



ALAMANCE PARKS



**ALAMANCE
OUTDOORS**



**ALAMANCE
ATHLETICS**



**ALAMANCE
COMMUNITY**

**Annual Report
2016-2017**

Alamance Parks

For more than 40 years, Alamance Parks has been working to improve the quality of life of Alamance County residents. Through our parks and programs we encourage healthy lifestyles for children and adults, offer inclusive activities for all of our citizens, and provide access to the natural world. The department, founded in the early 1970s, offers a variety of outdoor activity and program options to the Alamance community.

Alamance Parks offers access to the outdoors through Cedarrock Park, Great Bend Park, Shallow Ford Natural Area, and trails associated with the Haw River Trail. Cedarrock Park offers a Historical Farm restored to the 1800s time period, more than six miles each of hiking and equestrian trails, two disc golf courses, fishing ponds, picnic shelters, a playground, and open play spaces. Special events and programs take place at the parks throughout the year.

Alamance Parks offers year-round youth athletics programs including Little League, softball, baseball, Tee-ball, basketball, and football. The department has a Special Olympics chapter that provides a variety of activities for children and adults with intellectual and physical disabilities in Alamance County, as well as a Visually Impaired Program offering monthly activities for the visually impaired. Special Olympics programs include aquatics, basketball, bocce, bowling, Spring Games, and more.

Alamance Parks also has two rural community centers, Pleasant Grove Community Center and Eli Whitney Community Center. Currently, programming through the centers includes open gym, fitness centers, group walks, fitness and yoga classes, senior and family bingo, arts and crafts, and more. Both centers have walking tracks and athletic fields. A summer camp program is operated from Pleasant Grove. Various special events are offered throughout the year.

Through our outdoor spaces, trails, athletic programs, community centers, and special events we provide Alamance County with access to healthy and fun activities that encourage healthy lifestyles. Last year, our parks and community centers enjoyed 569,297 visitors, and our athletics programs enrolled approximately 1,500 children. Special Olympics continues to serve 400 special needs children and adults in the Alamance community and engage thousands of volunteers each year. Our community centers are deeply rooted in the rural communities they serve, with a dedicated following. They were utilized by 172,758 members of the community last year. Alamance Parks strives each year to expand and improve upon the opportunities and services it provides to the community.

From the Director

2016-2017 marked another year of significant growth and opportunity for Alamance Parks. Each year we strengthen our efforts to support community health and wellness, conserve unique natural places and provide equal access to all members of the community. We also strive each year to meet our most important goal, to be relevant and important to the people of Alamance County.

The report that follows gives us some indication that those efforts are working. 2016-2017 saw another increase in attendance at Alamance Parks facilities. Over the past six years, Alamance Parks has seen an 87% increase in visitation, and in 2016-17 we served over 500,000 visitors. We also made some important steps that will build our capacity to serve over the coming years.

In particular, we integrated the Burlington/Alamance Convention and Visitors Bureau (CVB) into our department. The mission of the CVB to attract visitors to Alamance County expands our ability to serve both residents and visitors and will help to ensure that our local entities provide consistent, clear messaging and high quality attractions. We also completed a significant revision to our Comprehensive Recreation Master Plan. We sought input from thousands of residents across a broad demographic representative of Alamance County. The result is a plan that will guide the direction of our work for the next decade.

As prescribed in the new master plan, we made progress towards a number of new facilities that will create opportunities for both recreation and tourism. In particular, we completed phase one of the Cedarock Park Equestrian Center which will open in 2017. On the Haw River, we collaborated with the City of Graham to build a new trailhead and trail section of the Haw River Trail that is set to open in October 2017. Our innovative new park on Saxapahaw Island continues to move forward with the help of two grants totaling more than \$150,000 and a generous donation from the Clore Family. We also continued to acquire property for the future Cane Creek Mountains Natural Area, which we now plan to be a 460 acre nature park featuring the highest peak in North Carolina east of Greensboro.

Thank you for continuing to support our work by visiting our parks and participating in our programs. We hope you will visit us in the coming year by taking a family hike, coaching your children in our youth athletics program or making friends at our community centers. As always, we are grateful to the citizens of Alamance County for allowing our parks and programs to provide the backdrop for your cherished memories and family milestones.

-Brian Baker, Director

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Cedarrock Park

Overview

Cedarrock Park is a 500-acre park located in southern Alamance County that enjoys more than 140,000 visitors annually. This expansive nature park was established in 1972 on the historic farm of John and Polly Garrett, and continues to serve the citizens of Alamance County and visitors with a wide variety of outdoor facilities. The park offers six miles of hiking trails, six miles of equestrian trails, two disc golf courses with a total of 36 holes for play, a historical farm restored to the late 1800s time period, two fishing ponds, a picturesque waterfall over an old mill dam, picnic shelters and gazebos, a basketball court, a volleyball court, a playground, canoe and kayak rentals, and ample field space for open play.



The property at the entrance to the park is part of a phased enhancement plan for a new Equestrian Center at Cedarrock Park. During the 2016-2017 fiscal year, the new entrance, parking area, and equestrian campsites were constructed on the property. These facilities complement previous improvements including a redesign and rebuild of the park's equestrian trail network, the addition of a mile of new equestrian trail overlooking Rock Creek, and the completion of the fence around the new field. Future plans for the property include construction of equestrian stables, restroom facilities, and a riding ring to house horses and offer trail rides and lessons.



Entrance to Cedarrock Park

The pond was again stocked with a variety of sport fish including trout. The fishing pass program continued to be successful, generating \$3,700 in revenue. New tee pads were poured for the Cedarrock Disc Golf Course. Aesthetic improvements included the addition of painted Barn Quilt panels to the Historic Farm's barn and to the stage, as well as clearing of brush and invasive vegetation in several areas of the park.

Improvement Projects

- Constructed new entrance, parking area, and campsites for the Equestrian Center
- Installed a trail counter on the Equestrian Trails
- Completed trail maintenance and bridge repair on the Equestrian Trails
- Restocked the main pond for fishing, including trout in the fall
- Used goats to remove brush and invasive vegetation in various areas of the park for improved landscaping
- Made and installed painted Barn Quilt panels on the Historic Farm's barn and the stage
- Re-poured tee pads on the Cedarrock Disc Golf Course



Goats are an economical and environmentally friendly method to clear brush and debris. They were used to clear out several overgrown areas in the park.



Disc golf basket with newly poured tee pad visible in the distance

- Built a new bridge on the 12th hole of the Wellspring Disc Golf Course
- Repaired drainage issue on the 7th hole of the Wellspring Disc Golf Course
- Oversaw installation of new power lines throughout the park

Events/Programs

- **Preserving Our Heritage Festival** (8/27/2016): Cedarrock Historical Farm hosted the 19th annual festival celebrating the rich early history and traditions of Alamance County. The 2016 festival included living history demonstrations and tours of the Historic Garrett House, living history demonstrations from the Civil War era, displays of antique automobiles and farm equipment, live bluegrass music by Smokey Hollow, traditional crafts and trades such as canning, weaving, and beekeeping, and food and drink for purchase from a local vendor. (over 700 attendees)
- **Farm to Table Program** (9/20-21/2016): Students from all over Alamance County came to Cedarrock Park for two days to learn about how food is grown and produced on a farm, and ultimately brought to the family dining table. Students saw farm animals and equipment, as well as exhibits by U.S. Forestry, beekeepers, and more. (more than 800 fourth-graders)
- **The Sneaky Pete Disc Golf Tournament** (9/24-25/2016): Cedarrock Park hosted the 31st annual 2-day, A-Tier PDGA Disc Golf Tournament presented by Spike Hyzer. Cedarrock Park served as tournament central, with 3 of the 4 courses, player check-in, and post-tournament awards held at the park.
- **Cane Pole Fishing Hole Derby** (10/1/2016): A half-day fishing event for families- cane poles and worms only. Prizes were awarded to children in two age groups for the largest and the most fish caught. Four local businesses sponsored the prizes for this event. (27 attendees)



A local luthier shows off his wares at the 2016 Preserving Our Heritage Festival. Photo courtesy of Whitt Haven Photography.

- **Celebrate Cedarrock! Fall Festival** (10/15/2016): Begun in 2015 to celebrate the 40th anniversary of Cedarrock Park, the festival returned by popular interest in 2016. It included a variety of old-time children's game stations, Halloween candy for participants, games for adults, tours of the Garrett house, hands-on storytelling activities, and seasonal face painting. The event was followed by the Ghosts in the Park Storytelling program. (more than 800 attendees)

- **Spooky Woods Survival** (10/30/2016): A program for families and children on safety preparation in case of being lost in the woods. Hands-on activities were provided for children.

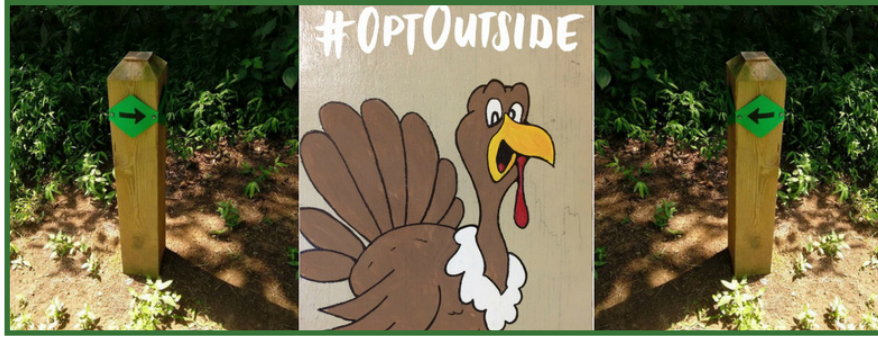
- **Cedarrock Campout** (11/5/2016): A family-friendly campout held to capture the fun and special atmosphere of group camping. Open to campers of all skill levels, it included activities such as stargazing, making s'mores, and a group talent show. Food was provided to participants. (40 participants, small fee)



- **Walk in the Park** (11/19/2016): A guided hike was led along the Rock Creek Trail at Cedarrock Park. This family-friendly 2.5 mile trail winds through mature forest and around Rock Creek with beautiful views. (15 attendees)

Fall Festival participants enjoyed free hayrides, visiting the farm animals, and taking family photos in between games

- **#OptOutside Turkey Hike** (11/24-27/2016): Alamance Parks supported the #OptOutside initiative to encourage families to spend time outdoors over the holiday. A painted turkey was placed on trails at Cedarrock Park, Great Bend Park, and Shallow Ford Natural Area. Participants submitted a photo with the turkey on social media to be entered into a prize drawing.
- **Run at the Rock** (12/3/2016): A popular annual trail race, which offers 7 and 14 mile options through Cedarrock Park. The course begins on asphalt and open field, then runs through the trails of the park, complete with rocks, mud, hills, and more. Hot food is provided after the race. (approximately 150 entrants)
- **Holiday Snowman Hike** (12/23/2016-1/1/2017): Alamance Parks encouraged families to spend time outdoors over the winter holidays as well. A painted snowman was placed on trails at Cedarrock Park, Great Bend Park, and Shallow Ford Natural Area. Participants submitted a photo with the snowman on social media to be entered into a prize drawing.



Alamance Parks participated in REI's nationwide initiative to encourage outdoor activity during the holiday season by hosting #OptOutside activities at Cedarrock Park, Shallow Ford Natural Area, and Great Bend Park. This painted turkey was placed on a trail at each park for participants to find.

- **Spring Fishing Rodeo** (4/1/2017): In 2017, Alamance Parks mixed things up with its half-day family fishing event. The competition was opened to any type of rod and reel and timed to add excitement.

Participants had 2 hours to fish, get their catch measured and weighed, and fish some more! Prizes were awarded to

children ages 5-12 for the largest fish caught and to 1st-3rd place for the most fish caught. (25 attendees)

- **Spring Painting in the Park** (4/2/2017): Environmental Educator and artist Kim Brown led a class on using watercolor pencils and nature to create bright, fun watercolor art. Materials, snacks, and water were provided. This free class was extremely popular and filled up rapidly. (20 attendees)
- **Earth Day at Swepsonville River Park** (4/22/2017): Alamance Parks celebrated Earth Day with a river clean-up at Swepsonville River Park to encourage the community to

help make their local park a clean, enjoyable environment and help to improve water quality.



Spring Painting in the Park participants experiment with watercolor pencils to make their own unique creations

- **NC Envirothon** (4/28-29/2016): Cedarrock Park hosts this annual competition for middle and high school students to compete in a quiz-bowl style event based on knowledge of the environment and natural resources. Students, parents, and educators camped out all over Cedarrock Park for two nights during the weekend event. Approximately 1,000 students and adults attended the event.

- **Build Your Own Terrarium** (5/6/2017): A beginners' terrarium building class was held during which participants were able to create both a dry environment terrarium and a damp environment terrarium. Staff shared information about potting materials, plant types, and plant care. Materials were provided. (15 attendees, full class, small fee)
- **NC Wildlife Fish Feeder Program** (4/2016, 7/2016, 9/2016): NC Wildlife staff visited Cedarock Park once again to fill the fish feeders in conjunction with demonstrating the process to 4-H high school students of Alamance County.
- **Foxfire in Cedarock Park (“The Foxfire Way & Now”): Woodturning** (7/16/2016), **Beekeeping** (9/17/2016), **Ghosts in the Park Storytelling** (10/15/2016), **Candlemaking** (5/20/2017), and **Canning** (6/17/2017): The Foxfire in Cedarock Park program, a partnership between Alamance Parks and Alamance County Public Libraries, continued to celebrate Appalachian culture and tradition in 2016 and 2017. Canning and Beekeeping, two annual favorites, returned with expert presenters Wendy Burgess and Jeannie Dunn, and Ira Poston and Paul Jollay (respectively). Ghosts in the Park Storytelling returned with spooky tales under the stars around the campfire after the new Cedarock Fall Festival, with storyteller Brian Sturm of the UNC Story Squad (100+ attendees). New programs featured Woodturning with experts Jim and Rita Duxbury and Candlemaking with Brian Hall. (workshop attendance between 10 and 30 visitors per event)



Presentations from the 2016-2017 Foxfire in Cedarock Park programs. Expert woodturner Jim Duxbury demonstrates use of the lathe during the Woodturning presentation in July 2016 (left). Interpretive historian Brian Hall discusses historical methods of candlemaking and light sources in period costume in May 2017's Candlemaking workshop (center). Local beekeepers Paul Jollay and Ira Poston discuss different types of bee boxes in their September 2016 Beekeeping presentation (right). Program participants had a chance to try their hand at the lathe, at dipping candles, and to taste local honey and take home seeds for bee-friendly garden flowers.

- **Kite Daze** (10/9/2016 & 5/14/2017): Cedarock Park hosted two fun, casual kite-flying days in the large open fields near the Historical Farm. Drinks and snacks were provided at this new program, and a limited number of kites were on hand for those who did not have their own.
- **Yoga in the Park** (10/19/2016 & 11/2/2016): Two free beginner yoga sessions were held in various areas of Cedarock Park. During the colder months, yoga classes were moved to Pleasant Grove Community Center.
- **Wag N' Walk** (10/1/2016, 10/22/2016, 1/21/2017, 2/18/2017, 3/25/2017, 4/29/2017): This new program series offered dog lovers the opportunity to join other hikers and their furry friends for a pack hike in the park. Locations varied by date and included Cedarock Park's Spoon Branch Trail and Rock Creek Trail, as well as Shallow Ford Natural Area's Hidden Hill Trail and Basin Creek Trail.
- **Alamance County Champion Tree Program** (2016):
Alamance Park staff worked with Elon students to hold the 2016 Alamance County Champion Tree competition. This initiative celebrates Alamance County's largest, oldest, and most historic trees. The 2016 competition recognized new champions for four tree species and one landmark tree. Two of the champion trees are also registered as state-level champions through the NC Forestry Service Champion Big Tree program.



A tree entered into the 2016 Champion Tree Program is a great example of the beautiful large trees abundant in Alamance County

Facility Use

- **192 Group Shelter Reservations:** Cedarrock Park's shelters and gazebos are available for rent for parties, gatherings, and special events.
- **16 Historical Farm Open Farm Days (Living History):** The Friends of Cedarrock Historical Farm hosted Open Farm days at the historic Garrett House and Farm. This living history event provided visitors with a chance to witness the daily life of the mid-late 19th century (variable attendance). A special Christmas-themed Open Farm was held in early December (150 attendees).
- **384 Day and 61 Annual Fishing Passes:** Last year Alamance Parks began providing fishing passes (day passes at \$5.00; annual passes at \$25.00). Revenue covers the cost of stocking the pond with a wider variety of fish.
- **22 Organized Farm Tours (served 753 Visitors):** Farm Tours are offered by reservation and are a wonderful way for visitors to learn more about the Garrett Farm.

Attendance

Month	# Visitors at Cedarrock Park
July 2016	15,000
August 2016	18,500
September 2016	16,000
October 2016	9,549
November 2016	9,725
December 2016	8,339
January 2017	6,575
February 2017	6,668
March 2017	9,000
April 2017	12,500
May 2017	13,791
June 2017	16,775
TOTAL	142,422

Rural Community Centers

Overview

Alamance Parks manages two rural community centers through a lease program with ABSS for youth and adult programs, as well as athletic games. Both community centers provide open gym, fitness rooms, and playgrounds. Facilities may also be reserved for special events and gatherings.

Pleasant Grove Community Center (PG) stands on the site of Pleasant Grove High School, built in 1922. Located in northern Alamance County, this revitalized property serves the citizens of Pleasant Grove township as a recreational and community gathering place. Eli Whitney Community Center (EW), site of the former Eli Whitney High School built in 1923, serves citizens in the southern part of Alamance County in the Eli Whitney community. These two community centers provide an important venue for the citizens of Alamance County to gather and participate in activities for community, fitness, and fun.



Views of the amenities at Pleasant Grove Community Center.

Improvement Projects

Pleasant Grove Community Center

- Extensive gym repairs were completed including roof, basketball goal, floor refinishing, repainting and restroom repair
- Graded parking lots and updated landscaping (baseball field maintenance, mulched playground, cleared debris and weeds, cleared storm drainage, repaired fence line)
- Installed new septic tank, performed well system maintenance
- Replaced step pods in playground and removed outdated swing
- Installed letter board

Eli Whitney Community Center

- Converted unused ball field to dog park (developed site plan and budget, replaced gravel in parking lot and installed bollards and parking bumpers, installed kiosk and signage, improved landscaping)
- Designed, ordered, and installed new main entrance sign
- Continued landscaping improvements



The new entrance sign and letter board at Eli Whitney Community Center during the 86th Uncle Eli's Quilting Party

Events/Programs

Pleasant Grove Community Center

- **Fitness Center, Open Gym, Craft Class, Chair Yoga, Movie Days, Card Games, Senior & Family Bingo, Bingo Potluck Lunch, Cornhole/Bocce, Walking Wednesdays, Stretch & Tone Exercise:** These programs are offered routinely.
- **Homeschool Hikes:** PG staff led six Homeschool Hike activities free for K-6th grade students. Each Hike combined a Project Learning Tree activity and a short hike at various Alamance Parks including Cedarrock Park, the Haw River Trail, and more.
- **Fitness Challenges:** PG hosted two fitness challenges in January and May of 2017. Participants earned points towards a prize by logging workouts and other healthy wellness choices such as good food and sleep habits.
- **Yoga:** Four restorative yoga sessions were offered free and suitable for all skill levels.
- **PG Field Trips:** Field trips included the ACC culinary lunch, the Greensboro Cultural Arts Center and Center City Park, the NC State Fair, a movie, and the Festival of Lights.
- **PG Farmer's Market Trips:** Trips were provided from PG to both the local North Park Farmer's Market and the Raleigh Farmer's market to promote healthy and fresh food choices.
- **Dodgeball & Wii Bowling Tournaments:** PG offered weekly Wii bowling open play time and hosted two Wii bowling tournaments in January and February 2017. The Center also offered youth Dodgeball practices with a tournament in February 2017.

- **Pleasant Grove Summer Camp** (June-August 2016): This annual summer camp was offered for children ages 5-12. Weekly activities included arts & crafts, structured gym activities, swimming, volunteer activities, field trips, a talent show, and more. The 2016 camp had 29 campers at an average of 21 per week.
- **Pumpkin Painting Workshop** (10/15/2016): PG hosted a free pumpkin painting party for 15 children ages 4-12. Children were able to paint pumpkins outdoors at Great Bend Park and participate in other nature crafts.
- **Survival 101** (10/29/2016): PG hosted a free youth outdoor survival class to provide important information about outdoor safety in an emergency situation. Participants made survival bracelets.
- **Santa's Workshop** (12/12/2016): PG hosted Santa's Workshop, established in 2003 to bring together volunteers to help spread Christmas Cheer. Over 300 participants and volunteers made 1,293 gifts to be delivered to senior residents and their caretakers at 14 assisted living facilities.
- **Kids Path** (12/2016): PG partnered with Kids Path to provide Christmas gifts to terminally ill children.
- **Summer Camp Expo** (4/1/2017): Alamance Parks staff planned a Summer Camp and Safe Kids Expo held at Holly Hill Mall. The expo featured information about local summer activity options (camps, athletics, and more), as well as vendors, door prizes, face painting, demonstrations, and a Kids Zone with games, crafts, and more.



PG “elves” hard at work at the annual Santa’s Workshop (left). PG’s summer camp kids show off the dog toys they made to donate to the local animal shelter (center). The community enjoys holiday pumpkin painting at Great Bend Park (right).

Eli Whitney Community Center

- **86th Annual Uncle Eli's Quilting Party Exhibition** (4/6/2017): This historic event begun by educator E.P. Dixon has been hosted annually at EW since 1931. This year marked the 86th anniversary of this unique exhibition. During the event, area residents and visitors from across the state bring quilts to display and projects to work on together. This year featured a special exhibition of antique lace representing a variety of lace-making techniques. There was also a return of the Sharing Table, a resource operating on the "bring one, take one" policy for quilting books, magazines, and fabric. The event concludes each year with a covered dish luncheon for participants and guests.
- **Open Gym:** The gymnasium is open to the public year-round for free play at specific times, several days per week.
- **Fitness Room:** The fitness room is open to the public year-round for free use at specific times, several days per week.
- **Youth Basketball 2016-2017 Season:** EW hosted games in the gymnasium.
- **Senior Bingo** (held at the Old Eli Whitney Fire Department): Senior bingo is offered weekly; the program is free and includes prizes for winners.



One of several displays of antique lace at the 2017 Quilting Party



A Quilt of Valor made for donation to U.S. Veterans on display at the 2017 Quilting Party (left). The Community Quilt was available for anyone who wanted to try their hand at top quilting (right).

- **Potluck Luncheons** (held at the Old Eli Whitney Fire Department): Potluck luncheon is provided every other month following bingo.

Facility Use

- **63 PG Gym Rentals:** The PG gymnasium is available for rentals and is used for athletics, birthday parties, family reunions, baby showers, and occasionally weddings.
- **21 PG Shelter Rentals:** The shelters at PG are available for rental by groups for parties, gatherings, and special events.
- **12 PG Classroom Reservations:** The classroom at PG is available by reservation for special events. Uses have included baby showers, birthday parties, and meeting space.
- **6 PG Athletic Field Reservations:** The athletic fields at PG are available by reservation. These are generally used by athletic teams needing practice space.
- **1 B.E.J. Athletic Field Reservations:** The athletic field at B. Everett Jordan is also available by reservation.
- **6 EW Gym Rentals:** The EW gymnasium is available for rentals and is used for athletics.

Attendance

Month	# Visitors Pleasant Grove	# Visitors Eli Whitney
July 2016	13,513	3,073
August 2016	14,565	2,924
September 2016	9,821	3,074
October 2016	8,340	3,240
November 2016	6,420	4,547
December 2016	9,723	3,532
January 2017	10,858	4,367
February 2017	15,376	4,626
March 2017	4,834	4,120
April 2017	11,000	4,044
May 2017	12,000	3,330
June 2017	12,000	3,431
SUBTOTALS	128,450	44,308
TOTAL	172,758	

Haw River Trail

Overview

The Haw River Trail provides public access to Alamance County's most important natural feature. The land and paddle trails allow the community to explore and appreciate its river while helping to conserve and protect it. The planned HRT corridor extends approximately 80 miles along the Haw River from Haw River State Park on the Rockingham-Guilford County line through Alamance County to Jordan Lake State Recreational Area in Chatham County. The HRT is part of the state-wide Mountains-to-Sea Trail (MST) which allows hikers to travel across the state from Clingman's Dome to Jockey's Ridge.



The HRT is the result of an inter-agency partnership founded in 2006 and based on a Memorandum of Understanding signed by 12 governmental agencies agreeing to support and collaborate in the development of a multi-use recreational trail system along the Haw River. Five partnership agencies operate and manage the trail system including Alamance County, Guilford County, the City of Burlington, the City of Graham, the Town of Haw River, and the Town of Swepsonville. Each agency is responsible for operation and management of parks, paddle accesses, and trails on the land it owns.

Included in the HRT system and open to the public are four recreational parks, 17.5 miles of hiking trails, approximately 40 miles of paddle trail, and 14 paddle accesses extending through Alamance County from Guilford County to the Alamance County-Orange County line.

During the 2016-2017 fiscal year, management of Swepsonville River Park was transferred to Alamance Parks from the Town of Swepsonville. Swepsonville was one of the first parks on the Haw River Trail and was in need of enhancements and additional management. Alamance Parks updated the park with an overhaul of the parking lot, addition of a Port-a-Jon restroom facility, new fencing, a safety gate, trail improvements, and new trail blazes. The facility now operates on the same hours as other Haw River Trail parks and paddle accesses. Additionally, development of the new Longmeadow section of HRT land trail began in Graham. The Longmeadow Trailhead and 1.5 miles of new trail are now almost complete, slated to open in fall 2017. The Department is continuing work to develop the trail system in Saxapahaw, including the new Saxapahaw Island Park, with plans that will add four new miles of Haw River Trail on the Island and to the north and south.



Initial enhancements were made to Swepsonville River Park when the County assumed management. The parking lots and signage at both the upper and lower accesses were updated. Here, updates to the parking at the Lower Access can be seen in the top photo. A new kiosk at the Access is pictured on the bottom left. Swepsonville River Park is one of the oldest parks on the Haw River Trail. A plaque now sits on a stone bench at the park honoring the efforts of Mayor Raymond L. Herring of the Town of Swepsonville whose dedication and hard work brought this park into existence and kept it alive for the community. The County will continue to enhance the park and maintain it.

Improvement Projects

- Acquired 1.87 acres of land for the new Longmeadow Section of Land Trail in Graham
- Assumed operations of Swepsonville River Park and made initial enhancements to park
- Constructed new trailhead and 1.5 miles of Land Trail for the new Longmeadow Section in Graham, including addition of signage
- New recycling receptacles were installed at Glencoe Paddle Access, Saxapahaw Lake Paddle Access, Swepsonville River Park, and Saxapahaw Island Park
- Built new river access stairs at Altamahaw-Ossippee Paddle Access
- Developed a new access road to a future campsite in the Sellers Falls Section
- Constructed trail steps for a new trail reroute at Shallow Ford Natural Area
- Worked with Burlington to improve Town & Country Paddle Access's map and signage
- Added vehicle rollover counter to Town & Country Paddle Access



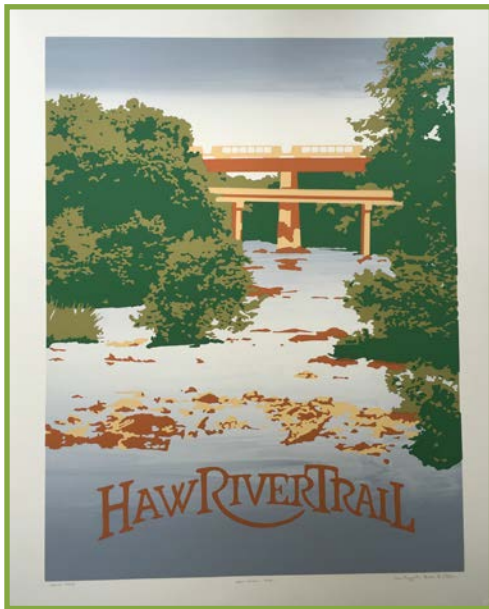
The new Trailhead for the Longmeadow Section of HRT Land Trail (top). New recycling containers at Great Bend Park (bottom left). Bridge building on the Haw River Trail (bottom right).

Events/Programs

- **Yee-Haw! River Paddle** (5/20/2017): Coordinated the 10th annual Yee Haw! River Paddle in collaboration with Burlington Recreation and Parks and Graham Recreation and Parks. The event featured the Yee Haw! River Paddle beginning at Red Slide Park and ending at Swepsonville River Park 5.5 miles downriver, as well as a family and beginners' paddle between Swepsonville River Park and Great Alamance Creek Paddle Access. (approximately 50 participants)



- **Haw River Trail Art Gala** (9/20/2016): The HRT unveiled its new fundraiser art series that will showcase the natural history and culture of the Haw River. The art series premiered at the Eddy during this gala with a custom silk screen art print donated by local artists Ron Rozzelle and Rosa Patton, capturing the river view from Red Slide Park. The artists donated 10 artist proofs and 118 numbered prints. To date, the prints have raised over \$3,000 for the HRT.



Custom silk screen art print by local artists Ron Rozzelle and Rosa Patton. The print is based on the river view from Red Slide Park. The art style is inspired by the art of Chester Don Powell who created the iconic posters of national parks for the Works Progress Administration during the Depression.

- **Trailathlon** (11/12/2016): Collaborated with the community of Saxapahaw to present the 3rd annual Trailathlon, a multi-sport adventure race that combines a paddle, bike ride, and trail run. (approximately 55 participants)



Meetings, Presentations & Outreach

Staff made presentations and/or provided consulting services to the following organizations:

- Altamahaw Community
- Alamance Community College
- Orange County
- Alamance County Wellness Fair
- Swepsonville Town Council
- Friends of the Mountains-to-Sea Trail (FMST)
- Elon University
- Glencoe Community
- Chatham County
- Belong in Burlington
- Impact Alamance Wellness Collaborative (3/21/2017)
- Piedmont Trails Summit
- Appalachian State University
- Impact Alamance Wellness Summit
- FMST Communities Conference
- Piedmont Legacy Trails Steering Committee

Attendance

HRT Sites

Month	Altamahaw PA	Glencoe PA	Great Alam. Creek PA	Great Bend Park	Shallow Ford NA	Sax. Mill Race PA	Sax. Lake PA
July 2016	2,121	363	1,032	1,439	2,379	4,000	5,300
August 2016	1,461	339	873	1,564	2,640	5,000	5,200
September 2016	1,617	285	869	1,244	1,845	3,500	3,700
October 2016	1,707	903	762	1,702	4,849	2,750	3,300
November 2016	1,182	759	690	1,378	3,664	1,900	2,700
December 2016	1,173	723	426	2,102	2,886	1,057	1,765
January 2017	955	2,357	359	763	3,112	950	650
February 2017	1,566	1,636	487	950	5,525	750	2,000
March 2017	1,871	2,617	923	1,830	2,902	2,100	1,892
April 2017	2,333	2,264	1,070	1,977	3,173	3,000	3,900
May 2017	2,419	2,298	449	2,387	3,707	5,000	3,900
June 2017	1,942	2,093	1,048	1,990	2,654	5,245	3,349
SUBTOTAL	20,347	16,637	8,988	19,326	39,336	35,252	37,656
TOTAL	301,908						

(Graham/Hwy 54 PA & Red Slide Park are operated by HRT Partners)

Month	Graham/ Hwy 54 PA	Red Slide Park	Sweeps. Upper	Sweeps. Lower	Union Bridge PA
July 2016	1,679	2,509	4,021	3,331	408
August 2016	1,598	2,606	4,268	2,964	283
September 2016	1,612	2,072	4,151	2,977	238
October 2016	1,537	4,808	3,543	2,291	186
November 2016	893	1,700	2,868	1,992	196
December 2016	1,074	1,316	2,044	1,578	165
January 2017	801	1,152	2,298	1,858	133
February 2017	*counter repair	1,806	2,306	2,487	323
March 2017	1,009	2,212	3,516	2,376	392
April 2017	984	2,887	4,149	3,303	522
May 2017	2,170	3,138	4,138	3,323	562
June 2017	1,615	3,338	4,175	2,457	844
SUBTOTAL	14,972	29,544	41,477	30,846	4,252
TOTAL	301,908				

Total HRT Visitation 2016-2017: 301,908

Key

Alam.= Alamance

PA= Paddle Access

Hwy= Highway

Sax.= Saxapahaw

NA= Natural Area

Sweeps.=Swepsonville

Athletics

Overview

Alamance Parks offers baseball, softball, basketball and football for youth ages 5 to 14. The department manages three athletic complexes located at B. Everett Jordan Elementary School, Sylvan Elementary School, and E.M. Holt Elementary School. The Athletic Division also supervises the Eli Whitney Community Center sports programs. Games are played throughout the county at over 15 local sports fields and eight gymnasiums.



Improvement Projects

- Designed, ordered, and installed new signage at E.M. Holt Athletic Park
- Updated restrooms at B. Everett Jordan Athletic Field facility

Programs

Sport	Teams	Players	Games
Little League Baseball	8	95	32
Little League Softball	3	29	12
Little League Tee Ball	8	94	32
Club Baseball	35	N/A	158
Club Softball	20	N/A	86
Alamance Parks (AP) Football	27	612	102
AP Girls Basketball	22	189	99
AP Boys Basketball	51	483	229
TOTALS	174	1,502	750

Little League Baseball

This is the seventh year for Little League baseball in Alamance County. Little League differs from club ball in that players are drafted onto teams, making for better competition. The County provides Major League uniforms and all the equipment necessary for play. 218 athletes and 19 teams were involved in the 2016-2017 season.

Club Affiliation

Alamance Parks continues to work closely with local clubs to provide baseball, softball, basketball and football to the community. This past year Alamance County sponsored 35 club baseball teams, 20 club softball teams, 35 boys basketball teams, 11 girls basketball teams, and 27 football teams. Teams were sponsored for the following organizations:

- Alamance Civitan Club
- Mt. Hermon Youth Association
- Eli Whitney Youth Association
- Northern Alamance Youth Association
- Hawfields Civitan Club
- Lakeview Civitan Club
- Sylvan Athletic Association
- Salvation Army Boy's and Girl's Club
- Positive Attitude Youth Center
- Air Cavs Youth Organization
- Pleasant Grove/Haw River
- Christian Adventures
- Eli Whitney/Saxapahaw
- Haw River Recreation
- Mebane Recreation
- Town of Green Level
- Graham Recreation
- Gibsonville Recreation



The Civitans take on Green Level at EM Holt Athletic field during the 2016 Youth Football season

Special Populations

Overview

Alamance Parks offers a diverse Special Olympics program providing children and adults who have intellectual disabilities the opportunity to train and compete in Olympic-type sports. Alamance Parks also has a monthly program specifically designed for residents with visual challenges.



Events/Programs

Special Olympics

Special Olympics Alamance County (SOAC) has four local events per year and eight statewide competitions. Spring Games is always the largest event and this year included over 350 athletes and over 1,200 volunteers (one of the largest volunteer opportunities in Alamance County). SOAC participation numbers for the 2016-2017 fiscal year were:

Sport	Program	Tournament	Date	# Athletes	# Volunteers
Basketball	27	Local	1/14/2017-3/18/2017	382	100
Spring Games	NA	Local	4/21/2017	375	1,200
Aquatics	30	State	6/3-4/2017	7	4
Golf	12	State	11/4-6/2016	4	4
Bocce	8	Local	10/20-29/2016	175	25
		State	11/4-6/2016	4	2
Bowling	30	Local	10/3/2016-11/15/2016 & 3/11-15/2017	300	5
		State	6/3-4/2017	4	2
Equestrian	NA	State	9/30/2016-10/2/2016	7	10

- **Spring Games** (4/21/2016): Elon University partnership for Special Olympics Spring Games, through which the University provides facilities, volunteers, and support for the event. The Games include races, softball throws, games, and more. There were 375 participants and over 1,200 volunteers from Elon University, local schools, civic groups, and athlete friends and families.
- **Lifespan Junior Olympics** (5/19/2016): LIFESPAN Circle Schools are inclusive programs supporting children with developmental delays and typically developing children from six weeks through age six. In an inclusive environment, children with and without disabilities participate in the same routines and play experiences and learn to value and appreciate individual differences. This year we partnered with them for a day of Olympic events including Opening and Closing Ceremonies, Junior Olympic Games, and a visit from the Burlington Fire Department to check out the Fire Truck!
- **Fall Tournament** (11/4-6/2016): Eight SOAC athletes attended fall tournament to compete in Bocce and Golf.
- **Summer Games** (4/21/2017): Twelve SOAC athletes attended the Special Olympics North Carolina Summer Games to compete in swimming and bowling. They brought home two gold, seven silver, and four bronze medals.



Photos from the 2017 Spring Games, held April 12, 2017. Athletes competed in races and softball throws but also had the opportunity for free play with the parachute, balls, hula hoops, tug of war, soccer goals, and more.

Project Unify

Special Olympics Project UNIFY® pairs traditional students with Special Olympics Athletes. They not only compete together, but spend time at school developing community and participating in a variety of activities together. Almost 100% of the county high schools are involved. Alamance County was number 2 in the state in the number of schools participating! Official Project Unify schools include:

- Eastern Alamance High School
- Williams High School
- Southern Alamance High School
- Cummings High School
- Graham High School
- Western Alamance High School
- Graham Middle School
- Western Middle School
- Turrentine Middle School
- Broadview Middle School
- Southern Middle School
- Hawfields Middle School
- Woodlawn Middle School
- Hillcrest Elementary School
- EM Holt Elementary School
- Garrett Elementary School
- Highland Elementary School

Visually Impaired Program (VIP)

Alamance Parks provides a monthly outing for over 40 visually impaired County residents. The 2016-2017 outings included the annual Greensboro Grasshoppers game, a descriptive audio movie, the NC State Fair, an Elon basketball game, a pottery class at Elmira Recreation Center, pot luck bingo, bowling, a train ride to Durham, the annual Christmas Party, a Putt-Putt golf tournament, a visit to the Conservators Center, and a guided nature boat tour of Jordan Lake.

Members of the VIP program enjoyed a train ride visit to Durham



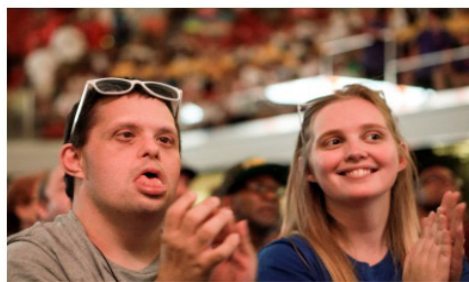
Meetings, Presentations, Outreach

- SOAC made several presentations to various civic and community groups, increasing public awareness of the extent of the SOAC program. These groups included the Hawfields Civitan Club, Burlington Civitan Club, and the Alamance Civitan Club.

Fundraising Efforts

- Bark in the Park 5K Run/Walk (6/2016)
- Annual Shag Club Golf Tournament (8/2016)
- 5th Annual Brewballs Golf Tournament (8/2016)
- Ride to Remember (9/2016)
- Haw River Police Department's Haw River Trail Run (10/2016)

SOAC attended the Summer Games to compete in swimming and bowling. The end of the torch run marked the opening of the Games (top). SOAC team members proudly represented Alamance County at the Opening Ceremony and brought home a number of medals (middle). An SOAC athlete cheers on his teammates with new Special Populations Coordinator Emily Vermeer (bottom left). The SOAC swim team's group portrait (bottom right).



Public Relations & Communications

Overview

Alamance Parks attends various community and local business events and wellness fairs as part of its public outreach efforts and its staff members participate in various community coalitions. The department and the Haw River Trail also communicate with the public through a variety of media outlets: monthly e-newsletters, the department and HRT websites, Facebook Pages, locally distributed print fliers, press releases, and more.

Public Relations

- **Community Council:** An Alamance Parks staff representative served on the Community Council, which involved monthly meetings with other non-profit agencies in Alamance County.
- **Community Coalition to Prevent Underage Drinking:** An Alamance Parks staff representative attended monthly meetings and completed Student Use of Alcohol & Drug Use school surveys at area middle & high schools and attended multiple events representing the committee.
- **Wellness Committee:** An Alamance Parks staff member representative attended bi-monthly meetings, assisted with Lunch & Learn programs, Spring into Fitness donations & celebration, Wellness Fair Planning, & coordination of Summer Camp & Safe Kids Expo.
- **Alamance Wellness Collaborative:** Alamance Parks collaborated with other jurisdictions to improve health and wellness in the greater Alamance community.
- **Senior Games:** An Alamance Parks staff member participated in coordinating Senior Games, assisting with scoring multiple local events, the local awards celebrations, and Fall Games transportation for seniors to the State Finals.
- **Senior Hikes** (various dates): Alamance Parks staff collaborated with Burlington Recreation & Parks in leading hikes for seniors.

Communications

- The Haw River Trail website was completely redesigned and rebuilt to reflect a modern aesthetic, update the site with comprehensive information, and improve usability
- The Alamance Parks Department website was restructured to improve usability and update content. Photos were optimized, banners were updated to reflect current events, and a blog was integrated into the site. The website structure now reflects the Department's new branding scheme and better integrates with RecDesk for facility rentals and program sign-ups. A calendar was added to the home page and events page.
- Cedarock Park received a 2017 Certificate of Excellence from TripAdvisor for consistently excellent online reviews.
- Alamance Parks continues to advertise events and programs through additional calendars and platforms including explorealamance.com, boosted Facebook posts, use of Facebook event pages, and more.
- The Alamance Parks newsletter was distributed on a monthly basis via Mail Chimp.
- The Haw River Trail newsletter was distributed on a quarterly basis via Mail Chimp and print, as well as special Mail Chimp mailings related to events.
- The Haw River Trail Facebook page was created in October 2015 and is being routinely managed with event and program announcements, as well as photos from the Trail.
- The Cedarock Park Facebook Page is routinely managed with event and program announcements, as well as photos from the park.



*Cedarock Park earned a 2017
Certificate of Excellence from
TripAdvisor for consistently excellent
customer reviews online*

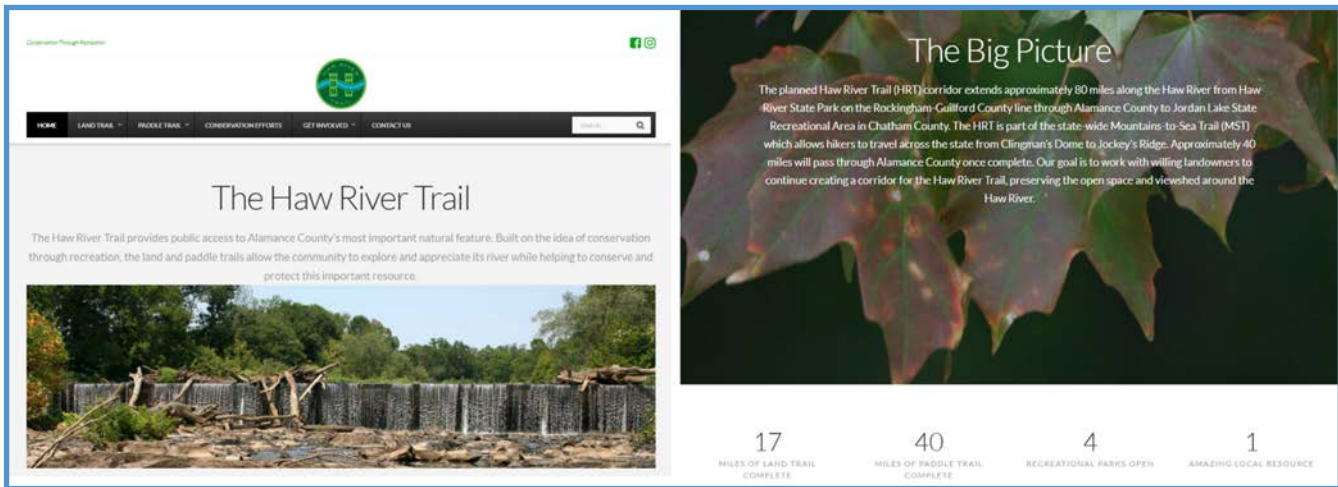
- Additional Cedarock Park rack cards were purchased for distribution to the Burlington/ Alamance Convention and Visitors Bureau, multiple N.C. Welcome Centers, the Alamance County Libraries, and other local venues.
- The Haw River Trail Paddle Trail Map was overhauled to update information and add newly completed paddle accesses to the map.
- Fliers are designed and distributed for all department events and press releases are provided to local news outlets and the Alamance Convention and Visitors Bureau for events and programs.
- An advertisement for Cedarock Park was included in the first edition of the new Alamance Living Magazine.

Online Engagement

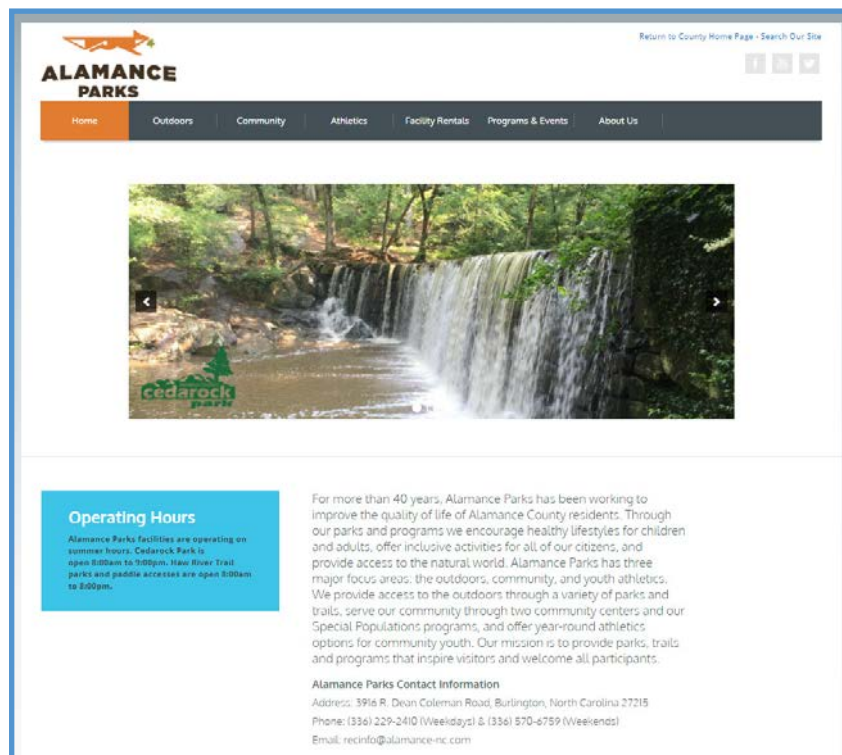
Online Communications Platform	Engagement Status
Alamance Parks e-Newsletter	2,442 subscribers
Haw River Trail e-Newsletter	1,032 subscribers
Cedarock Park Facebook Page	6,352 likes and a 4.8 of 5 star rating
Haw River Trail Facebook Page	556 likes and a 3.8 of 5 star rating
Alamance Parks Website	199,321 page views, 10% increase in users
Haw River Trail Website	<i>tracking data reset during redesign</i>
Cedarock Park TripAdvisor	4.5 star rating, #2 of 28 things to do in Burlington
Haw River Trail TripAdvisor	4.5 star rating, #11 of 28 things to do in Burlington

Looking Ahead

Over the coming year, Alamance Parks will continue improving online engagement with further enhancements to the Alamance Parks departmental website and the Haw River Trail Facebook page. These efforts will combine with other objectives over the next two years with the goal to increase overall online engagement by 15%. Critical print material projects will also be completed including a new comprehensive brochure and map of Cedarock Park and a comprehensive update to the Haw River Trail Land Trail Map.



Screenshots of two sections of the homepage of the new HRT website, reflecting a clean, modern aesthetic



Screenshot of the reorganized, updated Department website, reflecting a cleaner, modern aesthetic and optimized graphics.

Burlington/Alamance Convention & Visitors Bureau

Overview

During Fiscal Year 2016-2017, Alamance County contracted with the Tourism and Development Authority to make the Burlington/Alamance Convention and Visitors Bureau part of the County's Recreation and Parks Department. During the transition, a new director was hired for the CVB, Ms. Grace VandeVisser. CVB staff now includes the Director as well as the Visitors Services Representative, Ms. Amy Love. Under the new restructuring, the CVB will continue to receive input and direction from the Tourism and Development Authority.

Programs & Projects

Alamance County Tourism

The primary objective of the CVB is to increase the economic impact of tourism in Alamance County. A key facet of this goal is to increase Alamance County's visitor engagement and overnight accommodations through continued marketing efforts, including cooperative marketing, advertising, social media, and earned media. Towards this objective, the CVB conducted a market segment survey that provided reporting on hotel customers' purposes for visiting the County (e.g. business, sports, etc.). The CVB also collects data on occupancy and sales tax revenue. Please refer to the following charts for a snapshot of the 2016-2017 progress towards these goals.

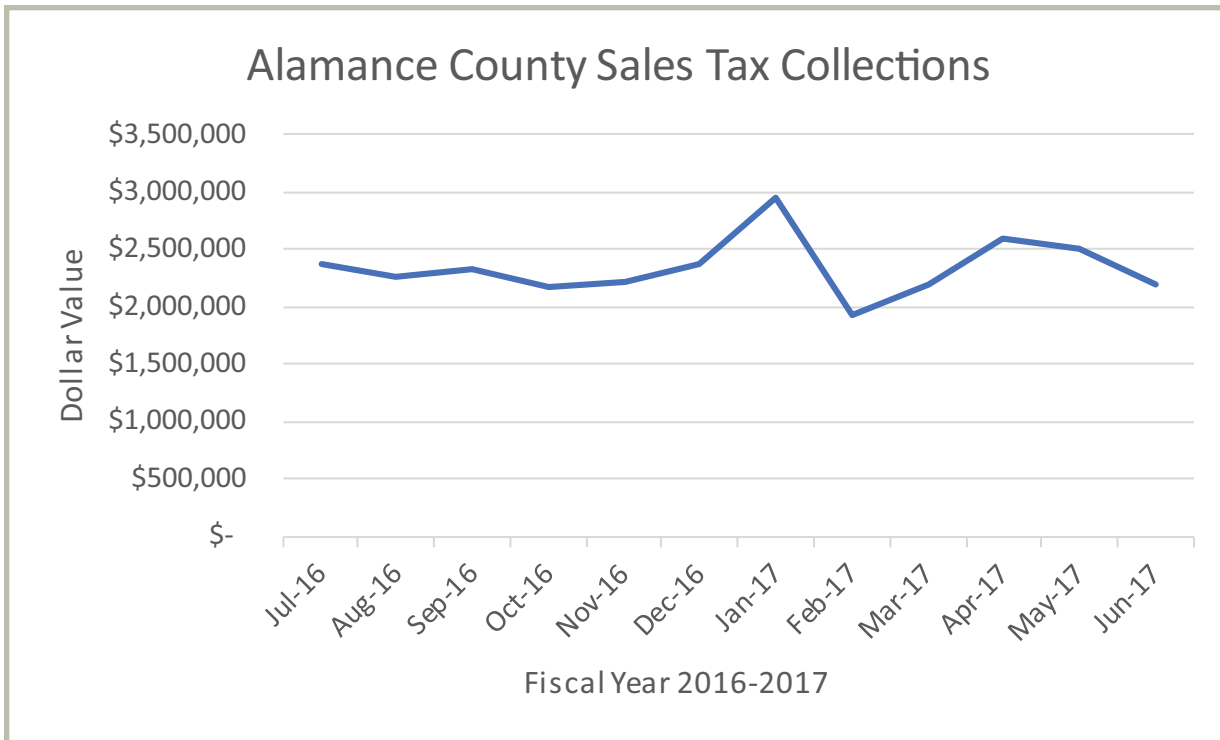


Figure 1. Alamance County Sales Tax Collections for FY 2016-2017

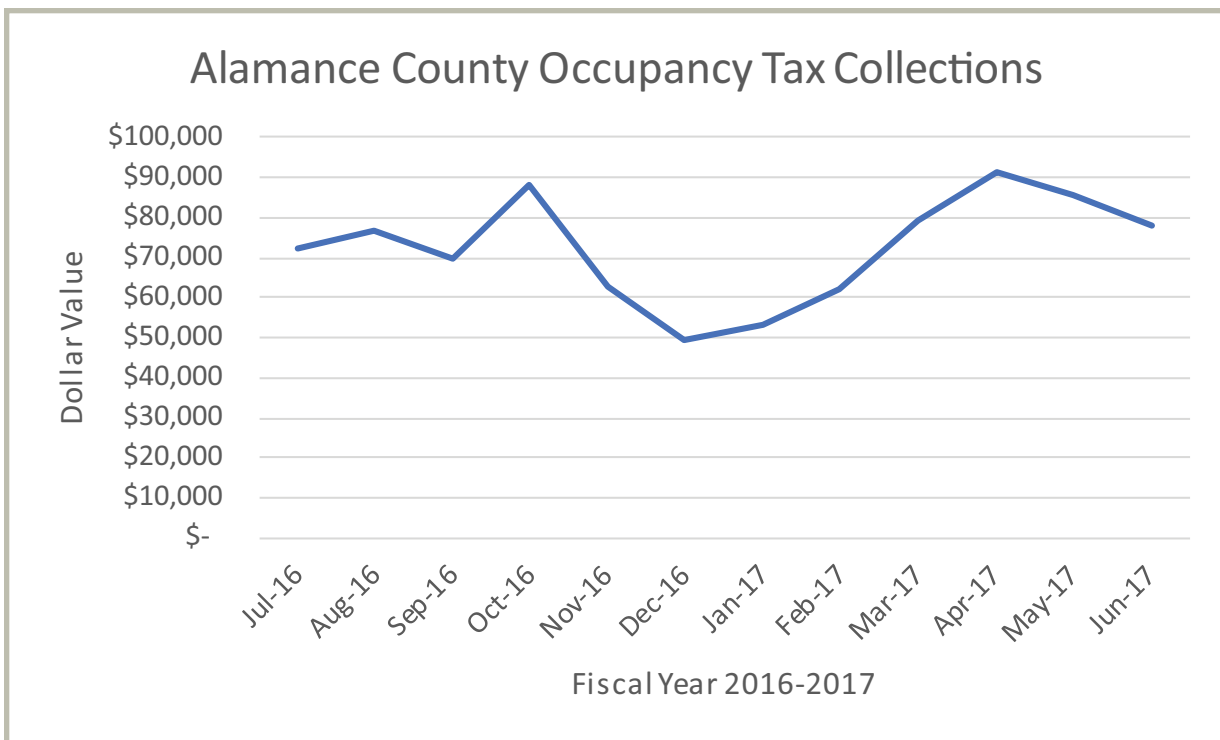


Figure 2. Alamance County Occupancy Tax Collections for FY 2016-2017

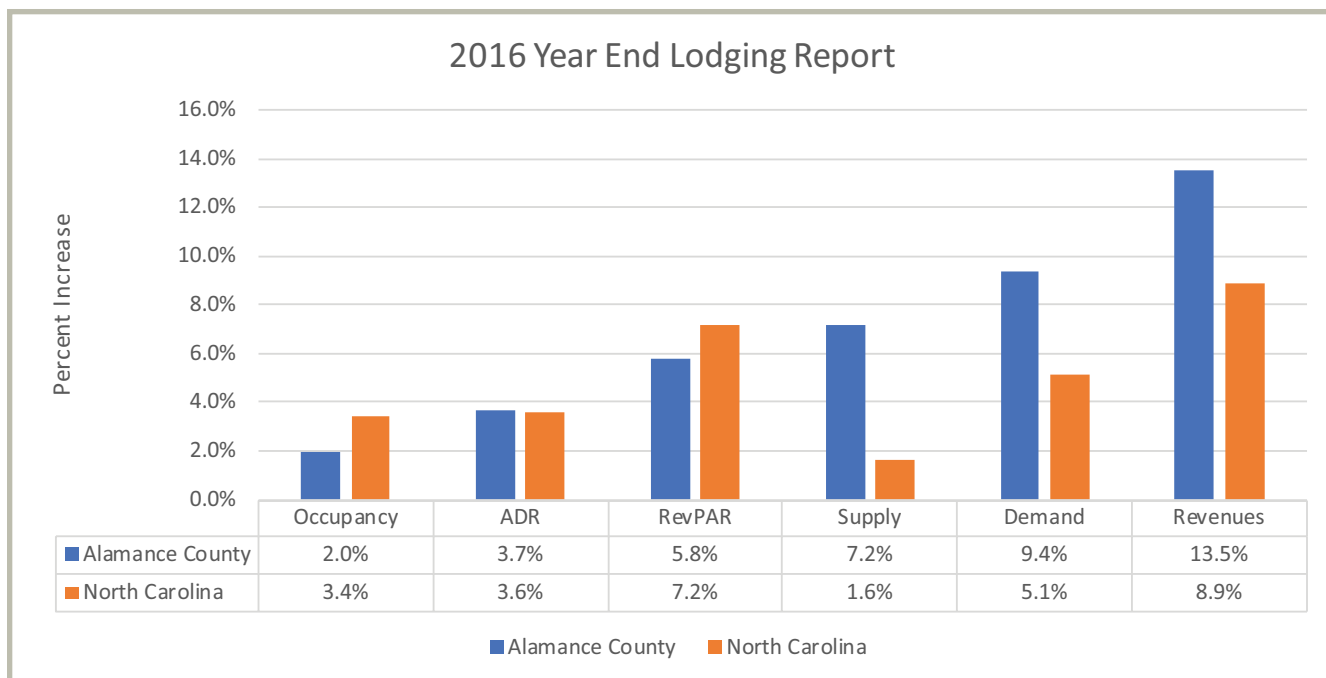


Figure 3. Lodging Report, January-December 2016. *Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited. North Carolina information is funded, contracted and released by Visit North Carolina. *Note this data is reflective of 88% of the rooms available in Alamance County. Not all hotels report to STR.*

Overall occupancy and sales tax revenues have increased for Alamance County (previous years' data not shown). Alamance County's hotel revenues increased by 13.5%, surpassing the state's increase of 8.9%.

Rebranding

The CVB has also embarked on a comprehensive rebranding initiative to increase the relevancy of the CVB brand to best reflect the character, key assets, and main attractions of Alamance County. Towards this end, the CVB has contracted with a private company to develop a new slogan/byline, logo, and website. Work on the rebranding efforts is ongoing and progressing on schedule.

Partnerships & Marketing

The CVB is working to enhance partner relationships in order to assist in increasing attendance at events/programs. This is an ongoing effort and has included developing and enhancing relationships with key County partners including such organizations and attractions as the Alamance Arts Council and the Conservators Center. The CVB has also created an Antique Trail through Alamance County, which will serve residents and visitors alike as a guide to the many antiques opportunities in the area. The Antiques Trail information is available as a rack card readily accessible to visitors.



ALAMANCE COUNTY

ANTIQUE TRAIL

1 GIBSONVILLE ANTIQUES & COLLECTIBLES
106 E. Railroad Avenue
Gibsonville, NC 27249
336-446-0234 • Open Daily

2 TREASURES ON THE LAKE
2602 Eric Lane
Burlington, NC 27215
336-227-5434 • Open Daily

3 A JUNKIN' GINGER
1408 West Webb Avenue
Burlington, NC 27215
336-684-0619 • Open Wed-Sat

4 THE TREASURE HOUSE
347 S. Main Street
Burlington, NC 27215
336-228-1691 • Open Mon-Sat

5 WAYNES' ATTIC ANTIQUES
247 E. Front Street
Burlington, NC 27215
336-437-3804 • Open Mon-Sat

6 MAIN AND FIFTH
216 E. Front Street
Burlington, NC 27215
336-266-5560 • Open Tues-Sat

7 GRANDDADDY'S ANTIQUES & COLLECTORS MALL
2316 Maple Avenue
Burlington, NC 27215
336-570-1997 • Open Daily

8 MELVILLE TRADING COMPANY
137 W. Clay Street
Mebane, NC 27302
919-563-5959 • Open Mon-Sat

9 CURIOUS PEDDLER
122 W. Clay Street
Mebane, NC 27302
919-563-3330 • Open Mon-Sat

10 BRICK ALLEY ANTIQUES
402 E. Center Street
Mebane, NC 27302
919-304-6019 • Open Mon-Sat

Additional shops:

- Little Red Barn Lamps & Antiques, N. NC Hwy 87, Elon, Exit 140, Open Sat-Sun
- Lowe Vintage Instrument Co., 327 S. Main Street, Burlington, Exit 143, Open Tues-Fri
- Old Timey Antiques, 342 S. Worth Street, Burlington, Exit 143, Open Wed-Sat

www.VisitAlamance.com
1-800-637-3804

Alamance County Antique Trail




Burlington Alamance County
NORTH CAROLINA
www.visitalamance.com

The Antique Trail rack card is available for visitors and tourists to learn about antiques opportunities throughout Alamance County

Funds

Overview

Alamance Parks collects revenue through facility fees and program fees. Other sources of additional incoming funds include donations/sponsorships and grant awards. The department routinely applies for grants to support the development of its parks, trails, rural community centers, and other facilities and programs.



Revenue

Facility & Program Fees

Facility Fees	Revenue 2016-2017
Shelters	\$4,562.85
Gyms	\$4,106.66
Fishing Passes	\$3,700.00
Other	\$2,974.34
SUBTOTAL	\$15,348.85
Program Fees	Revenue 2016-2017
Summer Camp	\$11,930.00
Athletics	\$12,727.00
Other	\$57.45
SUBTOTAL	\$24,714.45
TOTAL	\$40,063.30

Donations/Sponsorships

Division	Donations/Sponsorships 2016-2017
Cedarock Park	\$2,855.60
Haw River Trail	\$8,028.75
Special Olympics	\$33,339.61
TOTAL	\$44,223.96

Grant Awards & Department Planning

- \$640,550 grant from the Clean Water Management Trust Fund (CWMTF) for acquisition of the Presnell Land Tract, approximately 366 acres situated in the Cane Creek Mountains range. This parcel contains portions of Varnals Creek and unique natural communities. It is adjacent to the Faircloth Tract, acquired through a previous CWMTF grant. These parcels will become part of the Cane Creek Mountains Natural Area, a planned passive use nature park with the potential to reach as much as 1,000 acres in size.
- \$40,000 grant from Impact Alamance for the Pleasant Grove Community Center Greenway. These funds will be used to construct a new surfaced walking trail connected to the walking track at Pleasant Grove Community Center, which serves a rural population with limited physical fitness resources.
- Alamance Parks conducted a comprehensive Recreational Needs Survey distributed to a representative sample of County residents. The survey assessed the parks and recreation needs and preferences of Alamance County. It was distributed to over 24,000 citizens online and in paper format and received 1,765 responses. The survey provided insight into facility use, communication channels, community priorities for future projects, interest in programs, interest in specific facilities, demographics, and more.
- Alamance Parks updated its Comprehensive Recreation Master Plan with an addendum to the original 2007 document. The update was adopted by the County Commissioners in April 2017. The Plan was informed by the Recreational Needs Survey and outlines the parks and recreation needs of the community, providing guidance and direction for the Department's future efforts. It also identifies upcoming and proposed projects based on these needs, including development of the Cane Creek Mountains Natural Area, additional land acquisition for the Haw River Trail, and more.

Staff & Facility Information

Overview

Alamance Parks staff restructuring in 2016-2017 included the hire of Emily Vermeer as the new Special Populations Coordinator, Kyle Decker as a new Park Technician I, and the transition of Jason Witherspoon from his former position as Northern Parks Manager to the newly created position of Programs Superintendent. A new Northern Parks Manager will be hired next fiscal year. Director Brian Baker completed Impact Alamance's Leadership Certification, Jason Witherspoon completed the Certified Park and Recreation Professional certification and Parks Superintendent John Guss completed the Playground Safety Inspector Certification training. All Alamance Parks staff continued to participate in a variety of training and continuing education experiences including classes, webinars, workshops, and conferences.

Staff Training & Continuing Education

Certification Programs

- Impact Alamance Leadership Institute
- Certified Park & Recreation Professional
- Playground Safety Inspector Course
- First Aid Certification

Classes & Workshops

- Personal Protective Equipment
- Kronos Time Management Software
- Fire Extinguisher
- Athletic Field Maintenance Workshop
- Health in all Policies Workshop
- County Management Training
- Trail Building Workshop
- Parks & Recreation Trust Fund Workshop
- Programmer's Workshop
- Clean Water Management Trust Fund Workshop
- EENC Project Learning Tree Workshop

Webinars

- Microsoft Word Software
- Special Olympics Summer Games
- Marketing with Canva
- Fences & Pastures
- Special Olympics Summer Games Bowling
- Writing in Plain English
- Why Kids Quit Youth Sports
- Gym Floor Refinishing & Maintenance
- Creating Better Blog Content
- Fences & Pastures
- Pokemon Go!
- Creative Thinking
- Creating Optimized Web Graphics
- Commit to Health
- Activities for Active Aging
- Excel Quick Tips
- Ideas That Resonate
- Learning Instagram

Conferences

- Impact Alamance Wellness Summit
- Environmental Education Conference
- Piedmont Trails Summit
- Appalachian State Symposium

Full Time Staff & Facility Contact Info

Position	Name	Phone	Location
Director	Brian Baker	336-229-2229	CRP I
Parks Superintendent	John Guss	336-229-2379	CRP I
Office Manager	Dianne Neese	336-229-2410	CRP I
Grants and Communications Coordinator	Catharine Gensel	336-229-2230	CRP I
Trail and Open Space Coordinator	Guil Johnson	336-229-2380	CRP I
Athletic Director	Dan Moravec	336-570-6761	CRP I
Programs Superintendent	Jason Witherspoon	336-570-6288	CRP I
Special Populations Coordinator	Emily Vermeer	336-570-6760	CRP I
Southern Parks Manager	Terry Isley	336-570-6759	CRP II
Park Technician II	Joe Teague	336-570-6759	CRP II
Park Technician II	Thomas Mumford	336-570-6759	CRP II
Park Technician II-Farm Manager	Dusty Cantley	336-570-6759	CRP II
Park Technician I	Robert Shropshire	336-570-6759	CRP II
Park Technician I	Kyle Decker	336-570-6759	CRP II
Recreation Program Specialist	Jennifer Kamenides	336-270-5124	PG
Park Technician II	Kim Brown	336-270-5124	PG
Park Technician I	Ernie Hayes	336-270-5124	PG
CVB Director	Grace VandeVisser	336-570-1444	CVB
Visitors Services Representative	Amy Love	336-570-1444	CVB

Email Format for Staff

first.last@alamance-nc.com

Department Email Address

recinfo@alamance-nc.com

Main Facility Addresses

CRP I (Administrative Offices/Visitor Center)

Cedarock Park
3916 R. Dean Coleman Rd.
Burlington, NC 27215
Ph: 336-229-2410
Fax: 336-229-2411

CRP II (Park Office/Gift Shop)

Cedarock Park
4242 R. Dean Coleman Rd.
Burlington, NC 27215
Ph: 336-570-6759

Pleasant Grove Community Center (PG)

Pleasant Grove Community Center
3958 N. NC Hwy 49
Burlington, NC 27217
Ph: 336-270-5124

Eli Whitney Community Center (EW)

Eli Whitney Community Center
4110 E. Greensboro-Chapel Hill Rd.
Graham, NC 27253
Ph: 336-376-6376

Shallow Ford Natural Area

1955 Gerringer Mill Rd.
Elon, NC 27244
Ph: 336-270-5124

Great Bend Park

350 Greenwood Dr.
Burlington, NC 27217
Ph: 336-270-5124

Altamahaw Paddle Access

2996 N. NC Hwy 87
Elon, NC 27244
Ph: 336-270-5124

Glencoe Paddle Access

2348 Glencoe St.
Burlington, NC 27217
Ph: 336-270-5124

Great Alamance Creek Paddle Access

2229 S. Main St.
Graham, NC 27253
Ph: 336-229-2410

Saxapahaw Lake Paddle Access

6096 Jordan Dr.
Graham, NC 27253
Ph: 336-229-2410

Saxapahaw Mill Race Paddle Access

6079 Swepsonville-Saxapahaw Rd.
Graham, NC 27253
Ph: 336-229-2410

Union Bridge Paddle Access

7525 Old Greensboro Rd.
Chapel Hill, NC 27516
Ph: 336-229-2410

A.O. Athletic Park

2832 N. NC Hwy 87
Elon, NC 27244
Ph: 336-570-6760

B. Everett Jordan Athletic Park

5827 Church Rd.
Graham, NC 27253
Ph: 336-570-6760

E.M. Holt Athletic Park

4751 S. NC Hwy 62
Burlington, NC 27215
Ph: 336-570-6760

Sylvan Athletic Park

7718 Sylvan Rd.
Snow Camp, NC 27349
Ph: 336-570-6760

Burlington/Alamance Convention & Visitors Bureau (CVB)*

200 S. Main St. (**Mailing address*: PO Drawer 519)
Burlington, NC 27216
Ph: 1-800-637-3804 or 336-570-1444
Fax: 336-524-6528

Facility Hours

Cedarrock Park

November-March: 8am-6pm

April: 8am-8pm

May-August: 8am-9pm

September-October: 8am-8pm

Pleasant Grove Recreation Center

Varies based on programming, please refer to website.

Eli Whitney Recreation Center

Varies based on programming, please refer to website.

Haw River Trail Parks & Paddle Accesses (including Shallow Ford Natural Area & Great Bend Park)

November-February: 8am-5pm

March: 8am-6pm

April: 8am-7pm

May-August: 8am-8pm

September-October: 8am-7pm

Burlington/Alamance Convention & Visitors Bureau

January-December, Monday-Friday: 8:30am-5:pm

Recreation and Parks Commission

Overview

The Recreation and Parks Commission serves as the advisory body for Alamance Parks. The Commission advises the department and serves the department and citizens of Alamance County. It is composed of seven citizen volunteers and one representative from both the Alamance-Burlington Board of Education and the Alamance County Board of Commissioners.

Current Members

- Mr. Earl Jagers, Chair
- Mr. Lee Isley, Vice Chair
- Mr. Eddie Boswell, County Commissioner
- Mr. Mark Payne, Board of Education
- Mr. John Paisley
- Ms. Kelly May
- Ms. Ann Meletzke
- Ms. Barbara Massey
- Mr. Kirk Puckett



The Recreation and Parks Commission at a meeting on-site at the Haw River Trail Glencoe Paddle Access



Appendix A: Visitation

Overview

Alamance Parks collects visitation statistics for all of its major facilities on a monthly basis. Visitation numbers are determined using vehicle rollover counters and a formula that translates these numbers into an approximation of total visitors. The following section takes a look at visitation patterns over the past six years for Alamance Parks as a whole, Cedarock Park, the Haw River Trail (including both those portions maintained by Alamance Parks and the combined total of those managed by both Alamance Parks and partner organizations), and the community centers (including both Pleasant Grove and Eli Whitney, as well as combined totals). Please refer to the following abbreviations key:

Key

AP= Alamance Parks

CRP= Cedarock Park

HRT AP= Haw River Trail, managed by Alamance Parks

HRT Partner= Haw River Trail, managed by partner municipalities

HRT All= combined Alamance Parks and partner-managed Haw River Trail facilities

PG= Pleasant Grove Community Center

EW= Eli Whitney Community Center

Community Center All= combined Pleasant Grove and Eli Whitney facilities

FY= fiscal year

Percent (%) Increase= the percent increase is calculated by finding the difference between the data points of interest over time and dividing that difference by the first data point

Alamance Parks

The following data summarizes visitation to Alamance Parks facilities as a whole, including Cedarrock Park, the Haw River Trail, and the Community Centers.

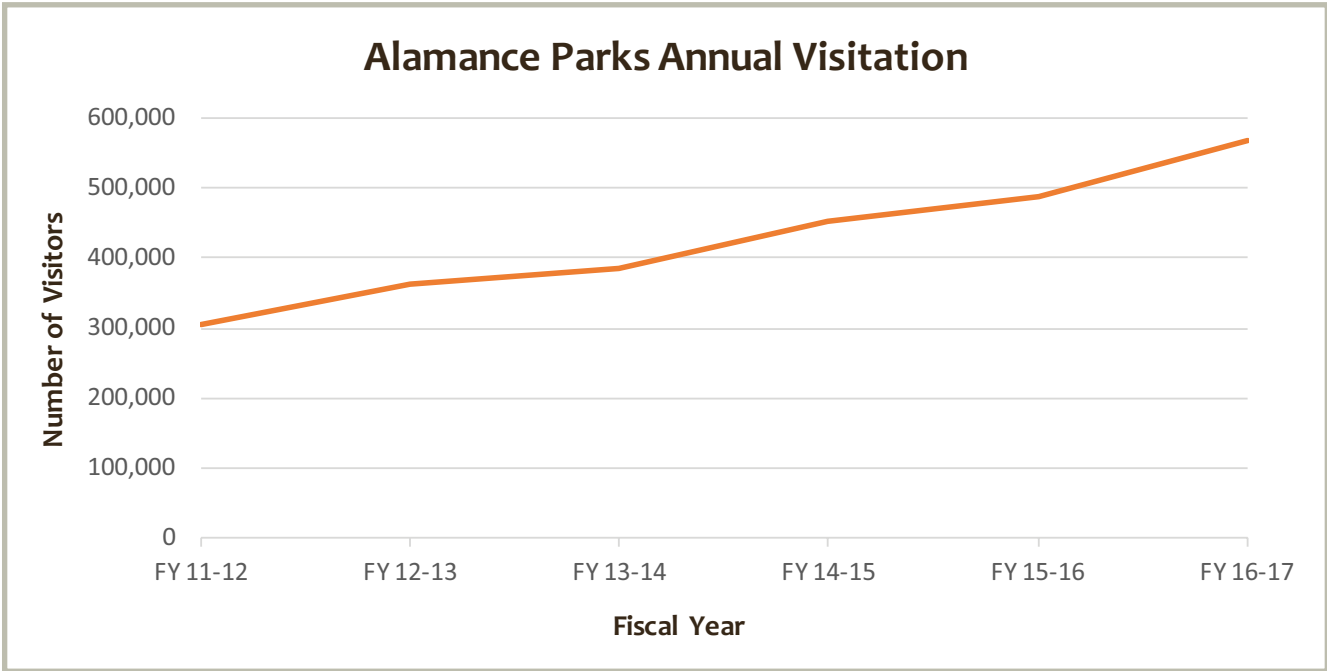


Figure 1. Total annual AP visitation each fiscal year from FY 2011-2012 to FY 2016-2017

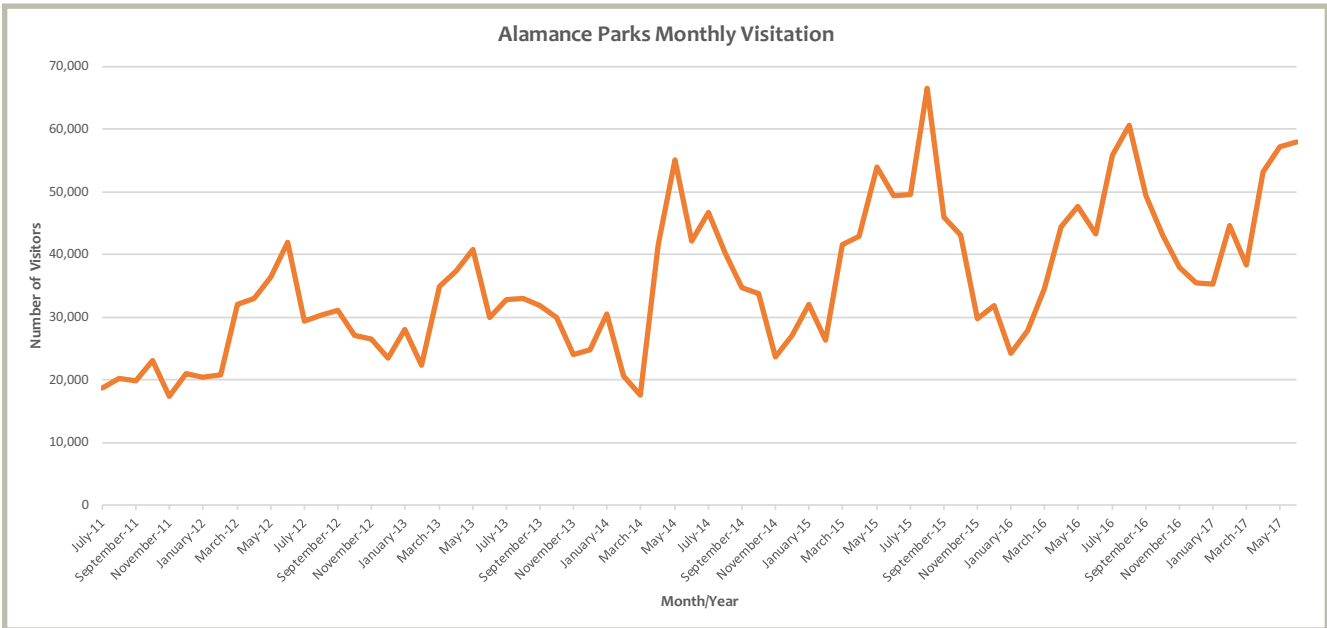


Figure 2. Monthly visitation trends at AP facilities since July 2011

The total number of visitors in FY 2011-2012 was 305,039 and has since risen to 569,297 (Figure 1). This represents a 87% increase in annual visitation over the past six years. Monthly visitation trends also reflect this increased visitation. Overall, the parks and facilities peak in use during the spring and very early summer, with visitors tapering off over the hottest months and into colder weather (Figure 2). All facilities except Cedarock Park show a clear increase in visitation over the past six years, while Cedarock has a steady trend.

Cedarock Park

The following data shows the visitation trend for Cedarock Park over the past six years.

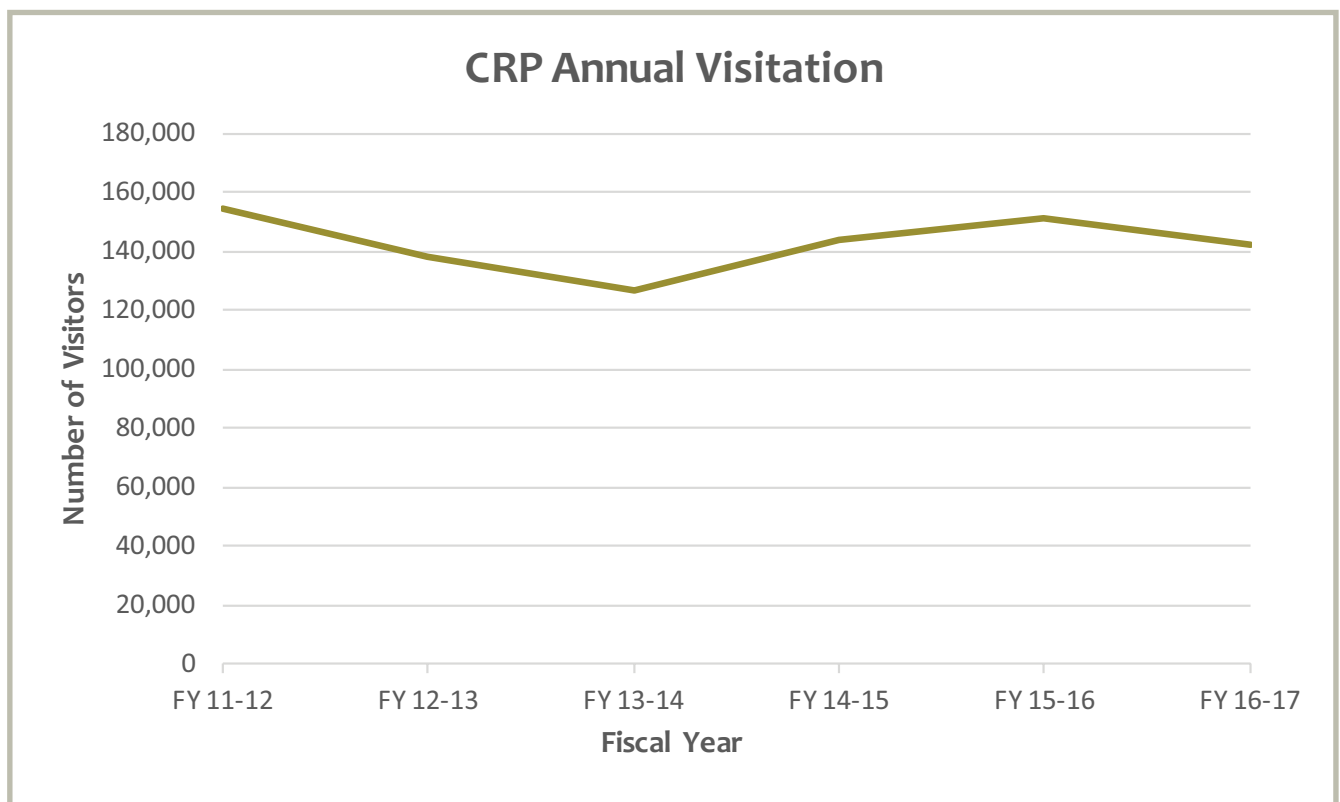


Figure 3. Total annual CRP visitation each fiscal year from FY 2011-2012 to FY 2016-2017

Cedarock Park annual visitation in FY 2011-2012 was 154,946. For FY 2016-2017, it was 142,422 (Figure 3). Figures 3 and 4 show that the visitation to Cedarock Park has remained roughly the same over the past five years with a negligible decrease in visitation of less than 1% since FY 2011-2012. Monthly visitation trends are similar to the overall AP trends with a peak in the spring and early summer months.

However, FY 2016-2017 shows more visitors in late summer and early fall than seen in previous years (Figure 4).

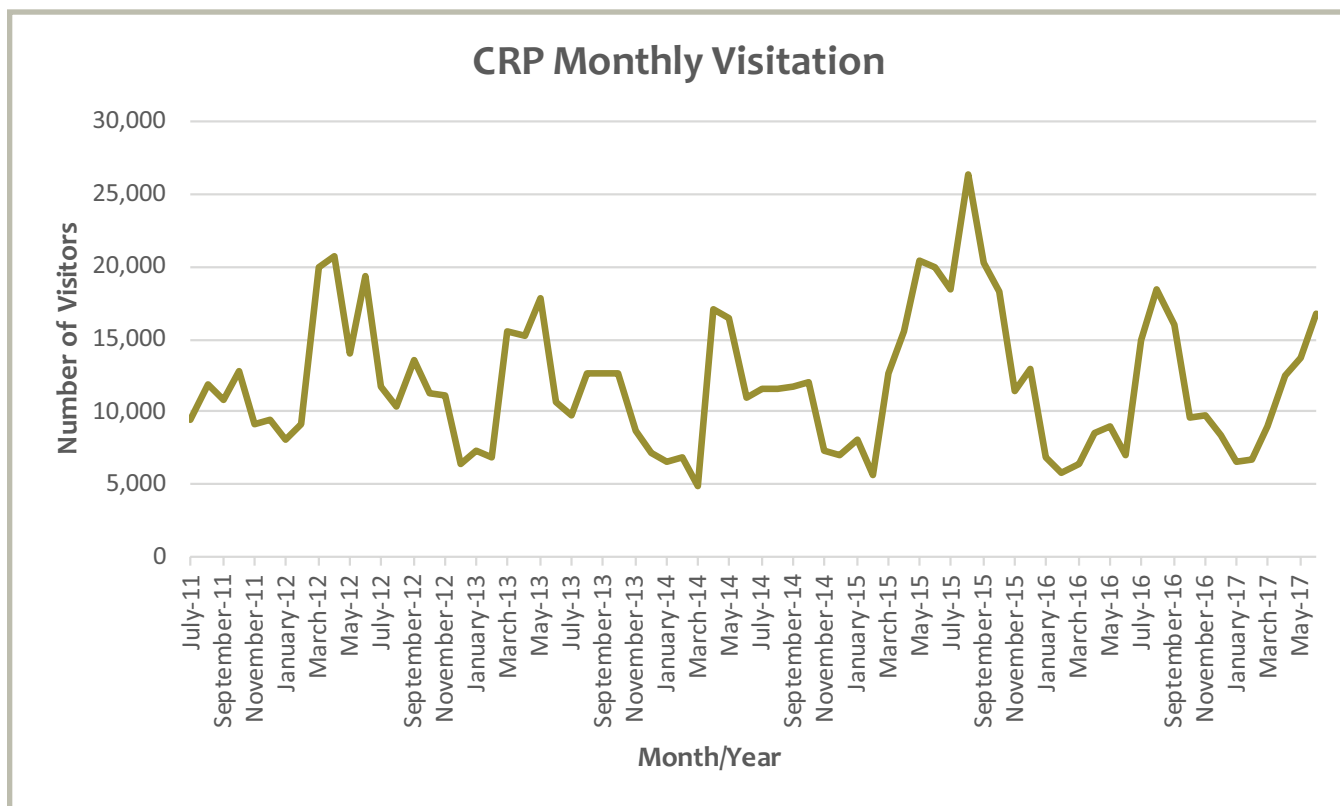


Figure 4. Monthly visitation trends at CRP since July 2011

Haw River Trail

The following graphs show visitation to the Haw River Trail since FY 2011-2012. HRT land and paddle access points and parks are maintained by both Alamance Parks and other HRT partners. The data is presented both as a total for all HRT sites in Alamance County, and broken down by sites managed by AP. Note that in January 2017, AP assumed management of Swepsonville River Park.

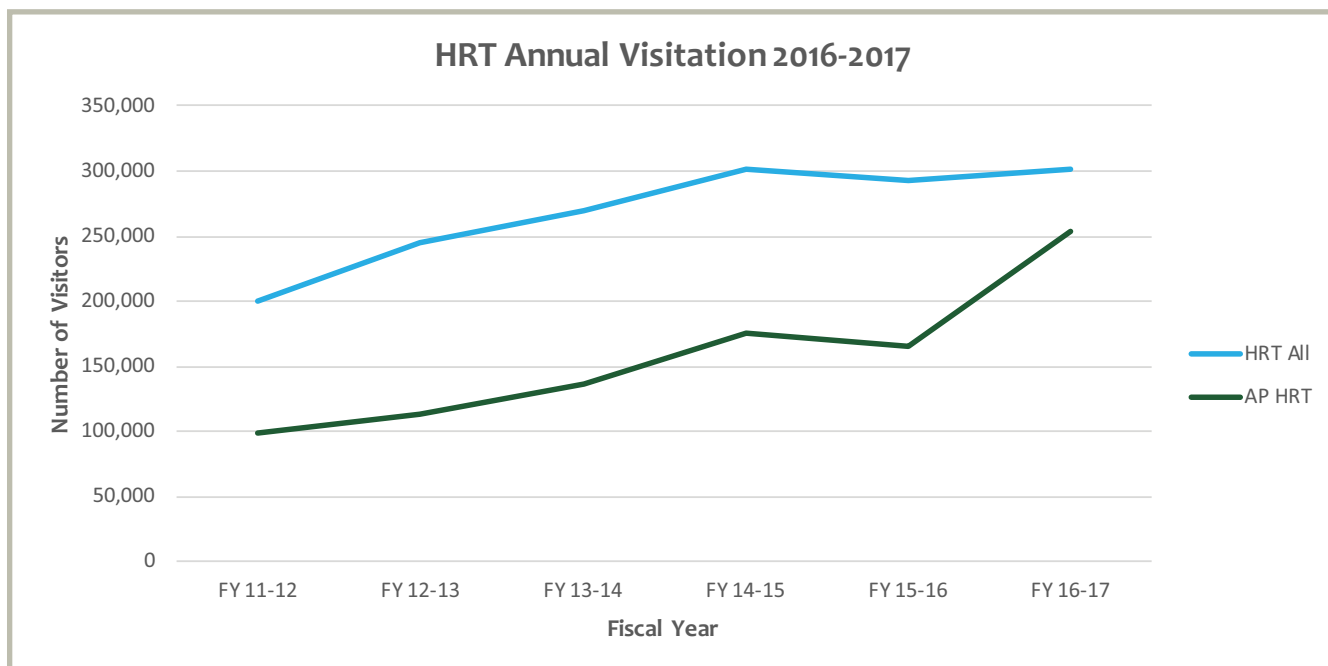


Figure 5. Total annual HRT visitation each fiscal year from FY 2011-2012 to FY 2016-2017

The Haw River Trail combined annual visitation in FY 2011-2012 was 200,104. It has risen to 301,908 for FY 2016-2017 (Figure 5). This represents a 51% increase in visitation over the past five years, with an average 9% increase in visitors per year. Haw River Trail sites managed by Alamance Parks have shown a 158% increase in visitation since FY 2011-2012. However, this figure is inflated by the assumption of Swepsonville River Park management in 2017. This is one of the most visited HRT sites and is responsible for the dramatic upswing in numbers for 2016-2017. AP-managed site data will become more informative over time as data including this park accrues.

Monthly visitation trends are similar to the overall AP trends with the peak visitation months occurring in the spring. However, the HRT trends show a peak that extends further into the summer months than the overall AP trend (Figure 6).

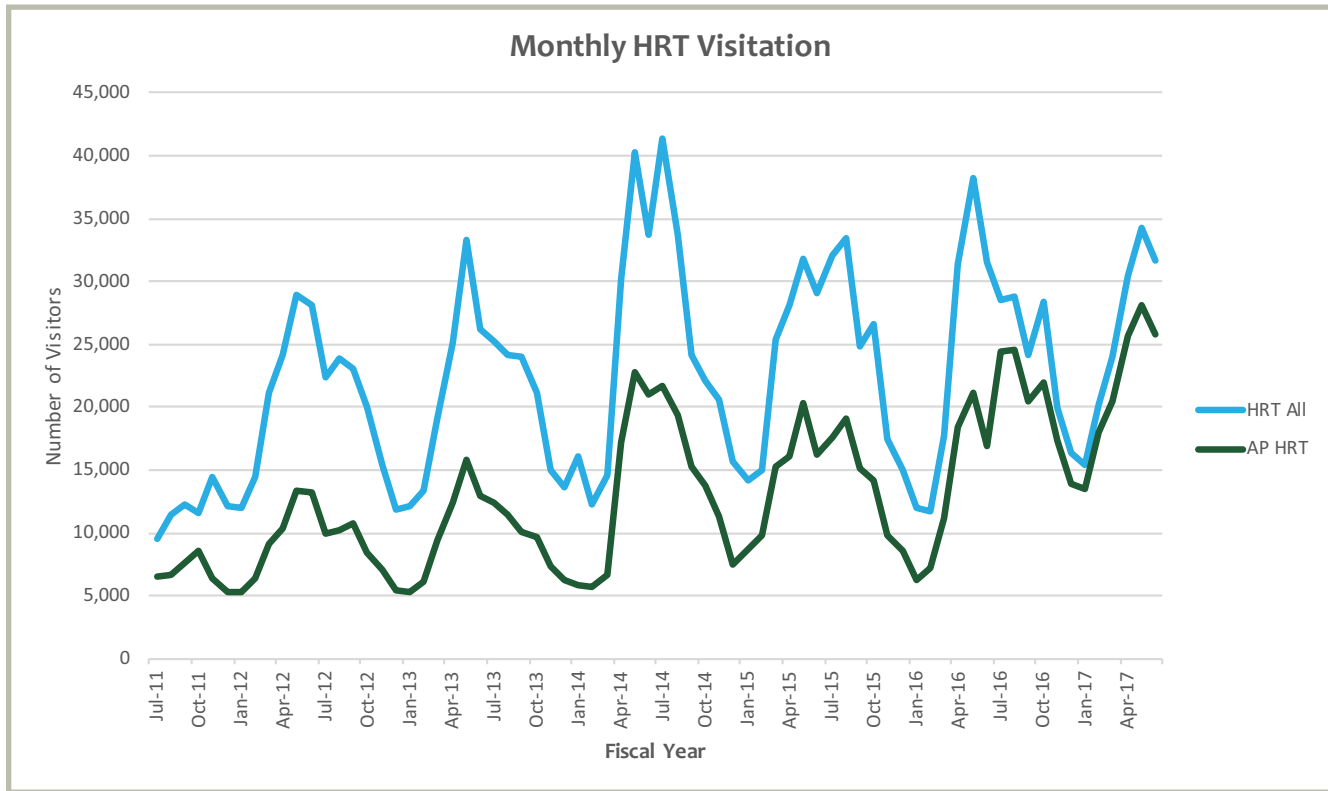


Figure 6. Monthly visitation trends for the HRT since July 2011

Community Centers

The following data explores visitation to the rural Community Centers operated by Alamance Parks, including combined totals for both Community Centers and data specific to Pleasant Grove Community Center and Eli Whitney Community Center. Visitation counting methods were improved at the Community Centers in FY 2012-2013; data prior to those years is not included.

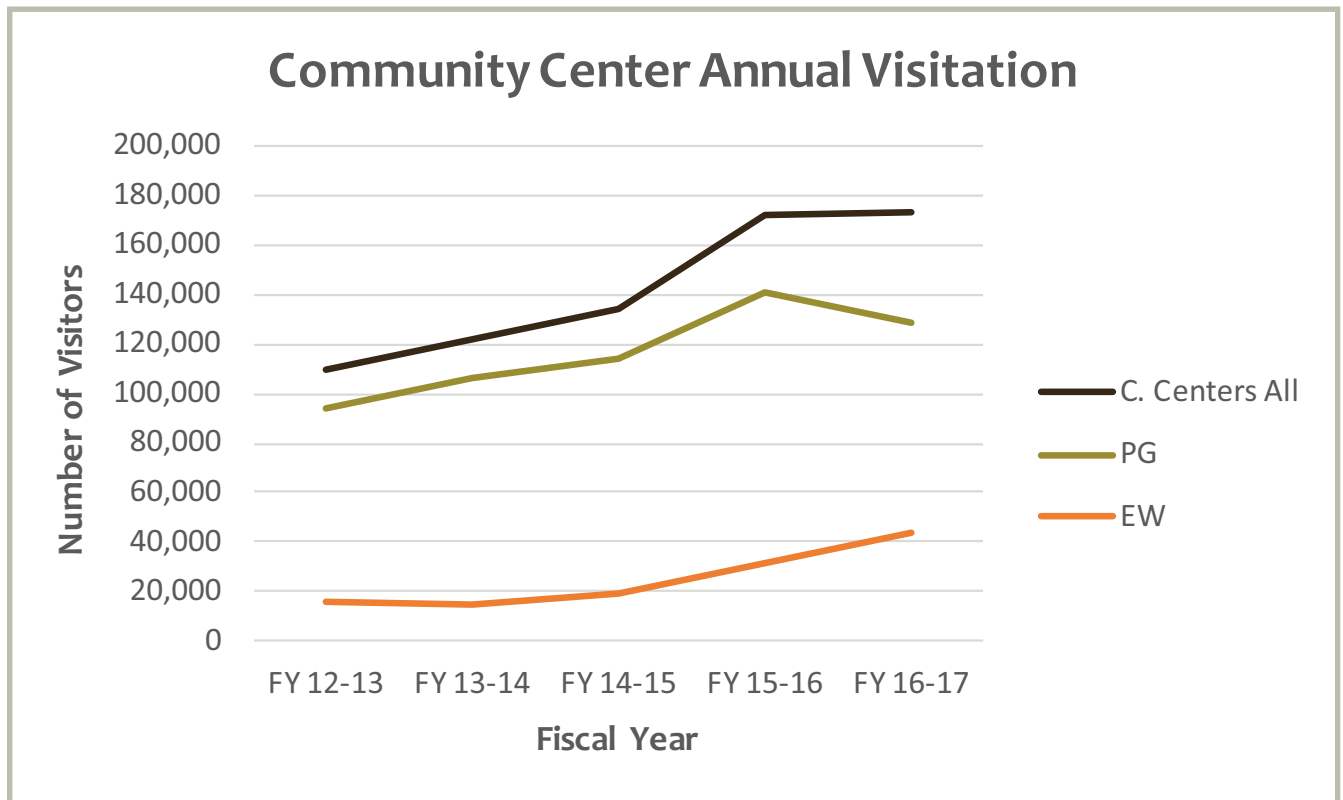


Figure 7. Total annual Community Center visitation each fiscal year from FY 2012-2013 to FY 2016-2017

The Community Center combined annual visitation in FY 2012-2013 was 109,924. It has risen to 172,758 for FY 2016-2017 (Figure 7). This represents a 57% increase in visitation over the past six years, with an average 12% increase in visitors per year. Pleasant Grove Community Center has shown a 37% increase in visitation since FY 2012-2013, while Eli Whitney has experienced a 178% increase in visitation.

In FY 2015-2016, Alamance Parks began a number of improvements to Eli Whitney including the installation of a new playground funded by Impact Alamance, improved landscaping, and installation of improved parking guides. A trend of increased visitation has occurred since these improvements. Monthly visitation for the Community Centers shows trends less dependent on the weather, with steady visitation from spring through fall, a peak in the fall, and a dip in the winter (Figure 8).

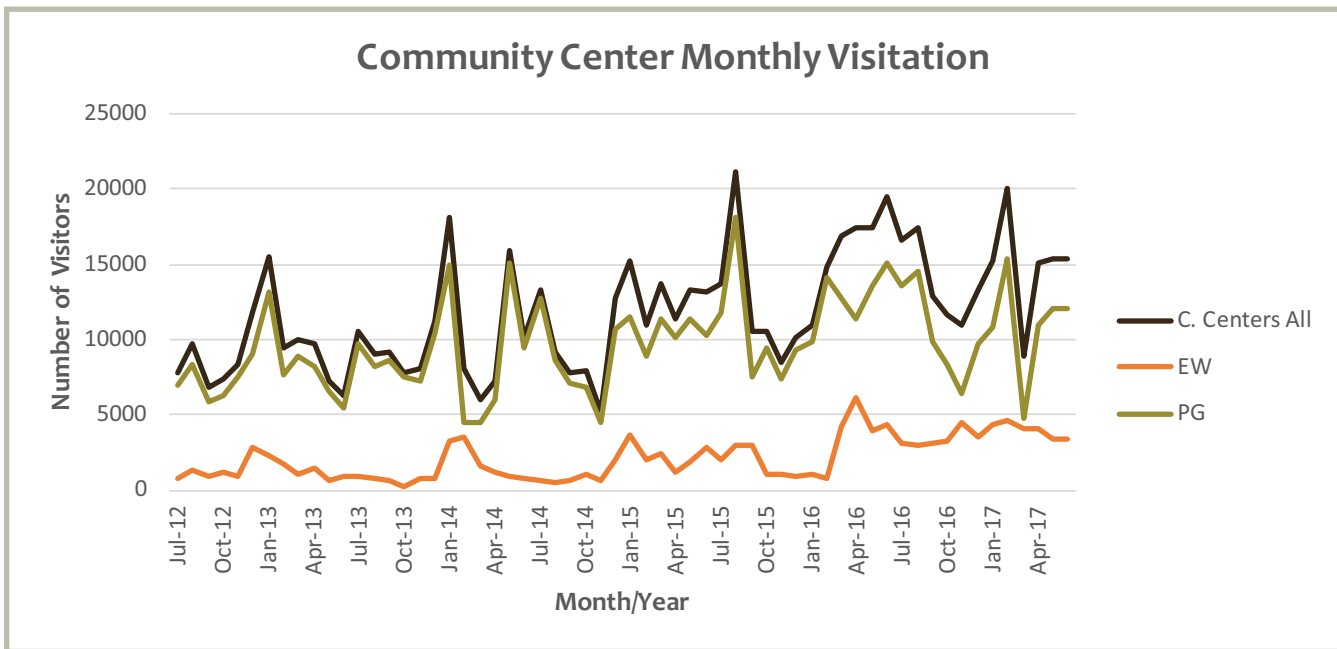


Figure 8. Monthly visitation trends for the Community Centers since July 2012

