

2022-2023 ANNUAL REPORT



*Eastern Tiger Swallowtail • Haw River Trail
Photo: Trenton Ford*

PREPARED BY

*Alamance County
Recreation & Parks
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From the Director

It is an honor to present the Alamance Parks 2022-2023 Annual report as the newest Director, joining the team in April 2023. I am proud to have the opportunity to lead this amazing team as we move forward with a focus on our goal to provide healthy spaces and opportunities for the citizens of Alamance County to connect with nature, history, and each other.

Over the past year, the Alamance Parks team experienced significant achievements including the completion of the Regulator at Rock Creek disc golf course at Cedarock Park in preparation to host the 2023 PDGA US Women's Disc Golf Championships in September 2023. Thanks to a grant from Impact Alamance, improvements were made to the Eli Whitney Community Center including the expansion of the walking track, new landscaping, and dog park water and fencing.



Jamie Merchel, Alamance Parks Director

Camping was added at Great Bend Park. Staff and trail volunteers continued improvements and progress on the Haw River Land Trail and Cane Creek Mountain Natural Area was expanded with the Phase II opening of the Oak Hill trailhead, parking, Pioneer Camp trail, and a wildlife observation deck. 2023 brought continued success for programming and events and the opportunity to introduce summer sports camps to the Eli Whitney and Pleasant Grove community centers.

None of these accomplishments would be possible without the dedication of Alamance Parks team members and volunteers, whose passion, expertise, and hard work continue to fuel our progress. I am grateful for their unwavering commitment to our shared goals.

2023 is the North Carolina Year of the Trail. In 2023 NC celebrates the state's vast network of trails, greenways and blueways. This year has given us the opportunity to showcase and celebrate Alamance County's diverse landscapes and resources. Alamance County has seen an increase in park visitation, tourism and community engagement. A statewide focus on trails has fostered a sense of environmental stewardship among residents and aided a further emphasis on our goals as a department to encourage healthy lifestyles, promote overall wellbeing and bring community together through shared outdoor experiences.

As we look ahead, I am excited about the opportunities to come. We are inspired to find new ways to create a lasting impact and remain committed to our core values. We are eager to embark on new initiatives to better lives of all citizens of Alamance County and visitors.

In 2023-2024 we have set lofty goals to complete Cane Creek Mountain Natural Area Phase II including an additional hiking trail, viewing tower and on-site camping. We will upgrade to an inclusive playground at Cedarock Park and improve the Athletic Park at B Everett Jordan Elementary School. We plan to add a paddle access in the Village of Alamance increasing opportunities to paddle along Great Alamance Creek and break ground on Phase III of Cane Creek Mountain Natural Area adding a 3rd parking area, trailhead and hiking trails. New programs such as Youth Disc Golf, Sandlot baseball and Center Court basketball will enhance our Athletic offerings.

We are tremendously thankful to the citizens of Alamance County for your continued support and participation.

Jamie Merchel

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Alamance Parks

For 51 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, four miles of hiking and six miles of equestrian trails, three 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, bingo, pickleball, 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 **778,179** visitors, and our athletics programs enrolled **1,281** children. Special Olympics continues to serve **400** special needs children and adults in the Alamance community and engage thousands of volunteers each year. Our community centers were utilized by **110,253** members of the community last year. Our staff logged a total of **17,976** program contact hours, conducted **446** total programs, and served **8,268** total participants during the 2022-23 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 four miles of hiking trails, an equestrian barn and six miles of equestrian trails, three disc golf courses with a total of 54 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 space for open play.

Park improvements over the past year include trail re-routes on the Rock Creek and Spoon Branch Trails, a new bridge on the Spoon Branch Trail, an updated 9-hole Footgolf Course, new steps installed at The Overlook observation platform, and construction and development of The Regulator disc golf course.

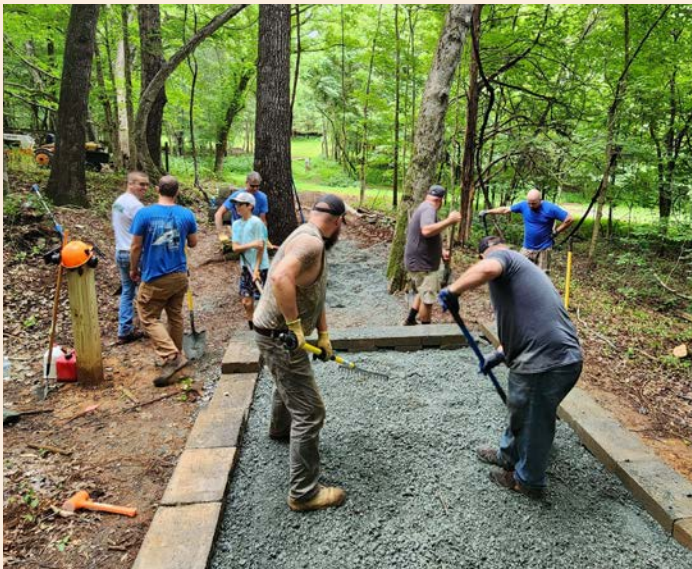
Cedarrock Park hosted many events over the last year, including the ALCOVETS Balloon Festival, Farm-to-Table, Family Campout, Over There & On the Homefront living history program, NC Envirothon, cross-country competitions, and numerous disc golf tournaments. Additionally, the Cedarrock Equestrian Center hosted summer horsemanship camps for youth and adults.

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 \$6,464.50 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

- Trail re-routes were completed on the Rock Creek and Spoon Branch Trails. The changes went into effect on October 28, and the new signage, maps, and information displays were installed at the park.
- A new bridge was constructed on the Spoon Branch Trail.
- The Footgolf Course was updated to be a 9-hole course.
- New steps were installed at The Overlook observation deck.
- Development and construction occurred on the park's third disc golf course, the Regulator.



*Top Left: Members of the Burlington Area Disc Golf Club (BADG) work on the Regulator course.
Top Right: Members of the Friends of Alamance Parks - Trails volunteer their time on the Regulator course.
Bottom Right & Left: Cedarrock Park is a popular destination to observe wildlife and visit farm animals.*

Cedarrock Park

Events & Programs

- **Envirothon** (July 11-15): Cedarrock Park hosts this annual event for middle and high school students to compete in a quiz-bowl-style event based on knowledge of the environment and natural resources. Students, parents, and educators camped out at the park during this weekend.
- **ALCOVETS Balloon Festival** (September 9-11): Sponsored by ALCOVETS, the Balloon Festival featured 3 days of fun at the Historical Farm. Visitors enjoyed live music, local vendors, food trucks, balloon rides, and a car show. All proceeds from the event were used to support local veterans and fund the building of the Chesnut Ridge Retreat campus.
- **The Sneaky Pete Disc Golf Tournament** (September 17-18): Cedarrock Park hosted the 36th 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 were held at the park.
- **Farm-to-Table** (September 20-21): 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.



Top: Swanson, the Alamance Parks mascot, greets guests at the ALCOVETS Balloon Festival.

Middle: Afternoon take off at the Balloon Festival.

Bottom: Southern High School FFA members teach students about food science at Farm to Table.

Cedarrock Park

Events & Programs (Continued)

- **Explore Archery** (Fall Session: September-October; Spring Session: March-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.
- **Run at the Rock** (December 2): 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 fields and then runs through the trails of the park, complete with rocks, mud, hills, and more.
- **Falconry** (December 10): Participants learned about Falconry in this casual presentation by James Neumann. This program provided an amazing opportunity to get close and personal with some of the coolest raptors and birds of prey.
- **Family Campout** (April 29-30): Family Campout is a family-friendly campout that captures the wonder of the outdoors and the excitement of group camping. This bi-annual event included activities such as stargazing, s'more making, and games.
- **Family Footgolf** (May 26): Sponsored by the Alamance AIR (Adaptive & Inclusive Recreation) Program, this event invited groups of 2-4 people to participate in an introduction to Footgolf and Captain's Choice tournament.
- **Over There & On the Homefront** (June 3-4): This living history event enabled visitors to experience life among American and German soldiers, medical personnel, and civilians during the World War II era of 1942-1945 at the Garrett Farm.
- **Musical Concert Series - Sassafras** (June 30): This outdoor concert series is hosted at different park locations throughout the county from May through August. Cedarrock Park participated for the first time by hosting the bluegrass band, Sassafras.



Families and friends participate in the Family Footgolf program on May 26.

Cedarrock Park

Facility Use

- 175 Group Shelter Reservations: Cedarrock Park's shelters and gazebos are available for rent for parties, gatherings, and special events.
- 787 Day and 71 Annual Fishing Passes: The park offers 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.
- 153 Cedarrock Park & Equestrian Campsite Rentals
- 5 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 2022	11,782
August 2022	17,475
September 2022	22,824
October 2022	16,890
November 2022	11,792
December 2022	12,375
January 2023	10,754
February 2023	12,377
March 2023	16,827
April 2023	17,274
May 2023	21,815
June 2023	17,060
Total:	189,245

Reviews for Cedarrock Park

"Really beautiful park with tons of disc golf courses, amazing hiking trails, animals and historical monuments, genuinely this is my favorite park to visit."
-Elliot A.

"Best place for a hike in Burlington. There is also a place for volleyball, basketball, fishing, and disk golf."
-Rick S.

"Amazing park tucked away in Alamance County. So many things to do in one place...Made for a great weekend."
-Allison A.





Community Centers

Alamance Parks manages two rural community centers which provide an important venue for the citizens of Alamance County to gather and participate in activities for community, fitness, and fun.

Overview

Alamance Parks manages the Pleasant Grove and Eli Whitney Community Centers. Both community centers provide open gym hours, fitness rooms, walking tracks, 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

- Acoustic baffles were installed in the gym to offset background noise during basketball games, archery, and other programs.

Eli Whitney Community Center

- Acoustic baffles were installed in the gym.
- New gym floor installation was completed in the fall.
- A .9 mile walking track extension was installed around the perimeter of the center.
- A water spigot was installed at the dog park in June.

Community Centers

Events & Programs

Pleasant Grove Community Center

- **Recurring Programs:** Open Fitness Center, Open Gym, Bingo & Potluck Lunches, Senior Trips
- **Pickleball:** Offered weekly on Thursday evenings.
- **Youth Basketball 2022-2023 Season:** Practices and Games hosted in the gym.
- **Sandlot Baseball:** The center hosted the Sandlot Baseball program from April - June.
- **Explore Archery:** Explore Archery sessions were hosted in the gym.
- **Chair Yoga & Cardio Drums:** These low-impact exercise activities were offered weekly on Thursdays.

Eli Whitney Community Center

- **Recurring Programs:** Open Fitness Center, Open Gym, Bingo & Potluck Lunches, Senior Trips
- **Pickleball:** Offered weekly on Tuesday & Thursday evenings.
- **Youth Basketball 2022-2023 Season:** Practices and Games hosted in the gym.
- **Uncle Eli Quilting Party & Exhibition (April 6, 2023):** 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.
- **Family Pickleball (June 24, 2023):** This beginner-friendly event introduced participants to the game of Pickleball. It was followed by "Beginner Pickleball" open gym nights.

Summer Sports Camps

- Both community centers hosted youth summer camps. The camps were offered to youth ages 8-12 and included activities such as basketball, dodgeball, gaga ball, kickball, pickleball, archery, and disc golf.



Left: Water is now available at the Eli Whitney dog park.

Right: The new walking track is just shy of one mile and follows the perimeter of the center, around the playground and through the woods.

Community Centers

Facility Use

- 27 PG Gym Rentals: The PG gymnasium is available for rent and is used for athletics, birthday parties, family reunions, baby showers, and occasionally weddings.
- 6 EW Gym Rentals: The EW gymnasium is available for rent and is primarily used for athletics.
- 13 PG Shelter Rentals: The shelters at PG are available for rental by groups for parties, gatherings, and special events.
- 15 PG Classroom Reservation: The classroom at PG is available by reservation for special events. Uses have included baby showers, birthday parties, and meeting space.
- 67 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 2022	3,548	3,645
August 2022	4,892	3,298
September 2022	4,892	3,548
October 2022	3,964	3,975
November 2022	3,417	5,428
December 2022	4,380	4,278
January 2023	4,773	5,321
February 2023	6,007	4,969
March 2023	5,618	4,312
April 2023	6,323	4,951
May 2023	3,581	4,879
June 2023	3,988	6,266
Subtotals	55,383	54,870
Total:	110,253	





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 4 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 along the river in Alamance County. With the help of the Friends of the Mountains-to-Sea Trail - Alamance Task Force, the Department oversees trail maintenance and the building of new trails throughout the year. Additionally, in 2023 the Haw River Trail was officially added to the NC State Trails network.

Haw River Trail

Haw River Trail is now a State Trail!

Haw River Trail was officially authorized as a State Trail on June 10, 2023, when Governor Cooper signed Senate Bill 100 into law. The designation is a result of months of advocacy by local leaders and state representatives. The designation provides more recognition and exposure for the trail network in addition to more funding opportunities. The trail will continue to be maintained by individual section sponsors, including Alamance County. Haw River Trail partner agencies and community groups will participate in planning meetings with State Trails representatives throughout the upcoming year.

Improvement & Repair Projects

- Three campsites were constructed and trail re-routes and improvements were made at Great Bend Park in Glencoe.
- A new bridge was built on the Sax Mill Trail in Saxapahaw.
- New Kids in Parks signage and brochures were installed at Shallow Ford Natural Area.
- An entrance sign was installed at the Highway 62 entrance of Great Bend Park in Glencoe.
- Friends of Mountains-to-Sea Trail Volunteers:
 - Completed trail work along Leath Road to extend the trail at Shallow Ford Natural Area
 - Built trail from Carolina Mill to Copland Mill.
 - Continue to build trail north of the dam in Saxapahaw

Programs:

- **Great Bend Park Stress Release Paddles** (July - November, In partnership with Haw River Canoe & Kayak Company)
- **Haw River Camp & Klean** (May 20)
- **Backpacking Along the Haw** (Cancelled Due to Inclement Weather - registrants shifted to participate in the Camp & Klean event)



New hats and shirts were designed and sold to promote the trail. The merchandise is available for purchase at the Cedarock Park Visitors Center, The Textile Heritage Museum Gift Shop, and other local gift shops.

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
- Piedmont Legacy Trails Summit
- Haw River Trail – Chatham County Steering Committee
- Piedmont Conservation Council Meetings
- UNC - Greensboro Class Presentation
- Media Interviews for Haw River State Trail Designation
- Creek Discovery with Williamsburg Elementary
- Graham Historical Museum Lunch & Learn Series - The Haw River
- Textile Museum Lecture Series - The Haw River Atlas (Mark Chilton)
- Elon University Sustainability Club Hike



Reviews for Haw River Trail:

Saxapahaw Island Park:

"Great place to take your kids and relax. It's always 10 degrees cooler here because it's surrounded by the river and very shady. There's a fun playground which has nice swings and a nice slide."

-Marion M.

Great Bend Park:

"This park is phenomenal! Very scenic and just pure relaxation! Definitely recommended for those who are looking for a good trail around the Burlington area!"

-Joel U.

Shallow Ford Natural Area

"Trails are well-maintained, well-marked, and it has some primitive camping sites. Beautiful, shady spots on the river and the creek depending on which part of which trail you're on. Cool info signs marking historic spots on the trails. A must for local and visiting hikers!"

-Ellen E.



Top: Andrew Sam received the Legacy Award at the 2023 Piedmont Legacy Trails Summit. The award was given in recognition of the outstanding work of the Friends of Alamance Parks - Trails in building the Pioneer Trail at Cane Creek Mountains Natural Area. Bottom: The Friends of the NC Mountains-to-Sea Trail - Alamance Task Force complete at workday at Shallow Ford Natural Area.

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 2022	1,665	2,588	1,847	3,841	1,461	593	5,858	2,995	3,298	4,619	9,207	1,929	521	1,804	1,767
August 2022	1,574	3,020	2,100	3,762	1,032	547	4,438	2,214	2,792	4,174	8,691	1,884	451	1,544	1,500
September 2022	1,574	3,020	2,100	3,762	1,143	454	4,160	2,151	1,927	3,728	7,037	1,963	446	1,498	1,767
October 2022	1,153	3,370	1,653	2,496	1,058	385	3,288	1,748	1,511	3,445	4,497	1,920	427	1,591	2,420
November 2022	851	2,662	1,457	1,984	747	252	2,731	1,380	1,726	1,966	3,464	1,822	262	1,552	2,012
December 2022	490	2,178	1,014	1,575	649	140	2,211	1,393	4,767	1,251	4,499	1,800	221	640	1,514
January 2023	905	3,156	1,301	2,051	939	278	2,715	1,292	455	1,812	3,656	5,306	300	731	2,178
February 2023	1,048	3,149	1,574	2,271	934	298	2,972	1,601	386	2,054	3,621	6,582	341	1,261	2,298
March 2023	1,328	3,262	1,675	2,714	1,227	485	2,211	2,135	500	2,888	3,221	8,152	481	1,777	2,413
April 2023	1,570	3,797	2,034	3,385	1,202	628	4,449	2,856	900	2,963	5,412	9,572	619	1,845	3,752
May 2023	1,995	3,639	2,033	3,160	1,468	614	4,976	2,516	951	3,322	5,001	10,297	627	2,013	4,409
June 2023	2,025	3,264	3,380	2,012	1,375	610	4,913	2,828	1,000	3,270	3,870	8,225	768	1,286	4,726
SUBTOTAL	16,178	37,105	22,168	33,013	13,235	5,284	44,922	25,109	20,213	35,492	62,176	59,452	5,464	17,542	30,756

2022-23 Total HRT Visitation: 428,109

HRT Sites = Green, HRT Partner Sites = Blue

Key:

Alam. = Alamance

Hwy = Highway

NA = Natural Area

PA = Paddle Access

Sax. = Saxapahaw

Sweeps. = Swepsonville



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, Alamance Parks' newest park facility, opened in May 2020. 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 over 1,000 acres, 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.

Visitors enjoy rolling Piedmont hills, abundant creeks and streams, and some of the best views in Alamance County. Cane Creek Mountains Natural Area has quickly become one of the most popular parks in the Alamance Parks trail network. The development of the park will continue over the next several years. Upon completion, the park will include an observation tower, camping facilities, wildlife observation areas, and approximately 15 miles of trail. The Pine Hill and Oak Hill Trailheads (s 1 and 2 of the park) are now open.

Phase 2 of the park, the Oak Hill Trailhead, opened in May of 2023 and included the parking area, restrooms, a wildlife observation platform, and the Pioneer Camp Trail. The Pioneer Camp Trail, built by the Friends of Alamance Parks - Trails, features 3.4 miles of trail on a moderately challenging incline. Development continues on the Oak Hill Trailhead and future amenities will include camping, an observation tower, and an additional trail.

Cane Creek Mountains
NATURAL AREA

Cane Creek Mountains Natural Area

Reviews for Cane Creek Mountains Natural Area:

"This is a hidden gem of Alamance County! What a beautiful, wooded trail to get lost in your thoughts and get some exercise in the process. If you haven't visited before, come on down! You will see a lovely view of Bass Mountain, the highest point East of Greensboro in North Carolina...Bring the kids and get outdoors and get some fresh air!"

-Monica D.

"Beautiful. Safe. Clean. Peaceful"
-Irena S.

"A quiet, off the beaten trail with beautiful views of surrounding Alamance and the Piedmont."
-Laura R.



Left: Researchers from UNC discovered a species of lichen at the park (Scientific Name: Multiclavula mucida) that had not previously been recorded in Alamance County.

Right Top and Bottom: Staff construct a bridge and observation platform at the park.



Athletics *Alamance Parks offers baseball, softball, basketball, and football for youth ages 5 to 14. The department also manages three 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 Gymnasium:

- New flooring installed
- Acoustic sound baffles installed

Pleasant Grove Gymnasium:

- Acoustic sound baffles installed

Upcoming for 2023-24:

- The B. Everett Jordan Athletic Complex will undergo extensive renovations including updated fencing, lighting, a new concession building, bathrooms, and field updates. The Altamahaw-Ossipee and EM Holt Elementary ballfields will be the focus of renovations during the 2024-25 and 2025-26 fiscal years, respectively.



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 leagues included 17 club baseball teams, 7 club softball teams, 32 boys basketball teams, 8 girls basketball teams, and 21 football teams.

Athletic Programs

Sport	Teams	Players	Games
Youth Football	21	519	78
Girls Basketball	8	82	28
Boys Basketball	32	310	124
Youth Baseball	17	200	68
Youth Softball	7	80	32
Tee-Ball	6	71	19
Sandlot Baseball	-	19	8
Total:	91	1,281	357





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 2022-23 year:

Special Olympic Sports	# Athletes	# Volunteers
Equestrian	5	14
Bocce	3	2
Bowling (Fall)	21	61
Soccer (Fall)	8	3
ABSS/SOAC Bocce Tournament	210	9
Basketball	20	5
Swim	5	1
Bowling (Spring)	33	59
Soccer (Spring)	8	6
ABSS/SOAC Basketball Tournament (ES)	69	21
ABSS/SOAC Basketball Tournament (MS/HS)	98	52
Spring Games	328	690
SONC SE US Swim Invitational	3	1
SONC Summer Games	6	2



*Top Left: Patrick Wigfall, Charles Richardson, and Megan Alexander at the SONC Swim Competition.
Bottom Left: Athletes compete at Spring Games in April.
Top Right: Brooks Morrison participates in the SONC Basketball Tournament in June.*

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
- Hawfields Middle School
- R. Homer Andrews Elementary School
- Southern Alamance High School
- Western Alamance Middle School
- Woodlawn Middle School

Visually Impaired Program (VIP)

Alamance Parks provides monthly activities for over 30 visually impaired Alamance County residents.

2022-23 activities included:

- Burlington Sock Puppets
- NC State Fair
- Greensboro Science Center
- Holiday Party at Pleasant Grove
- Bowling
- Movies
- Putt Putt Tournament
- May Day Celebration
- Jordan Lake Boat Tour



Left: Guil Johnson and Vernon Richmond play mini golf at the VIP Putt Putt outing.

Right: Erika Brake and Mackenzie Greenly enjoy the Jordan Lake Boat Tour.

Adaptive & Inclusive Recreation

Adaptive & Inclusive Recreation 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 offered in 2022-23 Include: Trail Walking, Functional Fitness, Family Footgolf, and Family Pickleball.

Fundraising Efforts

AIR Alamance Basketball Tournament (3/25/2023) - 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 \$400 for the program.



Top Left: Functional Fitness participants meet at the park.

Bottom Left: Participants of the Family Footgolf program at Cedarrock Park.

Top Right: The AIR basketball tournament included 5 teams and over 60 total participants.



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, radio advertising, 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.
- **ALCOVETS Balloon Festival:** Alamance Parks staff distributed park and program information during the 3-day event.
- **Burlington Sock Puppets Home Baseball Games:** Alamance Parks staff greeted attendees and distributed park and program information.

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 local radio station WCHL Chapelboro. The campaign was made possible by advertising grant funding.
- Alamance Parks and Haw River Trail branded t-shirts, hats, and stickers are available for purchase at the Cedarrock Park Visitor Center, The Textile Heritage Museum Gift Shop, and other local businesses.

Online Engagement

Online Communication Platform	Engagement Status
Alamance Parks e-Newsletter	7,007 subscribers
Haw River Trail e-Newsletter	1,388 subscribers
Alamance Parks Facebook Page	9,100 followers
Haw River Trail Facebook Page	2,800 followers
Alamance Parks Instagram	1,638 followers
Haw River Trail Instagram	2,127 followers
Cedarrock Park Google Review	4.7 star rating
HRT - Shallow Ford Natural Area Google Review	4.7 star rating
HRT - Great Bend Park Google Review	4.6 star rating
HRT - Saxapahaw Island Park Google Review	4.8 star rating
Cane Creek Mountains Natural Area Google Review	5.0 star rating





Alamance County Visitors Bureau

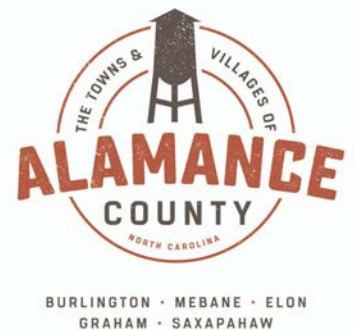
The Visitors Bureau's mission is to attract and serve visitors by collaborating with community partners and, in turn, positively impacting our tourism economy and building awareness of our community and tourism assets.

Overview

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. In September 2016, an Interlocal Agreement between the Tourism and Development Authority (TDA) and Alamance County was implemented, whereas, 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. The full agreement is 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.



The bureau also collects data on occupancy and sales tax revenue. Please refer to the following charts for a snapshot of the 2022-2023 progress towards these goals.

Alamance County Visitors Bureau

Occupancy Stats 2021-23

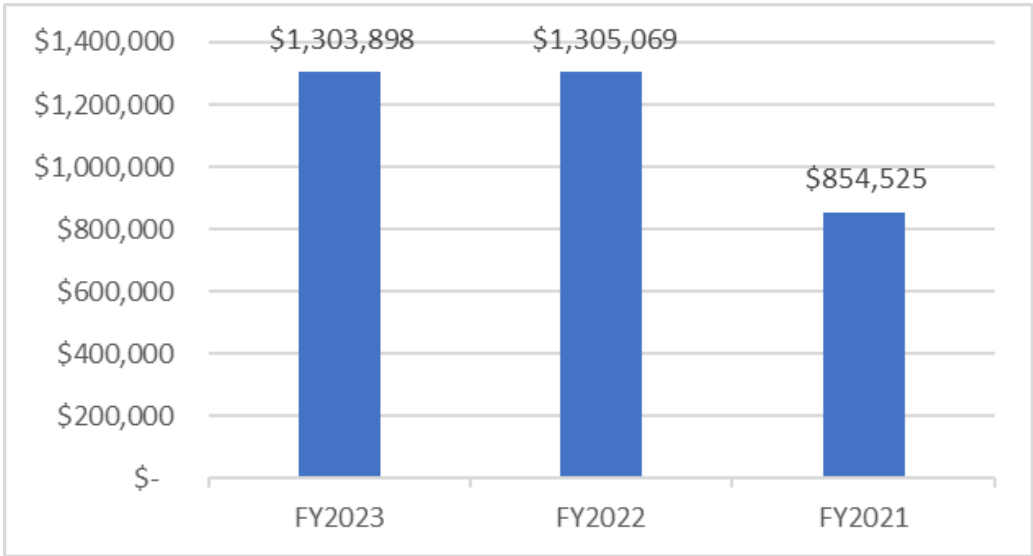


Figure 1. Alamance County Occupancy Tax Collections.
FY2023 Year End Collections are incomplete at the time of reporting.

2022 Visitor Expenditures Report		
	Visitor Spending Growth Rate	Tourism Expenditures
Alamance County	11.3%	\$251,510,000
Piedmont	13.8%	\$3,707,980,000
North Carolina	15.2%	\$33,326,000,000

Figure 2. Reporting: VisitNC, August 2022. Figures are funded, contracted, and released by Visit North Carolina.

Alamance County Visitors Bureau

Visitor Stats

Visitor Stats	
Guidebook & Literature Distribution	8,300+
Website Visits	130,388
Pageviews	223,432
Partner Listing Hits	88,944
E-Newsletter Subscribers	7,978
Select Visitor Attraction Attendance	866,300

2022 Tourism

In 2022, North Carolina ranked 6th in the nation for domestic visitation with more than 22.7 million person-trips visiting the Piedmont Region. 80% of all Piedmont visitors traveled for leisure purposes, while 9% came to conduct business. Most travelers to the Piedmont in 2022 visited during the summer, winter, and fall. The average visitor party was 2.3 in 2022, with 28% of travel parties including children under the age of 18. The average visitor party trip expenditure was \$598 in 2022, up from \$552 in 2021. In-state travel parties spent on average \$493 and out-of-state parties spent \$644. The top states of origin for overnight visitors to the Piedmont in 2022 were NC, VA, SC, GA, FL, NY, MD, and PA.

As reported through STR, Near, and Zartico, 45% of all visitors to Alamance County were overnight visitors. This reflects a growth of 15% over last year.

Alamance County Visitors Bureau

Marketing and Social Media

The Alamance County Visitors Bureau has distributed over 4,600 Visitor Guidebooks. Our website visitation provided us with over 92K new sessions and over 14K return visitor sessions. This is a significant increase in 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, arts, and retail/dining. Our social platforms continue to see an increase in followers and engagements over the last fiscal year, with growth of 32.8% on Facebook and 11.6% on Instagram.

During FY2023, media mentions across the county consisted of 4,129 mentions with Burlington receiving the greatest coverage with 1,900 mentions, of which, 525 mentions were related to the Burlington Sock Puppets, followed by Mebane, Graham, Saxapahaw, and Elon.

Our monthly newsletter subscription has grown to 7,978 contacts, with an open rate of 50%; an 11% growth over the previous 12 months and 12% above the industry average.

We continue to share information with our partners to highlight partner and industry-related updates, as well as marketing opportunities and media monitoring. Partners participated in Our State print and digital cooperatives, as well as broadcast cooperatives with WCHL/Chapelboro.com. These partners included: Alamance Arts, Animal Park, Burke Manor Inn, Candor Market, Downtown Mebane Development Corp., Freehand Market, Haand Pottery, Inn at Elon, Main Street Cake, Persnickety Books, Salvation Coffee, Smokehouse at Steve's, and Things Above.



Alamance County Visitors Bureau

Marketing and Social Media (Continued)

Our marketing plan also included advertising in local and regional publications, on digital platforms, and on broadcast. Advertising outlets included Our State, VisitNC, Group Travel Media (History & Heritage), Chapelboro.com/WCHL radio, Visit NC, Southern Travel, NC Heritage Guide, Alamance Crossing, Mebane Newcomers Guide, Carolina Traveler, Alamance Chamber, Carolina Country, Relocation Magazine, Tanger Outlets, Burlington Sock Puppets, Sports Event Magazine, Sports Planning Guide, NC Field and Family, PBS, Lamar (Billboard) and the O'Henry Magazine. We also had the opportunity to continue to offer our partners cooperative options through WCHL/Chapelboro.com and Our State magazine, which allowed partners to leverage their own marketing dollars.

We have continued with our New Business Highlights, highlighting (11) new businesses as well as the development of reels highlighting our festivals during the Balloon Festival, Dogwood Festival, and the Carousel Festival.

Reel Highlights from the Balloon Festival, Dogwood Festival, and Carousel Festival



Facebook – VisitAlamance • Instagram - @visitalamance • Twitter - @visitalamancenc



Campaigns

During the year, we introduced several campaigns into our community that were promoted via paid media and through our social platforms, these included partnering with the statewide Year of the Trail campaign (Great Trails State), developing a new Instagram account showcasing our pet-friendly businesses with our own mascot, Allie and our holiday Sip and Savor campaign.

Alamance County Visitors Bureau

Campaigns (Examples)

Allie in Alamance - Spring 2023 (Social Media Campaign)



Sip and Savor - Holiday 2022



Year of the Trail - 2023 (Billboards and Swag)



Alamance County Visitors Bureau

Tourism Grant Distribution

The Alamance County Tourism Development Authority (TDA) established the annual Tourism Reimbursement Grant Program in July 1998. The TDA designates a portion of the occupancy tax collected for tourism grants.

The objective of the program is to stimulate the tourism economy within Alamance County. The program is provided to assist any non-profit, tourism-related organization, with events, projects, and developing programs that will promote and market travel into Alamance County. The organization's office must be located in Alamance County and/or have a board comprised of at least 50% Alamance County residents.

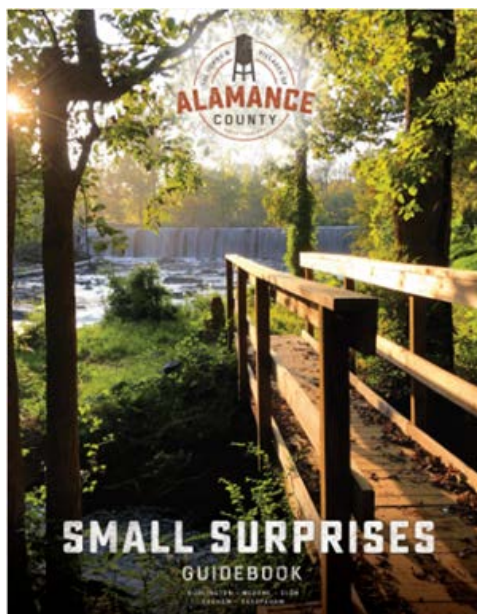
The following partners were awarded funding for promotion and marketing purposes in FY23: Animal Park, Occaneechi Band of the Saponi Nation Pow Wow, City of Burlington/Btown Events, Studio 1, Town of Gibsonville, Alamance Parks, and the Textile Heritage Museum.

Sponsorships & Collaborations

Over the past year, attendance at industry tradeshow and meetings included NC Sports, Southeast Tourism Society and AENC (Association Executives of NC), the Piedmont Triad Destination Marketing Organization, Downtown Mebane Development Corporation, Mebane Business Association, Destination Downtown, NCTTC, Alamance Chamber and Simpleview. Additional organizational memberships include NCTIA, Graham Area Business Association, Destination International, ABA, and US Travel Association.

We continued as a season sponsor for the Burlington Sock Puppets, supported the USA/ISSA Sr. Softball Championship and the Alamance County Pro-Am Disc Golf Tournament, and sponsored the Mebane Dogwood Festival and the Burlington Carousel Festival.

Print/Digital Ads





The graphic above is the new billboard design for the Textile Heritage Museum celebrating the 20th Anniversary of the museum. The museum received grant funding for tourism advertising from the Alamance County Visitor Bureau. The billboard will be located on I-40/I-85 westbound through Alamance County and run from September-December 2023.

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. The 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

- **Christmas by Candlelight in Historic Glencoe (12/15/2022):** The museum and the Glencoe Village neighbors invited visitors to enjoy a Christmas atmosphere in Historic Glencoe with holiday refreshments, caroling, museum & house tours.
- **Founder's Day Celebration (4/2/2023):** This event 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 (July - October 2022 & May - June 2023):** This educational lecture series was held in Historic Glencoe on the second Tuesday of the Spring-Fall months and has featured interesting topics such as the history of bluegrass music, mill town baseball, public schools in the mill village, and landmarks and points of interest along the trail.



Left: The Burlington Industries staff visited the museum during its 100th anniversary celebration, 1923-2023. Burlington Industries was founded in Burlington by Mr. James Spencer Love.

Right: The history and cultural lecture series has been quite successful with some fascinating topics including early American cooking techniques by Mrs. Alison Barnett of UNC Wilson Library.



Staff & Facility Information

(Alamance Parks works to improve the quality of life of Alamance County residents. The Alamance Parks Administrative Office and Visitors Center is located at Cedarrock Park.)

Overview

Alamance Parks staff restructuring in 2022-2023 included the hire of Jamie Merchel as the Department's Director and Zach Lamb as a Park Technician. All Alamance Parks staff continued to participate in various training and continuing education experiences relevant to their job roles, including classes, webinars, workshops, and conferences.

Staff Training & Continuing Education

Classes & Workshops

- Canva & Design Principles
- Adobe Sign
- Leadership Institute
- Outlook Organization
- Business Finance Principles
- Digital Marketing
- Marking for Small Agencies
- Archival/Curatorial Training
- First Aid & CPR
- Chainsaw Safety
- Supervisor and Manager Training
- Hazardous Materials & PPE
- Fire Extinguisher Training
- Pesticide Safety

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	Jamie Merchel	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 II	Zach Lamb	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	336-270-6374	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 - Pine Hill Trailhead

5075 Bass Mountain Rd.

Snow Camp, NC 27349

Ph: 336-229-2410

Cane Creek Mountains Natural Area - Oak Hill Trailhead

5545 Bass Mountain Road

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

Staff & Facility Information

Main Facility Addresses (Continued)

Great Bend Park

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

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

Textile Heritage Museum

Tuesday-Saturday: 9am-5pm

Closed most major and government holidays

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 2022-23
Shelters	\$6,520.00
Campsites	\$2,980.00
Gyms, Ballfields & PG Classroom	\$6,470.00
Fishing Passes	\$6,464.50
Program Fees	Revenue 2022-23
Program Fees	\$5,712.00
Athletics	\$29,500.00
Total:	\$57,646.50

Donations/Sponsorships

Division	Donations/Sponsorships 2022-23
Cedarock Park	\$3,915.35
Haw River Trail	\$1,911.00
Special Olympics	\$440.00
Total:	\$6,266.35

Grant Awards

- \$450,000 from the Parks and Recreation Trust Fund, Accessibility for Parks Grant for an inclusive playground at Cedarock Park.
- \$100,000 from the Recreation Trails Program for building Phase 3 trail at the Cane Creek Mountains Natural Area.
- \$70,000 grant from Impact Alamance to construct a walking track at the Eli Whitney Community Center.
- \$70,000 grant from Impact Alamance for the inclusive playground project at Cedarock Park.
- \$10,000 grant from the Alamance County Visitors Bureau Tourism Reimbursement Program. This money will be used to promote Cane Creek Mountains Natural Area Oak Hill Trailhead.

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

- Ms. Lisa Wolff, Chair
- Mr. Peter Dahl, Vice Chair
- Mr. Bill T. Lashley, County Commissioner
- Mr. Dan Ingle, Board of Education
- Mr. David Woody
- Ms. Kelly Ronnow
- Mr. Mike Dunning
- Dr. Harold Kernodle
- Mr. Thomas Purcell
- Mr. Craig Yokeley
- Ms. Elizabeth Read



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

THM = Textile Heritage Museum

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 2016-17 was 533,269 and has since risen to 778,179 (Figure 1). This represents a 46% 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).

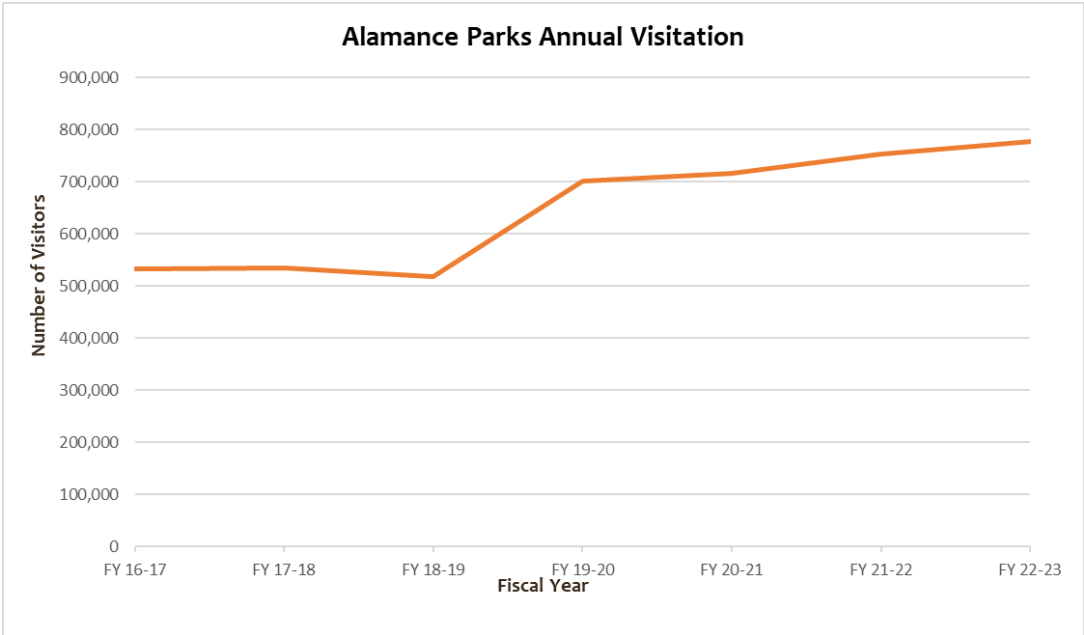


Figure 1. Total annual AP visitation each fiscal year from FY 2016-17 to FY 2022-23

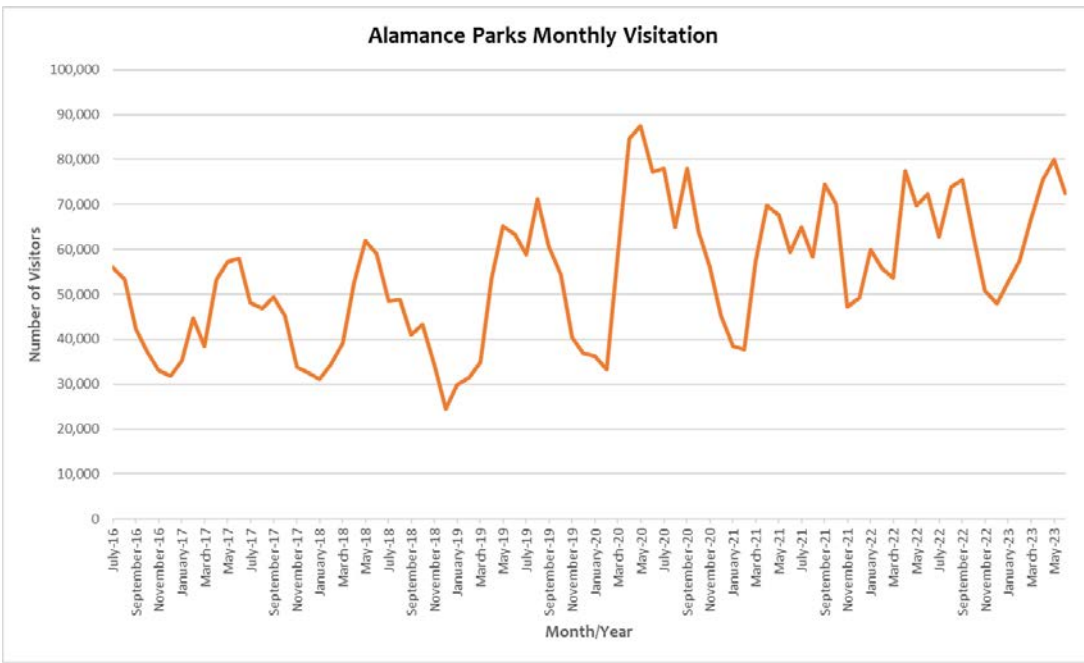


Figure 2. Monthly visitation trends at AP facilities since July 2016

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 2022-23 was 189,245 (Figure 3). Monthly visitation trends are similar to the overall AP trends with a peak in the spring and early summer months (Figure 4).

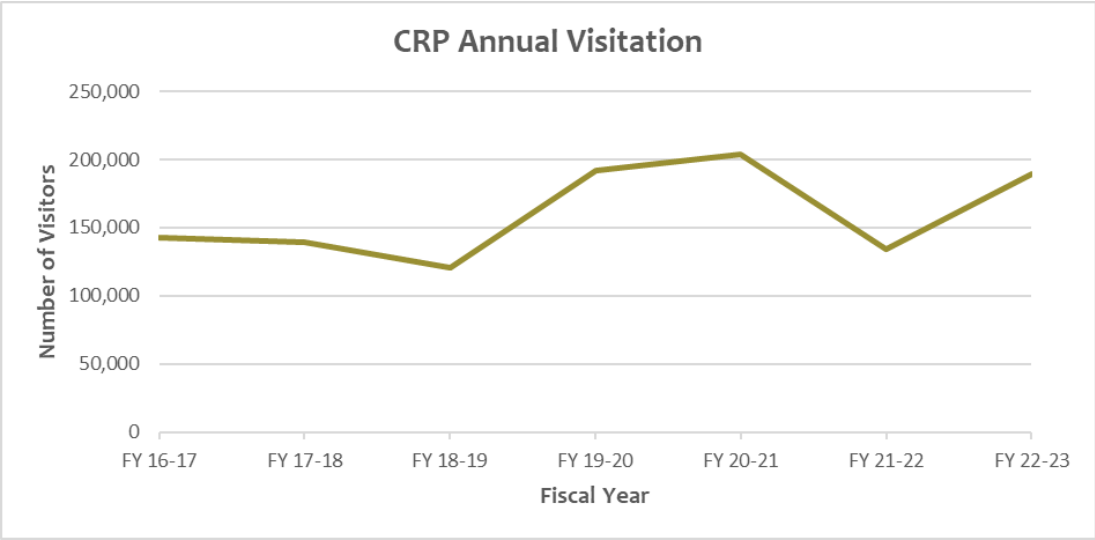


Figure 3. Total annual CRP visitation each fiscal year from FY 2016-17 to FY 2022-23

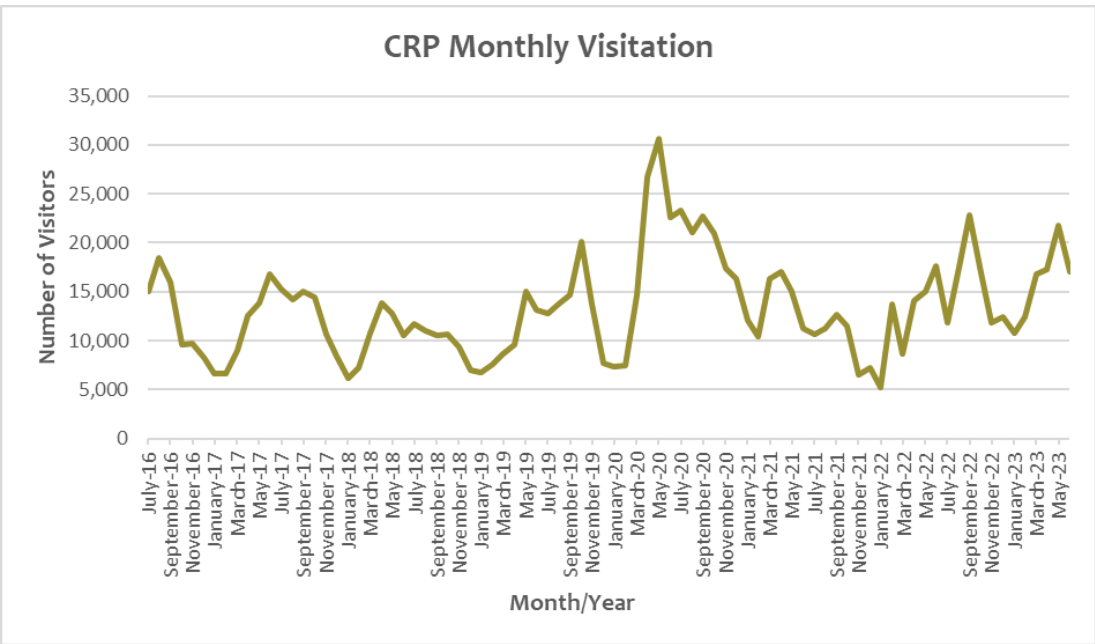


Figure 4. Monthly visitation trends at CRP since July 2016

Appendix A: Visitation

Haw River Trail

The following graphs show visitation to the Haw River Trail since FY 2016-2017. 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 2016-17 was 301,908. It has risen to 428,109 for FY 2022-23 (Figure 5). This represents a 42% increase in visitation over the past seven years. Monthly visitation trends show steady visitation year-round (Figure 6).

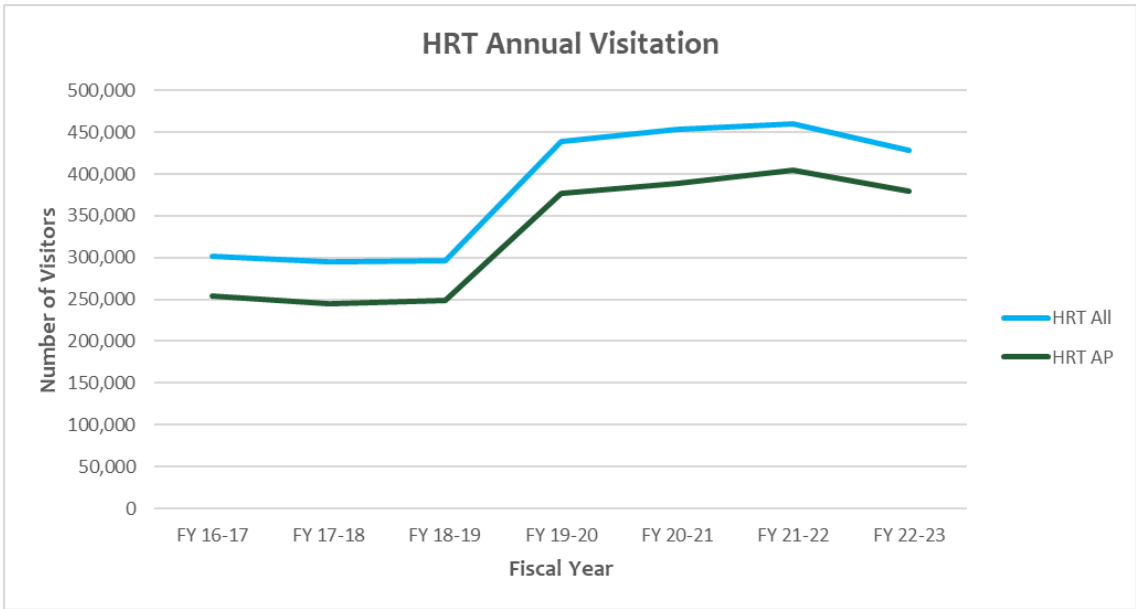


Figure 5. Total annual HRT visitation each fiscal year from FY 2016-17 to FY 2022-23

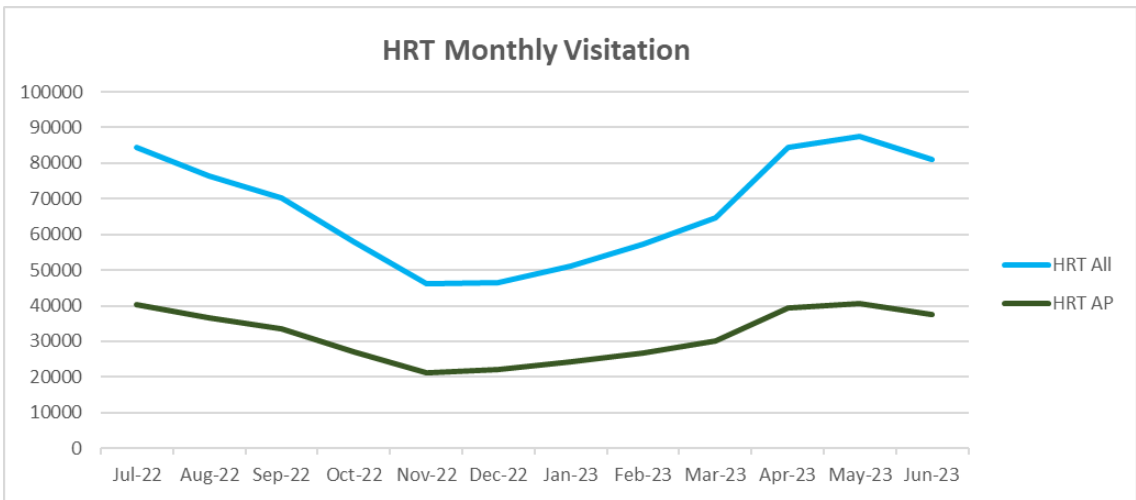


Figure 6. Monthly visitation trends for the HRT for 2022-23

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 2018-19 through FY 2022-23 (Figure 7). **Note: Due to an error in recording, Community Center visitation prior to 2018 has been omitted.*

Throughout FY 2022-23 there is a trend of steady, year-long visitation at both Community Center locations (Figure 8).

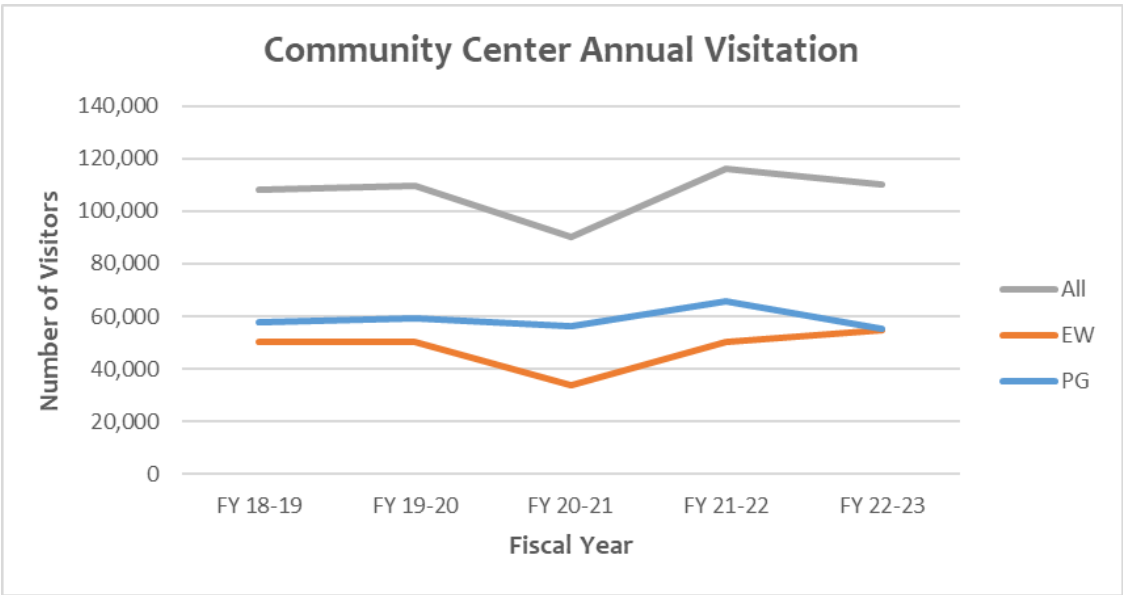


Figure 7. Annual visitation trends for the Community Centers each fiscal year from FY 2018-19 to FY 2022-23

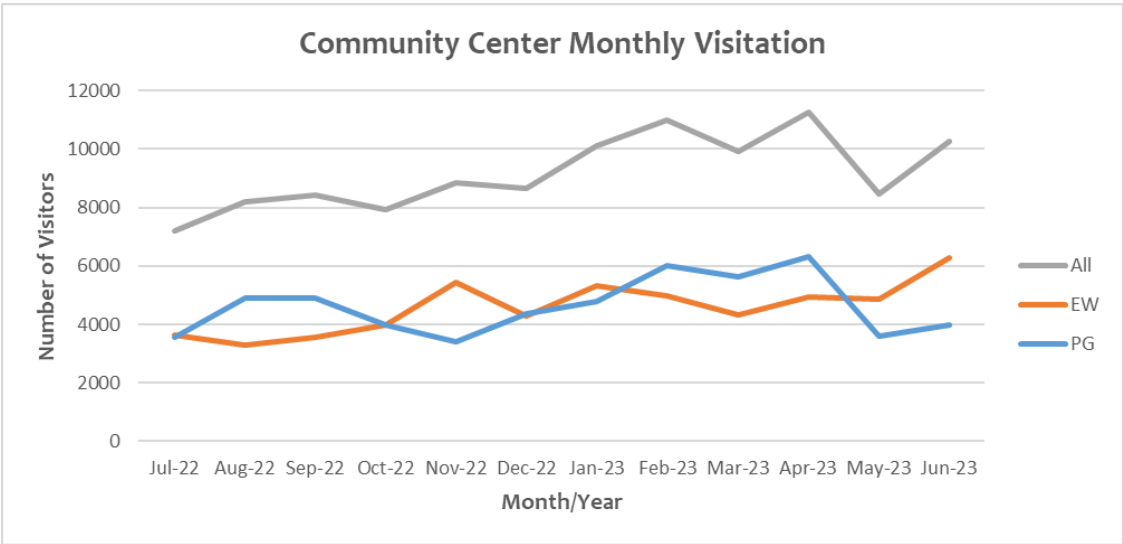


Figure 8. Monthly visitation trends for the Community Centers since July 2022

