

# Cherokee Recreation & Parks Agency



Quality People Delivering Quality Services  
For your Quality of Life

## 2011 Annual Report



7545 Main Street  
Building 200  
Woodstock, GA 30188

770-924-7768

[www.crpa.net](http://www.crpa.net)

# History and Mission



Our agency began operations around 1970 when the Cherokee Recreation **Commission** was formed under the guidelines of the Georgia Recreation Enabling legislation. During the 1970's the Commission evolved into an arm of county government as a Recreation & Parks Department and the first director was hired in 1972.

The **Department** continued as a county agency as the governing body transformed from a single-commissioner to a multi-commissioner (five-person) form of government in 1992.

Three-and-a-half years later the five-person County Commission introduced local legislation and the Cherokee Recreation & Parks Authority was born on July 1, 1995 as a result of an act of the Georgia General Assembly, House Bill 951.

The **Authority** was governed by a five-person board appointed by the County Commission and included one county commissioner appointed by the Commission Chair. The initial time frame for the Authority was five-and-a-half years, through December 31, 2000.

In 1999, the County Commission again introduced local legislation and the Authority's time frame was extended by the General Assembly's House Bill 932 through December 31, 2010.

In 2007, local legislation was introduced by the County Commission to dissolve the Authority after 12 years via the General Assembly's House Bill 403.

House Bill 403 became effective with the Governor's signature and returned recreation and parks operations under county government as the Cherokee Recreation & Parks Agency. The **Agency** began operations on May 23, 2007.

## CRPA's Mission

Quality People, Delivering Quality Services for your Quality of Life



## Cherokee County Board of Commissioner's Mission Statement

The Cherokee County Board of Commissioners is dedicated to providing a

"Superior Quality of Life" for its residents.

### OUR GOAL:

To Preserve the Beauty, Unique Character, and Desirability of the Community where we live, work and play.

### OUR PROMISE:

Listen to you; Respect your Rights; & Respect you with the highest standards of Ethics and Integrity.

### OUR COMMITMENT:

Service Excellence & Continuous Improvement; Accelerate Infrastructure Improvements; & State-of-the-Art Public Safety Facilities, Training and Personnel.



## Staff and Advisory Board

CRPA includes four divisions; Administrative, Athletic, Park Maintenance and Recreation. We have 23 full-time employees as well as over 75 part-time employees.

### Administrative Division

Bryan Reynolds, Director  
 Andrea Johnson, Business Manager  
 Becky Kerstetter, Receptionist/Registrar

### Athletic Division

Jay Worley, Division Director  
 Sammy Long, Coordinator  
 John Scalera, Coordinator  
 Camille Thomas, Coordinator  
 Cindy Klein, Recreation Assistant

### Park Maintenance Division

Michael Brantley, Division Director  
 Steve Ralston, Superintendent  
 Danny Lay, Crew Leader  
 Mac Shaw, Crew Leader  
 Tony Stargel, Crew Leader  
 Ray Hendrix, Parks Sr. Coordinator  
 Brian Harrison, Parks Worker III  
 Jimmy Stansel, Parks Worker III  
 Marc Cochran, Parks Worker II  
 Daniel Westbook, Parks Worker II  
 Bryant Chalkiadi, Parks Worker I  
 Michael Slaughter, Parks Worker I

### Recreation Division

Neely Motiejunas, Division Director  
 Kate Borden, Coordinator  
 Kim Watt, Coordinator



## CRPA Advisory Board

The Advisory Board is a 5-member board appointed by the Board of Commissioners.

The Advisory Board's principle responsibilities are

- (1) To advise in the initiation, planning, organization, implementation, and coordination of public recreation programs and activities for the county.
- (2) To recommend a system of parks and facilities that will accommodate the public's need for recreation programs and activities.

Members:

Chris Hampton, Chair

Jim Haslam, Vice Chair

Mark Goddard

Bryan Roach

Tom Ware

## 2011 Employee of the Quarter Winners

Winter – Andrea Johnson

Spring – Marc Cochran

Summer – Camille Thomas

“2011 set the stage for many positive impacts to our recreation and parks system in the form of planning, funding and implementation.”

## Director's Message

In 2011, CRPA began the year with new leadership at the helm for the first time in more than twenty years. After the retirement of our long-time director and the departure of our assistant director, a new leadership team accepted the challenge of achieving our mission.

In an effort to reorganize and better manage the agency, two new divisions were created. Born from the old Programs Division, the Athletic and Recreation Divisions were established.

Created to oversee the athletic programs directly provided by CRPA as well as create and strengthen partnerships with other recreation providers in our community the Athletic Division undertook several important tasks including instituting the new Athletic Field Use policies and Youth Athletic Association Manual. But, by far, the biggest challenge faced by the Athletic Division in 2011 was the addition of the Cherokee Youth Basketball program. Adapted from the former volunteer-run association with more than 400 teams and 3,000 players, ages 5 to 18, playing in gyms throughout Cherokee County, it instantly became the single largest program offered by CRPA.

The Recreation Division is now focused on our other recreation opportunities such as camps, instructional programs, special events, senior events and programs for special populations.

In addition to their regular programming, the Recreation Division began preparing for the operation of the Cherokee County Aquatic Center. This will continue to be a major focus next year as we prepare to open this facility in 2013.

In June, the Cherokee Tennis Center was reopened under new management, Top Tennis Academy. Under their direction, the center has been reinvigorated. More programs and lessons are being offered, and the courts are seeing a great deal more use. Also, this summer, CRPA launched our Facebook page as another way to connect and communicate with our patrons.

Financially, 2011 was another successful year for CRPA. Through the hard work and dedication of our staff we met our budget for both revenues and expenditures. CRPA recovered more than 45% of our costs through program fees, more than any other county in the metro Atlanta area. Combined with funding from taxes on the sale of alcoholic beverages in unincorporated parts of Cherokee County, this accounted for 74% of the operations and maintenance costs. What does this mean for taxpayers in Cherokee County? In 2011, the average homeowner paid only \$4.55 in property taxes for the operations and maintenance of our recreation and parks agency.



Finally, in cooperation with the county's Capital Projects office, work has continued on the capital improvement plan. Major accomplishments include the renovations at Hobgood and Sequoyah Parks as well as the awarding of the construction contract for the Cherokee County Aquatic Center. See the Capital Projects Update for the complete report.

As you can see, 2011 set the stage for many positive impacts to our recreation and parks system in the form of planning, funding and implementation. We have great challenges and opportunities ahead. On behalf of the CRPA staff and advisory board, I am pleased to present our 2011 Annual Report.



# State of the Agency

## Administrative Division

The Administrative Division is responsible for the planning, administration and coordination of work assignments for the Agency's finances, marketing and public relations, registration processes, training, communications, facility rentals, policy administration and office management.

Duties include processing registrations, drafting facility use contracts, customer service, budgeting for office supplies, front desk management, bill pay, website/Facebook management and brochure development.

Division staff works closely with other divisions to ensure proper flow of information and promotion of programs, parks, and facilities.

### 2011 Highlights:

- Assisted in hosting large community events such as Give-A-Kid a Chance and Senior Extravaganza.
- Andrea Johnson, Business Manager, recognized as CRPA Employee of the Winter Quarter.
- Created and implemented CRPA's Facebook Page.
- Increased program participation by mailing out *Leisure Pursuit* Brochure.
- Developed and implemented "Helping Hands" projects like Project Valentine and Toys for Tots.

## Athletic Division

The Athletic Division is responsible for planning, organizing and implementing programs in the areas of youth athletics, adult athletics, tournaments, camps and special events.

Duties include budgeting for programs and leagues, hiring and supervising appropriate staff, purchasing equipment, soliciting sponsorships and evaluating programs. The Athletic Division also serves as a community resource for local youth sports associations.

Division staff works directly with individuals participating in programs; develops and promotes diverse athletic opportunities; and maintains information on current trends in athletic programs, activities, and events.

### 2011 Highlights:

- 4<sup>th</sup> Annual Volunteer Banquet with over 250 guests. The Distinguished Volunteer of the Year recipient was Marguerite White from Cherokee Youth Football Association.
- Conducted over 2,000 Criminal Background Checks for volunteer youth sports coaches.
- Twin Creeks Express 8U Coach Pitch Girls Softball Team won the 2011 Georgia ASA State Championship for the second consecutive year.
- Inaugural Season of Cherokee Youth Basketball (CYB). Over 3,100 players and 413 teams for the 2011-12 season.
- Welcomed newest youth athletic association- Cherokee Hockey In Line League (CHILL) to our youth sports community.



# State of the Agency

## Park Maintenance Division

The Park Maintenance Division is committed to parks and natural resources maintenance and preservation.

Duties include managing, protecting and improving natural resources; responsible for greenways, trails and nature parks; responsible for park maintenance including, but not limited to, playground inspections and up keep, field mowing, fertilizing, dragging and marking fields, and landscaping park grounds; responsible for maintenance of park pavilions and restrooms.

Division staff works closely with other divisions to ensure that fields are prepared based on usage schedules.

### 2011 Highlights:

- Finished 2.2 miles of trail at Garland Mountain.
- Re-sodded multi-purpose field at Weatherby Park.
- Re-sodded four multi-purpose fields at Riverside Athletic Complex.
- Beautification project at Fields Landing Park with Atlanta Gas Light volunteers.
- Added split-rail fencing at Sequoyah Park and Hobgood Park.
- Removed old storage building at Inline Hockey rink and added new fencing.
- Recycled 1,200 Christmas trees and spread mulch at parks.

## Recreation Division

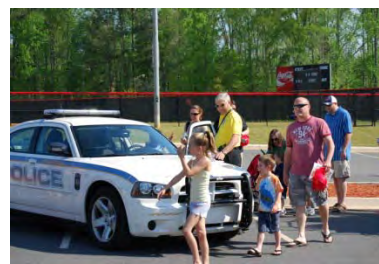
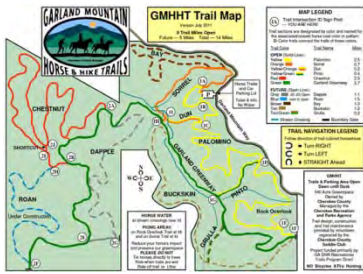
The Recreation Division is responsible for planning, organizing and implementing programs for children, teens, and adults in the areas of instructional classes, fitness, day and specialty camps, special events, special populations and in the future, aquatics.

Duties include budgeting for programs, hiring and supervising of appropriate staff, purchasing of equipment, soliciting sponsorships and evaluating programs.

Division staff works directly with individuals participating in programs; develops and promotes diverse recreational opportunities; and maintains information on current trends in recreational programs, activities, and events.

### 2011 Highlights:

- Hosted 5<sup>th</sup> Annual Guns & Hoses 5K and registered over 480 runners, raising \$2,410 for charity.
- Kim Watt, Recreation Coordinator, recognized as Cherokee County Outstanding Service Award Winner, 1<sup>st</sup> Quarter.
- Hosted 6<sup>th</sup> Annual Touch-A-Truck with over 15 vendors, 25 vehicles and 1,200 attendees.
- Successfully completed Cherokee County Aquatic Center Business Plan.
- Collaborated with Senior Services to successfully provide the Adopt-A-Senior Program to 250 individuals.
- Hosted 1<sup>st</sup> annual Canes and Cocoa with more than 80 participants.



## CHEROKEE COUNTY AQUATIC CENTER

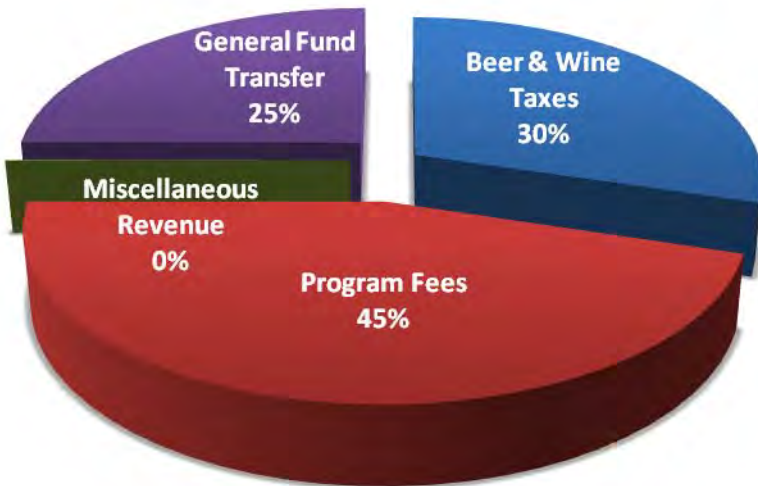


# Financial Report

## CRPA Fund Summary (as of 12/31/11)

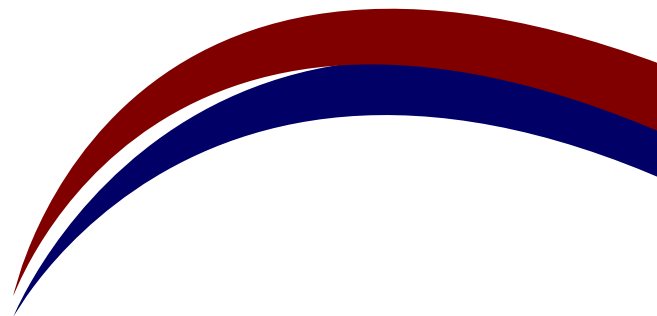
	Original Budget	Budget Adjustments	Revised Budget	Actual	% of Budget
<b>Revenues</b>					
Beer & Wine Taxes	\$ 875,000	\$ 0	\$ 875,000	\$ 869,995	99.43 %
Program Fees	\$ 866,318	\$ 500,000	\$ 1,366,318	\$ 1,327,309	97.14 %
General Fund Transfers	\$ 730,689	\$ 0	\$ 730,689	\$ 730,689	100 %
Miscellaneous Revenues	\$ 0	\$ 0	\$ 0	\$ 2,351	
Use of Reserves	\$ 0	(\$ 340,000)	(\$ 340,000)	\$ 0	
<b>Total Revenues</b>	<b>\$ 2,472,007</b>	<b>\$ 160,000</b>	<b>\$ 2,632,007</b>	<b>\$ 2,930,344</b>	<b>111.33 %</b>
<b>Expenditures</b>					
Administration	\$ 603,710	(\$ 5,200)	\$ 598,510	\$ 661,890	110.59 %
Programs	\$ 1,040,449	\$ 160,000	\$ 1,200,449	\$ 1,153,254	96.07 %
Maintenance	\$ 827,848	\$ 5,200	\$ 833,048	\$ 812,078	97.48 %
<b>Total Expenditures</b>	<b>\$ 2,472,007</b>	<b>\$ 160,000</b>	<b>\$ 2,632,007</b>	<b>\$ 2,627,222</b>	<b>99.82 %</b>
<b>Net Income / Loss</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 303,122</b>	

## 2011 Revenues



In 2011, the average homeowner paid \$4.55 in property taxes for recreation and parks maintenance and operations.<sup>1</sup>

<sup>1</sup> Based upon Fair Market Value of \$175,000 x 2011 Millage Rate for County M&O Tax (General Fund) of 5.365 = \$348.73. Then, \$348.73 x 1.30% (CRPA % of General Fund in 2011) = \$4.55



# Capital Projects Update

A great deal of progress was made in 2011 to advance the Park Bond Improvements Program. Representatives of Cherokee Recreation & Parks Agency (CRPA) and the Cherokee County Capital Projects Office have worked very closely to identify project scopes of work for the coordination of recreation activities at existing parks, and for the new parks. Design work by the many architects, landscape architects and engineers for the numerous projects has also been closely coordinated with Cherokee County Development Services for early review for compliance with site and building codes to enable prompt and timely issuance of permits for construction.

Work between the cities of Canton, Woodstock, Ball Ground, Waleska and Nelson, and Cherokee County has also been most productive in the selection of new landscape architects to commence master planning & programming, and in advancing the designs for these many park programs. This level of communications and coordination has been most successful and beneficial for the citizens of Cherokee County.

Land acquisition for new active parks and for passive parks for green space and trails is, for all practical purposes, complete. More than 1,000 acres for park land have been purchased. New active park sites include: Patriot's Park located near the intersection of Kellogg Creek and Victory Drives; east park on GA Highway 20 at Water Tank Road; and the new Cherokee County Aquatic Center & Park on Gresham Mill Parkway off Sixes Road near Exit 11 on I-575.

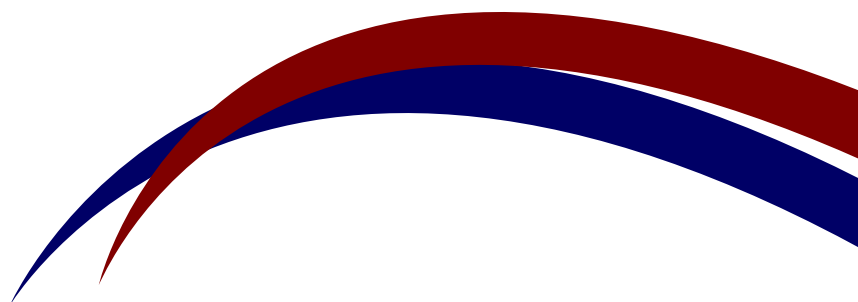
Much of the work over the past several months has been devoted to the commencement and preparation of design documents for the many park projects. Construction for renovations and improvements commenced at Hobgood and Sequoyah Parks, and for irrigation and sod, new concession & toilet facilities at the soccer complex off Blalock Road. Work at Sequoyah (multi-purpose fields converted into two softball fields and improvements to the trail system) is complete, with work at Hobgood (new concession, umpire and toilet facilities, new walking trail, and improved landscaping) to be fully completed this spring.

Design was also completed and construction commenced on the new Cherokee County Aquatic Center on Gresham Mill Parkway off Sixes Road. The new facility will include two indoor pools: a 50 meter by 25 yard by 2 meters deep for competitive swimming, and a 25 yard by 4 lane warm-up and therapy pool, to be open year-round; and a large outdoor leisure pool with a "lazy river" and other "play" features to be open during the summer months. This most impressive 48,000 SF new facility will add much needed additional "water" for the swim teams and for the general public looking for available swim lanes.

Construction work for the Blanket's Creek Bike Trails is expected to begin in the summer 2012 for parking and entrance improvements, and the addition of toilet facilities.

Design work for two major new park projects is also proceeding well. Construction work for the planned new yet-to-be-named east park project (new baseball fields, multi-purpose fields, walking trails, and new concession and toilet facilities) on Highway 20 at Water Tank Road, is expected to begin in late 2013 for completion in late 2014. Construction work at Patriot's Park at Kellogg Creek (3 new baseball fields, with one field being the first Miracle League Field for Cherokee County, and two multi-purpose fields, with concession and toilet facilities) should also commence in late 2013 for completion in late 2014.

In summary, projects funded under the Park Bond Program of November 2008 are proceeding as planned and budgeted.





# Participation Report

## Program Visits in 2011 by Category

<b>Athletics</b>			<b>1,396,478</b>
Adult Basketball	Cherokee Youth Football	Junior League Softball	
Adult Flag Football	Cherokee Youth Lacrosse	North Cherokee Baseball/Softball	
Adult Softball	Cherokee Youth Softball	NYSCA Coaches Certification	
Cherokee Reds Baseball	C.H.I.L.L.	Wiffle Ball & One Pitch Tournaments	
Cherokee Soccer Association	Dwight Terry Baseball	Youth Swimming	
Cherokee Youth Basketball	Hobgood Youth Association		
<b>Camps</b>			<b>12,242</b>
Adventures Express Day Camp	Elite Basketball Camp	Teen Adventure Camp	
All Sport Camp	Fishing Camp	Waterlogged Camp	
Cherokee Fast Pitch Camp	K.A.O.S. Camp	Woodstock Softball Camp	
CRPA Fast Pitch Camp	Lacrosse Camp		
<b>Instructional Programs</b>			<b>16,997</b>
Aerobics	Cheerleading	Music Together	
ARC Babysitting	Creative Movement	Tae Kwon Do	
Cardio Kickboxing	Fencing	Tai Chi	
Cardio Kool Kids	Gymnastics & Tumbling	Tykes Classes	
<b>Self-Directed Recreation &amp; Facility Rentals</b>			<b>999,588</b>
Bicycling	Fishing	Recreation Center	
Boating	Free Play	Union Hill Community Center	
Disc Golf	Pavilion Rentals	Walking Tracks	
Event Lawn	Playgrounds	Other Facilities	
<b>Senior Adults</b>			<b>1,090</b>
Day Trips	Overnight Trips	Silver Roamers Club	
<b>Special Events</b>			<b>2,893</b>
Canes & Cocoa	GRPA Functions	Santa's Calling & Letters	
Christmas Tree Recycling	Guns & Hoses 5K	B98.5 Outdoor Movie	
CRPA V.I.P Banquet	Helping Hand Projects	Touch-A-Truck	
<b>Special Needs Programs</b>			<b>1,827</b>
Fit for Life	Special Pops Tennis	Training Center Trips	
Special Olympics	S.T.A.R.S. Leisure Spectrum		
<b>Tournaments</b>			<b>15,225</b>
22 <sup>nd</sup> Annual Cherokee Inv.	GRPA Tournaments	G.T. Buzz Classic	
22 <sup>nd</sup> Annual Youth Classic			
<b>Other</b>			<b>158,346</b>
Walk-In Visits	Telephone Calls / Emails	Website Hits	
		<b>Total Visits in 2011</b>	<b>2,604,686</b>



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