

2020-2021 ANNUAL REPORT



Cedarrock Park • Garrett Historical Farm

PREPARED BY

*Alamance County
Recreation & Parks
July 2021*



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Alamance Parks

For 49 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.

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, playgrounds and athletic fields. 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 **716,885** visitors, and our athletics programs enrolled 198 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 **90,192** members of the community last year. Despite in-person gathering limitations due to the COVID-19 pandemic, our staff continued to provide the community with creative program opportunities both in-person and virtually. Our staff logged a total of **3,915** program contact hours, conducted **84** total programs, and served **1,438** total participants during the 2020-21 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 Equestrian Barn is Cedarrock Park's newest facility. The barn was completed in May of 2021 and includes 10 stables which will enable the park to host horse rides and lessons in the upcoming year. Additionally, the park saw facility improvements including new disc golf pads and signs on the Wellspring disc golf course, Garrett House porch staining, the construction of new bridges and boardwalks, and the installation of a fountain in the pond.

Cedarrock Park hosted many events in the last year, including Farm-to-Table, Explore Archery, Family Campout, Christmas on the Farm, Over There & On the Homefront living history program, 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 \$3,581.05 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

- Installed new disc golf pads and directional signs on the Wellspring disc golf course.
- Stained Garrett House front porch, side, and back porches.
- Completed construction of the Cedarrock Equestrian Barn and prepared the site for Sunset Ridge Equestrian to begin guided trail rides.
- Constructed new bridges and boardwalks throughout the park.
- Installed a fountain in the Cedarrock pond.



In May of 2021, a 10 stall stable was completed at the Cedarrock Equestrian Complex. The addition of this barn enables the park to host horse rides and other equestrian services to the public.

Cedarrock Park

Events & Programs

- **Alamance Adventure Race (9/26/2020):** 115 people participated in the first annual Adventure Race. The Alamance Adventure Race is a county-wide, 12-hour scavenger hunt for all ages. Teams journey to all corners of the county to find challenges and collect as many points as possible. Teams visit parks, businesses, popular hotspots, and more. Challenges are scaled in points based on the challenge, difficulty, or location.
- **Farm-to-Table (9/29/2020):** Due to pandemic restrictions, this annual event was held virtually. Students from across Alamance County learned more about how food is grown and produced on a farm and ultimately brought to the family dining table. Students learned about 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.
- **Explore Archery (Fall Session: September-October, Spring Session: April-May):** Explore Archery is an innovative education program focused on introducing beginners of all ages and abilities to the lifelong sport of target archery. This 6-week course teaches the fundamentals of target archery including cover range safety, equipment, shooting form, shot execution, and scoring. An intermediate class was also offered for prior class participants.
- **Backpacking Basics (10/3, 10/24, 11/14/2020):** This program series was catered toward anyone seeking to backpack for the first time or with limited experience. Participants learned all of the backpacking necessities including safety, food, shelter, and gear. At the conclusion of the class series, participants were able to participate in an overnight backpacking trip along the Haw River Trail.



Top: Participants in Alamance Adventure Race complete challenges.

Middle: A new screen was installed at Cedarrock Park for the Explore Archery program.

Bottom: Recreation Programmer, Nolan Carter leads a group on a hike during Backpacking Basics.

Cedarrock Park

Events & Programs (Continued)

- **The Great Backyard Campout (10/17/2020):** An encore from the first Great Backyard Campout last spring. Over 120 attendees joined the interactive Facebook event to watch live videos including camping basics, s'mores, and storytime hosted by the Alamance County Public Library.
- **The Sneaky Pete Disc Golf Tournament (10/24-10/25/20):** 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 (12/5/2020):** 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.
- **Christmas at the Farm (Throughout December 2020):** Due to pandemic restrictions, in lieu of the traditional "S'more Santa" event, the Cedarrock Park Historical Farm was decked out in Christmas and seasonal decor. Visitors were invited to visit and utilize 4 photo stations to take their holiday photos. There was also a "Letters to Santa" station set up at the Post Office on the farm for the young and young at heart.
- **Spring Family Campout (5/1/2021):** Spring 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.
- **Over There & On The Homefront (6/5-6/6/2021):** This living history event showcased life among American and German soldiers, medical personnel, and civilians during the World War II-era of 1942-1945. This two-day event was held at the Garrett Farm located at Cedarrock Park and welcomed more than 100 visitors and demonstrators.



Above: Living history participants of the "Over There & On The Homefront" Event.

Cedarrock Park

Facility Use

- 113 Group Shelter Reservations: Cedarrock Park's shelters and gazebos are available for rent for parties, gatherings, and special events.
- 420 Day and 37 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.
- 155 Campsite Rentals: Cedarrock Park (143), Cedarrock Equestrian Center (12)
- 9 Wedding Reservations for The Overlook: The Overlook is the park's newest rental facility which overlooks the old mill dam. It is an ideal location for weddings and small ceremonies.

Attendance

Month	# of Visitors
July 2020	23,282
August 2020	21,036
September 2020	22,758
October 2020	20,974
November 2020	17,389
December 2020	16,293
January 2021	12,020
February 2021	10,424
March 2021	16,368
April 2021	16,988
May 2021	14,993
June 2021	11,232
Total:	203,757

Reviews for Cedarrock Park

"Beautiful park with tons to do! Great place to take hikes as well as see historic buildings and farm animals. We came here to hike to the waterfall but ended up wandering around for a full day because there's actually lots to see."

-Dea G.

"The locals are lucky to have such a beautiful park to visit."

-Sabrena B.

"A must visit if you are looking for a good, family friendly place."

-Erin B.





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

- Installed new disc golf tee and kiosk signs.
- Completed interior repairs, including installing new cabinets and flooring and upgrading the restrooms.

Eli Whitney Community Center

- Installed new glass basketball goals.
 - Repaired roof
-

Community Centers

Events & Programs

Due to the COVID-19 pandemic, most community center programming was suspended during the 2020-21 fiscal year. A limited number of events and programs were held, including:

- **Open Gym & Fitness Room:** The community center gyms and fitness centers were reopened to the public with limited hours/reservations in the spring of 2021.
- **Pickleball:** Pickleball was offered on Tuesday evenings by reservation beginning in April.
- **Youth Basketball 2020-2021 Season:** The Pleasant Grove and Eli Whitney Community Centers hosted group training sessions in the gymnasium.
- **Explore Archery:** The spring 2021 Explore Archery session was hosted at the Pleasant Grove Community Center.
- **COVID-19 Testing:** The Pleasant Grove and Eli Whitney Community Centers hosted drive-thru testing clinics throughout the year.



Left: Explore Archery at the Pleasant Grove Gym

Right: Children play at the Eli Whitney Community Center playground.

Community Centers

Shelter rentals were limited during the 2020-21 fiscal year due to the COVID-19 pandemic.

Facility Use

- 43 PG Gym Rentals: The PG gymnasium is available for rent and is used for athletics, birthday parties, family reunions, baby showers, and occasionally weddings.
- 48 EW Gym Rentals: The EW gymnasium is available for rent and is primarily used for athletics.
- 7 PG Shelter Rentals: The shelters at PG are available for rental by groups for parties, gatherings, and special events.
- 1 PG Classroom Reservation: The classroom at PG is available by reservation for special events. Uses have included baby showers, birthday parties, and meeting space.
- 66 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 2020	5,240	1,645
August 2020	4,308	2,651
September 2020	5,837	2,042
October 2020	4,832	4,975
November 2020	4,943	3,021
December 2020	4,272	2,353
January 2021	3,506	1,844
February 2021	3,268	2,018
March 2021	4,538	2,941
April 2021	5,568	3,974
May 2021	5,034	3,844
June 2021	5,004	2,534
Subtotals	56,350	33,842
Total:	90,192	





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 bridge replacement at Great Bend Park, new kiosk and rock steps at AO Paddle Access, riverbank restoration work at Sweponville River Park, and a new pedestrian bridge installation at Boyd's Creek crossing.

Haw River Trail

Improvement & Repair Projects

- Bridge replacement at Great Bend Park.
- New kiosk and rock steps installed at Altamahaw-Ossipee Paddle Access.
- Riverbank restoration work at Swepsonville River Park.
- New pedestrian bridge installation at Boyd's Creek crossing in the Sellers Falls trail section.



Top: In the spring of 2021, repair work was done to restore the Swepsonville riverbank from erosion due to flooding from Hurricane Florence. The work included new rock stairs leading to the river. The work was supported by FEMA grant funding.

Bottom Left: A pedestrian bridge was installed at Boyd's Creek crossing. This section was previously impassible during high water levels. The bridge was funded by a grant from Impact Alamance.

Haw River Trail

Meetings, Presentations & Outreach

- Friends of the Lower Haw River State Natural Area, Board Meetings
- Piedmont Legacy Trails Steering Committee Meetings
- Leadership Alamance Meetings
- Burlington Graham Metropolitan Planning Organization Steering Committee
- Impact Alamance Grant Review Meetings
- Haw River Trail Towns – Leadership Team Meetings
- Haw River Trail Towns – Listening Tour Meetings
- Piedmont Legacy Trails Summit
- Haw River Trail – Chatham County Steering Committee
- Elected Officials Saxapahaw Kayaking Day



Reviews for Haw River Trail:

Shallow Ford Natural Area:

"Excellent natural area with a few miles of trails, lots of river frontage, decent hills, old homesteads...fun!"

-Bob J.

Longmeadow Trailhead:

"The best place to just get away from it all!"

-Jessica J.

Saxapahaw Island Park:

"Terrific little park, a well-marked sandy walking path takes you around the island within eyesight of the river most of the way. It has a very interesting playground in the center of the island, your kids will love it."

-Brian C.

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 2020	-	4,106	3,723	2,057	2,058	451	3,511	7,450	3,082	4,163	11,352	4,040	1,168	2,396	7,987
August 2020	-	3,262	3,084	4,113	1,303	456	4,356	2,515	2,362	3,006	7,805	2,477	712	1,421	5,598
September 2020	105	4,385	3,638	4,251	1,796	495	5,030	2,608	2,523	4,263	10,173	3,915	851	1,642	5,989
October 2020	1,010	3,308	2,509	2,928	1,445	265	3,440	1,883	1,148	2,110	6,189	3,797	458	821	3,212
November 2020	1,001	4,074	2,070	3,038	1,194	269	2,816	1,724	1,102	2,062	5,102	3,054	412	1,139	2,678
December 2020	664	2,443	1,583	1,790	1,291	206	2,598	1,652	465	1,427	4,215	841	308	982	1,441
January 2021	843	2,445	1,625	1,910	779	170	1,710	1,493	383	2,035	3,590	1,580	232	747	1,960
February 2021	752	2,245	1,326	1,648	1,162	141	2,351	1,520	420	1,405	3,885	2,484	322	912	1,750
March 2021	1,329	3,013	3,290	2,754	1,423	446	1,010	2,284	936	2,086	7,031	3,711	411	1,422	2,910
April 2021	1,238	3,560	3,358	3,230	1,808	683	4,680	2,487	1,620	2,697	8,885	4,439	659	2,022	4,420
May 2021	2,058	3,400	3,775	3,366	4,116	680	0	3,613	2,197	4,110	8,105	3,119	769	1,671	5,109
June 2021	1,964	2,330	2,151	3,298	1,681	492	4,099	3,172	2,795	3,538	7,146	3,402	794	2,037	5,274
SUBTOTAL	10,964	38,571	32,132	34,383	20,056	4,754	35,601	32,401	19,033	32,902	83,478	36,859	7,096	17,212	48,328
TOTAL	453,770														

2020-21 Total HRT Visitation: 453,770

HRT Sites = Green, HRT Partner Sites = Blue

**Note Altamahaw Paddle Access was closed July-August for 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 is a new nature park that provides public access to Alamance County's largest state-significant natural heritage area.

Overview

Cane Creek Mountains Natural Area is Alamance Parks' newest park facility opening in May of 2020. Visitors enjoy rolling piedmont hills, abundant creeks and streams, and some of the best views in Alamance County. The Longleaf Loop trail opened in the early summer of 2021 and adds an additional 1 mile of trail for a total of 4.5 miles of trail open at the park. 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.

Trail work at the park is being completed by Alamance Parks staff and volunteers from the Friends of North Carolina Mountains-to-Sea Trail. Cane Creek Mountains Natural Area has quickly become one of the most popular parks in the Alamance Parks trail network.

Cane Creek Mountains
NATURAL AREA

Cane Creek Mountains Natural Area

Reviews for Cane Creek Mountains Natural Area:

"What a gem! Here in the relatively flat Piedmont sits a ridge that rises above the surrounding farmland. The steep rise and rocky terrain transport visitors to a truly unique landscape! Hats off to the Alamance Co Parks and Rec dept for the welcoming trailhead and well-marked trails."
-Chip F.

"Fantastic addition to the Alamance park system. An amazing array of mushrooms on the last visit. Usually some wildlife to see. Might be the best climb in the park system."
-Eric WJ.

"Great place! Great trails! Definitely would recommend it!"
-Santiago P.





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.

Due to safety concerns related to the COVID-19 pandemic, the 2020 football season was cancelled. The 2020-21 basketball and baseball seasons were adjusted to reflect a skills-based, group-training format. This revised format allowed athletes to play ball and learn skills in a safe, limited-contact way. Participants were taught technique and fundamentals with a focus on conditioning.



Athletics

Programs

Sport	Classes	Participants
Basketball Group Training (6U-12U)	6	53
Baseball Group Training	9	145
Total:	15	198

**The 2020 Football season was cancelled due to COVID-19 safety concerns.*





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.

Special Olympics

Due to safety concerns related to the COVID-19 pandemic, and under the direction of Special Olympics International, all in-person activities for Special Olympics were cancelled for the 2020-21 year.

With assistance from Special Olympics North Carolina, the Department offered the following virtual activities to our local participants:

- Power Up, Partner Up: A 10-week at-home training program designed to keep participants active and engaged.
- S.O. Fit Online: A combination of zoom social sessions and at-home workouts focused on overall wellness and fitness.
- Spring Fling: A virtual day of fun in lieu of traditional spring games. Participants were provided with videos, activity instructions, and a swag bag.



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)

Due to safety concerns related to the COVID-19 pandemic VIP (Visually Impaired Program) activities were cancelled for the 2020-21 year.

Fundraising Efforts

- Virtual Haw River Trail Run (10/3/2020) - Sponsored by the Haw River Police Department





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.
- Over There & On The Homefront: Alamance Parks Staff passed out park facility and program information during the event.

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.
- 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.
- Cedarrock Park brochures are available in all NC Welcome Centers.

Online Engagement

Online Communication Platform	Engagement Status
Alamance Parks e-Newsletter	4,544 subscribers
Haw River Trail e-Newsletter	1,436 subscribers
Alamance Parks Facebook Page	8,127 followers
Haw River Trail Facebook Page	1,862 followers
Alamance Parks Instagram	1,433 followers
Haw River Trail Instagram	1,463 followers
Cedarrock Park TripAdvisor	4.5 star rating
Haw River Trail TripAdvisor	4.5 star rating
Cedarrock Park Google Review	4.7 star rating
Alamance Parks Website	286,370 page views (139,330 unique)
Haw River Trail Website	90,739 pageviews





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 Development Authority (TDA) is authorized to promote travel and tourism through the Alamance County Convention and Visitors Bureau (CVB) as established under the authority of local legislation of the NC General Assembly by the Alamance County Board of County Commissioners. An Interlocal Agreement between the TDA and Alamance County was established in September 2016, where Alamance County shall oversee the personnel responsibilities and issues related to staff. However, the bureau continues to receive direction from the Tourism and Development Authority board. Full agreement available on file.

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 typically conducts an annual market segment survey that provides reporting on hotel customers' purposes for visiting the County (e.g., business, sports, etc.). Due to the pandemic, the loss of market share in all markets was experienced throughout 2020. We began experiencing an increase in travel to pre-pandemic figures in March 2021, which was reflective in leisure and sports related travel. The bureau also collects data on occupancy and sales tax revenue. Please refer to the following charts for a snapshot of the 2020-2021 progress towards these goals.



Alamance County Visitors Bureau

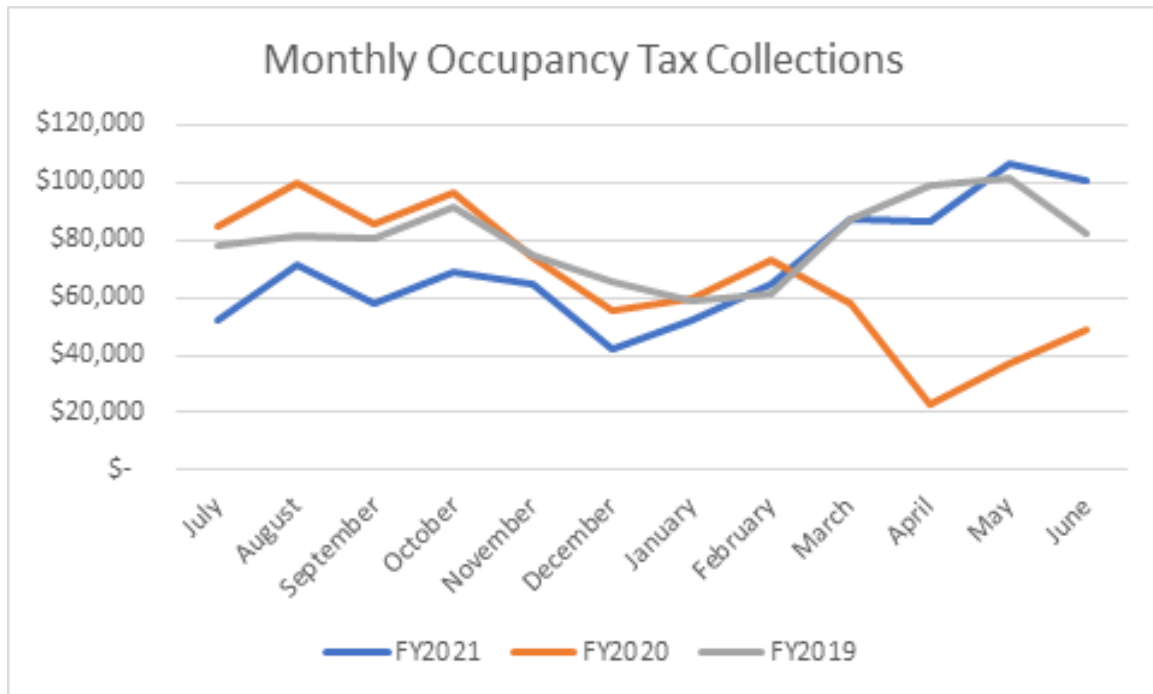


Figure 1. Monthly Occupancy Tax Collections

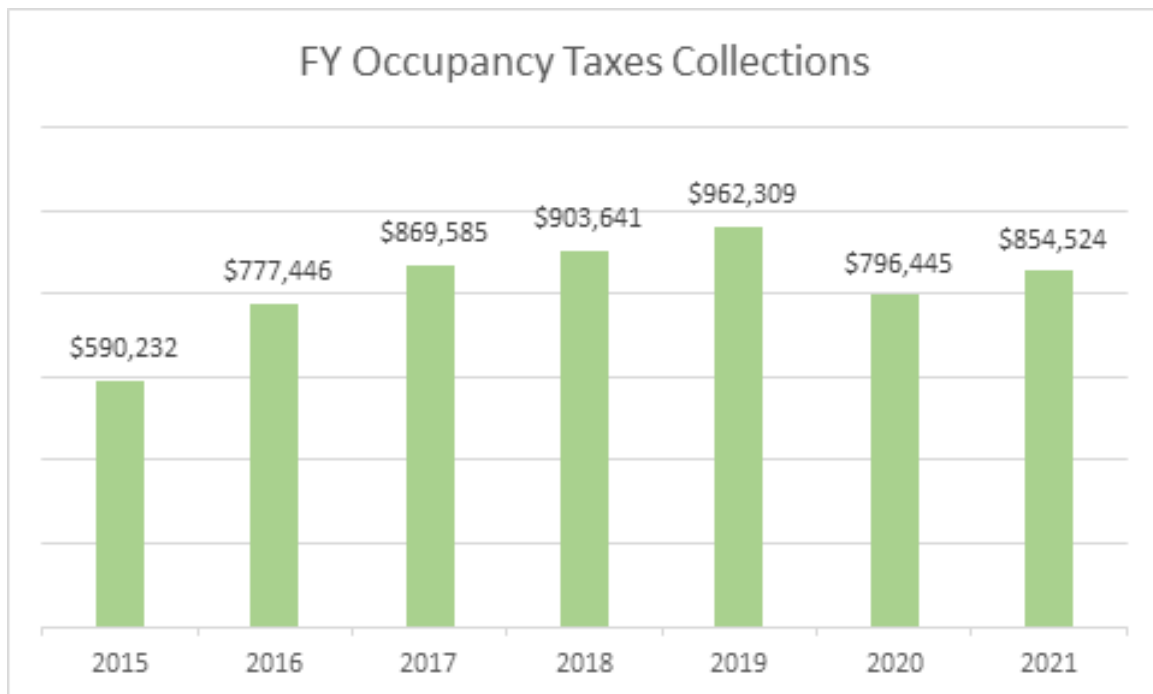


Figure 2. Fiscal Year Occupancy Taxes Collections

Alamance County Visitors Bureau

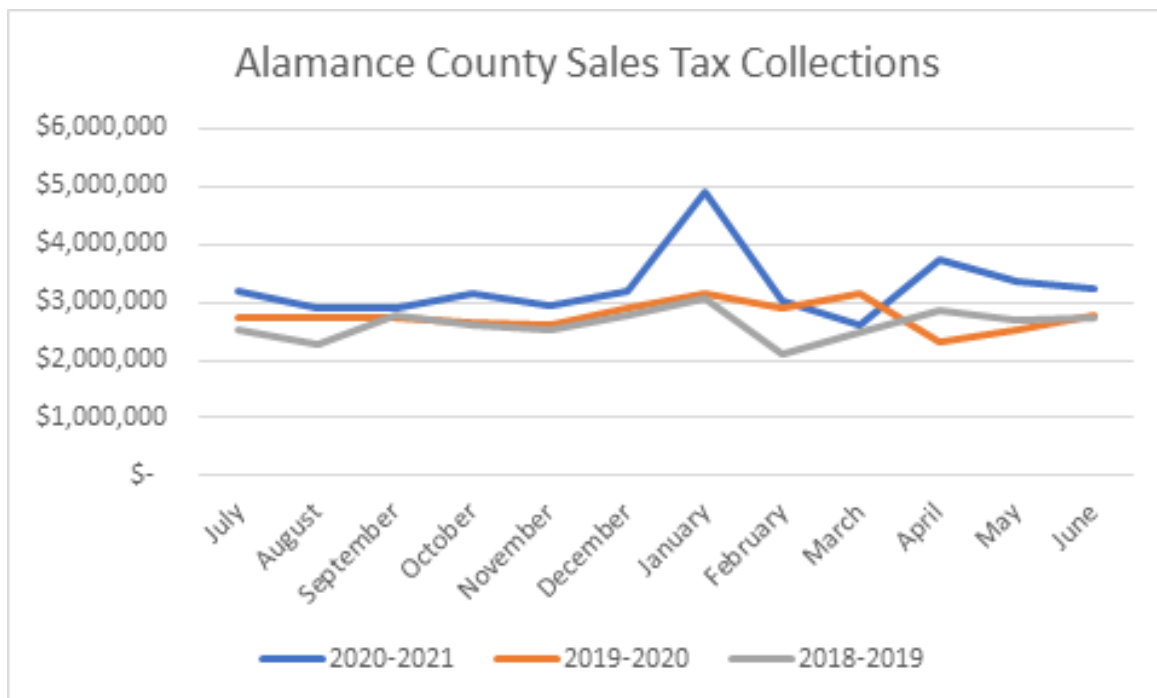


Figure 3. Alamance County Sales Tax Collections

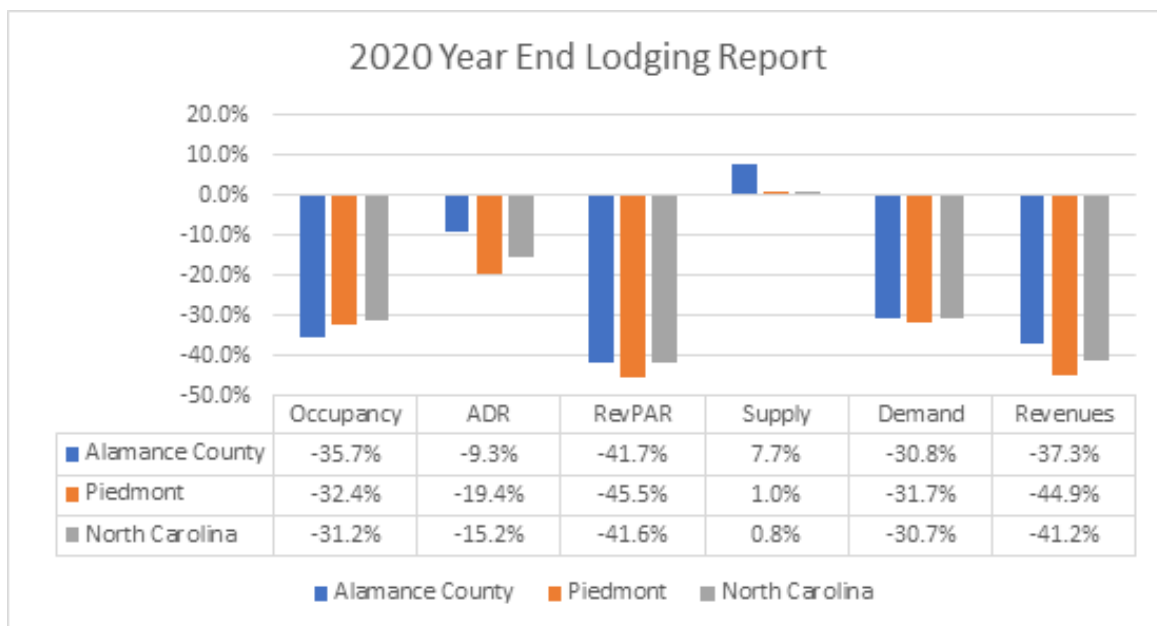


Figure 4. Lodging Report, January – December 2020. Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited. Figures for North Carolina/Piedmont are funded, contracted, and released by Visit North Carolina.

Alamance County Visitors Bureau

2020 Tourism

In 2020, North Carolina ranked 5th in the nation for domestic visitation with more than 37 million person-trips. Of these visitors, 75% of them visited the Piedmont Region (21.2 million). 88% of all Piedmont visitors traveled for leisure purposes, while 10% came to conduct business. The majority of travelers to the Piedmont in 2020 visited during the fall and/or winter. The party size for the average visitor party was 2.6 in 2020, with 32% of travel parties include children under the age of 18. The average visitor party trip expenditure was \$342 in 2020. Overnight visitor parties spent \$448. The top states of origin for overnight visitors to the Piedmont in 2020 were NC, SC, NY, VA, FL, TN, GA, MD, OH, and CA.

As of August 25, 2021, we have not received reporting on estimated county-level direct visitor expenditures. Reporting will be provided by the Research Department of the US Travel Association.

Marketing/Website

The Alamance County Visitors Bureau has distributed over 8,000 Visitor Guidebooks. Our social platforms continue to see an increase in followers, with a 21.5% increase on Instagram and an 11.2% increase on Facebook, over the last fiscal year. With the decrease of interest in travel beginning in March 2020 due to the pandemic, our website sessions saw a significant decrease. Destination Marketing Organizations (DMO's) across our country had similar experiences. We did begin to see an increase in the recreation market in late spring, early summer, as locals and visitors alike searched for experiences to stay active and explore areas closer to their home.

Although most events we customarily promote were cancelled this past year, we continued to connect with our partners, stay abreast of their business changes and those of our industry, to present messaging to our community that focused on promoting and supporting local businesses. Also, much of our marketing campaign focused on outdoor recreation, especially for the travelers who were visiting our area, specifically to our parks and lakes. As guidelines were lifted and events and programs became available, we continued to share messaging to increase visitation to our area, as well as 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.

Our marketing plan also included advertising in local and regional publications, on digital platforms, and broadcast. Advertising outlets included Our State, Group Travel Media (History & Heritage), Chapelboro.com/WCHL radio, Visit NC, Southern Travel, NC Heritage Guide, SportsEvents, Summer of Travel, Alamance Living, Alamance Crossing, Mebane Newcomers Guide, Alamance Chamber, Relocation Magazine, and the Burlington Sock Puppets. In addition, we were the inaugural season sponsor of the Burlington Sock Puppets which provided us to brand content cooperatively, extend messaging to their audience base and further build brand awareness for our area.

Social media campaigns included highlighting our downtown communities with themed social media takeovers every month to promote local experiences and showcase local businesses. In addition, we developed two videos for distribution in the Spring of 2021 which highlighted the recent influx of art through the murals that are found throughout our county, and a video highlighting our county-wide parks. We continue to highlight several new businesses' a month as part of our New Business Highlight series.

Alamance County Visitors Bureau

Marketing/Website (Continued)

We had a successful social media campaign celebrating the Year of the Woman in Alamance County, highlighting (10) local women, over a 6-month period. These women work tirelessly to promote their businesses to our visitors (and locals) from different sectors, including retail, agriculture, food service, and entertainment. This campaign rendered over 126K impressions and over 7,800 engagements. This campaign also had editorial on OurState.com.

Our Love Letters campaign was introduced in September of 2020, to encourage community members to write a note to local businesses about how they are appreciated in our community utilizing the Love Graham mailbox located downtown. This campaign was amplified by local news outlet, My Fox 8 (WGHP-Greensboro), along with several local news outlets with a reach to over 1.7M viewers (broadcast and digital).

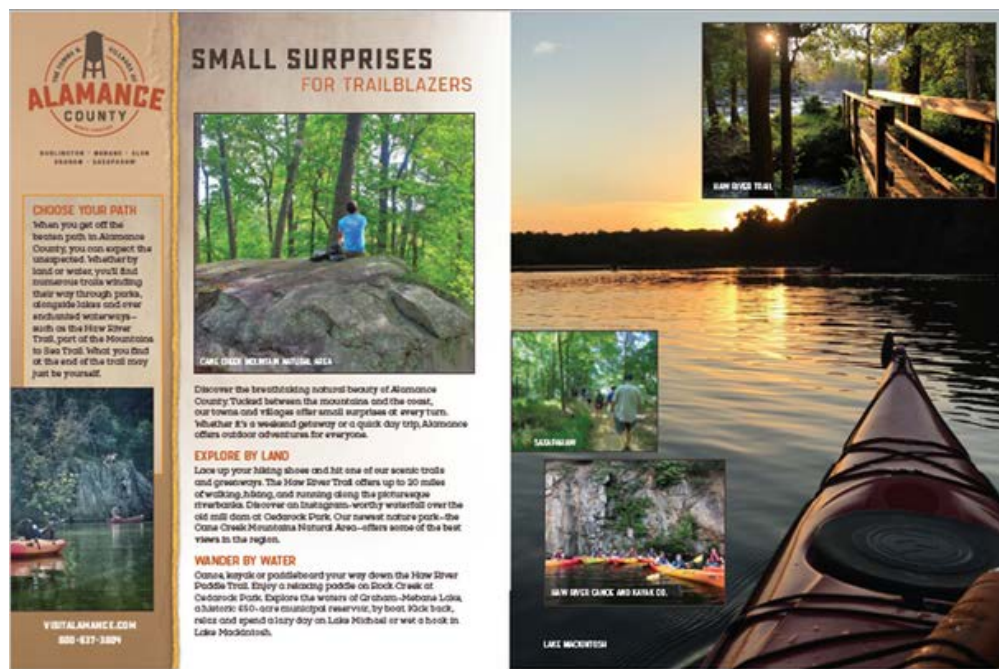
In addition to the above campaigns, advertising, and promotion across social platforms, either direct from our office or through our partners, netted more than 8 million impressions of the Visit Alamance brand. An example of one of our digital promotions over a two month period, during the holidays, provided an attribution rate of 51% of visits to our county within (4) days of exposure to our ad.

Through the grant program of the Tourism Development Authority (TDA), the following partners were awarded funding for promotion and marketing purposes. These included the Alamance Arts, Studio One/Alamance Children's Theater, African American Heritage Center, Graham Recreation, City of Mebane, Animal Park, Town of Gibsonville, Alamance Parks, Textile Heritage Museum, Gibsonville Merchants Association, and the Town of Haw River.

Over the past year, there were a select group of virtual meeting/trade shows we participated in online. These included Travel South Domestic Showcase, Sports NC, and AENC (Association Executives of NC).

During FY2021, tourism-related media mentions in communities consisted of 739 mentions with Burlington receiving the greatest coverage of 513 mentions, predominantly through the inaugural season of the Burlington Sock Puppets, followed by Saxapahaw, Graham, Mebane, and Elon. These mentions produced thousands of interactions, including over 14,000 shares.

Advertising Examples



Alamance County Visitors Bureau

Advertising Examples (Continued)

SMALL SURPRISES FOR INSPIRATION



CELEBRATING THE YEAR OF THE WOMAN IN ALAMANCE COUNTY.

Being a woman is about making miracles happen. So here's to the incredible year that our local heroines triumphed in—the entrepreneurs with ideas that ignite trends, the trailblazers who define movements and challenge the status quo, and the luminaries who inspire the next generation of leaders.

Come celebrate these women with us. You'll find them looted all over our beautiful county. Take a drive to Burlington and enjoy a sweet treat from GeGe, visit Emily at her unique art boutique, find LaShayna and her herbs and teas at our local farmers markets, or stop in at Michelle's comfort food kitchen. Stroll through downtown Mebane and visit Angela's curated boutique and then hop over to Debbie's vineyard. Saxapahaw is home to Suzanne's organic livestock farm. Heather's beautiful historic mill ballroom and Sonya's agritourism cabin. And, of course you should absolutely end your day with one of Janee's craft brews in Downtown Graham.

Once you catch a glimpse, taste a bite, or hear a word of what these experts bring to the table, you'll see why Alamance is raising a glass to our female leaders of today and tomorrow.


To read more on these amazing women and their businesses, visit our blog post www.visitalamance.com/blog/.

BURLINGTON
MEBANE

ELON
GRAHAM
SAXAPAHAW

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

SMALL SURPRISES FOR THE SPORTS FAN



DIG LEAGUE FUN IN BURLINGTON

Hot dogs, ice cream, a crack of the bat and the roar of the crowd. There's something special about catching a baseball game in the summertime. Join us for the Inaugural Season of the Burlington Sock Puppets. The newly re-envisioned Appalachian League team—led by former MLB star and Cy Young Award winner Josh McDowell—will play 27 home games this season at the Burlington Athletic Stadium.

National Media Sensation

From day one, the Burlington Sock Puppets have been a hit with the national media. The team's new name and mascot honor the rich textile tradition of Alamance County. The city that was once known as the "Hosiery Capital of the South" is now home to one of the most talked about MLB teams in the nation.

Be Part of Baseball History

You can be part of North Carolina baseball history this season. Bring the family out and experience the fun of the Burlington Sock Puppets. This new era of baseball kicks off with the first home game on June 6.


You'll find small surprises lead to big memories in Alamance County.

BURLINGTON
MEBANE

ELON
GRAHAM
SAXAPAHAW

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

SMALL SURPRISES FOR OUTDOOR LOVERS



CHOOSE YOUR PATH.

Discover the breathtaking natural beauty of Alamance County. Tucked between the mountains and the coast, our towns and villages offer small surprises at every turn. Whether by land or water, you'll find numerous trails winding their way through parks, alongside lakes and over enchanted waterways—such as the How River Trail, part of the Mountains to Sea Trail. What you find at the end of the trail may just be yourself.

You'll find small surprises lead to big memories in Alamance County.

BURLINGTON
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SMALL SURPRISES CREATE GREAT MEMORIES



IT'S TIME TO SAVOR LIFE'S SWEET MOMENTS.

And Alamance County is the perfect place to do it. If you've missed spending memorable days roaming the iconic main streets of historic downtowns, now is the perfect time to experience our small-town charm. Linger over coffee and signature local treats in one of our bakeries, coffee shops, diners, restaurants or outdoor cafes. Browse in unique gift or antique shops, quaint bookstores, clothing boutiques and galleries featuring artisan crafts. From an old gas station given new life as a general store to history and children's museums, from craft brews to hand-dipped ice cream, there's something here for everyone.

After all, you deserve a little sweet indulgence.

BURLINGTON
MEBANE

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Discover everything our area offers at 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.

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** (October 2020): 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.
- **Glencoe by Candlelight** (12/18-12/19/20): This guided candlelight tour of the village provided participants with a window into Christmases of the past in historic Glencoe. Visitors were led through the village by a costumed interpreter and toured a historic mill home.
- **PBS North Carolina's NC Weekend:** In March of 2021, the cast and crew of PBS North Carolina's NC Weekend visited Glencoe and the Textile Heritage Museum. An episode featuring Glencoe aired on May 13.



A new self-guided tour map of the Glencoe Historic Mill Village is now available at the Textile Heritage Museum. This beautifully illustrated map features descriptions of fourteen historically significant sites located in the village as well as insight into the history of Glencoe.



Left: Burlington Sock Puppet mascot "Socksquatch" visited the Textile Heritage Museum last spring. The team identity pays homage to the rich textile tradition of this area and Burlington's history as the "Hosiery Capital of the South".

Right: In March, the cast and crew of PBS North Carolina's NC Weekend visited Glencoe and the Textile Heritage Museum.



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 2020-2021 included the hire LaToya Marsh as Visitor Services Representative and Mackenzie Greenly as Special Populations Coordinator. 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

- American Trail Webinar
- CPR/First Aid Certification
- Leadership Institute
- Special Olympics NC Coordinators Meeting
- PCard Training
- Customer Service Webinar
- Bringing Purpose, Passion & Play to Work
- An Introduction to City Parks Alliance's Equitable Park Funding Hub
- Piedmont Legacy Trails - Trail Funding Strategies
- Advancing Trails Using Signage
- Large Machinery Safety
- Trail Management Webinar
- Lawn and Grounds Safety
- Chain Saw Safety
- Taxes for Non-Profits
- Visit NC Tourism - Moving Forward Into a Transformative 2021
- Blueways Guide Launch Webinar

Conferences

- Piedmont Legacy Trails Summit
- Recreation Director's Conference
- SONC Leadership Conference
- NCRPA 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	Steve Shaw	336-229-2379	CRP I
Athletic Director	Guil Johnson	336-570-6761	CRP I
Office Manager	Dianne Neese	336-229-2410	CRP I/CRP II
Trails and Open Space Coordinator	Nolan Carter	336-229-2380	CRP I
Grants and Communications Coordinator	Anna Bowland	336-229-2230	CRP I
Special Populations Coordinator	Mackenzie Greenly	336-570-6760	CRP I
Southern Parks Manager	Terry Isley	336-570-6759	CRP II
Park Technician II	Joe Teague	336-570-6759	CRP II
Park Technician II	Thomas Mumford	336-570-6759	CRP II
Park Technician 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
Community Center Manager	Dan Moravec	336-270-5124	PG/EW
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	LaToya Marsh	336-570-1444	CVB

Email Format for Staff

first.last@alamance-nc.com

Department Email Address

recinfo@alamance-nc.com

Location Key

CRP I: Cedrock Park Administrative Office

CRP II: Cedarock Park Visitors Center

PG: Pleasant Grove Community Center

EW: Eli Whitney Community Center

Glencoe: Glencoe Office

CVB: Alamance County Visitors Bureau

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

Sweepsonville River Park

2472 Boywood Road
Graham, NC 27253
Ph: 336-229-2410

Paddle Accesses

Altamahaw Paddle Access

2996 N. NC Hwy 87
Elon, NC 27244

Glencoe Paddle Access

2348 Glencoe St.
Burlington, NC 27217

Great Alamance Creek Paddle Access

2229 S. Main St.
Graham, NC 27253

Saxapahaw Lake Paddle Access

6096 Jordan Dr.
Graham, NC 27253

Saxapahaw Lake Paddle Access

6096 Jordan Dr.
Graham, NC 27253

Saxapahaw Mill Race Paddle Access

6079 Sweepsonville-Saxapahaw Rd.
Graham, NC 27253

Union Bridge Paddle Access

7525 Old Greensboro Rd.
Chapel Hill, NC 27516

Sweepsonville River Park Upper Access

2472 Boywood Road
Graham, NC 27253

Sweepsonville River Park Lower Access

2698 Boywood Road
Graham, NC 27253

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, Haw River Trail & Cane Creek Mountains Natural Area

November-March: 8am-6pm

April: 8am-8pm

May-August: 8am-9pm

September-October: 8am-8pm

Cedarock Equestrian Center

Closes one hour prior to Cedarock Park.

Pleasant Grove & Eli Whitney Community Centers

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

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 2020-21
Shelters	\$7,216.65
Campsites	\$2,882.25
Gyms & Ballfields	\$1,565.90
Fishing Passes	\$3,581.05
Program Fees	Revenue 2020-21
Program Fees	\$4,371.10
Athletics	\$4,667.10
Total:	\$24,284.05

Donations/Sponsorships

Division	Donations/Sponsorships 2020-21
Cedarrock Park	\$1,776.63
Haw River Trail	\$816.00
Special Olympics	\$10,350.95
Total:	\$12,943.58

Grant Awards

- \$5,000 grant from the Alamance County Visitors Bureau Tourism Reimbursement Program. This money was used to purchase an ad in Our State Magazine advertising the new Cane Creek Mountains Natural Area along with other local advertising.

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 nine 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
- Ms. Pamela Thompson, County Commissioner
- Mr. Ryan Bowden, Board of Education
- Ms. Ann Meletzke
- Ms. Bhanva Hilligrass
- Mr. David Woody



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 2014-2015 was 452,756 and has since risen to 716,885 (Figure 1). This represents a 58% increase in annual visitation over the past seven 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).

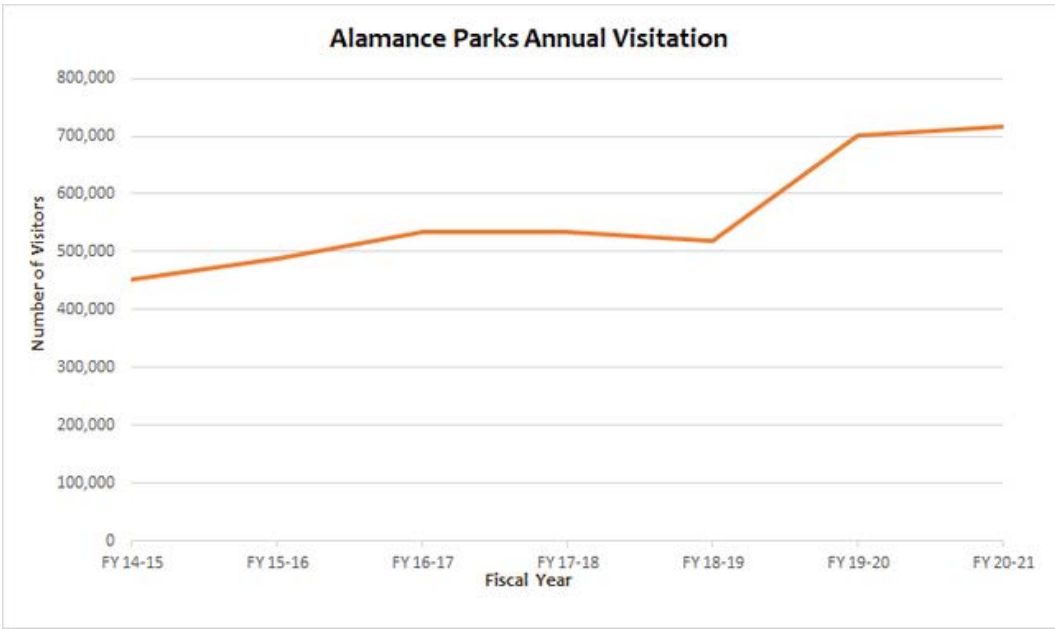


Figure 1. Total annual AP visitation each fiscal year from FY 2014-2015 to FY 2020-2021

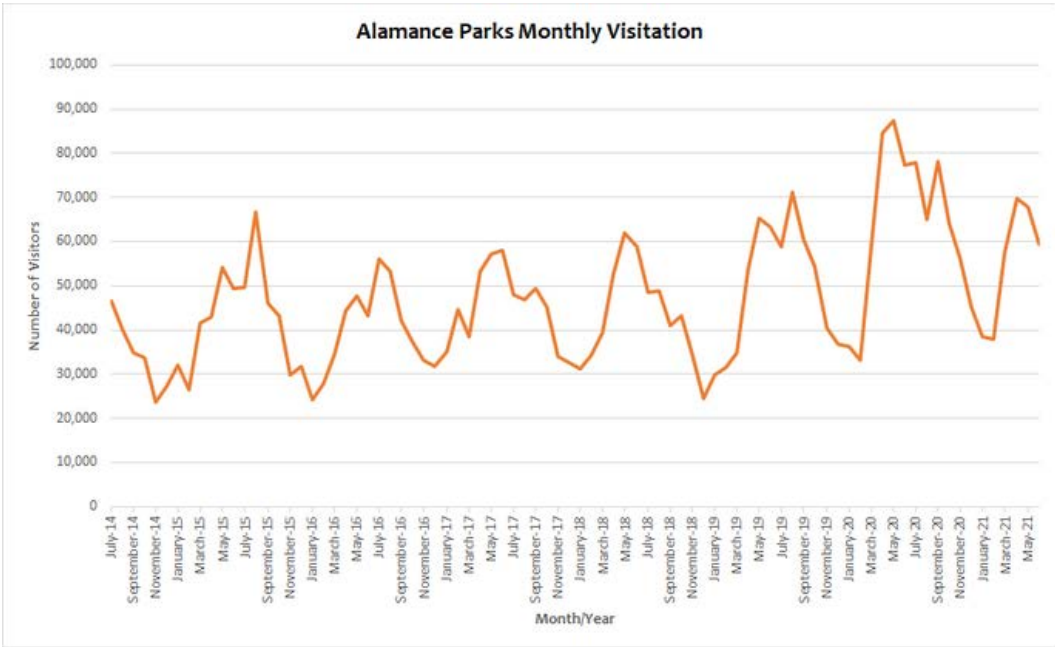


Figure 2. Monthly visitation trends at AP facilities since July 2014

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 2020-2021 was 203,757 (Figure 3). Monthly visitation trends are similar to the overall AP trends with a peak in the spring and early summer months.

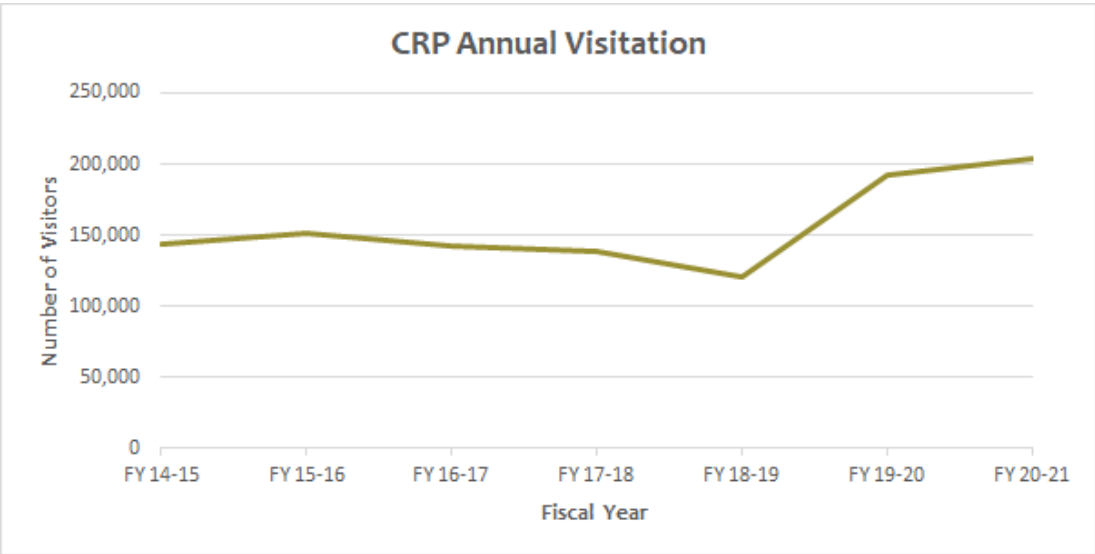


Figure 3. Total annual CRP visitation each fiscal year from FY 2014-2015 to FY 2020-21

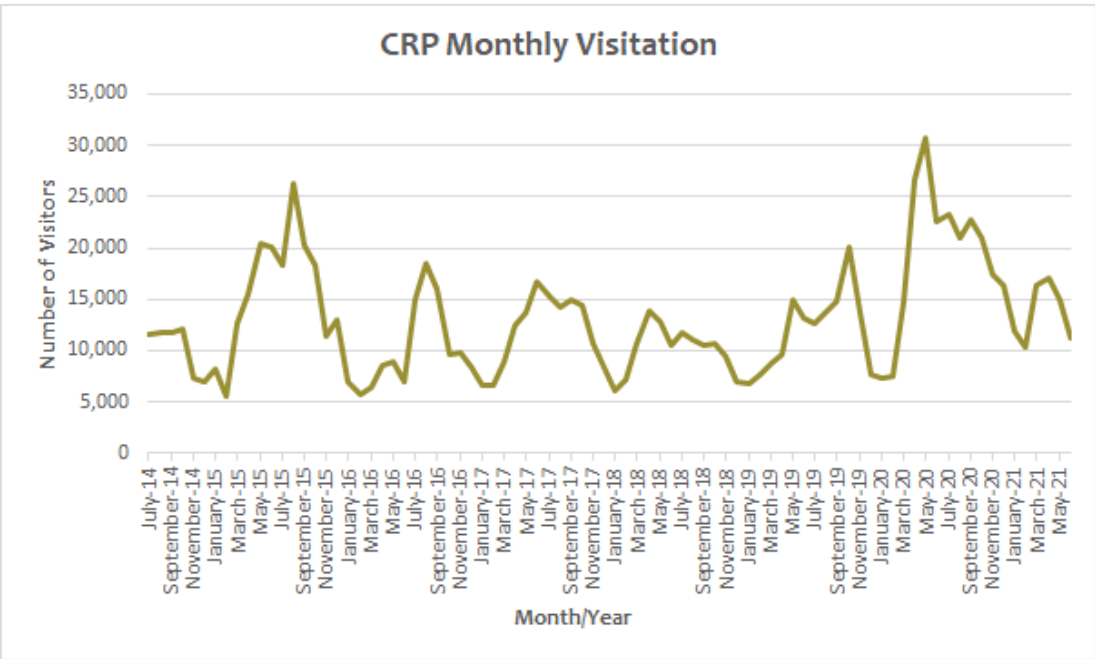


Figure 4. Monthly visitation trends at CRP since July 2014

Appendix A: Visitation

Haw River Trail

The following graphs show visitation to the Haw River Trail since FY 2014-2015. 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 2014-2015 was 301,078. It has risen to 453,770 for FY 2020-2021 (Figure 5). This represents a 51% 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).

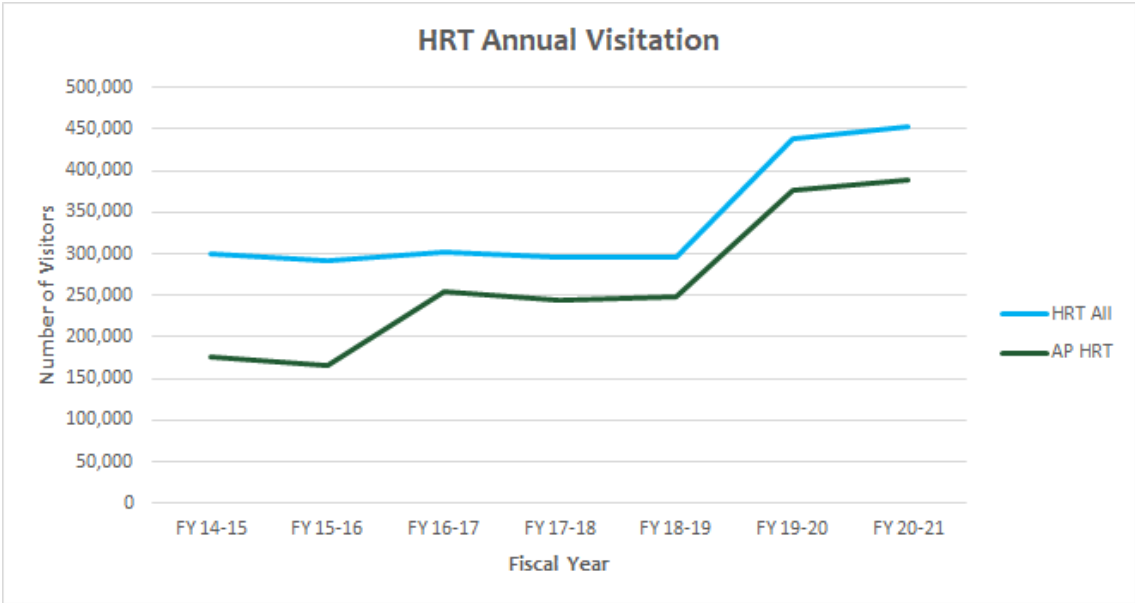


Figure 5. Total annual HRT visitation each fiscal year from FY 2014-2015 to FY 2020-2021

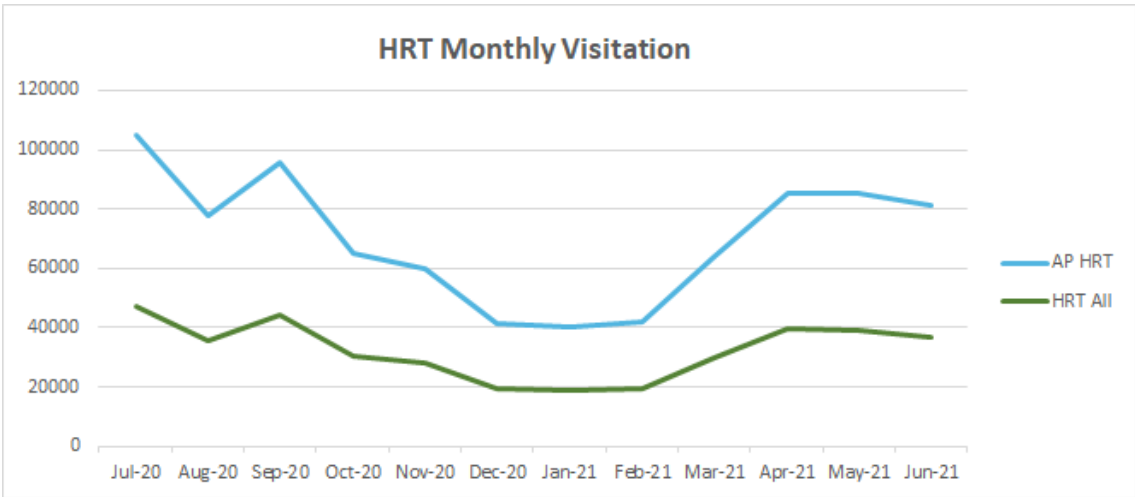


Figure 6. Monthly visitation trends for the HRT for 2020-2021

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 2020-2021 there is a trend of steady, year-long visitation at both Community Center locations (Figure 7).

**Note: the indoor community center facilities were closed for the majority of the year due to COVID-19. This closure has impacted community center visitation numbers.*

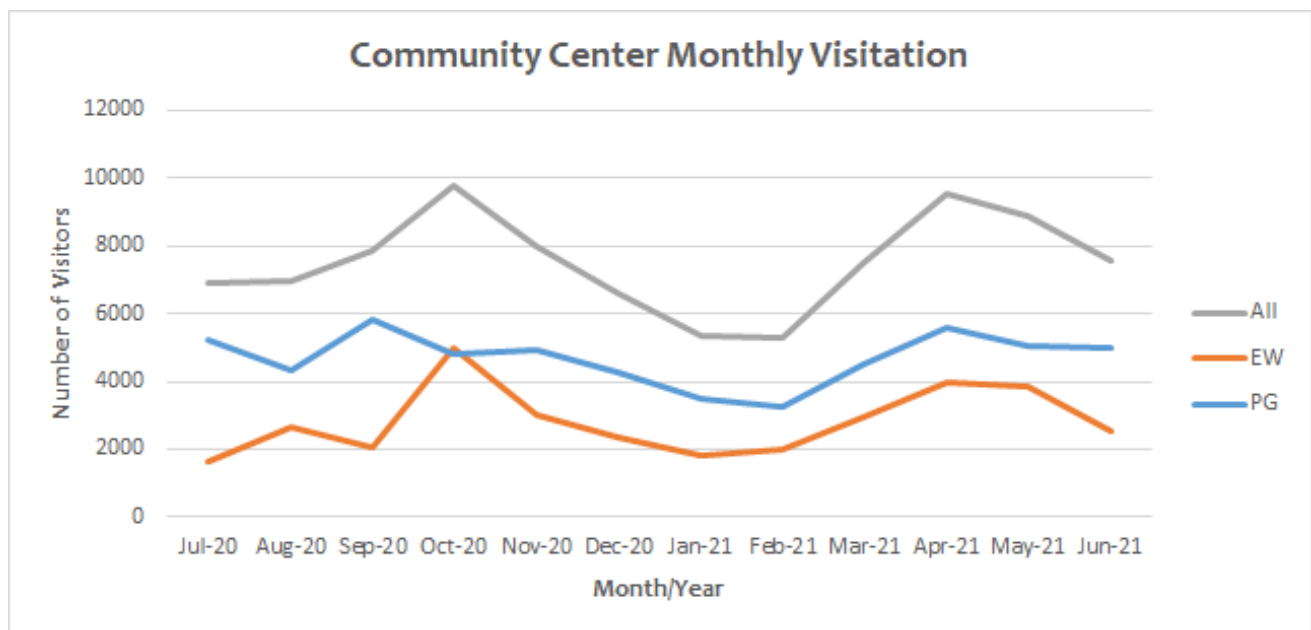


Figure 7. Monthly visitation trends for the Community Centers since July 2020

