

2021-2022 ANNUAL REPORT



Shallow Ford Natural Area • Haw River Trail

PREPARED BY

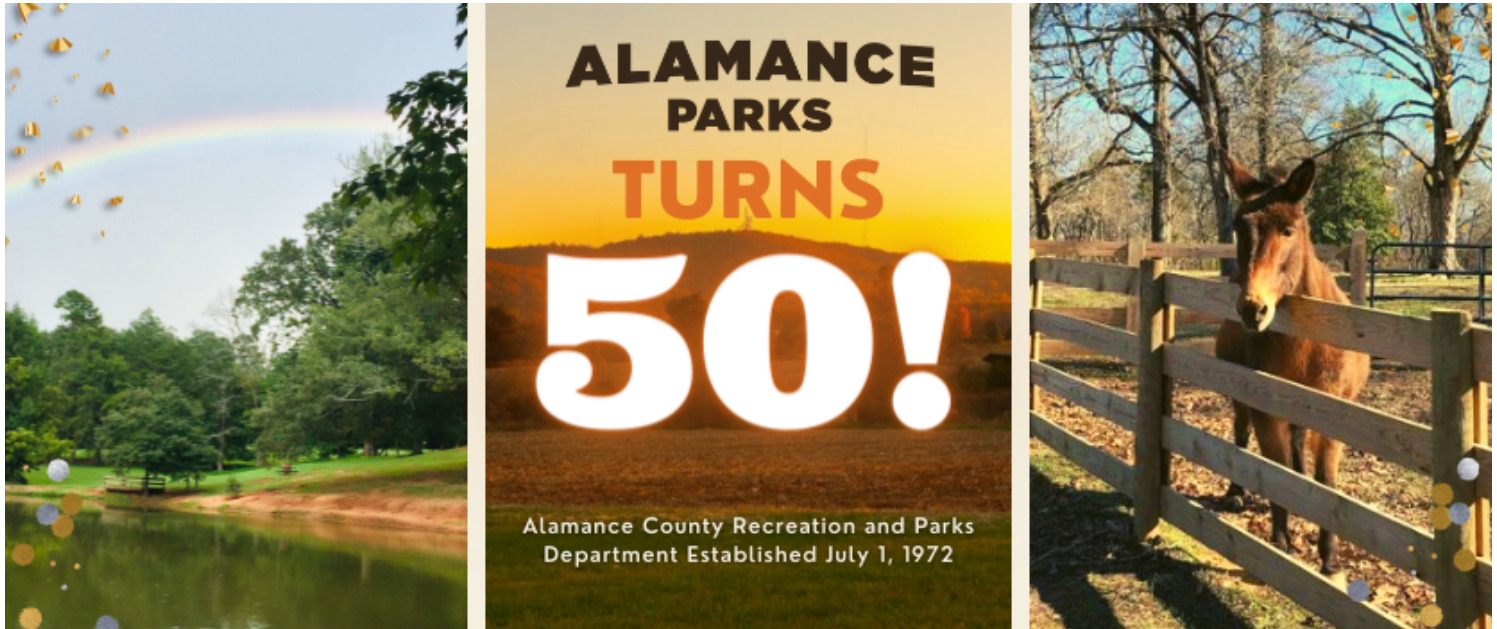
*Alamance County
Recreation & Parks
July 2022*



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Alamance Parks

For 50 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 1972, 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 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. The Adaptive and Inclusive Recreation (AIR) Program offers inclusive programs open to all participants regardless of ability.

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 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 **753,222** visitors, and our athletics programs enrolled **977** 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 **116,094** members of the community last year. Our staff logged a total of **19,546** program contact hours, conducted **365** total programs, and served **10,242** total participants during the 2021-22 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.

Park improvements over the past year include new interpretive signage installed at the Garrett Historical Farm and around the park, rerouting of the Rock Creek trail, relocation of the camping area, and the development of a third disc golf course (expected completion 2023). Additionally, horse rides were offered at the Cedarrock Equestrian Center beginning in August of 2021, facilitated by Sunset Ridge Equestrian. A series of youth horse camps were also offered at the park during the summer of 2022.

Cedarrock Park hosted many events in the last year, including Farm-to-Table, Explore Archery, Family Campout, Photos on the Farm, Soldiers of the Old North State 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 \$4,902 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 interpretive signage at the Garrett Historical Farm and at historic locations of interest throughout the park.
- Began reroutes of the Rock Creek Trail and relocation of the camping area.
- Offered guided equestrian trail rides and youth horse camps at the Cedarrock Equestrian Center through Sunset Ridge Equestrian.
- Began development of a third disc golf course (expected completion 2023).



New signage was installed at Cedarrock Park. At the Garrett Historical Farm, visitors can scan the QR codes on the signs to watch videos detailing the farm's history. Visitors also have the option of scanning a code to take a virtual tour of the park.

Cedarrock Park

Events & Programs

- **Alamance Adventure Race (9/18/2021):** 100 people participated in the 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 before the time is up. Teams visit parks, businesses, popular hotspots, and more. Challenges are scaled in points based on the challenge, difficulty, or location.
- **Farm-to-Table (September 2021):** Due to pandemic restrictions, this annual event was held at Cedarrock Park and also recorded and 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):** 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.
- **Fall Festival (10/2/2021):** 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, and horse rides.



Participants in Alamance Adventure Race complete county-wide challenges.

Cedarrock Park

Events & Programs (Continued)

- **The Sneaky Pete Disc Golf Tournament** (10/18-10/19/21): Cedarrock Park hosted the 35th annual 2-day, A-Tier PDGA Disc Golf Tournament presented by Spike Hyzer. Cedarrock Park served as tournament central, player check-in, and post-tournament awards held at the park.
- **Family Campout** (10/23-24, 2021): Family campout is a family-friendly campout that captures the wonder of the outdoors and excitement of group camping. This bi-annual event included activities such as stargazing, s'more making, and games.
- **Run at the Rock** (12/3/2021): 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.
- **Photos on the Farm** (December 2021): 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 four 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.
- **Soldiers of the Old North State** (6/4-6/5, 2022): This living history event showcased life among soldiers during the American Civil War. This two-day event was held at the Garrett Farm located at Cedarrock Park and welcomed more than 100 visitors and demonstrators.
- **Camp Summer Saddles** (6/20-6/24, 2022): This week-long summer camp for beginning riders focused on basic skills including equine safety, proper horse care, barn etiquette, grooming, saddling, and horse handling skills from the ground. Campers developed basic riding skills and experienced several different horseback riding disciplines with daily riding lessons.



Youth practice their riding skills at Camp Summer Saddles at Cedarrock Park.

Cedarrock Park

Facility Use

- 124 Group Shelter Reservations: Cedarrock Park's shelters and gazebos are available for rent for parties, gatherings, and special events.
- 448 Day and 50 Annual Fishing Passes: Once again, Alamance Parks provided fishing passes (day passes at \$5.00; annual passes at \$35.00). Revenue covers the cost of stocking the pond with a wider variety of fish.
- 342 Cedarrock Park & Equestrian Campsite Rentals
- 4 Wedding Reservations for at 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 2021	10,637
August 2021	11,197
September 2021	12,709
October 2021	11,452
November 2021	6,499
December 2021	7,171
January 2022	5,220
February 2022	13,711
March 2022	8,634
April 2022	14,049
May 2022	15,000
June 2022	17,597
Total:	133,876

Reviews for Cedarrock Park

"Been going here for around close to 20 years and I still love it as much as the first time I went. Love the trails and water. If you haven't been it's a must go for the whole family of all ages"

-William N.

"Has EVERYTHING. Trails, waterfall, kayaking, historic farm site, foot golf, disc golf, volleyball court, fishing, picnic shelters, camping, horseback riding, playground, etc). Super clean, plenty of parking...best park in this part of the state!"

-Rachel R.





Community Centers

Alamance Parks manages two rural community centers through a lease program with ABSS which host 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), the 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

- Completed exterior upkeep including spreading new gravel on the entrance road and laying mulch around the center.

Eli Whitney Community Center

- Old gym flooring was removed and new flooring is being installed (expected completion August 2022).

Community Centers

Events & Programs

Pleasant Grove Community Center

- **Recurring Programs:** Open Fitness Center, Open Gym, Senior Bingo & Potluck Lunches, Senior Trips
- **Pickleball:** Offered weekly on Thursday evenings.
- **Youth Basketball 2021-2022 Season:** Practices and Games hosted in the gym.
- **Explore Archery:** Winter 2021 Explore Archery sessions were hosted in the gym.
- **Veteran's Connection Events:** These events welcome those who have served in the military to socialize with other veterans and enjoy refreshments.
- **Home School Basketball & Pickleball:** The gym was open to home school groups twice weekly.
- **Chair Yoga:** This low-impact form of yoga was offered weekly on Thursdays.

Eli Whitney Community Center

- **Recurring Programs:** Open Fitness Center, Open Gym, Senior Bingo & Potluck Lunches, Senior Trips
- **Pickleball:** Offered weekly on Tuesday evenings.
- **Youth Basketball 2021-2022 Season:** Practices and Games hosted in the gym.
- **Uncle Eli Quilting Party & Exhibition (April 7, 2022):** This historic event has been hosted annually at EW since 1931. During the event, area residents and visitors from across the state bring quilts to display and projects to work on together. The event concludes each year with a covered dish luncheon for participants and guests.



Left: New flooring was installed at the Eli Whitney Community Center. Sections of the old flooring are being saved for projects and are available for purchase at the Cedarrock Visitors Center.

Right: Children play at the Pleasant Grove Community Center playground.

Community Centers

Facility Use

- 69 PG Gym Rentals: The PG gymnasium is available for rent and is used for athletics, birthday parties, family reunions, baby showers, and occasionally weddings.
- 2 EW Gym Rentals: The EW gymnasium is available for rent and is primarily used for athletics.
- 16 PG Shelter Rentals: The shelters at PG are available for rental by groups for parties, gatherings, and special events.
- 16 PG Classroom Reservation: The classroom at PG is available by reservation for special events. Uses have included baby showers, birthday parties, and meeting space.
- 74 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 2021	4,763	3,414
August 2021	5,553	4,188
September 2021	7,857	6,001
October 2021	6,789	3,665
November 2021	5,331	2,287
December 2021	5,319	3,807
January 2022	6,577	5,765
February 2022	5,920	5,061
March 2022	5,745	4,134
April 2022	4,107	4,589
May 2022	3,446	4,209
June 2022	4,213	3,354
Subtotals	65,620	50,474
Total:	116,094	





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 make progress in acquiring trail easements in Northern Alamance County. In March, an additional half-mile of trail opened in Saxapahaw. The new trail is adjacent to the Saxapahaw Campground and provides a closer view of the dam. Additionally, Haw River Trail facility updates during the past year include trail re-route at Shallow Ford Natural Area, Island Trail bridge repair at Great Bend Park, and re-routing of the trail next to the Valley Golf course. The Friends of the NC Mountains-to-Sea Trail - Alamance Task Force completed two bridge projects in the Sellers Falls section of the Haw River Trail/MST between Glencoe Paddle Access and Carolina Mill. Work has begun building new trail by the river between Carolina and Copland Mills and will be completed in 2023.

Haw River Trail

Improvement & Repair Projects

- An additional half-mile of trail is open in Saxapahaw adjacent to the Saxapahaw Campground.
- Trail re-route at Shallow Ford Natural Area.
- Island Trail bridge repair at Great Bend Park.
- Trail re-route next to the Valley Golf course.
- Two new bridges were constructed in the Sellers Falls section.
- New trail is being built by the river between Carolina and Copland Mills.



An additional half mile of trail has opened in Saxapahaw. The new trail is adjacent to the Saxapahaw Campground and provides a closer view of the dam. This new trail section provides access to expand the trail north and will one day connect to Sweptsonville River Park.

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
- Piedmont Conservation Council Meetings
- Elon University Class Presentation
- Earth Day Presentation for Hawbridge School



Reviews for Haw River Trail:

Great Bend Park:

"A short hike to see some pretty spectacular views. Perfect at sunset!"

-Marion M.

Sweepsonville River Park:

"Best views of the river are at Sweepsonville River Park."

-AU G.

Shallow Ford Natural Area:

"Trails well groomed, signage excellent, beautiful hike with lots of diversity, easy to moderate for lower Piedmont."

-Teresa B..



The Friends of the NC Mountains-to-Sea Trail - Alamance Task Force completes projects along the trail.

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 2021	1,762	2,921	3,782	2,820	888	486	3,287	5,395	3,245	3,749	6,534	4,000	952	2,713	4,731
August 2021	1,580	3,004	1,525	1,885	656	424	3,770	2,283	2,142	2,326	3,878	3,348	584	1,885	3,423
September 2021	1,567	3,211	2,327	2,467	1,000	436	4,176	2,532	2,589	4,089	5,705	6,102	750	2,142	3,924
October 2021	1,199	3,245	2,028	3,892	866	328	3,239	1,970	1,722	3,135	6,761	7,852	329	827	2,642
November 2021	853	2,656	1,690	2,758	876	197	2,511	1,620	933	1,511	6,759	2,702	294	1,000	1,972
December 2021	962	2,544	1,356	2,626	932	250	2,378	1,476	1,036	1,277	6,012	3,900	256	339	1,500
January 2022	1,073	3,555	1,930	3,300	1,464	281	3,933	2,644	625	2,869	9,633	2,195	446	742	1,500
February 2022	850	2,353	1,311	2,361	816	300	2,408	1,499	528	1,614	6,440	3,000	300	1,057	1,500
March 2022	1,305	3,328	1,790	3,294	1,194	353	3,565	1,767	1,048	2,121	7,275	3,992	400	1,252	2,500
April 2022	1,977	4,321	2,196	3,932	1,829	503	5,290	2,645	2,126	3,154	11,144	6,172	650	1,459	4,500
May 2022	1,780	3,361	1,949	3,965	1,478	447	4,736	2,683	2,200	3,681	9,504	2,021	750	1,205	5,000
June 2022	1,041	3,071	2,338	4,040	1,284	614	5,544	2,919	2,940	4,807	9,044	1,778	750	1,969	5,000
SUBTOTAL	15,949	37,570	24,222	37,340	13,283	4,619	44,837	29,433	21,134	34,333	88,689	47,062	6,461	16,590	38,192
TOTAL	459,714														

2020-21 Total HRT Visitation: 459,714

HRT Sites = Green, HRT Partner Sites = Blue

Key:

Alam. = Alamance

Hwy = Highway

NA = Natural Area

PA = Paddle Access

Sax. = Saxapahaw

Sweeps. = Sweptonville



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. The park totals over 1,000 acres and, upon completion, will include an observation tower, camping facilities, wildlife observation areas, and approximately 15 miles of trail. Visitors enjoy rolling piedmont hills, abundant creeks and streams, and some of the best views in Alamance County. The first trailhead and trails of the park are now open. The development of the park will continue over the next several years.

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.

Construction is underway for Phase 2 of the park, including the Oak Hill Trailhead and two new trails, the Lookout Trail and Pioneer Camp Trail which are expected to open in 2023. In April of 2022, a prescribed burn was held at the park. Prescribed burns will take place periodically at Cane Creek Mountains Natural Area to aid in the growth of the Longleaf pines. New environmental and historical interpretation signs were also installed throughout the park this year.

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

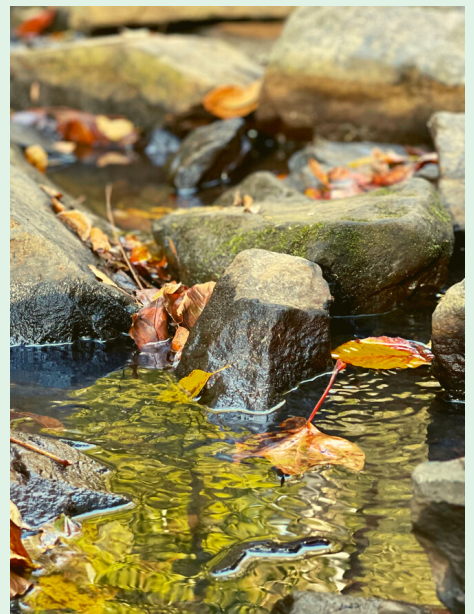
Cane Creek Mountains Natural Area

Reviews for Cane Creek Mountains Natural Area:

"This is a fantastic place. The trails are clean, well marked, and the view is amazing. What a gem. It's a short steep hike to the top and well worth it. The little wood bridges are well made over the streams and the parking lot is clean and nice. A wonderful place for a hike."
-Hayes H.

"This is an amazing local hiking experience."
-Melanie B.

"Gorgeous bright green forest."
-Della F.





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 three athletic complexes located at A.O. Elementary School, B. Everett Jordan Elementary School, and E.M. Holt Elementary School. The Athletic Division also supervises the Eli Whitney and Pleasant Grove Community Centers sports programs. Games are played throughout the county at 12 local sports fields and nine gymnasiums.

Facility Updates

Eli Whitney Community Center:

- Old gym flooring was removed and new flooring installed

AO Ballfield

- Fence Repair
- Bleachers Replaced
- Replaced deck and steps to field house score box

BEJ Ballfield

- General repairs prior to baseball season



Athletics

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 21 club baseball teams, 7 club softball teams, 31 boys basketball teams, 8 girls basketball teams, and 9 football teams.

Athletic Programs

Sport	Teams	Players	Games
Youth Football	9	225	36
Girls Basketball	8	70	36
Boys Basketball	31	268	135
Youth Baseball	21	243	94
Youth Softball	7	88	31
Tee-Ball	7	83	31
Total:	83	977	363





Adaptive & Inclusive Recreation

Alamance AIR (Adaptive & Inclusive Recreation) offers recreational programming for people of all abilities through Special Olympics Alamance County, The Visually Impaired Program (VIP), and Adaptive & Inclusive Recreation Programming.

Special Olympics

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. Special Olympics Alamance County (SOAC) is one of the largest volunteer-driven sports organizations in Alamance County and is sponsored by local government, industries, businesses, clubs, churches, and private contributions. The program is managed through Alamance Parks by the Adaptive and Inclusive Recreation Coordinator and is a chapter of Special Olympics North Carolina.

SOAC offers local sports tournaments involving Alamance Burlington School System students, as well as eight and twelve-week training programs ending with tournaments and competitive events at the State level.



Adaptive & Inclusive Recreation

Special Olympics Programs

The Department offered the following activities to our local participants during the 2021-22 year:

Special Olympics Sports	# Athletes	# Volunteers
Bowling (Fall)	10	1
Bocce	4	1
ABSS/SOAC Bocce Tournament	194	2
ABSS/SOAC Basketball Tournament	259	2
Basketball	18	2
ABSS/SOAC Spring Races	279	2
Bowling (Spring)	20	15
Swim	5	1
Total:	789	26



Adaptive & Inclusive Recreation

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 monthly activities for over 30 visually impaired Alamance County residents. The 2021-22 activities included:

- Adapted Painting
- Picnic at Cedarrock Park
- Holiday Party at Pleasant Grove
- Bowling
- Archery
- Greensboro Science Center
- Putt Putt Tournament
- Potluck & Yard Games
- Jordan Lake Boat Tour



Adaptive & Inclusive Recreation

Adaptive & Inclusive Recreation Fitness Programming

In March of 2022, Alamance Parks launched new Adaptive and Inclusive Recreation Programs. These programs are open and inclusive to all people and strive to provide recreation services for individuals of all abilities, operating from a strengths-based perspective.

Programs included Trail Walking, Yoga Made Easy, and Functional Fitness.

Fundraising Efforts

AIR Alamance Basketball Tournament (5/21/2022) - Alamance Parks, Burlington Police Department, Burlington Fire Department, Mebane Police Department, and North Carolina State Highway Patrol each created teams comprised of members of their departments joined by SOAC Athletes for this AIR programming fundraiser. The event was a success and raised over \$500 for the program.



Top Left: Functional Fitness participants meet at the park.

Bottom Left: AIR Alamance Basketball Tournament Athletes.

Top Right: Adaptive & Inclusive Recreation Coordinator Mackenzie Greenley leads a group hike.



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.
- Cedarrock Fall Festival: Alamance Parks Staff passed out park 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 County 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.
- Alamance Parks and Haw River Trail ran radio advertising campaigns on two local radio stations: The Maverick and WCHL Chapelboro. The campaigns were made possible by advertising grant funding.

Online Engagement

Online Communication Platform	Engagement Status
Alamance Parks e-Newsletter	4,654 subscribers
Haw River Trail e-Newsletter	1,381 subscribers
Alamance Parks Facebook Page	8,768 followers
Haw River Trail Facebook Page	2,487 followers
Alamance Parks Instagram	1,545 followers
Haw River Trail Instagram	1,749 followers
Cedarrock Park TripAdvisor	4.5 star rating
Haw River Trail TripAdvisor	4.5 star rating
Alamance Parks Website	127,827 unique pageviews
Haw River Trail Website	58,461 pageviews





Alamance County Visitors Bureau

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

Overview

An Interlocal Agreement between the Tourism and Development Authority (TDA) and Alamance County (September 2016). The TDA is authorized to promote travel and tourism through the 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. Alamance County shall oversee the personnel responsibilities and issues related to staff. The CVB is assigned to report to the Recreation and Parks Department. Under this structure, the bureau continues to receive input and direction from the Tourism and Development Authority. Full agreement available on file.

Alamance County Tourism

The primary objective of the Visitors Bureau is to elevate the tourism economy in Alamance County. To do so, the main goal is to increase visitor engagement and overnight accommodations throughout our area through marketing efforts which include cooperative marketing, advertising, social media, and earned media. Towards this objective, the bureau collects data from various sources which highlight market segments, data analyzation including behavior/demographics, and media monitoring, to name a few.



Our county experienced exponential growth during this fiscal year, as we were coming out of the pandemic. In addition, the county also experienced growth above pre-Covid 2019 travel expenditures. Some of our former markets are still lagging to recover, such as groups and business meetings. This is being experienced nationally. Our leisure and sports related travel remains strong across our area and the Piedmont. The bureau also collects data on occupancy and sales tax revenue. Please refer to the following charts for a snapshot of the 2021-2022 progress towards these goals.

Alamance County Visitors Bureau

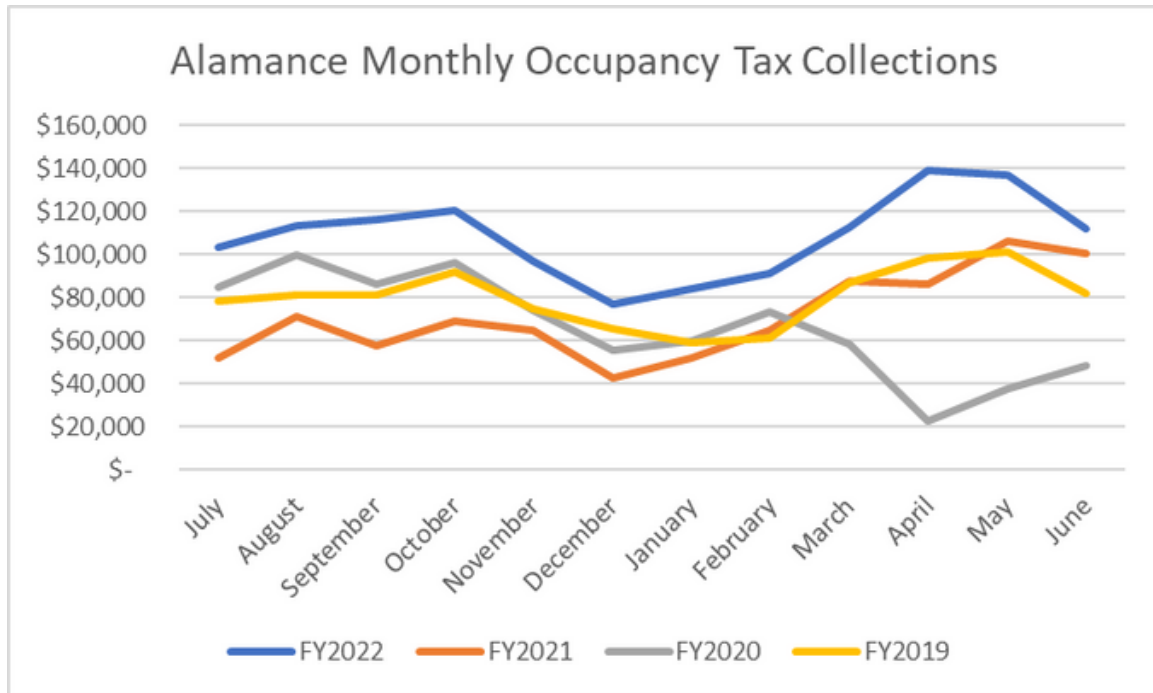


Figure 1. Monthly Occupancy Tax Collections

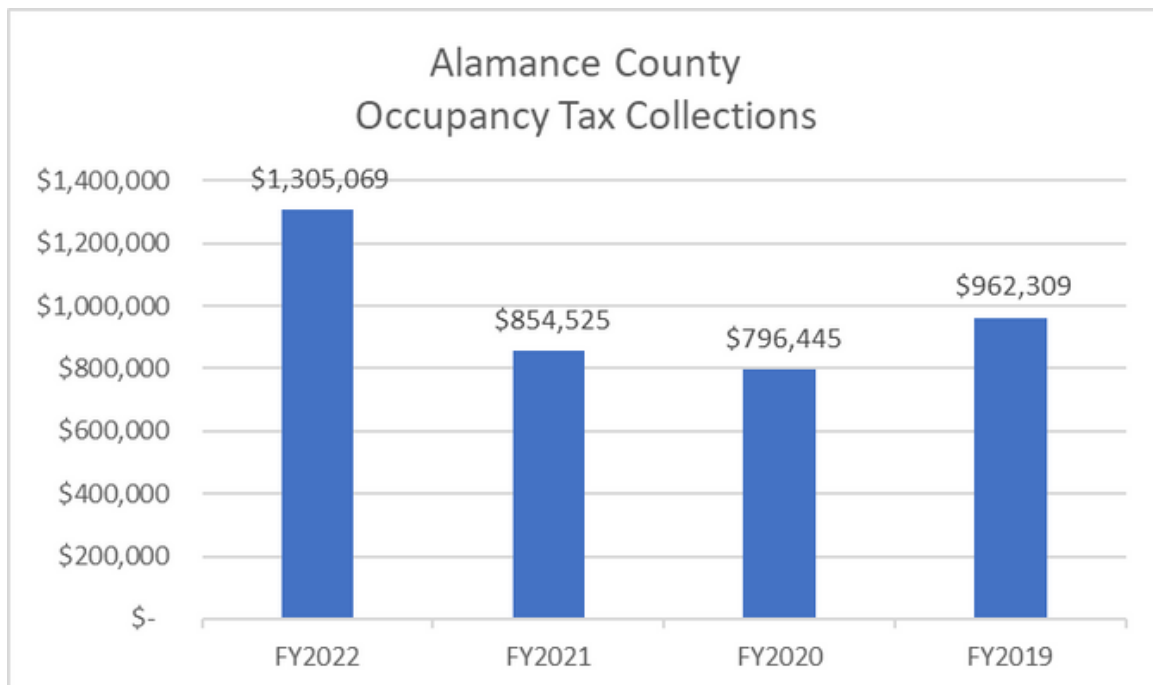


Figure 2. Fiscal Year Occupancy Taxes Collections

Alamance County Visitors Bureau

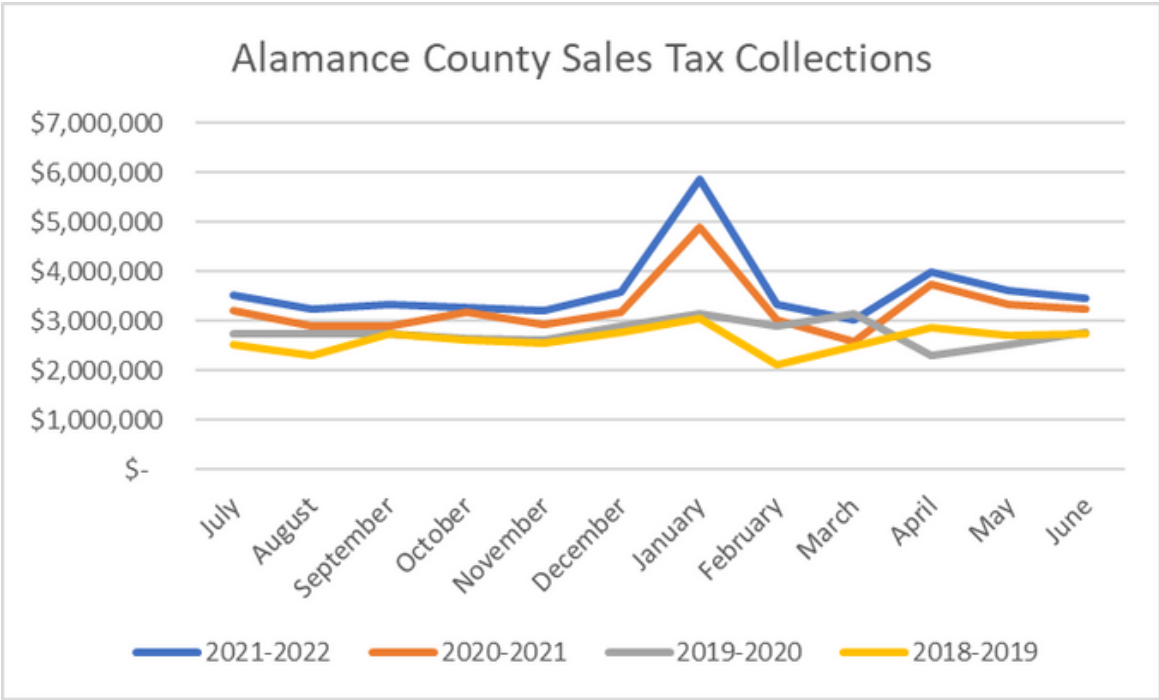


Figure 3. Alamance County Sales Tax Collections

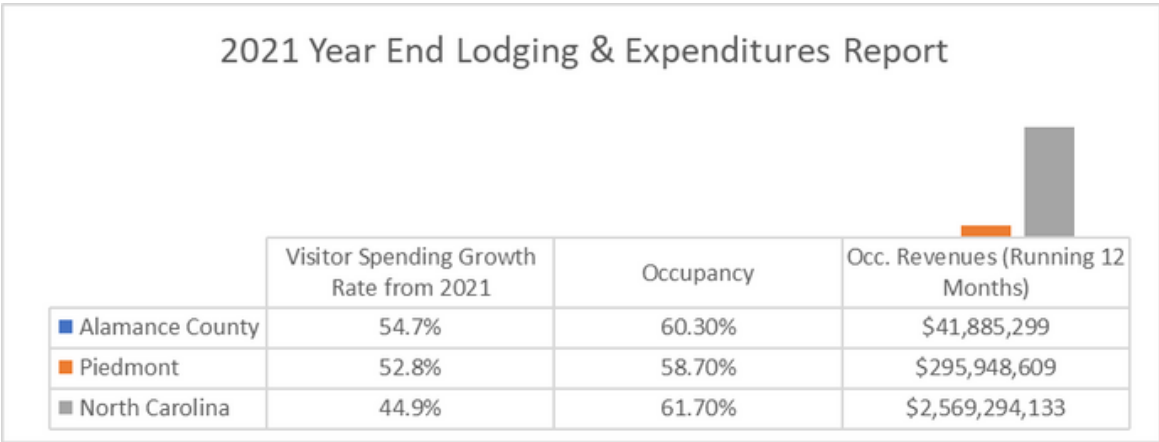


Figure 4. Lodging Report-Occupancy: as of 9/1/22. Source: STR, Inc. & VisitNC. Republication or other re-use of this data without the express written permission of STR is strictly prohibited. Figures for North Carolina/Piedmont are funded, contracted, and released by Visit North Carolina.

Alamance County Visitors Bureau

2021 Tourism

In 2021, North Carolina ranked 5th in the nation for domestic visitation with more than 44.4 million person-trips visiting the Piedmont Region. 81% of all Piedmont visitors traveled for leisure purposes, while 8% came to conduct business. Most travelers to the Piedmont in 2021 visited during the summer and fall. The average visitor party was 2.3 in 2021, with 25% of travel parties including children under the age of 18. The average visitor party trip expenditure was \$552 in 2021. The top states of origin for overnight visitors to the Piedmont in 2020 were NC, SC, VA, FL, GA, TX, OH, PA, TN, and CA.

Marketing/Website

The Alamance County Visitors Bureau has distributed over 8,000 Visitor Guidebooks. Our social platforms continue to see an increase in followers and engagements over the last fiscal year, with our audience at 2,512 on Facebook and 2,806 on Instagram. Our website visitation provided us over 92K new sessions and over 14K return visitor sessions. This is a significant increase of return visitor sessions of 26.81% over the previous year and 32.64% over 2019. We continue to see an increase in interest in activities and attractions surrounding recreation, history, and exploring our downtown areas.

During this past year, partners and community organizations began to host events again. This has provided us the opportunity to enhance any efforts they made by promoting their events throughout the region, state, and beyond. Our office continues to share information with our partners to highlight partner and industry-related updates as well as marketing opportunities and media monitoring.

In addition, our marketing continued to focus on outdoor recreation, our downtowns, and the arts. We continue to share messaging to increase visitation to our area, as well as building brand awareness for the county. This remains consistent in our marketing efforts and has enhanced our relationships with partners including municipalities and area/downtown businesses.

Over the course of the year, we continued as season sponsor for the Burlington Sock Puppets and hosted the USA BMX National Tarheel competition, alongside Burlington Recreation/City of Burlington and Burlington BMX.

During the year we developed several campaigns that were promoted via paid media and through our own social platforms, these included a Spring campaign focused on our downtowns, an interactive Beer Crawl Bingo event held month long in April – focused on our local breweries, and a promotion within Our State Magazine which offered a two-night stay at the Inn at Elon, a private pottery class with local potter, Curry Wilkinson and a trip with the Haw River Canoe & Kayak Co. We also continue to highlight several new business' a month as part of our New Business Highlight series.

Our marketing plan 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, Alamance Crossing, Mebane Newcomers Guide, Alamance Chamber, Relocation Magazine, Tanger Outlets, Burlington Sock Puppets, Sports Planning Guide, IMG Learfield, PBS, Raleigh Magazine, The Local Palate, USA Today and the Mebane Enterprise. We also had the opportunity to continue to offer our partners cooperative options through WCHL/Chapelboro.com and Our State magazine, which allowed them to leverage their own marketing dollars.

Alamance County Visitors Bureau

Marketing/Website (Continued)

We continued the distribution of visitor guides at RDU & GSO airports, NC state welcome centers, and local visitor centers, along with fulfillment of direct visitor guidebook requests.

Through the Tourism Development Authority (TDA) grant program, the following partners were awarded funding for promotion and marketing purposes to be utilized in FY23. These included Alamance Arts, Btown Events/Burlington Recreation, City of Mebane, Town of Gibsonville, Alamance Parks, and Textile Heritage Museum.

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

During FY2022, tourism-related media mentions in communities consisted of 1,499 mentions with Burlington receiving the greatest coverage with 891 mentions, of which 492 mentions were related to the Burlington Sock Puppets, followed by Saxapahaw, Mebane, Graham, and Elon.

Advertising Examples




Alamance County Visitors Bureau

Advertising Examples (Continued)

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 Haw 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
MEBANE


ALAMANCE COUNTY
THE TOWNS & VILLAGES OF

ELON
GRAHAM
SAXAPAHAW

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

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

ALAMANCE COUNTY
THE TOWNS & VILLAGES OF

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GRAHAM
SAXAPAHAW

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SMALL SURPRISES

FOR THE HOLIDAYS

THIS YEAR, STIR UP SOME NEW HOLIDAY MEMORIES.

All throughout November and December, you'll find holiday cheer in great abundance everywhere you turn in Alamance County. Picture postcard sights, sounds and celebrations immerse you in a magical backdrop that transports you to another place and time. Take in holiday concerts and an old-fashioned Victorian Christmas filled with entertainment, holiday treats, and traditions. Discover that perfect gift, bauble or decoration. And see the enchantment unfold before your eyes.

Burlington Christmas Parade: 11/20
Holidays at Alamance Arts: 11/19-12/24
Mebane Christmas Parade: 12/3
Holiday Magic: 12/11

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



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SMALL SURPRISES

FOR THE HOLIDAYS

 <p>We're a coffee shop committed to creating a warm and inviting space—a place to slow down, savor sweet aromas and nourish with intention. We strive to inspire the community around us to form and flourish.</p> <p>B&CO.</p> <p>TheHollandCo.com 336-524-6530</p>	 <p>Stroll through a lit winter wonderland in Downtown Burlington this holiday season! Photo-ready opportunities are around every corner. Shop, dine, and explore!</p> <p>BURLINGTON</p> <p>BurlingtonDowntown.com 336-222-5002</p>	 <p>Haand's heirloom-quality porcelain pottery is handmade in Burlington, NC. Designed to last a lifetime, it is loved by restaurants and home chefs around the world.</p> <p>HAAND MADE IN NC, USA</p> <p>Haand.us @haandmade</p>
 <p>We invite you to visit our locally owned bakery to order a customized event cake or to simply enjoy a single cupcake or cookie slice.</p> <p>Main Street Cake</p> <p>MainStreetCake.com 336-261-0725</p>	 <p>Inspired by downtown charm, quality wines and list-worthy bites, Holly and Tracy have curated an experience that brings the past to the present with a modern layer and a bit of attitude.</p> <p>TANNER'S</p> <p>TannersWine.com 336-270-9506</p>	 <p>Local craft beer. Innovative cocktail and wine selection. Fresh, local ingredients. Inspired entrees.</p> <p>BURLINGTON CO-OP BURLINGTON CO-OP</p> <p>BurlingtonBeerWorks.coop 336-525-6383</p>

BURLINGTON
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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, Inc. was established in 2002 by a group of passionate volunteers dedicated to preserving the history of the southern textile industry. A museum, which opened in March 2004, was created out of the original company store and office building. The Textile Heritage Museum preserves and interprets the heritage of the North Carolina textile industry from its workers to the tools they used, the fabrics they produced, the communities they built and lived in, and the cultural and economic prosperity that stemmed from the achievements of these bygone generations. The museum continues to grow having purchased the house of the superintendent in 2019 which is now available for touring. This unique museum continues to become an invaluable historical and cultural resource for North Carolinians and others interested in America's early industrial heritage.



Glencoe Mill Village

The Glencoe Mill Village Historic District established on October 5, 1999, contains 48 brick and wood buildings and 6 contributing structures built between 1880 and 1882. This exceptional historic textile community listed on the National Register of Historic Places is defined by three distinct significant features; a manufacturing and commercial complex, a hydroelectric power system, and a residential community. The industrial complex includes a three-story Italianate-style brick factory, a wheel house, Picker house, Napper house, Dye house, finishing room, cotton warehouses, a company store and administrative offices, and a machine repair shop, now the offices of the Alamance Parks Northern Division and visitor orientation lobby. The power system includes the visible mechanical inner-workings in conjunction with a spectacular flowing mill dam across the Haw River.

Today, the village has been enhanced with the Textile Heritage Museum, the Haw River Trail system, the Exploratory Park sponsored by the Alamance Partnership for Children, and the Preservation Salvage Shop managed by Preservation Burlington. The 41 colorfully restored mill houses are inhabited by private residents where originally mill workers and their families subsisted and helped build a notable textile industry in Alamance County.

Textile Heritage Museum

Alamance Parks Partnership

Since May 2018, the Alamance Parks Department has partnered with the Textile Heritage Museum, Inc. (501-C-3 non-profit), to provide leadership to increase visitation and community support of this unique and priceless historic resource for Alamance County and North Carolina. Preservation Burlington has also become more involved in the support of Historic Glencoe with the Preservation Salvage Store located in one of the former mill buildings.

Special Events & Exhibitions

- **Textiles & Har Heels Heritage Festival (10/23/2021):** October is the official month of celebration of Textile Heritage throughout the Carolinas. The Textile Heritage Museum hosted its annual celebration in Historic Glencoe featuring living history demonstrations, artisans, children's activities, live music, and vintage automobiles.
- **Christmas Caroling in Historic Glencoe (12/2/2021):** The museum and Alamance Community College joined in a collaborative effort to invite visitors to enjoy a Christmas atmosphere in Historic Glencoe with caroling, tours, refreshments, and a special visit from Santa Claus.
- **140th Anniversary of Glencoe Mills (4/30/22):** This unique anniversary celebrated the beginning of plaid fabric production in Glencoe Mills in April 1882. Artisans, living historians, children's games, tours, live music, and a food and drink truck were on site. The event was also supported by the Preservation Burlington Salvage Shop and Alamance Partnership for Children.
- **History & Culture of the Old North State Lecture Series (5/2022 - 10/2022):** This educational lecture series is being held in Historic Glencoe on the second Tuesday of the Spring-Fall months and has featured interesting topics of Southern Cuisine, The History of the Mighty Haw River, the Southern Textile Economy, Early American Music, School Days, and Mill Village Baseball.



Left: In April visitors celebrated the 140th Anniversary of the opening of Glencoe Mills in April 1882.

Right: The museum was awarded grant funds from the Alamance Visitors Bureau to purchase interstate billboard advertising. The billboard will be active through September 2022.



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 Visitors Center is located at Cedarrock Park.

Overview

Alamance Parks staff restructuring in 2021-2022 included the hire of Steve Shaw as Parks Superintendent and the hires of Caesar Escalante, Derrick Campbell, James Church, and Zach Tucker as Park Technicians. 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

- Excel: Layouts, Functions & Formulas
- Excel: Sorting data & Using Filters
- Email Communication & Etiquette
- Leadership Institute
- Building Boardwalks
- Small Engine Repair
- Commercial Equipment
- Trail Construction
- National Water Trails
- Managing SCIF Grants
- Archival/Curatorial Training
- Denim Loom Demonstration & Instruction
- NC State Webinar for Grant Accounting
- Pesticide Safety
- American Trails - The Value of Trail Assessments

Conferences

- Piedmont Legacy Trails Summit
- Recreation Director's Conference
- SONC Leadership Conference
- NCRPA Conference
- Park Ranger Institute

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
Trail and Open Space Coordinator	Nolan Carter	336-229-2380	CRP I
Grants and Communications Coordinator	Anna Bowland	336-229-2230	CRP I
Adaptive & Inclusive Recreation 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	Kyle Decker	336-570-6759	CRP II
Park Technician II	Caesar Escalante	336-570-6759	CRP II
Park Technician I	Derrick Campbell	336-570-6759	CRP II
Park Technician I	James Church	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	Dusty Cantley	336-270-5124	Glencoe
Park Technician II	Ernie Hayes	336-270-5124	Glencoe
Park Technician I	Zack Tucker	336-270-5124	Glencoe
CVB Director	Grace VandeVisser	336-570-1444	CVB
Visitors Services Representative	Reed Northcott	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

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)

Cedarrock Park

3916 R. Dean Coleman Rd.

Burlington, NC 27215

Ph: 336-229-2410

Fax: 336-229-2411

CRP II (Park Office & Visitors Center)

Cedarrock Park

4242 R. Dean Coleman Rd.

Burlington, NC 27215

Ph: 336-570-6759

Eli Whitney Community Center (EW)

4110 E. Greensboro-Chapel Hill Rd.

Graham, NC 27253

Ph: 336-229-2410

Glencoe Office

2320 Glencoe St.

Burlington, NC 27217

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

Saxapahaw Island Park

5550 Church Road
Graham, NC 27253
Ph: 336-229-2410

Shallow Ford Natural Area

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

Swepsonville 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 Mill Race Paddle Access

6079 Swepsonville-Saxapahaw Rd.
Graham, NC 27253

Swepsonville River Park Upper Access

2472 Boywood Road
Graham, NC 27253

Swepsonville River Park Lower Access

2698 Boywood Road
Graham, NC 27253

Union Bridge Paddle Access

7525 Old Greensboro Rd.
Chapel Hill, NC 27516

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

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 2021-22
Shelters	\$6,590.00
Campsites	\$2,456.00
Gyms, Ballfields & PG Classroom	\$4,510.00
Fishing Passes	\$4,902.00
Program Fees	Revenue 2021-22
Program Fees	\$5,763.00
Athletics	\$29,275.00
Total:	\$53,496.00

Donations/Sponsorships

Division	Donations/Sponsorships 2021-22
Cedarock Park	\$3,235.41
Haw River Trail	\$1,560.00
Special Olympics	\$8,120.66
Total:	\$12,916.07

Grant Awards

- \$5,000 grant from the Alamance County Visitors Bureau Tourism Reimbursement Program. This money was used to advertise the Haw River Trail.
- \$50,000 grant from Impact Alamance to build trail at the Cane Creek Mountains Natural Area.
- \$75,000 State Capital Infrastructure Fund Grant to replace the floors at the Eli Whitney Gymnasium.
- \$284,260 grant from the EDA for the Haw River Trail Towns initiative (in partnership with Chatham County).
- \$10,000 from Easton Foundation to support the Alamance Parks Archery program.

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
- Mr. Peter Dahl, Vice Chair
- Mr. Bill T. Lashley, County Commissioner
- Mr. Ryan Bowden, Board of Education
- Mr. David Woody
- Ms. Kelly Ronnow
- Mr. Mike Dunning
- Ms. Lisa Wolff
- Dr. Harold Kernodle
- Mr. Joseph McHugh
- Mr. Thomas Purcell



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, Cane Creek Mountains Natural Area, and the Community Centers. The total number of visitors in FY 2015-2016 was 488,940 and has since risen to 753,222 (Figure 1). This represents a 54% 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).

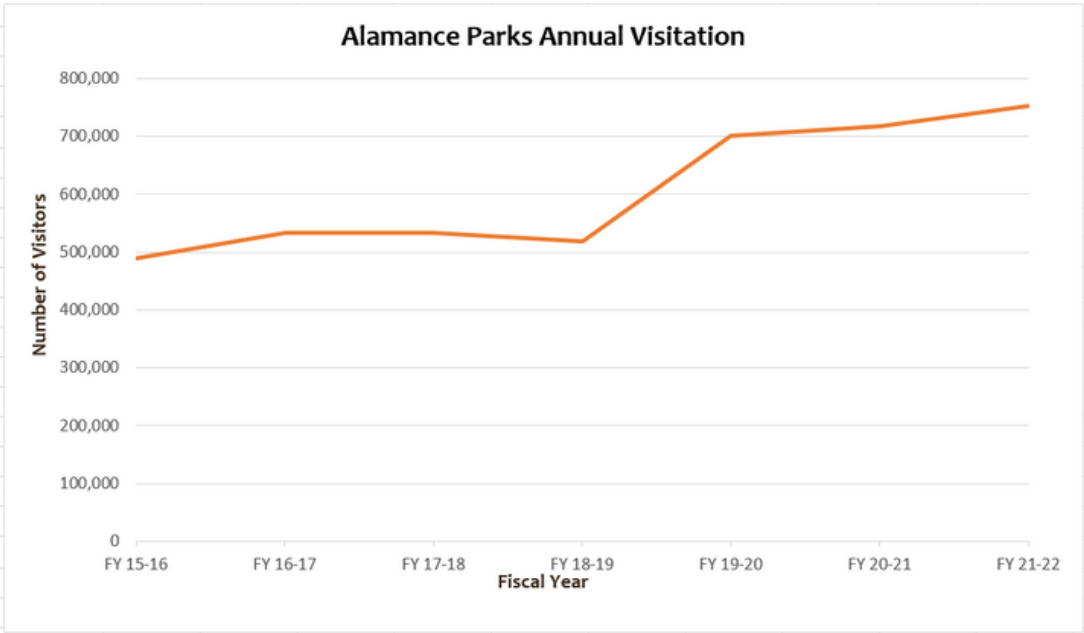


Figure 1. Total annual AP visitation each fiscal year from FY 2015-2016 to FY 2021-2022

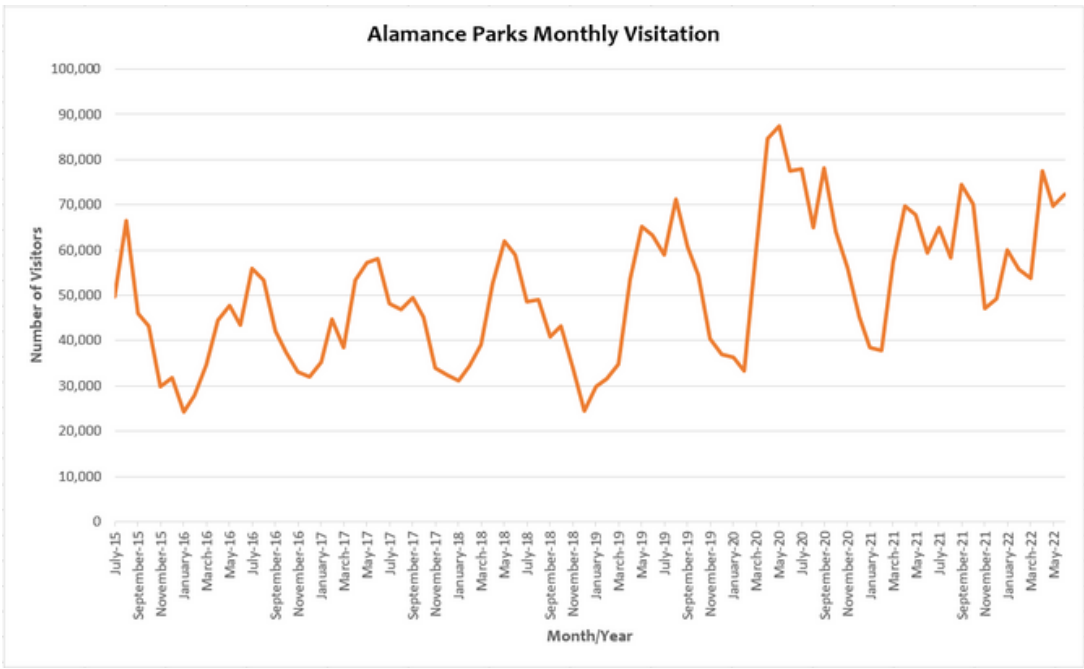


Figure 2. Monthly visitation trends at AP facilities since July 2015

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 2021-2022 was 133,876 (Figure 3). Visitation numbers have leveled since the pandemic peak in FY 2019-2020 and FY 2020-2021. Monthly visitation trends are similar to the overall AP trends with a peak in the spring and early summer months (Figure 4).

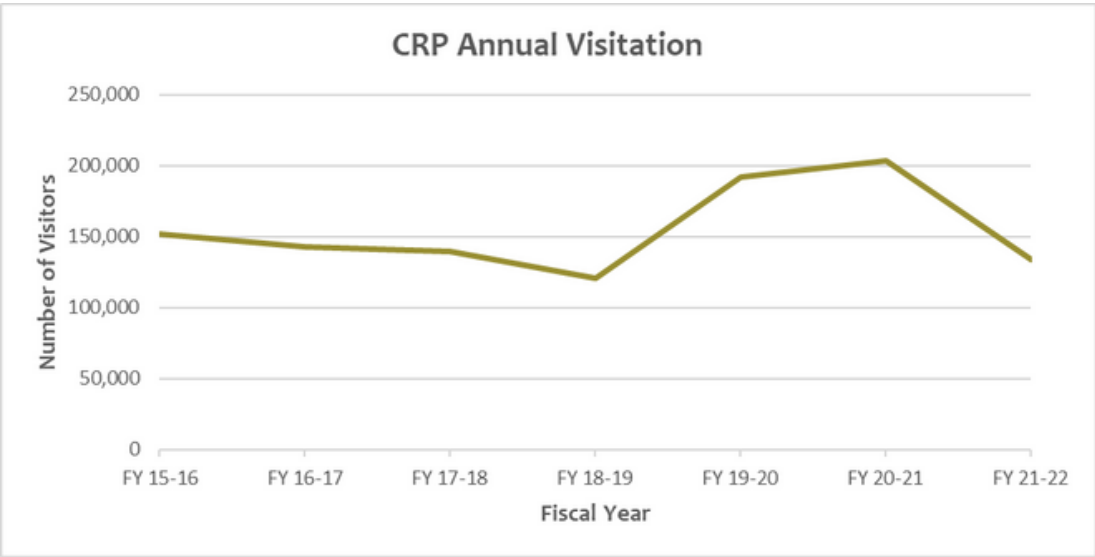


Figure 3. Total annual CRP visitation each fiscal year from FY 2015-2016 to FY 2021-22



Figure 4. Monthly visitation trends at CRP since July 2015

Appendix A: Visitation

Haw River Trail

The following graphs show visitation to the Haw River Trail since FY 2015-2016. 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 2015-2016 was 292,161. It has risen to 459,714 for FY 2021-2022 (Figure 5). This represents a 57% increase in visitation over the past seven years. Monthly visitation trends show steady visitation year-round (Figure 6).

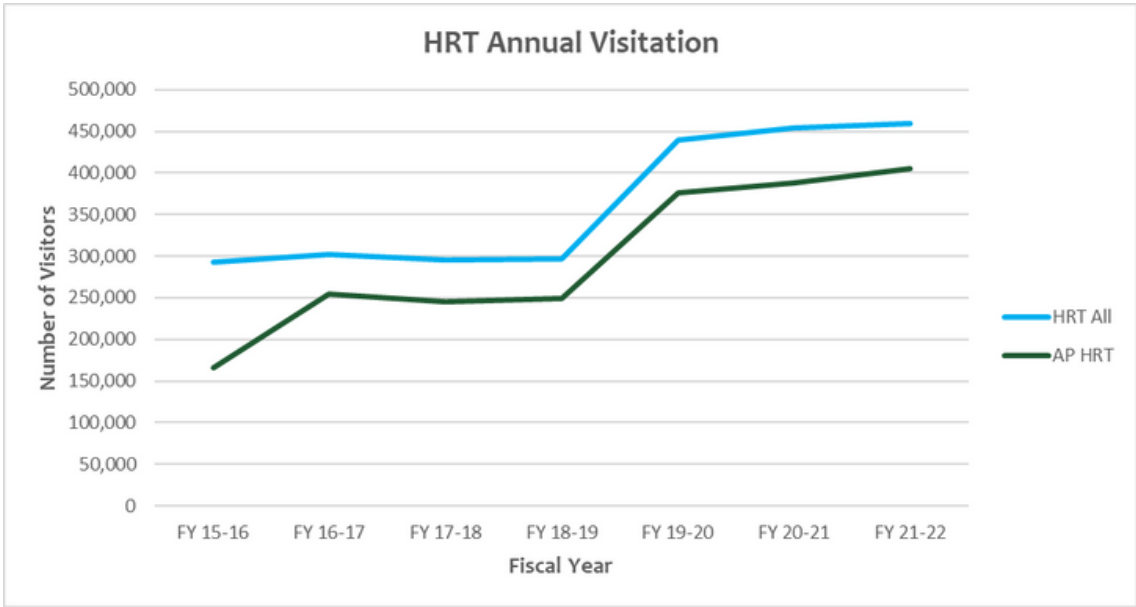


Figure 5. Total annual HRT visitation each fiscal year from FY 2015-2016 to FY 2021-2022

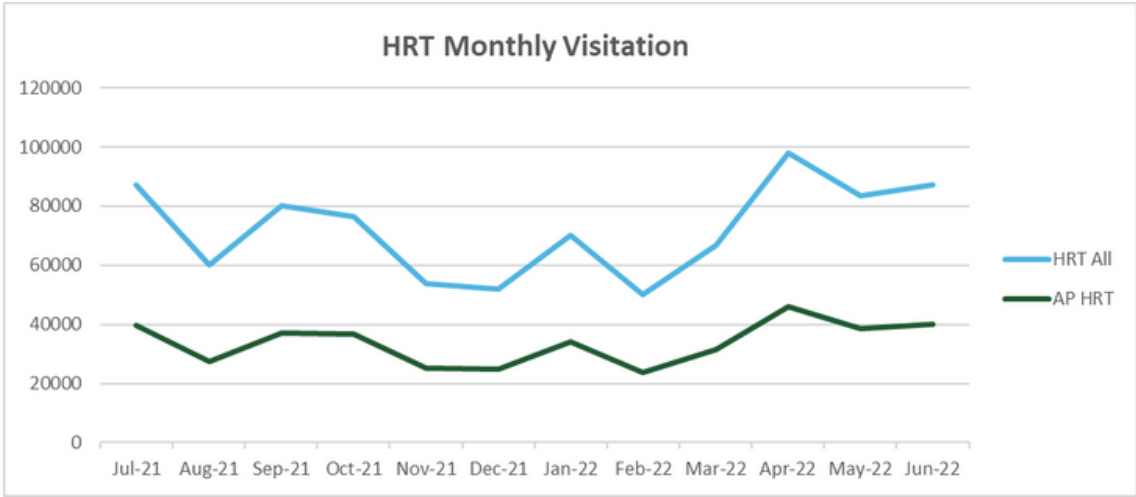


Figure 6. Monthly visitation trends for the HRT for 2021-2022

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 for FY 2018-2019 through FY 2021-2022 (Figure 7). **Note, there was an error in recording Community Center visitation prior to 2018, therefore that data has been omitted.*

Throughout FY 2021-2022 there is a trend of steady, year-long visitation at both Community Center locations (Figure 8). **Note: The Eli Whitney gym was closed during the months of May and June 2022, which has impacted visitation numbers for the center.*

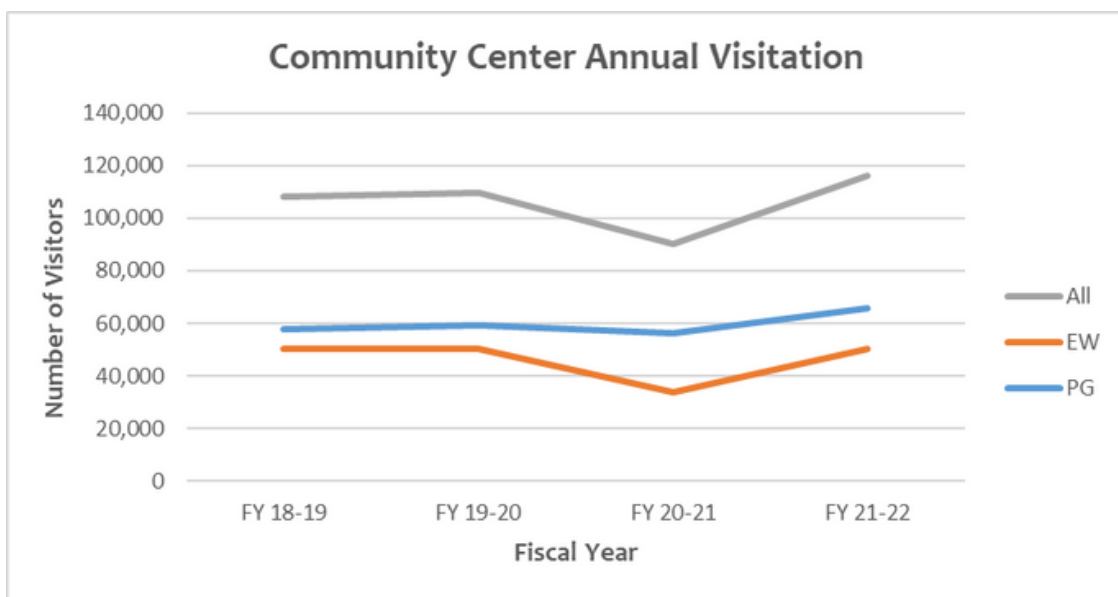


Figure 7. Annual visitation trends for the Community Centers each fiscal year from FY 2018-2019 to FY 2021-2022

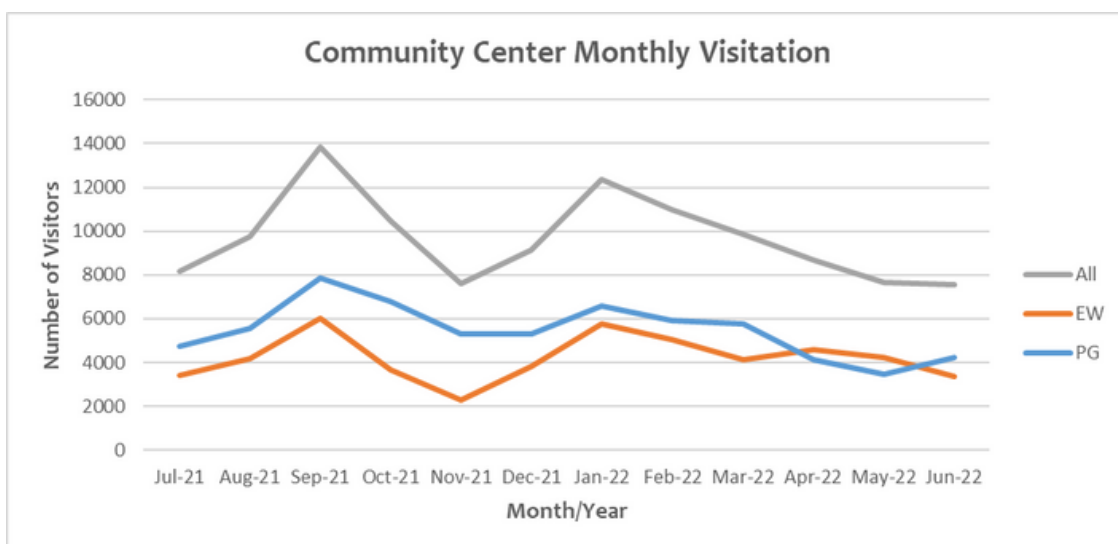


Figure 8. Monthly visitation trends for the Community Centers since July 2021

