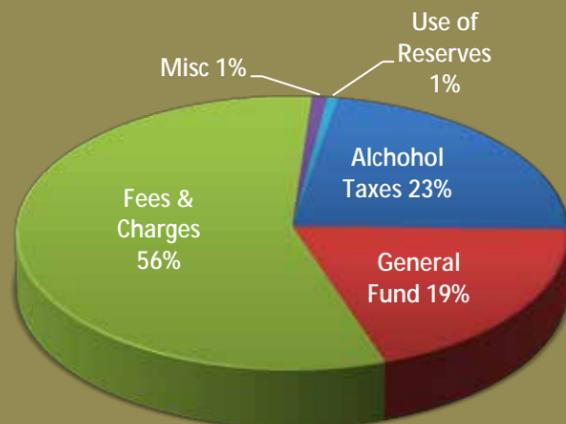


What's It Worth? The Value of Recreation & Parks

The value of recreation and parks can be hard to express in just dollars. It's really about "quality of life" and that can mean very different things to each of us. But parks have a proven positive effect on the value of nearby property. People travel for leisure and sporting events and they spend money wherever they go. Trees and green space improve our air and water quality and that has value. Perhaps most importantly, recreation creates a sense of community making Cherokee County a more desirable place to live, work and play.

FY2014 Funding Sources



In FY13 Fees & Charges totaled 55% of total revenues. In FY10 thru FY12, Fees & Charges averaged 37%.

The Recreation & Parks Fund draws revenue from three primary sources; fees charged to users, excise taxes on alcohol sold in unincorporated Cherokee County and the county general fund.

In FY2014, CRPA generated more than 56% of the funds needed for operations through fees and charges, more than twice the average of other metro Atlanta counties. Also, the average homeowner paid just \$5.55 in property taxes toward recreation and park operations and maintenance, less than one third of one percent of their total tax bill.

Thank you to our Partners in 2014

Volunteers

Canton Baseball
Cherokee Hockey In-Line League (CHILL)
Cherokee Impact
Cherokee Pride
Cherokee Reds
Cherokee Saddle Club
Cherokee Senior Softball Association
Cherokee Summer Swim Association
CYB Gym Directors and Coaches
Cherokee Youth Football Association
Cherokee Youth Lacrosse Association
Cherokee Youth Softball Coaches
Cherokee YMCA
Dwight Terry Baseball Association
East Cherokee Baseball
Georgia Academy Power
Hobgood Baseball
Laurel Canyon Garden Club
Leisure Spectrum Chaperones
Macedonia Baseball
Miracle League
NASA – Cherokee
North Cherokee Baseball
North Cherokee Youth Softball
SORBA – Woodstock Chapter
Special Olympics
Special Pops Tennis

Sponsors

Northside Hospital-Cherokee
Chandler Graphics
Barco Disaster Response
Tires Plus
Dick's Sporting Goods
Hasty-Pope Trial Lawyers
Bray Allstate Agency



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Cherokee Recreation & Parks FY2014 Annual Report Oct 2013 – Sept 2014



Our Story

Whether you or your children participate in a class or program, attend a camp or play sports; if you swim at the aquatic center; bike, walk or ride horses on our trails; or take part in one of the countless other leisure opportunities in our parks; recreation is a part of our lives. *It is where great experiences become the memories of a lifetime!*

Our mission at CRPA is to enhance the quality of life; promote healthy lifestyles and an active community for Cherokee County residents by providing athletic fields, aquatic facilities, trails, playgrounds, pavilions, other park amenities as well as enjoyable, exciting recreation programs. CRPA provides a variety of recreation opportunities for youth and adults in the areas of athletics, aquatics, instructional programs, special events, and therapeutic recreation as well as the upkeep and day-to-day maintenance of our parks. We partner with a variety of other organizations in the community to expand recreational opportunities even further. We are also preparing for our future through capital projects like Patriots Park and Cherokee Veterans Park.

In 2014, we continued our work to provide an outstanding system of parks and recreation programming for Cherokee County. Included in this report are snippets and highlights from the year. Even before this report is printed, we will be well into the New Year. The work goes on to keep Cherokee County "A Great Place to Live, Work and **PLAY!**" Our story continues...

Bryan Reynolds, CPRP
Director
Cherokee Recreation & Parks Agency



2014 Highlights

- Recognized with the *NAYS Excellence in Youth Sports Award*, Honorable Mention
- Hosted More than 45 Tournaments in County Parks
- Conducted Criminal Background Screenings on more than 2,200 Volunteers in Youth Sports
- Hosted Touch-A-Truck @ the new Fire Training Center in partnership with Cherokee County Fire and Emergency Services. Record participation of more than 2,500 visitors.
- Organized the 8th Annual Guns and Hoses 5K with 600+ runners and raised \$3,100 for the Cherokee Sheriffs Foundation and \$2,900 for the Goshen Valley Boys Ranch.
- Created a new community event called Eggs-traordinary Extravaganza. Almost 200 participants enjoyed a traditional egg hunt, under water hunt, a visit with the Easter Bunny and more!
- Received over 400 gifts from the community for the Adopt-A-Senior program at Christmas.
- Cherokee County Aquatic Center Recognition:
 - *GRPA Most Outstanding New Recreation & Parks Facility*
 - *ACG Build Georgia Award*
 - *Aquatics International 2104 Dream Designs*
 - Voted *Best New Thing* by Cherokee Life magazine.
- CCAC Lifeguard team placed 3rd @ State Lifeguard Olympics for the 2nd year in a row.
- More than 53,000 Visits to the Oasis this summer.
- Hosted the *GRPA District 5 Swim Meet*, the Cherokee County Championships and 18 other swim meets.



Well Maintained, Safe and Accessible Facilities

The Agency operates and maintains:

- 19 Parks plus 3 Indoor Facilities
 - Cherokee County Aquatic Center
 - Recreation Center
 - Union Hill Community Center
- 32 Baseball/Softball Diamonds
- 24 Multipurpose Fields
- 20 Tennis Courts
- 17 Playgrounds
- 34 Miles of Trails
- 33 Picnic Areas/Pavilions
- 2 Boat Ramps
- A Disc Golf Course
- An Inline Hockey Rink
- And much more...



Capital Projects Update

In 2014, work continued on capital projects funded by the voter-approved Parks Bond. Construction to renovate and improve the following parks and facilities was undertaken and completed during the year:

- Hobgood Park Phase II
- Waleska Park
- Dwight Terry Park
- Barnett Park
- Sequoyah Park
- Weatherby Park
- JJ Biello Park
- Recreation Center



Additionally, construction continued at the Richard "Hunkey" Mauldin Baseball Fields @ Kenney Askew Park with scheduled completion in spring 2015.

Design and permitting for Patriots Park continued in 2014. Master planning and design work for Cherokee Veterans Park began in the fall with two community input meetings. Construction on this new community park is slated to begin in late 2015.

2014 Visitation & Program Participation

3.1 Million People visited our park & facilities and participated in our programs last year.



Over 220,000 Citizens visited the Cherokee County Aquatic Center in its first full year of operation.



6,000 Residents attended eight special events throughout the year.



Over 18,000 Athletes played in a variety of youth and adult sport leagues and tournaments.



42,000 Visits by kids during summer camps to the Recreation Center.



137,000 Visits to parks and facilities for pavilion, banquet hall and room rentals.

