, Cherokee Barbell, and Strive. A total of 511 participants signed up for AMPED in the Park.

Brown Bag Concerts were offered in both May and September, and included 8 acts, Ben Bostick, Rich Gunderlock, Patrick McCann, Layne Denton, Fire & The Knife, Sasha Hurtado, Too Many Peachtree Streets, and Mason Embers. In total there were approximately 675 participants who set up and watched the shows. Others walked in and out and noticed the activity as they were walking through the park on their lunch breaks.

TrailStory and Storytime Live! Both continue to be a hit. These partnerships allow the department to help spread literacy and enjoyable programs for little ones and their families. Storytime Live! Included visits from Cinderella, Alice in Wonderland, Belle, Captain America, Wonder Woman, Cruella, and Black Panther. These are some of the most fun moments that are had in the programs offered. Thanks to Foxtale Book Shoppe for their support. TrailStory books included The Hungry Caterpillar, Dragons Love Tacos, If You Give a Mouse A Cookie, and Larf. These are stories that children follow along while walking (running) the trails. There is a lot of excitement, especially the day of installation. Thanks to Sequoyah Regional Library in Woodstock for their support.

There were many cooperative programs from youth sports, adult fitness, and community projects to meetup groups. These programs combined had 23,909 participants and has helped Woodstock Parks and Recreation become a top partner and supporter of community recreation programs, both city staff and privately coordinated. In total, with an estimated 100,000 mountain bike participation numbers as reported by SORBA Woodstock, recreation programs had 138,038 participants.

Thank You,



Jamey Snyder, CPRP – Recreation Operations Manager

CITY OF WOODSTOCK PARKS AND RECREATION

CITY OF **WOODSTOCK**



PARKS AND RECREATION



ANNUAL REPORT

2021 PARTICIPATION TOTALS



Parks & Recreation YTD Participation

225,745

Recreation & Park Usage

138,038

Special Events

77,832

Senior Center

9,875

PROGRAM PARTICIPATION

Recreation Programs & Partnerships

- 38,038 Participants & 100,000 Mountain Bike Trail Usage

Programs @ William G. Long Senior Center

- 357 Paid & ACTIVE Members

Special Events (& Related Opportunities)

- 14 Events, 5 Summer Concerts, 28 Hosted Events & Rentals

PARK & TRAIL CREW MAINTENANCE

418 Inspections - 354 Work Order Repairs - 249 Visits



DECEMBER REPORT

11 Visits (City Reporter)
 26 Inspections
 15 Repairs
 63 Outstanding Faults

SERVICE LEVELS

308 Acres Park Acres
 4.8 Miles Paved Trail
 1.5 Miles Natural Trail
 16+ Miles Bike Trail (Sorba)
 +/- 146 Acres Future Property



2021 DEMOGRAPHICS

3,479 TOTAL RECDESK INTERACTIONS

2,516 Program Registrations

42% Residents, 4% <18, 43% 18-65, 53% 65+, 31% M, 69% FM

462 Reservations

51% Residents, 1% <18, 67% 18-65, 31% 65+, 48% M, 52% FM

501 Memberships

41% Residents, 1% <18, 16% 18-65, 83% 65+, 32% M, 68% FM

ONLINE vs IN PERSON

Registrations - 60% Online, Reservations - 72% Online

Memberships - 12% Online



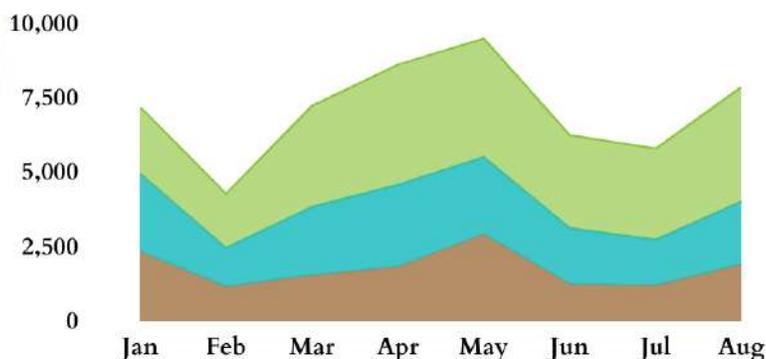
TAYLOR RANDAHL MEMORIAL BIKE TRAILS AT OLDE ROPE MILL PARK

Trail Usage Breakdown

WILL UPDATE CHARTS 2022 - EST. 100,000



<u>The Mill</u>	<u>Explorer</u>	<u>Avalanche</u>
25,515 Riders	17,094 Riders	14,029 Riders
Beg./Inter.	Beg./Inter.	Intermediate
5.1 mi.	5.1 mi.	6.25 mi.
4 Trails	3 Trails	3 Trails



WE'RE LOOKING FORWARD TO

2022



THANK YOU