

# Parks and Recreation FY12 Annual Report



## By The Numbers

Customer Satisfaction Rate  
93.5%

Direct Financial Recovery Rate  
54%

#Households Receiving  
Discount Assistance  
216

Annual Amount of Discounts  
\$83,667

Volunteers/Hours  
3,100 Volunteers  
51,000 Hours

Official Partners  
20

Parks & Recreation  
Attendance  
3,137,709

Programs: 378,868  
Parks: 2,253,617  
Centers: 505,224

Programs Offered  
2,939

Parks  
22

Miles of Trails  
41

#Acres/parks & facilities  
1,622

Civic Engagement  
92 events attended  
(neighborhood meetings,  
public presentations &  
community outreach)

Our achievements in Parks and Recreation are truly a result of working in partnership with our citizens and community. This Annual Report for FY12, which spanned July 1, 2011 through June 30, 2012, highlights many of our accomplishments during the last fiscal year.

Thank you to our citizens who've supported us as individuals, as groups and organizations, and as businesses and community partners. For their enduring leadership and guidance, our gratitude goes to the James City County Board of Supervisors, the County Planning Commission and the Parks and Recreation Advisory Commission for their continued support of our initiatives to foster a quality and healthy community. Thank you to the many County and our department employees whose talent and dedication make these accomplishments possible. As a community, we can be proud of all that we've achieved together.

*John Carnifax, Director  
James City County Parks and Recreation*

## Parks & Facilities

- Opened the **Freedom Park Interpretive Center** in November 2011, designed to highlight the artifacts recovered during the construction of the park. The Center features an interactive kiosk detailing the history and wildlife of the park, community meeting space with adjoining kitchen and an outdoor patio and grilling area. New outside amenities included more historical signage and a bike wash station.
- Completed a new public/private partnership with **Go Ape USA** to construct a tree top adventure course within Freedom Park. The course was built without added taxpayer expense, created new jobs, included a 3% annual revenue share and offers citizens reduced admission fees.
- Began implementation of the Master Plan for **Mid County Park**. Phase I improvements included demolition of the parks ball fields and associated infrastructure and the addition of lighting of four fields at two high schools to offer play there. A Request For Proposal (RFP) for design of the new Kidsburg was completed and a vendor selected. Design plans for the new park office were also completed.
- Opened the **Powhatan Creek Trail** as part of the Greenway Master Plan. This two mile, eight foot wide multiuse trail provides a safe connection for neighborhoods, schools and historic sites and was funded through an approved bond referendum and Federal and State grants.
- Finalized a new contractual agreement with **Eco Discovery Park** to continue operation of the Jamestown Marina and development of an environmental education park area to encourage eco tourism, promote adventure and recreation and demonstrate sustainable living practices consistent with the *Shaping our Shores* Master Plan.
- Construction of a **boathouse facility** and more community rowing programs are offered through a lease and partnership agreement with the College of William and Mary.
- Enhanced summer operations of the County's **outdoor pools** through extended pool hours, more pool rental options and target marketing, resulting in a 78% increase in revenue.

- Completed Recreation Center **renovation projects** to include resurfacing of gym floors, racquetball courts and replacement of cardio equipment and new flat screen TV's in the fitness room.

## Programs

- Through cooperative agreements, contracts and as a direct provider of services, over 2,600 diverse **recreation programs** were conducted to more than 377,000 citizens and visitors of all ages.
- **Innovative programs** were expanded in areas of aviation, boating safety, rowing, therapeutic gardening, bowling, pickle ball, wild life exploration, career counseling for teens and recreating dogs and their families. Participation in outdoor programming increased by 52% over last year, with more than 1,400 program enrollments. \$6,600 in grant funds supported environmental education projects and programs.
- In partnership with the Williamsburg-James City County Schools (WJCC), the REC Connect before and after school program completed the first year of the **Physical Education Program** (PEP) Grant implementation, with over 40 staff members trained and 1,200 youth and teens participating in the fit and fun curriculum.
- In partnership with the WJCC Schools, 739 students completed the **4th Grade Learn to Swim Program**.
- Through collaboration with the **Historic Triangle Senior Center**, adult programming was expanded and offered at the James River Community Center.
- In response to a customer need assessments, **Days of Discovery Summer Camp** for youth with moderate to severe disabilities was expanded from five to seven weeks.
- Based on user requests, the **aquatic programs** service delivery model was modified, resulting in a 10% increase in swim lesson participation.
- Over 12, 000 citizens participated in Parks and Recreation **special events** such as holiday programs and family fun, movie and karaoke nights. This year alone, participation in the annual Destination Recreation Expo increased by 42% and Family Fun Fest increased by 17% over last year.

## World Class Customer Service

- In response to new **Americans with Disabilities** regulations, a comprehensive assessment of all parks and recreation facilities and a compliance plan were completed to ensure citizens with disabilities are able to participate in programs and access facilities. More than 100 staff members were trained in the new regulations and over 200 citizens are being successfully accommodated.
- Selected as a **finalist** of the 2012 Gold Medal Award, presented by the National Recreation and Park Association and the American Academy for Parks and Recreation Administration. The award recognizes the best managed park & recreation system in the nation.
- In December 2011, our success at the Warhill Sports Complex led **Sports Events Magazine** readers to choose James City County as a 2012 Readers' Choice Award Winner, an honor that recognizes the country's top 100 sports commissions and venues.
- Through a series of **community meetings and public input**, the Mid County Park Master Plan was completed and began implementation. To ensure citizen awareness and support, the replacement of the Kidsburg Playground included several opportunities for public input into the design, and vendor selection of the new playground.
- **Customer satisfaction** with parks and recreation parks, programs, facilities and services rated 93.5%; rates have been consistent at 90-95% over the past nine years.
- The **Discount Assistance** Program was revised to streamline categories and broaden eligibility for families. Over 200 families received discounts for programs and services during the year. Additionally, a new non-profit fee schedule was developed to provide discounts to local civic groups using rental facilities for community programs.
- More than 3,000 **volunteers** donated their time and expertise in support of our parks, programs and facilities; a priceless gift of 51,000 hours annually.
- Established customer **Wi- Fi** access at the James City County Recreation Center, Freedom Park, Legacy Hall and the Palmer Lane Administrative Offices.