

2019-2020 ANNUAL REPORT



Haw River Trail - Great Bend Park

PREPARED BY

*Alamance County
Recreation & Parks
July 2020*



Table of Contents

- 04 Alamance Parks
- 05 Cedarrock Park
- 10 Community Centers
- 14 Haw River Trail
- 18 Cane Creek Mountains Natural Area
- 19 Athletics
- 21 Special Populations
- 24 Public Relations & Communications
- 26 Alamance County Visitors Bureau
- 31 Textile Heritage Museum
- 33 Staff & Facility Information
- 38 Funds
- 39 Recreation & Parks Commission
- 40 Appendix A: Visitation





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, Cane Creek Mountains Natural Area, 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, a fishing pond, 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 **700,567** visitors, and our athletics programs enrolled over **700** 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 **109,756** members of the community last year. Our staff logged a total of **31,212** program contact hours, conducted **272** total programs, and served **12,313** total participants during the 2019-20 fiscal year. Alamance Parks strives each year to expand and improve upon the opportunities and services it provides to the community.



Cedarrock Park

Alamance County's "historic nature wonderland", Cedarrock Park is a 500-acre park located in southern Alamance County.

Overview

Cedarrock 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, a fishing pond, 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 Overlook is Cedarrock Park's newest facility opening in March 2020. As the name implies, the platform overlooks the park's most popular feature, the historic Old Mill Dam. The Overlook is adjacent to the historic Stevens Family house and offers ample space for wedding ceremonies and other gatherings. Other maintenance projects completed at Cedarrock Park include the installation of updated signage, the addition of new grills and cement bumpers in the parking area, repair work on trail bridges, and new fencing. The Garrett House received building repairs, fresh paint, and the construction of a new porch and deck. At the Cedarrock Park Equestrian Center, space was cleared and graded in preparation for the construction of the new equestrian barn.

Cedarrock Park hosts several events each year, including Farm-to-Table, Cedarrock Fall Festival, two cross country competitions, and numerous disc golf tournaments.

The pond was again stocked with a variety of sport fish including trout in the winter months. The fishing pass program continued to be successful, generating \$4,096.10 in revenue and remains one of the most popular activities at the park in the winter and early spring following the arrival of trout.

Cedarrock Park

Improvement Projects

- Construction of the Overlook platform deck and landscaping of surrounding area.
- Updated landscaping and plantings around the Cedarrock Visitor Center
- Designed and installed updated signage throughout the park.
- Installed new grills and cement bumpers in the parking area.
- Upgrades to the Garrett House completed, including: construction and staining of a new porch and deck and repair and painting of the house exterior.
- Repair work completed on trail bridges and replacement of boardwalk.
- New fence installed at Wellspring disc golf course parking lot.
- Completed grading for the new equestrian barn at the Cedarrock Park Equestrian Center.



The Garrett House was painted and a new porch and deck were constructed.



The Overlook patio opened in March and overlooks the Old Mill Dam & waterfall.



The Cedarrock Visitor Center was updated with new landscaping and exterior signage.

Cedarrock Park

Events & Programs

- **Homeschool Hike - Bugging Out (8/20/2019):** Participants of this event enjoyed a hike and an opportunity to learn about and explore critters in the park.
- **Homeschool Hike - Planting Fall Bulbs (9/10/2019):** Participants of this event enjoyed a hike at the park and were able to plant their own fall bulbs.
- **Farm-to-Table (9/24-9/25/2019):** 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. Sponsored by the Alamance County Agri-Business Committee.
- **Cedarrock Fall Festival (10/5/2019):** 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 (10/12/2019):** Fall campout is a family-friendly campout that captures 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.



Students tour the Historical Farm and learn about local agriculture at Farm-to-Table.

Cedarrock Park

Events & Programs (Continued)

- **The Sneaky Pete Disc Golf Tournament (10/26-10/27/19):** Cedarrock Park hosted the 34th 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 (12/7/2019):** Run at the Rock is 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.
- **The Great Backyard Campout (5/3/2020):** Our first ever virtual campout event! Over 1,000 attendees joined the interactive Facebook event to watch live videos including camping basics, s'mores, and storytime hosted by the Alamance County Public Library.

**Note: Due to the COVID-19 pandemic, Alamance Parks programming was suspended in beginning in mid-March throughout the end of the fiscal year. Additionally, many of the annual programs hosted at Cedarrock Park were unable to be held.*



Left: A double rainbow at Cedarrock Park after a spring rain. We never did find the pot of gold!

Right: Nolan and Kelsey Carter participate and lead the first Great Backyard Campout event. Over 1,000 attendees joined in the fun.

Cedarock Park

Facility Use

- 91 Group Shelter Reservations: Cedarock Park's shelters and gazebos are available for rent for parties, gatherings, and special events.
- 419 Day and 51 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.
- 159 Campsite Rentals: Campsites are available for rental at Cedarock Park (7), Cedarock Equestrian Center (4), Shallow Ford Natural Area (3), and Sellars Falls (3).

Attendance

Month	# of Visitors
July 2019	12,729
August 2019	13,690
September 2019	14,731
October 2019	20,120
November 2019	13,709
December 2019	7,653
January 2020	7,320
February 2020	7,424
March 2020	14,705
April 2020	26,730
May 2020	30,689
June 2020	22,592
Total:	192,092

Reviews for Cedarock Park

"Always an amazing adventure."

-Maria Z.

"A natural wonder with great trails."

-Gene O.

"Beautiful trails and overall environment. Great place to get away."

-Wendy B.

"It's a nice place to enjoy some outdoor time and fun. The land is beautiful and nature is at its best."

-Kevin H.





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 hours, 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.
- Installed corn hole boards, new playground equipment, and sunshade.
- Added a 9-hole beginner disc golf course.
- Repaired gym lights and renovated the ball field.

Eli Whitney Community Center

- Installed new barn quilt squares on community center building.
- Repaired gym lights.
- Exterior and interior of the center were painted.
- New fiberglass backboards were installed.

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, Senior Field Trips (including trips to the NC State Fair, Greensboro Holiday Market, McLarin Farms, and the Textile Heritage Museum).
- **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.
- **Trunk or Treat (10/31/2019):** Over 200 participants came out to the Pleasant Grove Gym for candy and Halloween fun.
- **Healthy Holiday Recipes (11/19/2019):** Eleanor Frederick with Cooperative Extension demonstrated how to make healthy and delicious food for the holiday season.
- **Veterans' Connection (7/18/2019, 11/7/2019):** This event welcomed all of those who have served in the military to come and socialize with other veterans, share stories, and enjoy refreshments.
- **Alamance Parks Summer Camp (July - August 2019):** 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.

- **Explore Archery**
(6 Sessions, January - February 2020): A brand new program for Alamance Parks, the Explore Archery program teaches the fundamentals of target archery. Classes covered range safety, equipment, shooting form, shot execution, and scoring.



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 2019-2020 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.



Top Left: New barn quilt squares were installed at the Eli Whitney Community Center. The center design is Little Red Schoolhouse, in remembrance of the center's history as a school. The left and right design is Carolina Lily, a popular pattern in the local quilting community. The center hosts the annual Uncle Eli's Quilting Bee which has been held since 1931.

Right: Thanks to funding from Impact Alamance, a new sunshade and playground equipment were installed at the Pleasant Grove Community Center.



Community Centers

Facility Use

- 111 PG Gym Rentals: The PG gymnasium is available for rent and is used for athletics, birthday parties, family reunions, baby showers, and occasionally weddings.
- 10 EW Gym Rentals: The EW gymnasium is available for rent and is primarily used for athletics.
- 11 PG Shelter Rentals: The shelters at PG are available for rental by groups for parties, gatherings, and special events.
- 20 PG Classroom Reservations: The classroom at PG is available by reservation for special events. Uses have included baby showers, birthday parties, and meeting space.
- 1 PG Athletic Field Reservation: 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 2019	5,125	4,670
August 2019	4,975	4,743
September 2019	5,008	3,762
October 2019	4,818	4,117
November 2019	4,117	3,169
December 2019	3,606	7,433
January 2020	4,547	5,504
February 2020	5,824	4,942
March 2020	5,227	3,688
April 2020	5,632	2,839
May 2020	5,263	2,732
June 2020	5,325	2,690
Subtotals	59,467	50,289
Total:	109,756	





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.

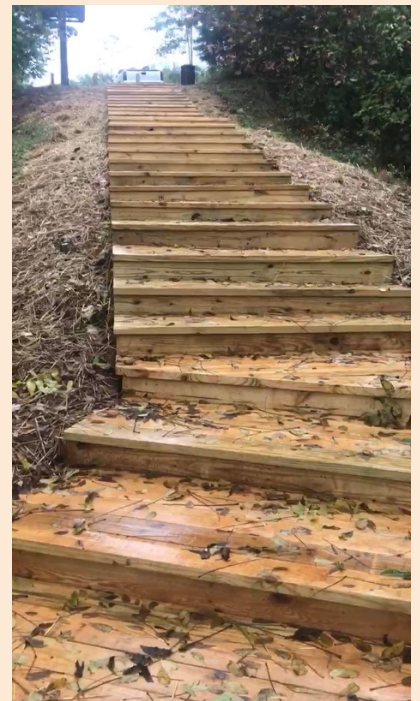
Included in the HRT system and open to the public are four recreational parks, 20 miles of hiking trails, approximately 40 miles of paddle trail, and 15 paddle accesses extending through Alamance County from Guilford County to the Alamance County-Orange County line.

The Department continues to focus on acquiring trail easements in Northern Alamance County. Additionally, Haw River Trail facility updates during the past year include renovation at the Glencoe Paddle Access, a new gate and fence at Great Bend Park, and new river access stairs at Union Bridge Paddle Access. Additionally, Sellars Falls opened a new camping area with 3 campsites.

Haw River Trail

Improvement & Repair Projects

- Renovation completed at Glencoe Paddle Access.
- Installation of new gate and fence at Great Bend Park.
- Construction of new stairs leading from parking area to river access at Union Bridge Paddle Access.
- Sellars Falls opened a new camping area with 3 campsites.
- Installation of new interpretive signage at Saxapahaw Island Park.



Top Left: Geologists from the North Carolina Geological Survey visited with our team at Great Bend Park in Glencoe. The group is studying the Geological history of The Haw River.

Top Right: New steps were installed at Union Bridge Paddle Access.

Bottom Left: New interpretive signage was installed throughout Saxapahaw Island park.

Haw River Trail

Meetings, Presentations & Outreach

- Friends of the Lower Haw River State Natural Area, Board Meetings
- Belong in Burlington Events
- Piedmont Legacy Trails Steering Committee Meetings
- Leadership Alamance Meetings
- Elon University Student Fellowship Project Meetings
- Carolina Thread Trail, Trail Summit
- NC State Geologist Hike at Glencoe
- NC State Geologist Hike at Cane Creek Mountains Natural Area
- Burlington Graham Metropolitan Planning Organization Steering Committee
- Clean Water Management Trust Fund Grant Award Meeting
- Parks and Recreation Trust Fund Program Grant Award Meeting
- Elon Wellness Fair
- World Paddle Film Festival in Saxapahaw
- United Way Hikes
- Impact Alamance Grant Review Meetings



Reviews for Haw River Trail:

Saxapahaw Island Park:

"Beautiful trail with flowing water all around. Great area, really nice people, all around wonderful experience."

-Utah V

Swepsonville River Park:

"Peaceful tranquil place to escape the hustle and bustle of the day".

-Chris M.

Great Bend Park:

"Lovely, "authentic" nature trail with clean, clearly marked paths and the benefit of wonderful water features that are easily accessible.."

-Davina W.

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	Sax Mill Trail	Union Bridge PA	Graham-Hwy 54 PA	Red Slide Park
July 2019	-	2,723	2,295	1,236	514	307	4,145	3,495	6,229	3,152	7,877	2,561	827	1,515	2,915
August 2019	-	3,377	2,323	1,884	553	437	4,163	2,970	6,067	6,407	12,501	3,284	602	2,900	4,306
September 2019	-	3,314	2,389	1,579	494	339	3,330	1,833	1,616	5,237	9,836	1,782	595	2,556	4,212
October 2019	-	1,387	1,977	1,441	789	380	2,976	2,066	262	2,053	4,763	2,113	446	4,721	3,760
November 2019	-	3,074	1,774	1,022	659	301	1,910	1,950	183	1,100	4,458	1,901	293	3,361	2,260
December 2019	-	2,258	1,823	1,472	512	319	2,159	1,156	268	1,064	3,803	2,514	319	1,124	2,154
January 2020	-	2,146	2,580	1,253	870	118	2,284	1,214	264	1,059	4,296	2,200	287	1,295	2,431
Febraury 2020	-	2,301	2,155	899	940	90	1,420	1,149	295	1,185	2,090	1,802	293	1,106	2,322
March 2020	-	5,198	4,362	1,448	1,384	311	4,529	2,428	412	2,153	7,298	3,621	745	1,773	3,386
April 2020	-	5,416	8,207	1,755	2,119	187	6,358	3,111	443	2,935	10,716	5,413	951	2,140	92
May 2020	-	5,263	5,712	1,326	2,492	230	6,560	3,752	1,073	4,306	10,653	5,183	1,156	2,349	2,920
June 2020	-	5,350	2,664	1,297	2,142	202	6,348	3,183	2,556	4,167	10,278	5,612	1027	2,142	4,840
SUBTOTAL	-	41,807	38,261	16,612	13,468	3,221	46,182	28,307	19,668	34,818	88,569	37,986	7,541	26,982	35,598
TOTAL	439,020														

2019-20 Total HRT Visitation: 439,020

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



Cane Creek Mountains Natural Area

Cane Creek Mountains NATURAL AREA

Overview

Cane Creek Mountains Natural Area is a new nature park that provides public access to Alamance County's largest state-significant natural heritage area. Hikers enjoy rolling piedmont hills, abundant creeks and streams, and some of the best views in Alamance County. Phase I of the park, including the first hiking trails, opened in May of 2020. The development of the park will continue over the next several years. Upon completion, the Cane Creek Mountains Natural Area will total over 1,000 acres and include an observation tower, camping facilities, wildlife observation areas, and more.

The park is located in the Cane Creek Mountains Range, a Piedmont Monadnock range that covers much of the southwest quadrant of Alamance County. The park contains 4 miles of streams and plants and animals found nowhere else in the area. The range is one of four recognized Natural Heritage Areas in Alamance County and is home to the highest peak in North Carolina east of Greensboro at 987 feet.



Some of our first visitors to the Cane Creek Mountains Natural Area. The park is home to a variety of wildlife.



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 12 local sports fields and nine gymnasiums.

Improvement Projects

- Installed new bleachers at E.M. Holt Athletic Park.
- Installed new athletic park signs at B.E. Jordan and Sylvan ball fields.
- Renovated A.O. Athletic field.
- Replaced lights in Eli Whitney and Pleasant Grove Gyms.



Athletics

Programs

Sport	Teams	Players	Games
Alamance Parks Football	13	337	50
Alamance Parks Girls Basketball	12	100	57
Alamance Parks Boys Basketball	43	359	193
Total:	68	796	300

**The 2020 Baseball, Softball, and Tee-Ball seasons were cancelled due to COVID-19.*

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 43 boys basketball teams, 12 girls basketball teams, and 13 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
- 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 includes over 400 athletes and over 1,500 volunteers (one of the largest volunteer opportunities in Alamance County). SOAC participation numbers for the 2019-2020 fiscal year were:



Sport	Program	Tournament	Date	# Athletes	# Volunteers
Basketball	25	Local	2/2/2020-3/7/2020	350	100
Spring Games			Cancelled		
Aquatics			Cancelled		
Golf	5	State	11/1-11/3/2019	2	2
Bocce	12	Local	10/25/2019	300	25
		State	11/1-11/3/2019	6	1
Bowling	30	Local	9/26/19, 10/11/19, 11/8/19	300	100
			Cancelled		
Equestrian			Cancelled		

**Cancellations were due to COVID-19.*

Special Populations

Events & Programs

- **Fall Tournament** (11/1/19-11/3/2019) Seven SOAC athletes attended fall tournament to compete in Bocce and Golf.
- **Spring Games** (*Cancelled for 2020*): 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. Due to Covid-19 Spring Games 2020 had to be cancelled.



Top Left: Alamance Parks staff members Emily Vermeer, Ashley Therrell and Nolan Carter prepare for the Bowling Tournament. Middle Left: Athletes participate in the Bocce Tournament. Top Right: Participants of the Special Olympics Baseball Tournament take a break from competition to hula hoop.



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 2019-2020 outings included the annual Burlington Royals game, the NC State Fair, an Elon University basketball game, a visit to the Greensboro Science Center, pot luck bingo, bowling, the annual Christmas Party, 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 Mayor's Committee for Persons with Disabilities.

Fundraising Efforts

- T-Shirt Sale (7/2019)
 - Annual Shag Club Golf Tournament (9/2019)
 - 9th Annual Brewballs Golf Tournament (10/2019)
 - Haw River Police Department's Haw River Trail Run (10/2019)
-



Public Relations & Communications

Alamance Parks employees attend 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 employees attend 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 and Instagram 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 Cedarrock 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 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 and Instagram 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 and Instagram 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 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 to promote upcoming programs, athletic seasons, and events.

Online Engagement

Online Communication Platform	Engagement Status
Alamance Parks e-Newsletter	4,524 subscribers
Haw River Trail e-Newsletter	1,412 subscribers
Alamance Parks Facebook Page	7,774 followers
Haw River Trail Facebook Page	1,280 followers
Alamance Parks Instagram	1,067 followers
Haw River Trail Instagram	1,117 followers
Alamance Parks Website	310,848 page views (123,999 unique)
Haw River Trail Website	71,732 pageviews
Cedarrock Park TripAdvisor	4.5 star rating
Haw River Trail TripAdvisor	4.5 star rating
Cedarrock Park Google Review	4.7 star rating





Alamance County Visitors Bureau

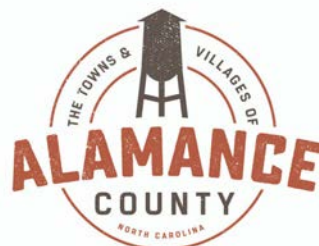
The primary objective of the Visitors Bureau is to increase the economic impact of tourism in Alamance County.

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 2019-2020 progress towards these goals.



BURLINGTON • MEBANE • ELON
GRAHAM • SAXAPAHAW

Alamance County Visitors Bureau

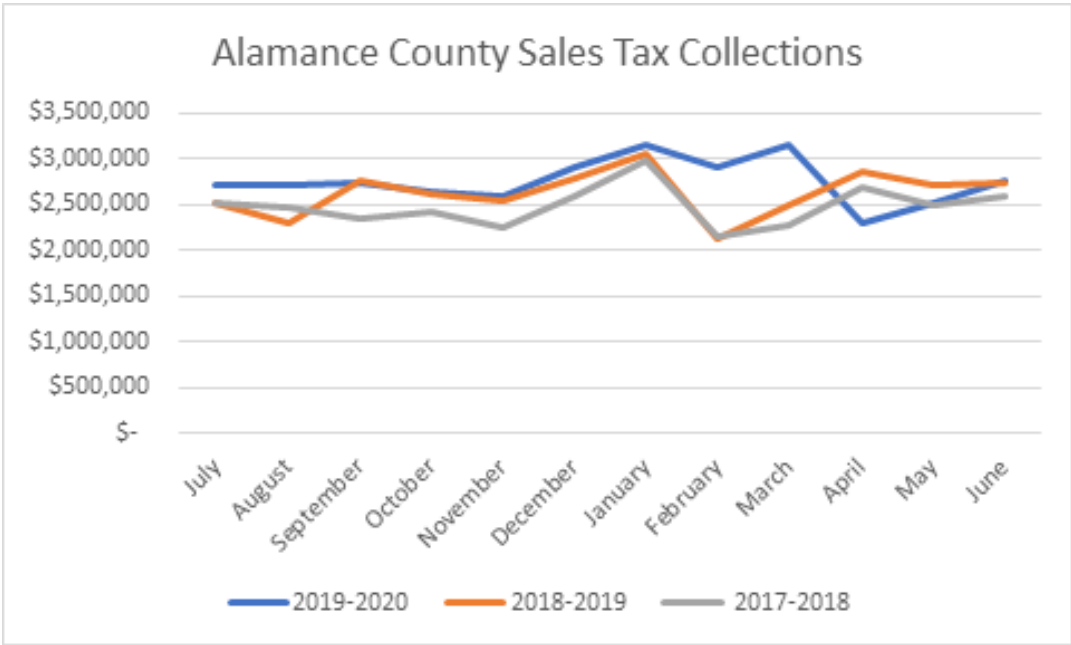


Figure 1. Alamance County Sales Tax Collections

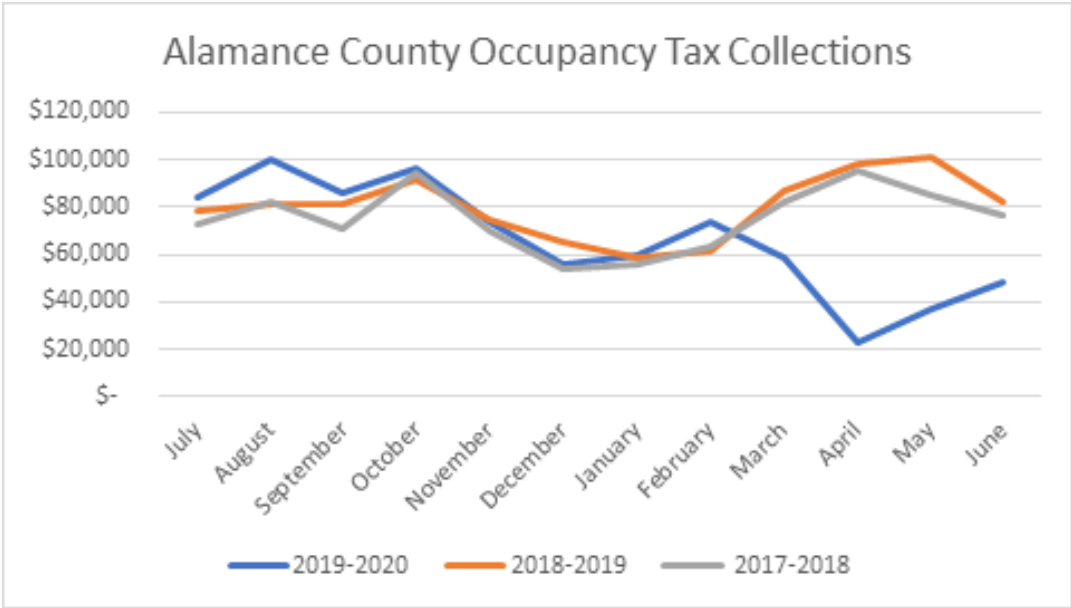


Figure 2. Alamance County Occupancy Tax Collections

Alamance County Visitors Bureau

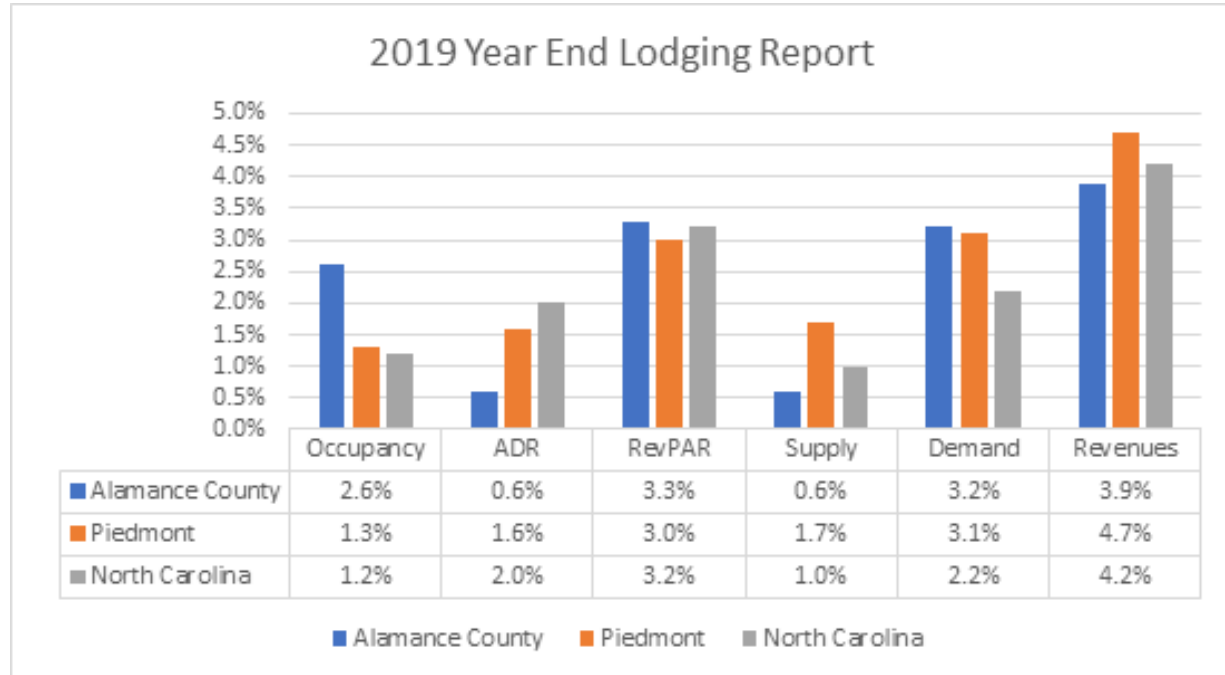


Figure 3. Lodging Report, January – December 2019. Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited. Figures for North Carolina are funded, contracted and released by Visit North Carolina.

Alamance County Visitors Bureau

Marketing/Website

The Visitors Bureau has distributed over 8,000 Visitor Guidebooks. In addition to the guidebook, the bureau also produces an Antique Trail and Theater rack card for distribution, along with profile sheets for media and group markets. Our social platforms continue to see an increase in followers, with a 38% increase on Instagram and a 17% increase on Facebook, over the last fiscal year.

The CVB 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 including Travel South, Adventure and Travel Show, Southern Destinations shows, Association Executives of NC and NC/VA/SC Joint Marketplace. We have participated in media missions with the state and have cooperatively worked with VisitNC on additional marketing. Our marketing plan also included advertising in local and regional publications, sponsorships and digital platforms. Advertising outlets included Our State, Travel Host, Group Travel Media (History & Heritage), Chapelboro.com/WCHL radio, Visit NC northern market advertising, Southern Lifestyle, NC Heritage Guide, SportsEvents, Travel the Carolinas, Carolina Field Trip Guide, Alamance Living, Tanger Outlets, Alamance Crossing, Elon/IMG and Burlington Royals.

Sponsorships included the Carousel Festival, Dogwood Festival and the Preservation of Homes Tour. Social media campaigns included highlighting our downtown communities with social media takeovers every month to promote local dining and shopping experiences. In addition, a Spring highlight during the pandemic included an interactive opportunity to engage the audience and keep our businesses in the spotlight and provide local prizes.

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, Studio One/Alamance Children's Theater, Graham Historical Museum, City of Graham, Bars of Downtown Graham (through the Cooperative), Town of Gibsonville/Merchants Association of Gibsonville, Alamance Parks, Textile Heritage Museum and the Town of Haw River.

We continue our partnership with the Piedmont Triad Destination Management Organization (PTDMO), to promote our area and leveraging our marketing budgets. Projects include cooperative advertising and a recent brand identity to be launched in 2020. In addition, opportunities include week-long social media takeovers to highlight our communities. Below is a comparison between our PTDMO partners in reference to visitor expenditures.

Alamance County Visitors Bureau

Advertising Examples

SMALL SURPRISES FOR SWEETLY SAVORING

IT'S TIME WE HAD A TALK ABOUT THE BEES AND THE BEES.

Particularly since April is North Carolina Bee Month. In Alamance County, you'll find some pretty sweet bees from family-owned operations, such as Purgation Road Farm, ranked the #3 brewery in the state by Untappd for 2018. Along with Bright Point Brewing, New River Purgation Farm and the Englewood Bee Works, you could spend several unforgettable days in some very interesting downtowns sampling barrel-aged beers, IPAs, wild ales and seasonal lagers made with the finest locally-sourced honey, hops, fruit and honey.

Which makes a craft beer tour in Alamance County just the most delicious.

THE TOWNS & VILLAGES OF ALAMANCE COUNTY

BURLINGTON
MEBANE

ELON
GRANHAM
SAXAPAHAN

Discover everything our area offers at VISITALAMANCE.COM | 800-637-3804

SMALL SURPRISES

VENTURE OFF THE INTERSTATE FOR TOWNS FULL OF WARMTH AND CHARM.

ALAMANCE COUNTY

BURLINGTON
MEBANE

ELON
GRANHAM
SAXAPAHAN

Learn more at VISITALAMANCE.COM
800-637-3804

SMALL SURPRISES OFF THE BEATEN PATH

VENTURE OFF THE INTERSTATE FOR DOWNTOWNS FULL OF CHARM, CHARACTER, AND COMMUNITY.

There's charm in Burlington, Elon, Graham, and Mebane, and a warm, friendly spirit in every town. These charming towns in Alamance County have that small-town, everyone knows your name feel while welcoming new people and new businesses. Our downtowns are brimming with locally-owned restaurants, ice cream and coffee shops, and boutiques. Venture nearby, early on the "Farm-to-Fork" movement, visit a local farm, or enjoy the garden-to-table at the farmers' market in Mebane. Located near the edge of popular West City Street, you're home to all of the shops along Main Street in Burlington, enjoy several outdoor dining options. Celebrate the rich diversity and culture in every town, such as Elon, to offer.

Bring your curiosity for small surprises.

THE TOWNS & VILLAGES OF ALAMANCE COUNTY

BURLINGTON
MEBANE

ELON
GRANHAM
SAXAPAHAN

Discover everything our area offers at VISITALAMANCE.COM | 800-637-3804

SMALL SURPRISES FOR THE EXPLORER

YOU'LL BE AMAZED AT WHAT YOU ENCOUNTER.
Plan your next science, history or cultural trip today.

ALAMANCE COUNTY

BURLINGTON
MEBANE

ELON
GRANHAM
SAXAPAHAN

Discover everything our area offers at VISITALAMANCE.COM
800-637-3804

SMALL SURPRISES

KIN PATCH U-PICK 1 MILE

AUTUMN FEST – DOWNTOWN MEBANE
SATURDAY, OCTOBER 5

WOOFSTOCK – DOWNTOWN BURLINGTON
SATURDAY, OCTOBER 12

ART EXTRAVAGANZA – VAILTREE EVENT CENTER,
HAW RIVER – OCTOBER 26 & 27

ALAMANCE COUNTY

BURLINGTON
MEBANE

ELON
GRANHAM
SAXAPAHAN

Learn more at VISITALAMANCE.COM



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.

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 & Exhibitions

- **Textile Heritage Month Celebration (10/22-10/26/19):** October is the official month of celebration of Textile Heritage throughout the Southern United States. In conjunction with other museums and historic sites throughout the southeast, the Textile Heritage Museum did its part as well in the celebration of our nation's textile heritage.
- **Textiles and Tar Heels Heritage Festival (10/26/19):** This Saturday highlighted the celebration of textile heritage in Alamance County. The museum featured arts and crafts, weaving and loom demonstrations, vintage automobiles, live music, open house tours in the village, and food truck and refreshments in Historic Glencoe. We also collaborated with the Alamance Partnership for Children with their annual Roll and Read special event, which brought in additional families to participate.
- **Christmas at Glencoe (12/7-12/28/19):** Christmas in Historic Glencoe is a special time. Decorated Christmas trees and other ornamental trimmings to commemorate different eras of this holiday time were on exhibit throughout the museum. In addition, a very rare collection of early American toys of the 1890s-1950s provided child visitors an added touch of interest.
- **Burlington Industries, Inc. Exhibition (10/26/19-1/31/20):** This special exhibit featured a presentation showcasing the history of Burlington Industries, Inc., the world's largest textile corporation, which began in Alamance County in 1923. Featured artifacts included signage and memorabilia from former plants, personal effects from former employees, and a variety of specialized clothing and material samples Burlington Industries was so well noted for producing. Also on exhibit was the personal collection of Mr. Don Moriarty, a design engineer for the corporation for more than 30 years.



The museum has undergone significant exhibit improvements including new artifacts on display and a redesign to follow new health and safety guidelines.



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 2019-2020 included the hire Claire Davis as Visitor Services Representative. 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

- Trail Building Workshop
- RecDesk Content Management Training
- CPR/First Aid Certification
- Leadership Institute
- Special Olympics NC Coordinators Meeting
- Better Meetings Seminar
- Microsoft Guide to Excel Basics
- How to Communicate During Coronavirus
- PARTF Application Workshop
- Tractor Safety Workshop
- Chainsaw Safety and Agricultural Practices
- Aquatic Plant Maintenance
- Sports Turf Management Association Training
- Pesticide Training
- Park Ranger Institute
- NC African American Farmer Webinar

Conferences

- Impact Alamance Wellness Summit
 - Piedmont Trails Summit
 - Alamance Wellness Collaborative - Chuck Marohn Strong Towns Conference
 - Therapeutic Recreation 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 II	Ernie Hayes	336-270-5124	Glencoe
CVB Director	Grace VandeVisser	336-570-1444	CVB
Visitors Services Representative	Claire Davis	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

Cane Creek Mountains Natural Area

5075 Bass Mountain Rd.
Snow Camp, NC 27349
Ph: 336-229-2410

CRP I (Administrative Offices)

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

CRP II (Park Office & Visitor Center)

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: 336-229-2410

Great Bend Park

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

Staff & Facility Information

Main Facility Addresses (Continued)

Pleasant Grove Community Center (PG)

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

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

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

Cedarock Park & Cane Creek Mountains Natural Area

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, Swepsonville River 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

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 2019-20
Shelters	\$2,619.74
Gyms	\$4,049.78
Fishing Passes	\$4,096.10
Other	\$1,016.52
Subtotal	\$11,782.14
Program Fees	Revenue 2019-20
Summer Camp	\$646.77
Athletics	\$11,929.10
Subtotal	\$12,575.87
Total:	\$24,358.01

Donations/Sponsorships

Division	Donations/Sponsorships 2019-20
Cedarock Park	\$8,531.05
Haw River Trail	\$2,778.65
Special Olympics	\$42,856.11
Total:	\$54,165.81

Grant Awards & Department Planning

- \$25,000 grant from Impact Alamance for playground equipment and a 9-hole disc golf course at the Pleasant Grove Community Center
- \$1,200,000 grant from Clean Water Management Trust Fund for the purchase of the Sizemore land tract in the Cane Creek Mountains Natural Area.
- NCRPA Explore Archery grant for equipment and training.
- \$470,000 grant from the Parks and Recreation Trust Fund for Phase 2 development of the Cane Creek Mountains Natural Area. Phase 2 development includes the construction of an observation tower and additional trail.

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 eight citizen volunteers and one representative from both the Alamance-Burlington Board of Education and the Alamance County Board of Commissioners.

Meetings are held on the 3rd Tuesday of every month at 12:30pm or 6:00pm; location varies. Please visit the Alamance Parks website for meeting agendas, past minutes, and a meeting schedule.

Current Members

- Mr. Lee Isley, Chair
- Ms. Kelly May, Vice Chair
- Mr. Bill Lashley, County Commissioner
- Ms. Pamela Thompson, Board of Education
- Mr. Earl Jagers
- Mr. John Paisley
- Ms. Ann Meletzke
- Ms. Barbara Massey
- Mr. Kirk Puckett
- Ms. Bhanva Hilligrass



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 2013-2014 was 384,512 and has since risen to 700,567 (Figure 1). This represents a 82% increase in annual visitation over the past six years. Overall usage peaks in use during the spring and very early summer, with visitors tapering off over the hottest months and into colder weather (Figure 2).

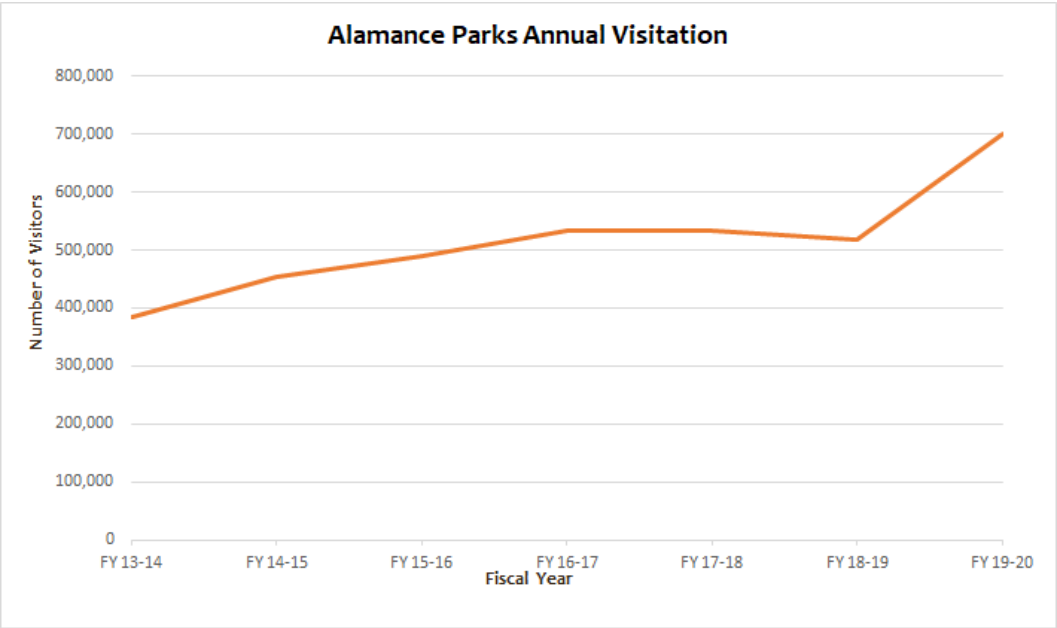


Figure 1. Total annual AP visitation each fiscal year from FY 2013-2014 to FY 2019-2020

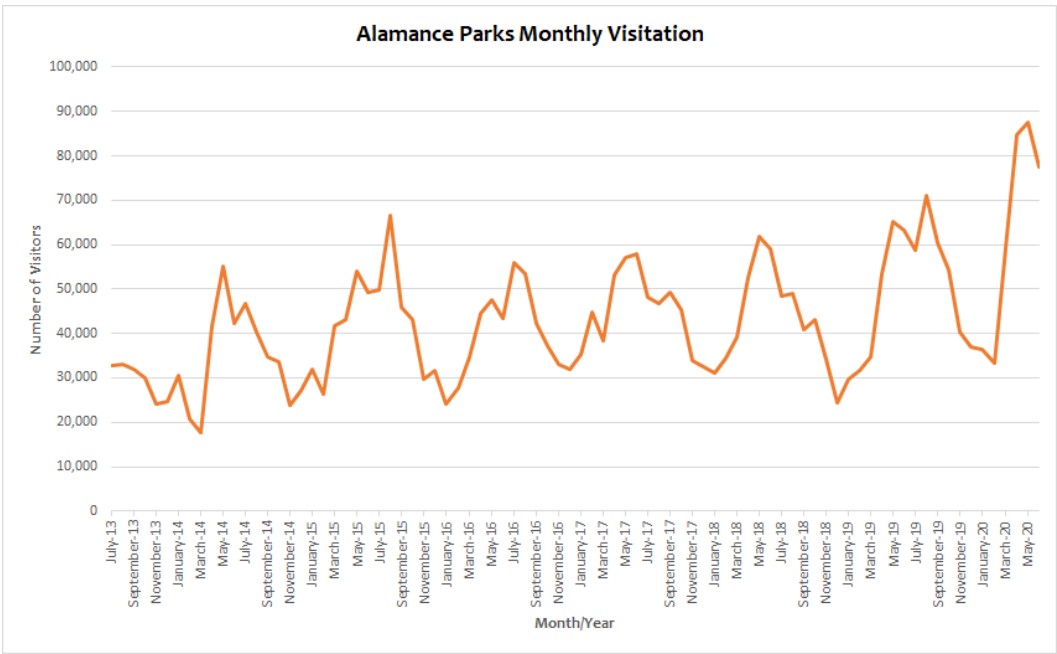


Figure 2. Monthly visitation trends at AP facilities since July 2013

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 2019-2020 was 192,092 (Figure 3). Monthly visitation trends are similar to the overall AP trends with a peak in the spring and early summer months.

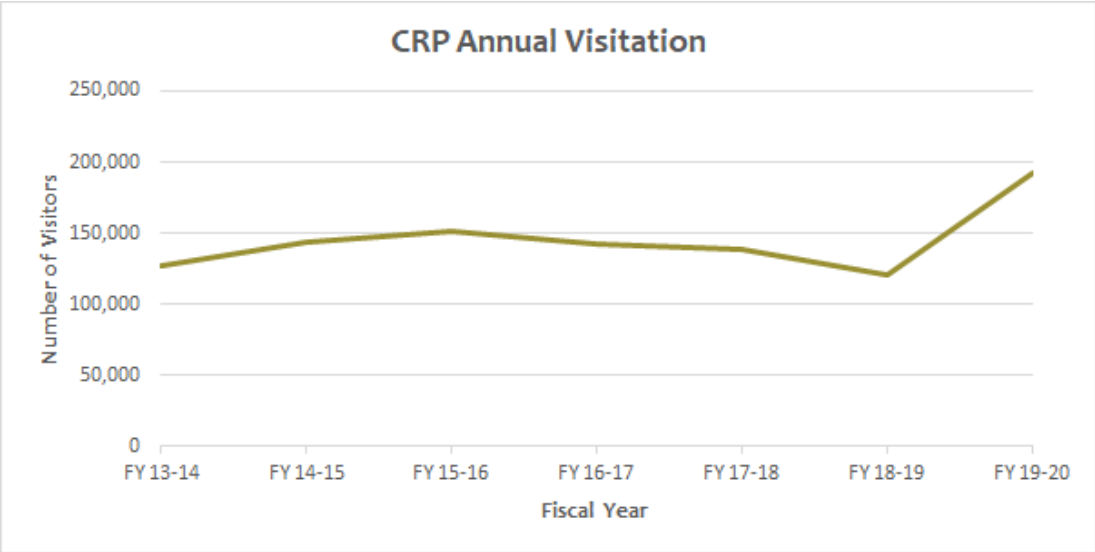


Figure 3. Total annual CRP visitation each fiscal year from FY 2013-2014 to FY 2019-2020

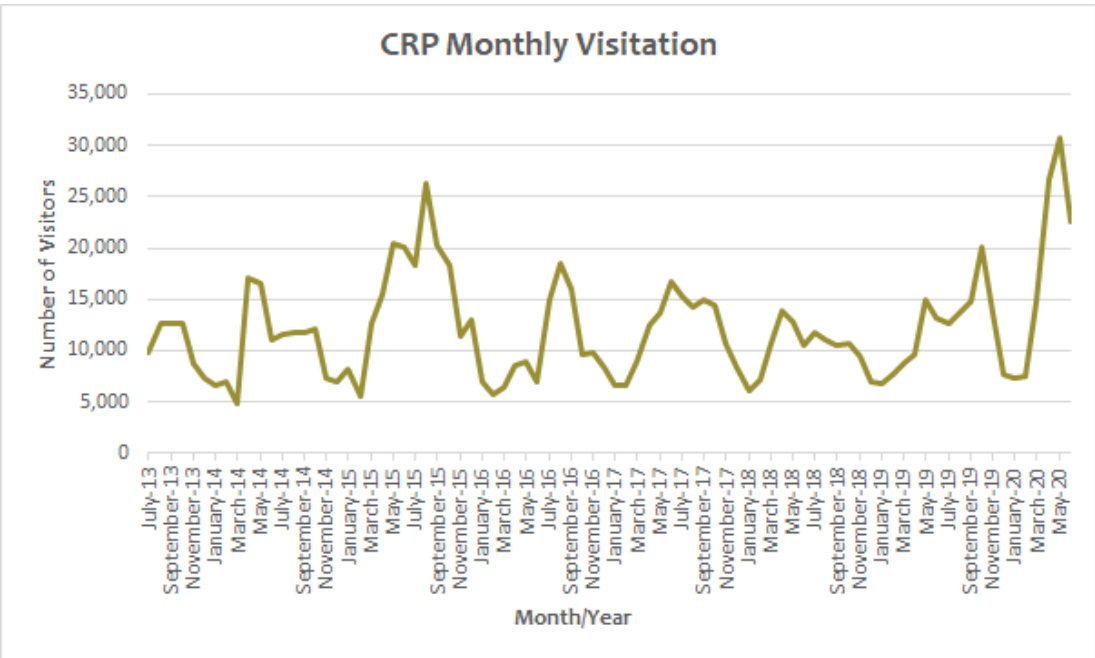


Figure 4. Monthly visitation trends at CRP since July 2013

Appendix A: Visitation

Haw River Trail

The following graphs show visitation to the Haw River Trail since FY 2013-2014. 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 2013-2014 was 270,061. It has risen to 439,020 for FY 2019-2020 (Figure 5). This represents a 63% 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 and summer (Figure 6).

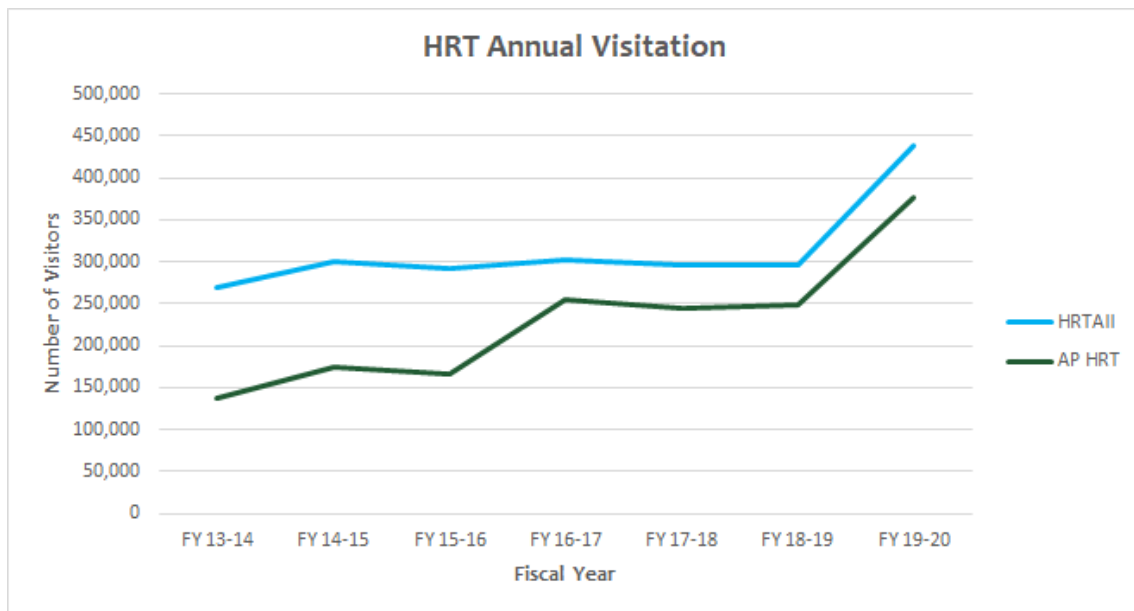


Figure 5. Total annual HRT visitation each fiscal year from FY 2013-2014 to FY 2019-2020

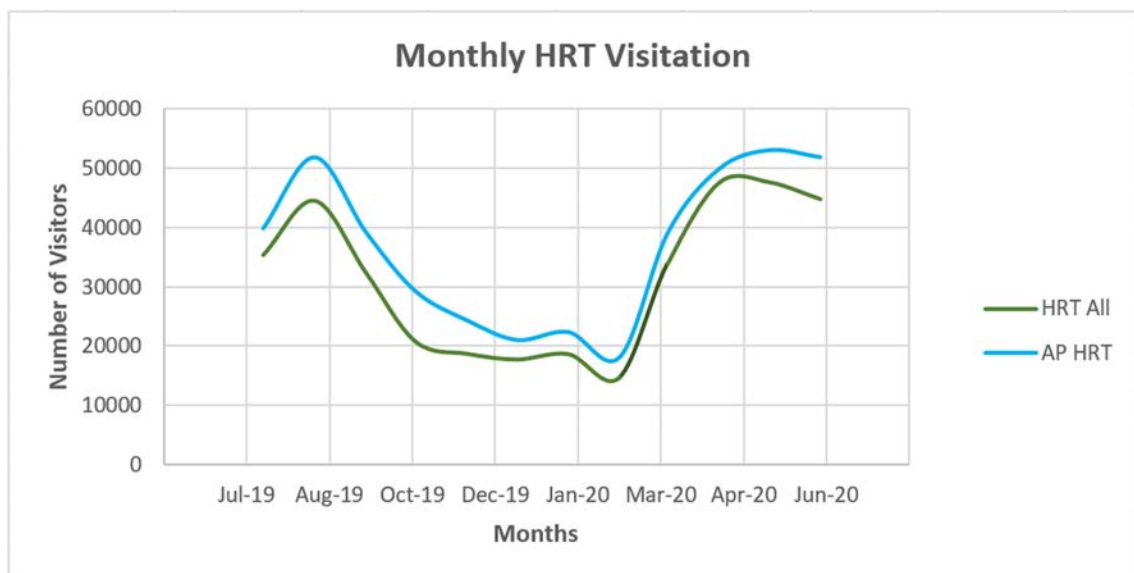


Figure 6. Monthly visitation trends for the HRT for 2019-2020

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 2019-2020 there is a trend of steady, year-long visitation continues at both Community Center locations (Figure 7).

**Note: the indoor community center facilities were closed from mid-March through the end of fiscal year 2019-2020 due to COVID-19. This closure has impacted community center visitation numbers.*

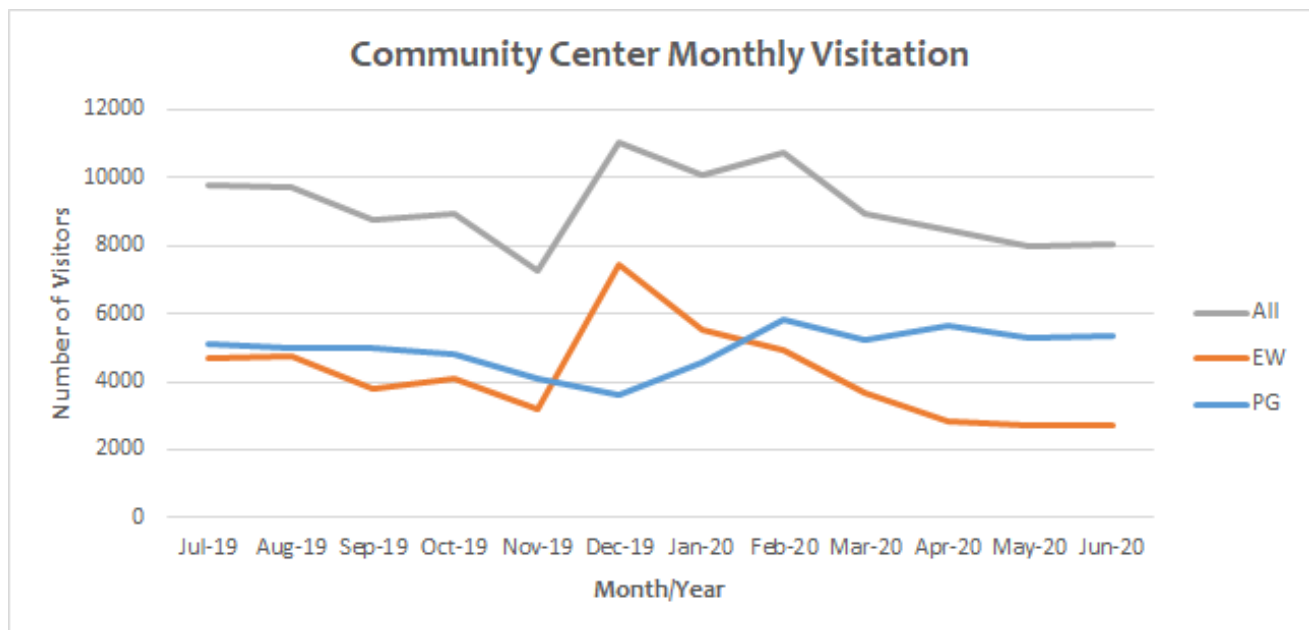


Figure 7. Monthly visitation trends for the Community Centers since July 2019

