

# 2018-2019 ANNUAL REPORT



**PREPARED BY**

*Alamance County  
Recreation & Parks*





**Our Mission:**

To improve the quality of life of Alamance County residents.

Through our parks and programs, we encourage healthy lifestyles for children and adults, provide inclusive activities for all of our citizens, and provide access to the natural world.

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## Alamance Parks

*For more than 40 years, Alamance Parks has worked 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 activities and program options to the Alamance community.

Alamance Parks offers access to the outdoors through Cedarrock Park, Great Bend Park, Shallow Ford Natural Area, Saxapahaw Island Park, 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, a footgolf course, 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 at Pleasant Grove and Eli Whitney. 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 based out of the Pleasant Grove Community Center. 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 **518,563** visitors, and our athletics programs enrolled over **1,220** 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 were utilized by **110,649** members of the community last year. Our staff logged a total of **16,318** program contact hours, conducted **246** total programs, and served **6,808** total participants during the 2018-19 fiscal year. Alamance Parks strives each year to expand and improve upon the opportunities and services it provides to the community.





## Cedarock Park

*Known as a historic nature wonderland, Cedarock Park is a 500-acre park located in southern Alamance County.*

### Overview

Cedarock Park is a 500-acre park located in southern Alamance County. 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 footgolf course, 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.

In the fall of 2018, renovation began on the Garrett House Log Cabin, which was the original home of the Garrett family. The cabin was constructed in 1880 and is one of the oldest structures in Alamance County. The renovation work included the restoration of the cabin exterior and reconstruction of the chimney. Additionally, the Garrett House received a new roof, new front porch beams, and fresh paint on the front porch.

The Cedarock FootGolf Course was installed and opened in the spring of 2019, drawing interest from families and park regulars alike. The game utilizes a soccer ball and, like golf, the object of the game is to complete the course using the fewest possible shots. Soccer balls are available for rent at the park office.

Other maintenance projects completed at Cedarock Park include the installation of updated signage across the park and exterior painting and the replacement of shutters at the administrative office. Construction began on The Overlook, a new patio venue overlooking the Old Mill Dam, in the summer of 2019 with expected completion and opening in late 2019.

The pond was again stocked with a variety of sport fish including trout in December 2018. The fishing pass program continued to be successful, generating \$4,828.00 in revenue and remains one of the most popular activities at the park in the winter and early spring following the arrival of trout.

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## Cedarrock Park

### Improvement Projects

- Installed and opened the Cedarrock FootGolf course.
- Designed and installed updated signage throughout the park.
- Upgrades to the Garrett House completed, which included: installation of new metal roof, replacement of front porch beams, painted front porch.
- Restored Garrett House log cabin.
- Completed maintenance of Alamance Parks' administrative office, which included painting and replacement of shutters.
- Began construction of The Overlook, a patio overlooking the Old Mill Dam.



*The Garrett House Log Cabin was constructed in 1880 and is one of the oldest structures in the area.*



*The Overlook is expected to open in late 2019. The patio overlooks the Old Mill Dam & waterfall.*



*The Cedarrock FootGolf course opened in May 2019 and offers 18 holes of play on an open course. The game utilizes a soccer ball that is kicked into a series of holes. Like golf, the object of the game is to complete the course using the fewest possible shots.*



## Cedarrock Park

### Events & Programs

- **Teen Night Hike** (8/4/2018): Participants of this event enjoyed a night hike at the park followed by s'mores. Co-sponsored by Alamance County Public Libraries.
- **Fishing Fun** (9/25/2018): The name says it all, a fun-filled afternoon of fishing at the park.
- **Farm-to-Table** (9/25-9/26/2018): 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, Alamance Soil & Water Conservation, and more.
- **Cedarrock Fall Festival** (10/6/2019): This annual festival combines the celebration of the rich history and traditions of Alamance County with fall family fun. The festival included hayrides, live music, kids' games with candy and prizes, pumpkin painting and crafts, living history demonstrations and historical exhibits, horse rides, and delicious food.
- **Fall Family Campout** (10/13/2019): A family-friendly campout event that captured the wonder of the outdoors and excitement of group camping. This bi-annual event is open to campers of all skill levels and ages and includes activities such as stargazing, s'more making, and entertainment.
- **The Sneaky Pete Disc Golf Tournament** (10/19-10/20/18): Cedarrock Park hosted the 33rd 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.
- **Run at the Rock** (12/1/2018): 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.
- **S'more Santa** (12/7/2018): Santa visited Cedarrock Park! This event provided holiday backdrops with lighting, Santa, music, hot chocolate, and s'mores.



*Students learn about plant science at Farm-to-Table.*



*Santa stops by Cedarrock Park for s'mores and pictures.*



## Cedarrock Park

### Events & Programs (Continued)

- **Don't Be (Camera) Shy** (Saturdays, February - April 2019): An introduction to photography basics which featured guided walks along the trails. Each session focused on a different camera function, such as shutter speed and aperture. Hikes took place at different locations at Cedarrock Park, among other Alamance Parks and Haw River Trail locations.
- **Pi-Yaking** (3/14/2019): A celebration of National Pi Day! Participants paddled Rock Creek at Cedarrock Park before enjoying a delicious piece of pie.
- **NC Envirothon** (5/2-5/4/19): 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.
- **Homeschool Hike - Compass Skills** (5/14/2019): Participants learned the basics of using a compass. Following the instruction, they were able to put their skills to the test by navigating an outdoor course using only coordinates.
- **Tie 'n Dye** (5/18/2019): This program featured a lesson on the history of the classic "tie-dye" design and an opportunity to tie-dye a shirt to take home.
- **Pot a Plant in the Park** (5/18/2019): A celebration of Earth and Arbor Days, participants discussed the history and meaning behind these holidays while potting a plant to take home.
- **Spring Family Campout** (5/18/2019): A family-friendly campout event that captured the wonder of the outdoors and excitement of group camping. This bi-annual event is open to campers of all skill levels and ages and includes activities such as stargazing, s'more making, and entertainment.



*Left: Trout fishing is one of the most popular activities at the park in winter and early spring.*

*Center: Family Campouts are offered twice a year in the fall and spring and are among the most popular programs offered at the park.*

## Cedarock Park

### Facility Use

- 231 Group Shelter Reservations: Cedarock Park's shelters and gazebos are available for rent for parties, gatherings, and special events.
- 595 Day and 64 Annual Fishing Passes: Once again, Alamance Parks provided 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.
- 71 Campsite Rentals: Campsites are available for rental at Cedarock Park (7), Cedarock Equestrian Center (4), and Shallow Ford Natural Area (3).

### Attendance

Month	# of Visitors
July 2018	11,682
August 2018	11,002
September 2018	10,542
October 2018	10,681
November 2018	9,381
December 2018	6,993
January 2019	6,784
February 2019	7,611
March 2019	8,676
April 2019	9,593
May 2019	14,986
June 2019	13,111
<b>Total:</b>	<b>121,042</b>

### Reviews for Cedarock Park

*"Best disc golf in the area."*

-Todd Craig

*"Love the falls here! The park is also clean and well tended."*

-Anjelica Timms

*"...Very family friendly with an awesome playground and the parking is phenomenal. Highly recommend this park!"*

-Caitlin Pope





## Community Centers

*Alamance Parks manages two rural community centers through a lease program with ABSS for youth and adult programs, as well as athletic games.*

### Overview

Alamance Parks manages the Pleasant Grove and Eli Whitney Community Centers. 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.

### Improvement Projects

#### *Pleasant Grove Community Center*

- Designed and installed updated signage throughout the center.
- Spread mulch throughout the playground area & planted new shrubbery and plantings around the center.
- Upgraded fitness center equipment.

#### *Eli Whitney Community Center*

- Installed parking bumpers.
  - Installed new benches at the dog park.
  - Upgraded fitness center equipment.
-



## Community Centers

### Events & Programs

#### *Pleasant Grove Community Center*

- **Routinely Offered Programs:** Open Fitness Center, Open Gym, Craft Class, Painting Class, Art Class, Senior Dance Class, Wii Bowling, Yoga, Movie Days, Card Games, Senior & Family Bingo, Bingo Potluck Lunch.
- **Homeschool Hikes:** PG staff led six Homeschool Hike activities free for K-6th grade students. Each hike took place at various Alamance Parks including Cedarrock Park and Haw River Trail locations.
- **PG Field Trips:** Field trips included the NC State Fair, Greensboro Holiday Market, McLaurin Farms, the Textile Heritage Museum, and Weatherspoon Art Museum.
- **Canning Class (10/29/2018):** Eleanor Frederick with NC Cooperative Extension taught participants the steps to water bath canning. Everyone was able to take home spiced apples.
- **Déjà Brew (1/19/2019):** This class explored the proper way to make the perfect cup o' tea, and provided a sampling of a variety of brews.
- **Veteran's Connection (3/19/2019):** This event welcomed all of those who have served in the military to come and socialize with other veterans, share stories, and enjoy refreshments.
- **Community Yard Sale (5/11/2019):** Pleasant Grove Community Center hosted an exciting day of community fun. The event included a community yard sale, fish fry, live music featuring Dale Kimber, and child seat safety checks and installs by Safe Kids Alamance.



- **Alamance Parks Summer Camp**  
(June-August): This annual summer camp was offered for children ages 8-12. Each week featured activities and learning experiences centered around a weekly theme, including aquatics, the outdoors, science, cooking, and multi-sport. Other weekly activities included arts & crafts, structured gym activities, swimming, and field trips.



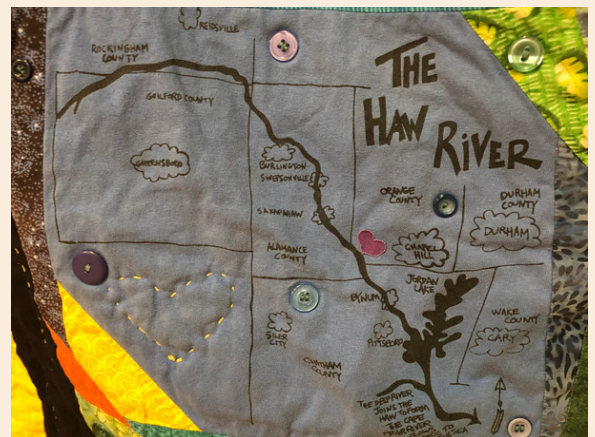
*Summer camp participants spent the day at Saxapahaw Island Park during Aquatics Week. Above they enjoy the playground's giant fish slide.*

## Community Centers

### Events & Programs

#### *Eli Whitney Community Center*

- **Open Gym & Fitness Room:** The fitness room is open to the public year-round for free use at specific times, several days per week.
- **Pickleball:** Pickleball is offered year-round on Tuesday evenings.
- **Youth Basketball 2018-2019 Season:** Eli Whitney 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.
- **Potluck Luncheons** (held at the Old Eli Whitney Fire Department): Potluck luncheon is provided every other month following bingo.
- **88th Annual Uncle Eli's Quilting Party Exhibition (4/4/2019):** This historic event, begun by educator E.P. Dixon, has been hosted annually at EW since 1931. This year marked the 88th 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 "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.



*Left: Visitors admire the exhibits at the 88th Annual Uncle Eli's Quilting Party.*

*Above: A quilt features a map of the Haw River.*

## Community Centers

### Facility Use

- 118 PG Gym Rentals: The PG gymnasium is available for rent and is used for athletics, birthday parties, family reunions, baby showers, and occasionally weddings.
- 13 PG Shelter Rentals: The shelters at PG are available for rental by groups for parties, gatherings, and special events.
- 36 PG Classroom Reservations: The classroom at PG is available by reservation for special events. Uses have included baby showers, birthday parties, and meeting space.
- 2 PG Athletic Field Reservations: The athletic fields at PG are available by reservation. These are generally used by athletic teams needing practice space.

### Attendance

Month	# of Visitors Pleasant Grove	# of Visitors Eli Whitney
July 2018	6,051	3,346
August 2018	5,274	4,073
September 2018	4,275	3,012
October 2018	5,116	3,912
November 2018	4,346	5,282
December 2018	3,269	3,515
January 2019	3,317	5,448
February 2019	3,985	5,827
March 2019	4,045	2,705
April 2019	5,288	5,006
May 2019	6,045	3,823
June 2019	6,919	4,432
<b>Subtotals</b>	<b>57,930</b>	<b>50,381</b>
<b>Total:</b>	<b>108,311</b>	







## Haw River Trail

*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 the river while helping to conserve and protect it.*

### Overview

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. Within Alamance County, five partnership agencies operate and manage the trail system including Alamance County, the City of Burlington, the City of Graham, the Town of Haw River, and the Town of Swepsonville. Each agency is responsible for the 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, 20 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.

The Department continues to develop the trail system and acquire land access in the Cane Creek Mountain Natural Area. Efforts are also focused on acquiring trail easements in Northern Alamance County.

## Haw River Trail

### Improvement Projects

- Replaced bridges at Great Bend Park and Glencoe.
- Updated and replaced signage throughout Haw River Trail parks.
- Installed new hammocks and Fort Creation Station at Saxapahaw Island Park.
- Installed bathroom blind at Saxapahaw Island Park.

### Events & Programs

- Yee-Haw! River Paddle (6/1/2019): The 12th annual Yee Haw! River Paddle was held in collaboration with Burlington Recreation and Parks and Graham Recreation and Parks. The YeeHaw! River Paddle brings together paddlers of all skill levels to enjoy the Haw River as a community. The event featured the Yee Haw! River Paddle beginning at Saxapahaw and ending at the Union Bridge Paddle Access. A family and beginners' paddle was held in the flat water section at Saxapahaw Lake above the dam. All proceeds from the event supported the Haw River Trail in furtherance of our mission "Conservation through Recreation".



*Left: Over 40 participants enjoyed a beautiful July morning during the 12th annual Yee Haw! River Paddle event.*

*Above: Haw River Trail Coordinator, Guil Johnson welcomes participants to the event and provides a brief history of the Haw River Trail.*



## Haw River Trail

### Meetings, Presentations & Outreach

- Friends of the Lower Haw River State Natural Area, Board Meetings
- Haw River State Park, Tour of Saxapahaw Island Park
- United Way Hikes (Great Bend Park & Shallowford Natural Area)
- Belong in Burlington Events
- ACC Duke Energy Water Resources Fund Meetings
- Piedmont Legacy Trails Steering Committee Meetings
- Alamance Photography Club, Speaking Engagement
- Chatham County and Carolina Canoe Club, Meeting
- Carolina Thread Trail, Trail Summit
- Capital Broadcasting and Friends of the Mountains-to-Sea Trail, Meeting
- State Trails Summit, Haw River State Park
- Graham Technical Review Committee Meetings
- Elon University Student Fellowship Project Meetings
- Piedmont Legacy Trails Summit
- Haw River Assembly, Clean-up-a-thon
- Piedmont Land Conservancy, Hike
- Clemson Group Tour of Saxapahaw & Glencoe
- Leadership Alamance Tour
- Burlington Rotary Club
- Hike with State Biologist at Cane Creek Mountains Natural Area
- Strong Towns Conference, Impact Alamance



#### Review for Shallow Ford Natural Area:

*"Great spot for mostly shaded trails.  
Absolutely love this little gem,  
tucked away!"*  
-Jessika B



#### Haw River Trail Receives 2019 Piedmont Legacy Trails Award for Outstanding Trail Project

*The Outstanding Trail Project Award was given at the fourth annual Piedmont Legacy Trails Summit on March 15, 2019. The summit brings together trail professionals from 12 counties in the northern Piedmont. Picture Left: Alamance Parks Director, Brian Baker and Haw River Trail Coordinator, Guil Johnson, accepted the award.*



*Left: This Yellow-Bellied Slider was found in Saxapahaw on May 23 - National Turtle Day!*



## Haw River Trail

### Attendance

Month	Altamahaw PA	Shallow Ford NA	Great Bend Park	Glencoe PA	Great Alam. Creek PA	Longmeadow	Sweeps. Upper	Sweeps. Lower	Sax. Mill Race PA	Sax. Lake PA	Sax. Island	Union Bridge PA	Graham-Hwy 54 PA	Red Slide Park
July 2018	-	3,131	2,231	2,315	787	394	3,393	2,645	3,943	2,927	4,736	500	2,100	3,071
August 2018	-	3,148	2,064	2,049	487	345	3,856	2,511	3,035	2,585	5,232	640	3,064	2,823
September 2018	-	1,848	1,377	1,945	487	198	2,786	2,431	2,117	1,716	2,853	571	3,064	2,823
October 2018	-	2,339	1,636	1,880	735	190	2,714	1,716	830	1,446	2,399	591	1,085	2,823
November 2018	-	1,481	987	1,310	735	136	2,459	1,641	927	2,977	1,734	572	2,050	158
December 2018	-	1,282	561	784	763	121	1,462	887	247	770	2,600	396	1,125	902
January 2019	-	2,419	1,205	1,313	738	130	2,080	1,007	327	978	3,329	458	1,127	1,082
Febraury 2019	-	1,979	1,322	1,154	502	205	1,989	1,050	317	1,162	3,726	437	1,226	911
March 2019	-	2,866	1,635	1,702	610	245	2,460	1,485	799	1,514	3,824	510	1,096	1,639
April 2019	-	3,498	3,105	2,297	742	270	3,820	2,622	1,816	2,627	7,326	680	1,568	2,350
May 2019	-	3,348	2,184	2,334	539	283	4,295	2,893	3,043	3,668	6,942	705	2,486	3,286
June 2019	-	2,911	3,952	1,602	514	333	4,395	3,466	3,030	5,020	6,197	815	1,832	3,058
<b>SUBTOTAL</b>	-	<b>30,250</b>	<b>22,259</b>	<b>20,685</b>	<b>7,639</b>	<b>2,850</b>	<b>35,709</b>	<b>24,354</b>	<b>20,431</b>	<b>27,390</b>	<b>50,898</b>	<b>6,875</b>	<b>21,823</b>	<b>24,926</b>
<b>TOTAL</b>	<b>296,089</b>													

**2018-2019 Total HRT Visitation: 296,089**

HRT Sites = Green, HRT Partner Sites = Blue

*\*Note Altamahaw Paddle Access is temporarily closed due to bridge construction*

#### Key:

Alam. = Alamance

Hwy = Highway

NA = Natural Area

PA = Paddle Access

Sax. = Saxapahaw

Sweeps. = Sweptsonville



**Athletics** *Alamance Parks offers baseball, softball, basketball and football for youth ages 5 to 14. The department also manages four athletic complexes.*

### Overview

Alamance Parks manages four athletic complexes located at A.O. Elementary School, 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 13 local sports fields and eight gymnasiums.

### Improvement Projects

#### *A.O. Athletic Park*

- Installed new ballfield lights

#### *E.M Holt Athletic Park*

- Installed 2 new pitching mounds
- Installed 2 new wind screens behind home plates
- Installed new batching cage net

#### *Sylvan Athletic Park*

- Replaced dugout benches
  - Painted the dugouts & concession building
-

Athletics

Programs

Sport	Teams	Players	Games
Little League Baseball	8	98	29
Little League Softball	2	23	20
Tee-Ball	7	81	21
Club Baseball	35	NA	168
Club Softball	16	NA	59
Alamance Parks Football	19	518	74
Alamance Parks Girls Basketball	10	80	48
Alamance Parks Boys Basketball	42	405	183
Total:	139	1,205	602





## Athletics

### Little League Baseball

Now in its ninth year, Little League baseball in Alamance County 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. Involved in the 2018-2019 season were 121 athletes and 10 teams.

### 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, 16 club softball teams, 42 boys basketball teams, 10 girls basketball teams, and 19 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
- Gibsonville Recreation





## Special Populations

*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 three statewide competitions. Spring Games is always the largest event and this year included over 400 athletes and over 1,500 volunteers (one of the largest volunteer opportunities in Alamance County). SOAC participation numbers for the 2018-2019 fiscal year were:



Sport	Program	Tournament	Date	# Athletes	# Volunteers
Basketball	25	Local	2/2/2019 - 3/30/2019	300	100
Spring Games	NA	Local	4/18/2019	400	1,500
Aquatics	10	State	5/31/2019 - 6/2/2019	2	2
Golf	6	State	11/9/2018 - 11/11/2018	2	2
Bocce	12	Local	10/20/2018	265	25
		State	11/9/2018 - 11/11/2018	9	5
Bowling	30	Local	10/11/2018 - 11/26/2018	300	100
		State	5/31/2019 - 6/2/2019	14	3
Equestrian	NA	State	9/28/2018 - 9/30/2018	7	10



## Special Populations

### Events & Programs

- **Fall Tournament** (11/9/18-11/11/2018): Eleven SOAC athletes attended fall tournament to compete in Bocce and Golf.
- **Spring Games** (4/18/2019): Elon University is our partner for Special Olympics Spring Games, through which the University provides facilities, volunteers, and support for the event. The Games include track events, Olympic town games, music & dancing, softball throws, games, and more. There were 400 participants and over 1,500 volunteers from Elon University, local schools, civic groups, local companies, and athlete friends and families.
- **Lifespan Junior Olympics** (5/17/2019): 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 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!
- **Summer Games** (5/31/2019-6/2/2019): Sixteen SOAC athletes attended the Special Olympics North Carolina Summer Games to compete in swimming and bowling. They brought home eight gold, one silver, and two bronze medals in addition to several placement medals.



*Above: Participants enter the cheering coral during the 2019 Spring Games.*

*Bottom Right: Alamance Parks staff prepare to greet athletics for the Special Olympics Bowling Tournament.*

## Special Populations

### Unified Champion Schools

Unified Champion Schools pairs traditional students with Special Olympics Athletes. They not only compete together but spend time at school developing community relations and participating in a variety of activities together. Official Unified Champion schools include:

- Eastern Alamance High School
- Williams High School
- Southern Alamance High School
- Western Alamance High School
- Turrentine Middle School
- Southern Middle School
- Hawfields Middle School
- Woodlawn Middle School
- Hillcrest Elementary School
- EM Holt Elementary School
- Highland Elementary School
- Smith Elementary School
- South Graham Elementary School
- Elon University

### Visually Impaired Program (VIP)

Alamance Parks provides a monthly outing for over 30 visually impaired Alamance County residents. The 2018-2019 outings included the annual Burlington Royals game, the NC State Fair, an Elon University basketball game, a pottery class at Elmira Recreation Center, pot luck bingo, bowling, the annual Christmas Party, a Putt-Putt golf tournament, a visit to the RDU Observation Deck, and the Cedarock Cookout.

### 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 and Alamance County Mayors Committee for Persons with Disabilities.

### Fundraising Efforts

- T-Shirt Sale (7/2018)
- Annual Shag Club Golf Tournament (9/2018)
- 8th Annual Brewballs Golf Tournament (10/2018)
- Haw River Police Department's Haw River Trail Run (10/2018)



*Participants cross the finish line in the 2019 Fun Run Event.*





## Public Relations & Communications

*Alamance Parks attends community events & fairs as part of its public outreach efforts. The department also communicates with the public through a variety of media outlets.*

### Overview

Alamance Parks attends 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 Alamance Parks and Haw River Trail websites, Facebook Pages, locally distributed print flyers, press releases, and more.

### Public Relations Events & Committees

- Alamance County Agri-Business Committee: Alamance Parks staff served on this committee, which promotes agricultural education and promotion in Alamance County. The Agri-Business Committee sponsors the annual Farm-to-Table event, held at the Cedarock Historical Farm.
  - Alamance Wellness Collaborative: Alamance Parks collaborated with other jurisdictions to improve health and wellness in the greater Alamance community.
  - Community Council: An Alamance Parks staff representative served on the Community Council, which involved monthly meetings with other non-profit agencies in Alamance County.
  - 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.
  - Alamance County Kindergarten Fair: Alamance Parks staff represented the department at the first annual fair which provides community resources to parents of upcoming kindergarten students.
  - Alamance County Wellness Fair: Alamance Parks Staff represented the department at the annual Wellness Fair for county employees.
-

## Public Relations & Communications

### Communications

- The Alamance Parks and Haw River Trail websites are continually updated to reflect current information and improve usability. Programs and community events are routinely updated and reflected on website calendars.
- The Alamance Parks website was updated to adhere to new Alamance County formatting and accessibility guidelines.
- RecDesk, our website for facility rentals and program registrations, is routinely updated and utilized for event and athletic sign-ups.
- Alamance Parks continues to advertise events and programs through additional calendars and platforms including newspaper advertisements, boosted Facebook posts, use of Facebook event pages, and more.
- The Alamance Parks newsletter was distributed on a monthly basis via Mailchimp, print, and hosted online through the website.
- The Haw River Trail newsletter is distributed seasonally via Mailchimp, print, and hosted online through the website.
- The Cedarrock Park and Haw River Trail Facebook pages are routinely managed with event and program announcements, as well as photos from the parks and trails and relevant information and articles.
- Flyers are designed and distributed for all department events and displayed in the Cedarrock Visitor's Center as well as around other Alamance Park facilities. Press releases are provided to local news outlets and the Alamance Convention and Visitors Bureau for events and programs.
- Outdoor banner advertising is displayed throughout the county as a new means of promoting upcoming programs, athletic seasons, and events.
- A new billboard was designed and installed for Cedarrock Park in June 2019.

### Online Engagement

Online Communication Platform	Engagement Status
Alamance Parks e-Newsletter	5,103 subscribers
Haw River Trail e-Newsletter	1,412 subscribers
Cedarrock Park Facebook Page	7,141 followers
Haw River Trail Facebook Page	865 followers
Alamance Parks Website	226,516 page views (86,390 unique)
Haw River Trail Website	177,252 page views
Cedarrock Park TripAdvisor	4.5 star rating
Haw River Trail TripAdvisor	4.5 star rating
Cedarrock Park Google Review	4.7 star rating





## Public Relations & Communications

### Looking Ahead

In the upcoming year, Alamance Parks will continue to engage the community through a variety of channels, including social media, print, news, and other outlets. Continued enhancements will be made to the Alamance Parks and Haw River Trail websites. Printed materials, including flyers, brochures, newsletters, and outdoor banners will be routinely created, updated and made accessible to the public. Alamance Parks and Haw River Trail facility signage will be updated and replaced as necessary.



*Above: Outdoor banners are now installed in seven different locations across the county. Banners are rotated regularly and promote upcoming athletics registrations, programs, and events.*

*Left: Anna Bowland and Nolan Carter represent Alamance Parks at the Alamance County Wellness Fair.*





## Alamance County Visitors Bureau

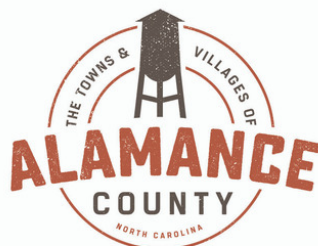
*The primary objective of the Visitors Bureau is to increase the economic impact of tourism in Alamance County.*

### Overview

The Tourism and Development Authority contracted with the county to have the Alamance County Visitors Bureau be part of the Alamance County's Recreation and Parks Department. Under this structure, the bureau will continue to receive input and direction from the Tourism and Development Authority.

### Alamance County Tourism

The primary objective of the Visitors Bureau 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 bureau conducts an annual market segment survey that provides reporting on hotel customers' purposes for visiting the County (e.g. business, sports, etc.). The bureau also collects data on occupancy and sales tax revenue. Please refer to the following charts for a snapshot of the 2018-2019 progress towards these goals.



BURLINGTON • MEBANE • ELON  
GRAHAM • SAXAPAHAW



Alamance County Visitors Bureau

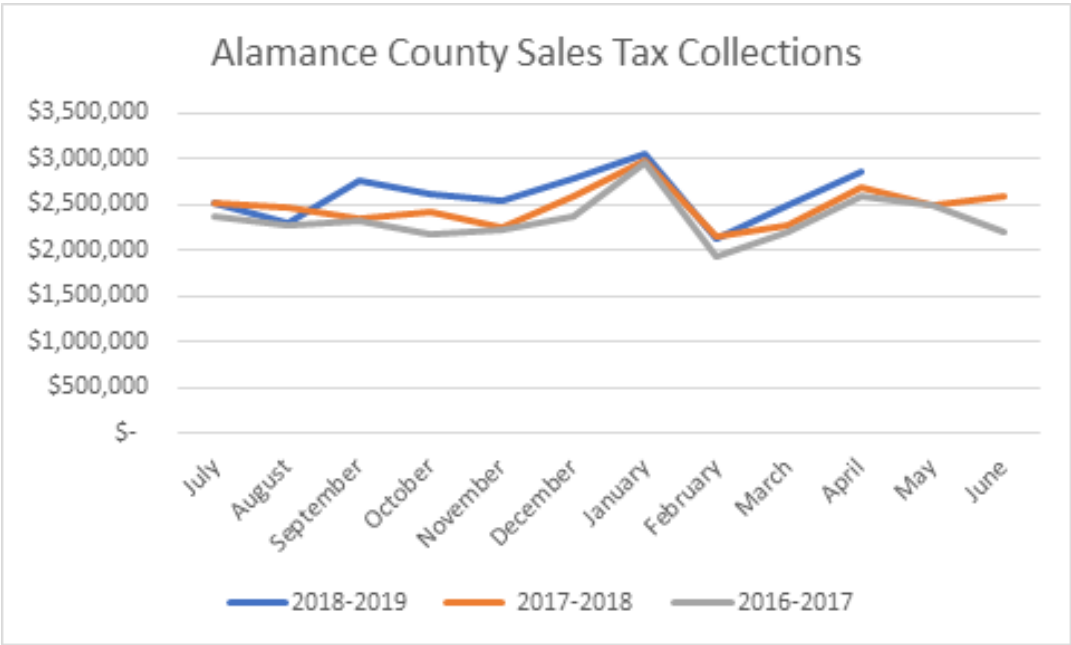


Figure 1. Alamance County Sales Tax Collections for FY 2018-2017 vs. FY 2017-2018 & FY 2016-2017

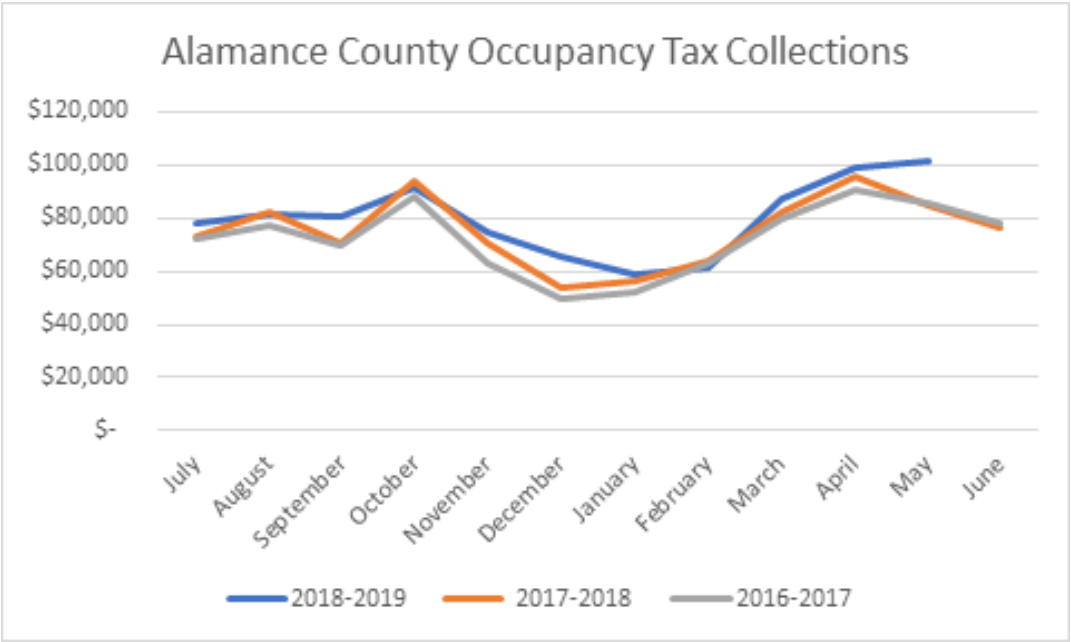


Figure 2. Alamance County Occupancy Tax Collections for FY 2018-2019 vs. FY 2017-2018 & FY 2016-2017

## Alamance County Visitors Bureau

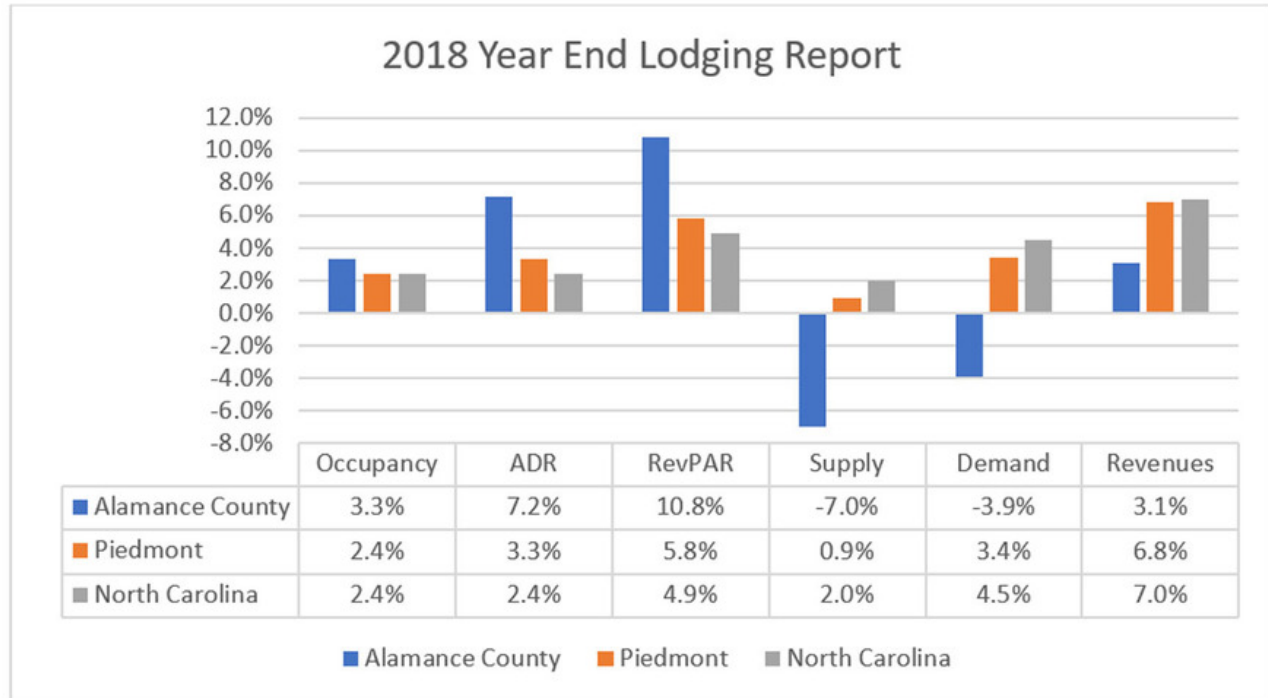


Figure 3. Lodging Report, January – December 2018. Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited. Figures for North Carolina are funded, contracted and released by Visit North Carolina.

As reported by Visit NC, visitor spending and tourism generated state & local tax receipts have experienced continued growth across the state. North Carolina continues to be the 6th most visited state in the nation for domestic visitation with more than 51 million visitors in 2018. Of these visitors, 66% of them visited the Piedmont Region.



## Alamance County Visitors Bureau

### Marketing/Website

The Visitors Bureau launched their new website in September of 2018 along with their redesigned Visitor Guidebook. Since its launch, over 11,000 units have been distributed (December 2018 – June 2019).

Their office continues to work to enhance partner relationships to assist in increasing attendance at events and programs, as well as the overarching visitor awareness of the county. This is an ongoing effort and has included developing and enhancing relationships with key county partners including organizations and attractions such as municipalities and downtown businesses.

Over the past year, we have attended numerous trade shows covering leisure and group markets, participated in media missions with the state and have cooperatively worked with VisitNC on additional marketing. Our marketing plan also includes advertising in local and regional publications, sponsorships and digital platforms. In addition to the visitor guidebook, the bureau produces an Antique Trail and Theater rack cards for distribution. Profile sheets are also available for different markets.

Through the grant program of the Tourism Development Authority (TDA), the following partners were awarded funding for promotion and marketing purposes. These included the Carousel Festival through Btown Events, the Occaneechi Band of the Saponi Nation Pow Wow, Conservators Center, Studio One, City of Graham Recreation and Parks, Town of Gibsonville/Merchants Association of Gibsonville, Textile Heritage Museum and the Alamance Battleground Friends.

Following are a few examples of advertising from this year:

**SMALL SURPRISES** *FOR* MUSIC LOVERS

THE TOWNS & VILLAGES OF  
**ALAMANCE**  
COUNTY  
NORTH CAROLINA

ELON GRAHAM SAXAPAHAW BURLINGTON MEBANE

It's those unique spaces, like the  
Haw River Ballroom in a historic cotton mill,  
where you'll be amazed at what you encounter.

Learn more at [VISITALAMANCE.COM](http://VISITALAMANCE.COM) or call 800-637-3804

## Alamance County Visitors Bureau

### Advertising Examples

**SMALL SURPRISES** *FOR* MUSIC LOVERS

**VENTURE OFF THE BEATEN PATH AND TAKE IN THE SOUNDS OF SUMMER.**

When the weather warms up, the music heats up in Alamance County. Our outdoor concerts and festivals offer fun and entertainment for the whole family. From North Carolina's famous bluegrass sound to Celtic, Americana, or Latin, there's something for every musical taste. Saturdays in Saxapahaw and Lili John's Mountain Music Festival are beloved annual traditions, while the North Carolina Cigar Box Guitar Festival, with its own unique sound, enters the scene in 2019. Pack a blanket or your lawn chair, find a soft patch of grass, and sit back and relax.

Bring your listening ears for small surprises.



**ALAMANCE COUNTY**  
THE TOWNS & VILLAGES OF  
BURLINGTON  
MEBANE  
ELON  
GRAHAM  
SAXAPAHAW

Discover everything our area offers at [VISITALAMANCE.COM](http://VISITALAMANCE.COM) | 800-637-3804

**SMALL SURPRISES** OFF THE BEATEN PATH

*Love, Graham*

**DOWNTOWNS FULL OF CHARM, CHARACTER, AND COMMUNITY.**

There's a reason Burlington, Elon, Graham, and Mebane attract people from all over the region. These thriving cities in Alamance County have that small-town, "everyone knows your name" feel. Our downtowns are bustling with locally-owned restaurants, coffee shops, and boutiques. Vibrant murals, such as the "Love, Graham," blooming garden, exude a sense of pride in community you don't often get in big cities.

Bring your curiosity for small surprises.



**ALAMANCE COUNTY**  
THE TOWNS & VILLAGES OF  
BURLINGTON  
MEBANE  
ELON  
GRAHAM  
SAXAPAHAW

Discover everything our area offers  
[VISITALAMANCE.COM](http://VISITALAMANCE.COM) | 800-637-3804





## Textile Heritage Museum

*The Textile Heritage Museum, Inc. shares the fascinating history of the textile industry in Alamance County and North Carolina.*

### Overview

The Textile Heritage Museum was founded in 2002 by a group of volunteers dedicated to preserving the history of the southern textile industry. Since its opening in March 2004, the Textile Heritage Museum has preserved the history of the North Carolina textile industry from its workers to the tools they used, the products they made, the villages they lived in, and the larger cultural and economic effects that stemmed from it all. This comprehensive picture of the textile industry can offer a window into a better understanding of an important part of our community and state identity that has largely been forgotten. The Textile Heritage Museum is an invaluable archive with a lifetime of rare artifacts being exhibited and preserved for future research.

### Glencoe Mill Village

Glencoe Mill Village Historic District contains 48 brick and wood buildings and 6 contributing structures built between 1880 and 1882. This unique historic textile community, listed on the National Register of Historic Places, is defined by three distinct significant elements: a manufacturing and commercial complex, a hydroelectric power system, and a residential community.

The industrial complex includes a three-story Italianate style brick mill factory, a wheelhouse, Picker house, finishing room, and Napper house, a Dye house, cotton warehouses, a machine repair shop, which currently houses the Northern Division Park staff, and a company store and administrative offices. The power system includes the visible mechanical interworkings in conjunction with a spectacular flowing dam across the Historic Haw River. A flowing mill race, a generating plant, and walking trails provide a closer view for visitors.

The residential village of Glencoe includes 41 colorfully restored and some reconstructed wood frame houses, where mill workers and their families subsisted and helped build the textile industry in Alamance County. Some of the homes have unique features to include detached kitchens and outbuildings. There is also the original civic lodge and barber shop, which has been converted into a residence.

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# Textile Heritage Museum

## Alamance Parks Partnership

In 2018, the Alamance County Parks Department joined in a partnership with the Textile Heritage Museum, Inc., currently a 501-C3 non-profit organization, to provide long-term support to the current volunteer staff. The goal is to increase community support of this unique museum of Alamance County's textile heritage through community events, educational programming, and the preservation of the multitude of artifacts telling this important story of Alamance County.

## Special Events

- **A Mill Village Christmas Home Tour (12/8/2018):** This holiday fundraising event provided visitors a chance to visit the museum and walk through some of the holiday decorated historic homes of Glencoe. Visitors were guided through the museum and village as homeowners shared the history of the residents who once lived in the village and their role in helping build the textile industry of Alamance County. Vintage automobiles, living history demonstrations, live music, and other educational programs were among the activities the public enjoyed.
- **Textile Heritage Museum, 15th Anniversary Celebration (3/30/2019):** This anniversary event celebrated 15 years of preserving the textile heritage of Alamance County. Visitors enjoyed live music by local bands, living history demonstrations, guided tours, special presentations of the history of the textile industry in Alamance County, food, beverages, and a birthday cake celebrating the opening of the museum in 2004.
- **A Tribute to The American Military (6/5/2019):** This special exhibit encompassed a wide variety of original military uniforms and equipment of our American soldiers from the American Revolution to the Iraq and Afghanistan Wars. This extensive exhibit was created in honor of Memorial Day and the commemoration of the 75th Anniversary of D-Day. Special guest, Colonel Norman A. McDaniel, USAF (Retired), spoke to a large group during the unveiling of the new exhibit.
- **American Jazz in Glencoe (6/22/2019):** The museum hosted a patriotic concert with the Alamance Jazz Band performing at the new Chairman's Retreat/Cutting Board Restaurant special events center in the Historic Glencoe Mill Village. The Textile Heritage Museum continued to showcase the Tribute to the American Military exhibit as well as feature historical style weaving and sewing demonstrations.



*Left: The Payne Home, decorated for Christmas, was open for tours during the Christmas Home Tour.*

*Right: A new exhibit featuring military textiles opened in June 2019.*





## Staff & Facility Information

*The Alamance County Recreation and Parks Department (Alamance Parks) works to improve the quality of life of Alamance County residents. The Alamance Parks administrative offices and Visitor Center is located at Cedarrock Park.*

### Overview

Alamance Parks staff restructuring in 2018-2019 included the hire Nick Fortune as Parks Superintendent. 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

#### *Classes & Workshops*

- Personal Productivity Methods
- Trail Building
- RecDesk Training
- Purchasing Training
- CPR/First Aid Certification
- Finance/Cash Management Seminar
- Leadership Institute
- Special Olympics NC Coordinators Meeting
- Social Media 101
- PARTF Application Workshop
- Wordpress Website Training, Intro to Gutenberg
- Leadership 101
- Supervisor Training
- Mechanized Trail Construction
- Pesticides Training
- Bloodborne Pathogen Training

#### *Conferences*

- Impact Alamance Wellness Summit
- Piedmont Trails Summit
- Parks & Recreation State Conference
- Outdoor Recreation & Tourism Summit
- Alamance Wellness Collaborative - Chuck Marohn Strong Towns Conference

## Staff & Facility Information

### Full Time Staff Contact Information

Position	Name	Phone	Location
Director	Brian Baker	336-229-2229	CRP I
Programs Superintendent	Jason Witherspoon	336-570-6288	CRP I
Parks Superintendent	Nick Fortune	336-229-2379	CRP I
Athletic Director	Dan Moravec	336-570-6761	CRP I
Office Manager	Dianne Neese	336-229-2410	CRP I
Trails and Open Space Coordinator	Guil Johnson	336-229-2380	CRP I
Special Populations Coordinator	Emily Vermeer	336-570-6760	CRP I
Grants and Communications Coordinator	Anna Bowland	336-229-2230	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 I	Robert Shropshire	336-570-6759	CRP II
Park Technician I	Kyle Decker	336-570-6759	CRP II
Park Technician I	Kyle Walker	336-570-6759	CRP II
Pleasant Grove Community Center Supervisor	Nolan Carter	336-270-5124	PG
Historic Properties Superintendent	John Guss	336-270-5124	Glencoe
Park Manager, Northern Division	Kim Brown	336-270-5124	Glencoe
Park Technician II	Dusty Cantley	336-270-5124	Glencoe
Park Technician I	Ernie Hayes	336-270-5124	Glencoe
CVB Director	Grace VandeVisser	336-570-1444	CVB
Visitors Services Representative	Vacant	336-570-1444	CVB

#### Email Format for Staff

first.last@alamance-nc.com

#### Department Email Address

recinfo@alamance-nc.com



## Staff & Facility Information

### *Main Facility Addresses*

#### **Alamance County 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

#### **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

#### **Glencoe Office**

2320 Glencoe St.  
Burlington, NC 27217  
Ph: 336-229-2410

#### **Eli Whitney Community Center (EW)**

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

#### **Pleasant Grove Community Center (PG)**

3958 N. NC Hwy 49  
Burlington, NC 27217  
Ph: 336-270-5124

#### **Great Bend Park**

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

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## Staff & Facility Information

### *Main Facility Addresses (Continued)*

#### **Shallow Ford Natural Area**

1955 Gerringer Mill Rd.

Elon, NC 27244

Ph: 336-270-5124

#### **Saxapahaw Island Park**

5550 Church Road

Graham, NC 27253

Ph: 336-229-2410

### *Paddle Accesses*

#### **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

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## Staff & Facility Information

### *Athletic Parks*

#### **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

### *Facility Hours*

#### **Cedarrock Park**

November-March: 8am-6pm  
April: 8am-8pm  
May-August: 8am-9pm  
September-October: 8am-8pm

#### **Pleasant Grove & Eli Whitney Community Centers**

Hours vary based on programming, please refer to the website.

#### **Haw River Trail Parks & Paddle Accesses**

(Including Shallow Ford Natural Area, Great Bend Park & Saxapahaw Island Park)

November-February: 8am-5pm  
March: 8am-6pm  
April: 8am-7pm  
May-August: 8am-8pm  
September-October: 8am-7pm

#### **Alamance County Visitors Bureau**

Monday-Friday: 8:30am-5pm

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## 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 2018-2019
Shelters	\$5,176.06
Gyms	\$5,855.33
Fishing Passes	\$4,828.00
Other	\$3,004.80
<b>Subtotal</b>	\$18,864.19
Program Fees	Revenue 2018-2019
Summer Camp	\$11,371.85
Athletics	\$15,300.20
<b>Subtotal</b>	\$26,672.05
<b>Total:</b>	\$45,536.24

#### *Donations/Sponsorships*

Division	Donations/Sponsorships 2018-2019
Cedarock Park	\$11,164.07
Haw River Trail	\$4,097.00
Special Olympics	\$57,000.00
<b>Total:</b>	\$72,261.07

### Grant Awards & Department Planning

- \$100,000 grant from the Recreational Trails Program for Phase 1 development of the Cane Creek Mountains Natural Area. Phase 1 development includes the construction of the first trailhead and five miles of trail of the new park.
- Alamance Parks compiled a Park Master Plan for the Cane Creek Mountains Natural Area. The plan was informed by the 2016 Recreational Needs Survey along with public and advisory board meetings and feedback. The plan outlines acquisition and development plans for all stages of the Cane Creek Mountains Natural Area.

# Recreation & 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. Lee Isley, Chair
- Ms. Kelly May, Vice Chair
- Mr. Bill Lashley, County Commissioner
- Mr. Wayne Beam, Board of Education
- Mr. Earl Jagers
- Mr. John Paisley
- Ms. Ann Meletzke
- Ms. Barbara Massey
- Mr. Kirk Puckett



## 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 seven years for Alamance Parks as a whole, Cedarrock 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**= Cedarrock 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



Appendix A: Visitation

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. The total number of visitors in FY 2012-2013 was 361,583 and has since risen to 518,563 (Figure 1). This represents a 43% increase in annual visitation over the past seven years. 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).

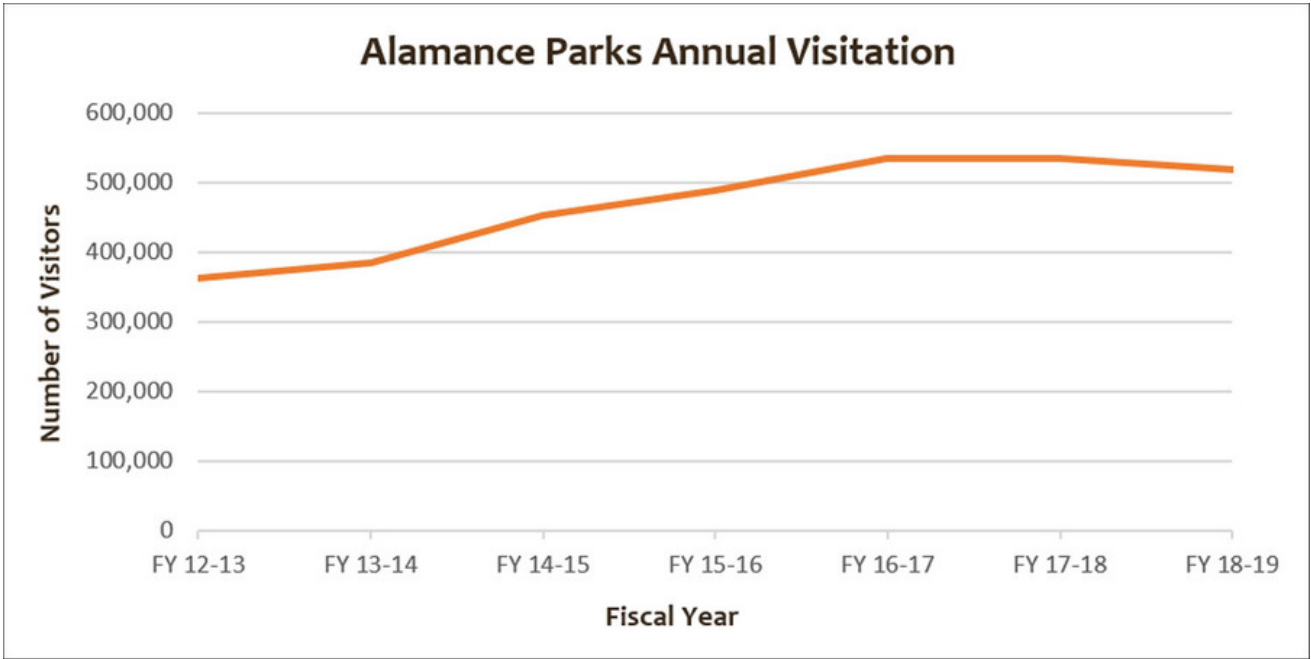


Figure 1. Total annual AP visitation each fiscal year from FY 2012-2013 to FY 2018-2019

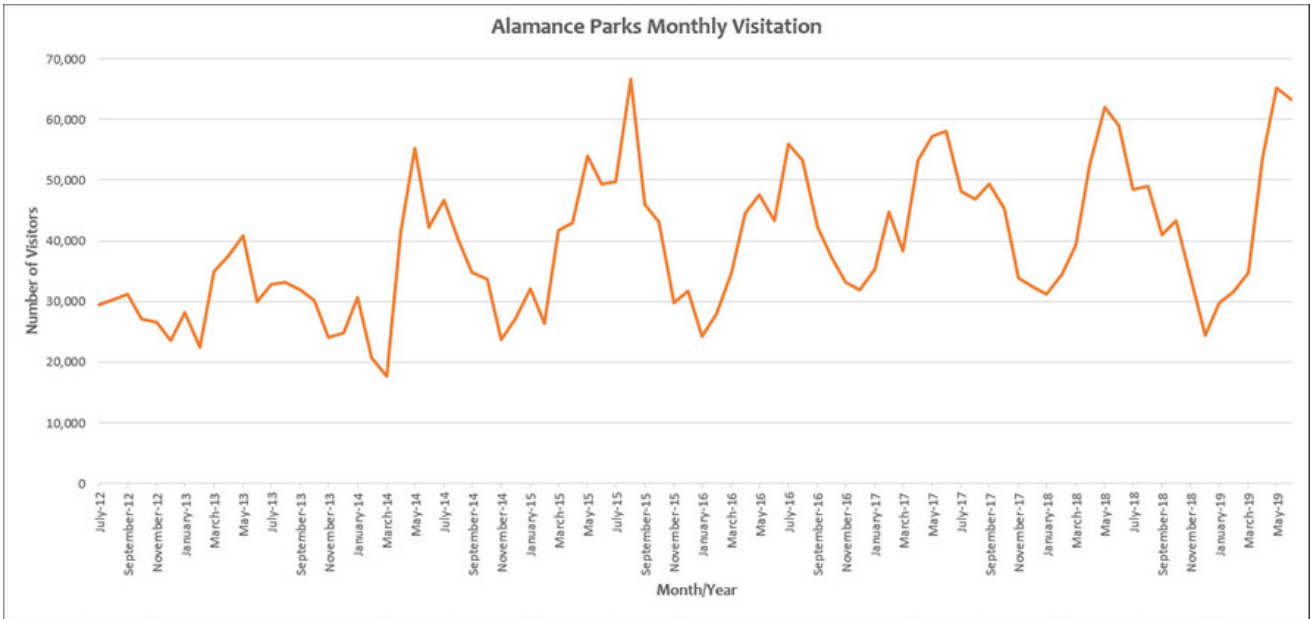


Figure 2. Monthly visitation trends at AP facilities since July 2012

Appendix A: Visitation

Cedarrock Park

The following data shows the visitation trend for Cedarrock Park over the past seven years. Cedarrock Park's annual visitation for FY 2018-2019 was 121,042 (Figure 3). Figures 3 and 4 show that the visitation to Cedarrock Park has remained roughly the same over the past five years. Monthly visitation trends are similar to the overall AP trends with a peak in the spring and early summer months.

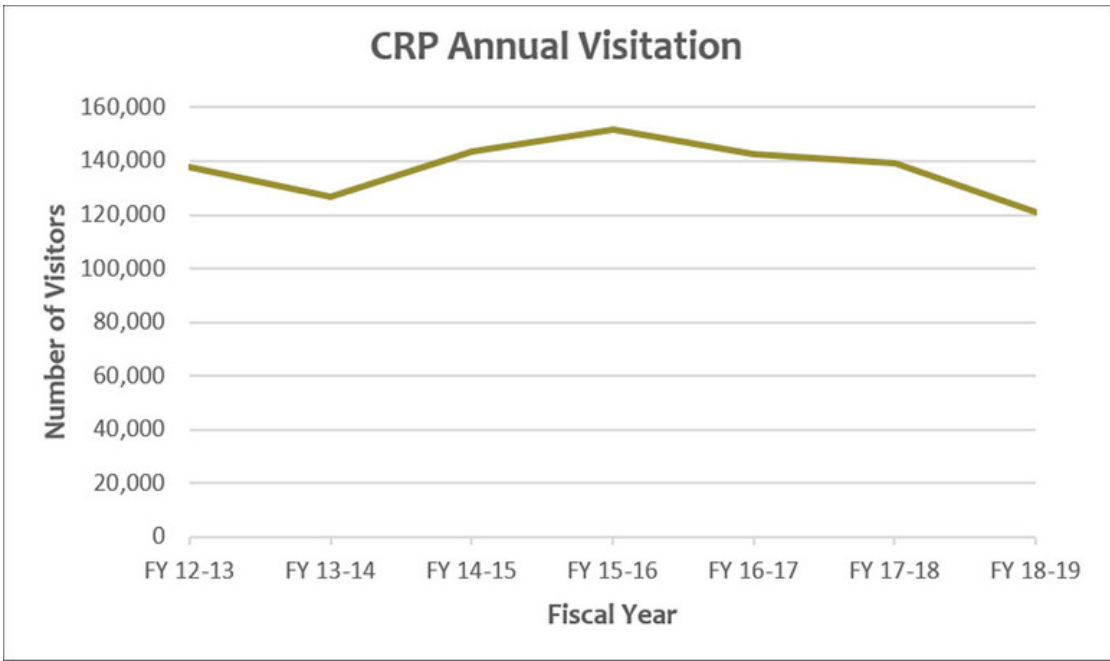


Figure 3. Total annual CRP visitation each fiscal year from FY 2012-2013 to FY 2018-2019

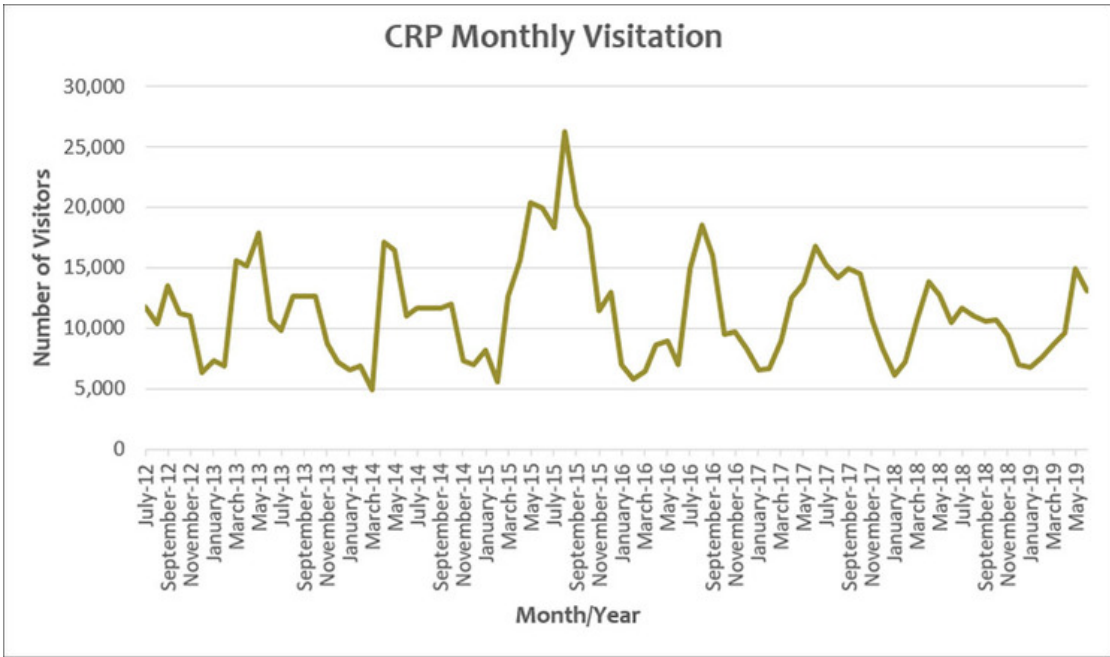


Figure 4. Monthly visitation trends at CRP since July 2012

Appendix A: Visitation

Haw River Trail

The following graphs show visitation to the Haw River Trail since FY 2012-2013. 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.

The Haw River Trail combined annual visitation in FY 2012-2013 was 245,713. It has risen to 296,089 for FY 2018-2019 (Figure 5). This represents a 21% increase in visitation over the past six years. Monthly visitation trends are similar to the overall AP trends with the peak visitation months occurring in the spring (Figure 6).

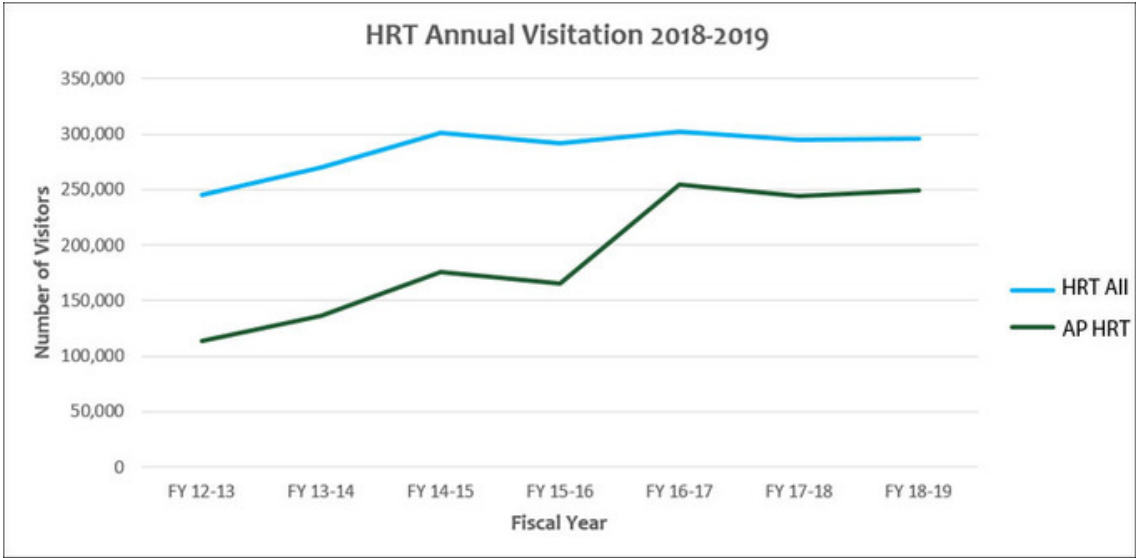


Figure 5. Total annual HRT visitation each fiscal year from FY 2012-2013 to FY 2018-2019

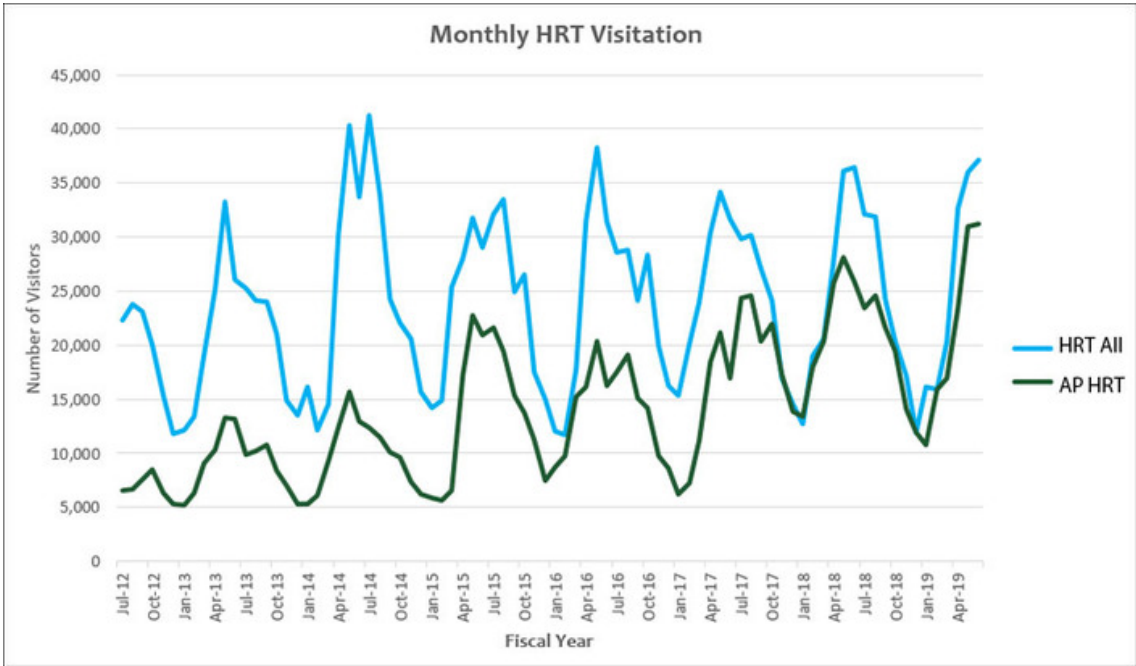


Figure 6. Monthly visitation trends for the HRT since July 2012



# Appendix A: Visitation

## 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.

Throughout FY 2018-19, Alamance Parks completed many improvements to both community centers. A trend of steady, year-long visitation continues at both Community Center locations (Figure 7).

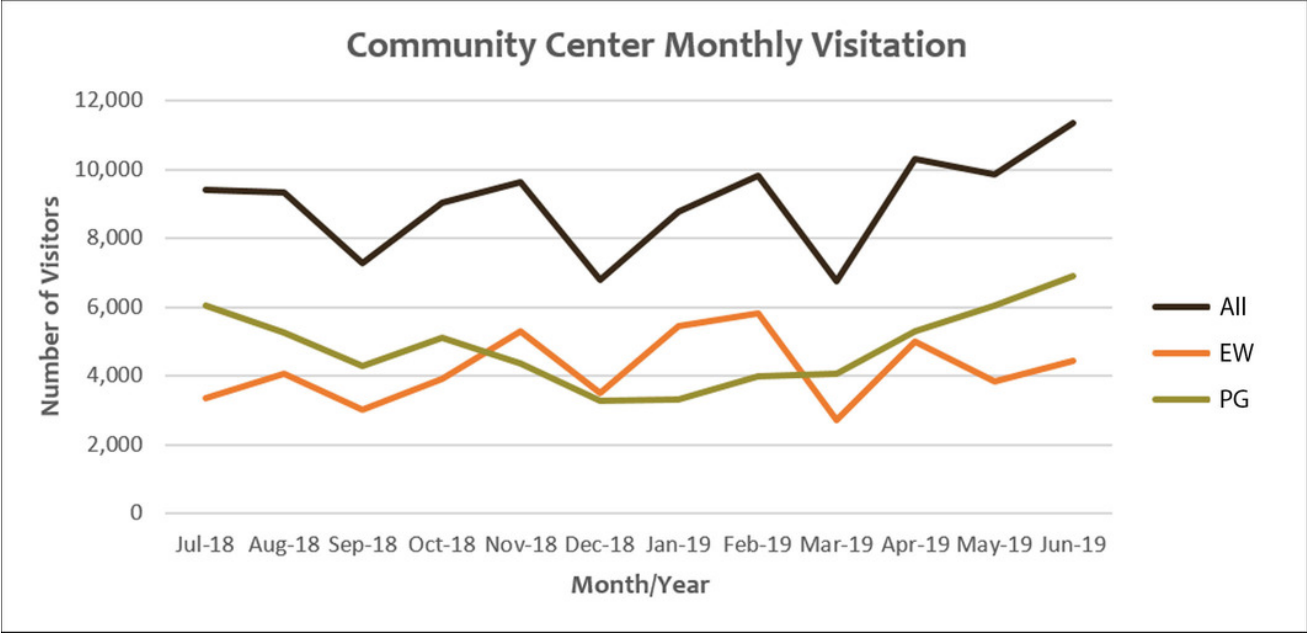


Figure 7. Monthly visitation trends for the Community Centers since July 2018

