2019 Parks & Recreation Annual Report

This report compiled by Mike Donila.
You can contact the Parks & Recreation Department at (865) 215-6600
Our Mission
We create places to Live, Laugh and Play.
Live – We help create a great community by providing great parks.
Laugh – We provide programs and places for people to enjoy life.
Play – We provide opportunities to play and improve health.

Our Vision
To have everyone connected to a great park

Our Core Values
Safety
Innovation
Stewardship
Teamwork
Partnerships
Resourcefulness
Wellness
Creating a sense of place
Quality

Partners
Government Partners
Knox County Schools
Knox County Sheriff’s Office
State of Tennessee
Tennessee Valley Authority
City of Knoxville
Town of Farragut
University of Tennessee

Non-Profit Partners
First Tee of Knoxville
First Tee of Williams Creek
Concord Yacht Club
Ijams Nature Center
Legacy Parks Foundation
Foothills Land Conservancy
Seven Islands Foundation
Appalachian Mountain Bike Club
Knox County Remote Control Society

Business Partners
Riversports Outfitters
Concord Marina
PetSafe
U.S. Cellular

Sports/Recreation Partners
Knoxville Track Club
Knox Area Disc League
Knox Fastpitch Softball
FC Alliance
Smoky Mountain Middle School Soccer
AYSO 275
AYSO 337
AYSO 1390
Smoky Mountain Athletic Club
Bearden Youth Athletics
Christian Youth Athletics
Carter Youth Athletics

Sports/Recreation Partners (continued)
Cedar Bluff Optimist Club
Center City Youth Sports Program
Oak Ridge Football
Tennessee Valley Authority
Central Football
Concord Marina
PetSafe
U.S. Cellular

Three Ridges Golf Course
Knox County Parks & Recreation is pleased to present the 2019 Annual Report. This report provides a high-level overview of participation and many of the department’s significant accomplishments during the past year.

Our department prides itself on its mission to create places and opportunities to live, laugh and play. In other words, we build fun! The department, which operates on a roughly $6 million annual budget, provides numerous benefits, including improved health, increased property values, tourism, attracting and growing businesses, and a sense of community for our residents.

We employ some 60 full-time workers, about 100 seasonal workers and almost 3,000 youth coaches and volunteers.

All of them work to help oversee and maintain 2,715 acres of parkland that is composed of 54 parks, 53 soccer fields, 40 baseball fields, 35 miles of natural trail, 27 miles of paved trail, 24 softball fields, 13 football fields, three splash pads, three golf courses, three disc golf courses, one beach, two skateparks and four dog parks.

These areas offer our residents the opportunity to picnic, fly RC planes, boat, fish, play tennis, enjoy pickleball and volleyball, mountain bike, walk, run, swim and skateboard.

We want everyone connected to a great park.

In addition, our recreation side works with dozens of partnerships throughout the area that offer football, softball, cheerleading, soccer, lacrosse, kickball and disc golf – for both our youth and adults.

Our department also utilizes as many organizations as possible to provide the highest quality park use for the public. For example, the Appalachian Mountain Bike Club partners with our department, the city’s parks and recreation department and the nonprofit Legacy Parks Foundation to help maintain Knoxville’s Urban Wilderness, which represents about 40 miles of natural trail in South Knoxville.

The county also partners with the Tennessee Department of Environment and Conservation at House Mountain State Natural Area by providing maintenance services to the natural trails.

The department’s main communication medium is the Knox County website, the department’s Facebook page, its Twitter account, quarterly e-newsletter and a website: www.knoxcounty.org/parks.

Our team is fortunate to receive support from our Mayor, County Commission, the Parks & Recreation Advisory Board and the residents of Knox County. We look forward to 2020 and the opportunity to serve each and every one at the highest level possible.

Sincerely,

Paul White
Senior Director, Knox County Parks & Recreation

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Park Board Members

<table>
<thead>
<tr>
<th>Knox County Commission Representative</th>
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</thead>
<tbody>
<tr>
<td>Larsen Jay</td>
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<table>
<thead>
<tr>
<th>Ex-Officio Members</th>
<th>Knox Mayor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steve Olabough</td>
<td>Glenn Jacobs</td>
</tr>
<tr>
<td>Carol Evans</td>
<td></td>
</tr>
<tr>
<td>Dr. Steven Waller</td>
<td></td>
</tr>
<tr>
<td>Alex Zendal</td>
<td></td>
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<table>
<thead>
<tr>
<th>Administrative Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Director ..................</td>
</tr>
<tr>
<td>Director of Parks ...............</td>
</tr>
<tr>
<td>Deputy Director of Parks and Recreation</td>
</tr>
<tr>
<td>Recreation Manager .............</td>
</tr>
<tr>
<td>Park Maintenance Superintendent</td>
</tr>
<tr>
<td>Concord Park Maintenance Superintendent</td>
</tr>
<tr>
<td>Parks Planning &amp; Development Manager</td>
</tr>
<tr>
<td>Superintendent of Parks &amp; Trails</td>
</tr>
<tr>
<td>Executive Assistant ............</td>
</tr>
<tr>
<td>Sports Operations Managers .....</td>
</tr>
<tr>
<td>Tournament Superintendent ......</td>
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<tr>
<td>Office Manager ..................</td>
</tr>
<tr>
<td>Recreation Coordinator ..........</td>
</tr>
</tbody>
</table>

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Three Ridges Golf Board

| Steve Clabough               | Charles Busler            | Jim Jennings |
| Tony Norman                 | Roy Kruse                 | Les Carr |
| Chuck Severance             | Sam Bounds                | Allen Jack |
| Michele Carringer           | Billy Tindell             | Chuck Reynolds |
| Perry Benshoof              | Howard Russell            |           |
2019 Completed Projects

- New Powell Greenway boardwalk
- I.C. King Park expansion opened
- Beaver Creek cleanup, mapping
- Solved easement issue with church
- John Tarleton Park playground
- Greenway Corridor Study completed
- Completed Fence Audit, started installing fences
- Eagle Scout projects on House Mountain
- Created new tournaments for Knoxville Basketball League and Youth Football League

Other Major Renovations, Repairs

- Completed major painting projects at New Harvest Park, French Memorial Park and the Administration Building
- New playground, surfacing and sound system at John Tarleton Park
- New surfacing at New Harvest Park playground
- Admiral Farragut Park shelter repairs
- Backstops at Nicholas Ball Park
- Striped tennis courts for pickle ball at three parks
- Built new walking bridge at Mead’s Quarry and resurfaced gravel lot
- Repaired Concord Park fishing pier
- Ball Camp Park shelter renovations
- New handrails on Halls Greenway bridges
- Restroom and roof renovations at Carter Park and John Tarleton Park
- Resurfaced gravel lot at Alliance Park
- New dock at Tommy Schumpert Dog Park

Playground at expanded I.C. King Park

New walking bridge at Mead’s Quarry

Beaver Creek Water Trail

Greenway Corridor Study

New walking bridge at Mead’s Quarry

New surfacing at New Harvest Park playground

New dock at Tommy Schumpert Dog Park

Parks & Recreation Administration Building
1 out of every 3 residents is a regular park user

$10.2 million economic impact

82,000 parents and spectators

Organized Sports
Youth Football
Adult Flag Football
Youth Softball
Adult Softball
Cheerleading
Youth Soccer
Adult Soccer
Lacrosse
Kickball
Disc Golf
Picnicking
RC Planes

Recreation
Boating
Fishing
Tennis
Pickleball
Volleyball
Mountain Biking
Dog Parks
Walking
Running
Splash Pads
Swimming
Golf
Skateboarding

3,000 volunteers

43,000 organized sports participants

2.6 million visits to parks

New Harvest Park
Halls Community Park
John Tarleton Park
New Harvest Park Farmers’ Market

Last year, we entered into a contract with the non-profit Nourish Knoxville to help oversee the market’s overall operation. We feel that so far the partnership has been a success. Here’s a snapshot:

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity/Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total booth fees received</td>
<td>$4,714</td>
</tr>
<tr>
<td>Total application fees received</td>
<td>$1,215</td>
</tr>
<tr>
<td>Average daily crowd count (not counting festival days)</td>
<td>281</td>
</tr>
<tr>
<td>Total attendance (27 market days)</td>
<td>9,604</td>
</tr>
<tr>
<td>Average daily vendor count</td>
<td>12</td>
</tr>
<tr>
<td>New SNAP customers</td>
<td>66</td>
</tr>
<tr>
<td>Total SNAP customers</td>
<td>104</td>
</tr>
<tr>
<td>SNAP dollars distributed</td>
<td>$2,160</td>
</tr>
<tr>
<td>Total PoP Club participants</td>
<td>583</td>
</tr>
<tr>
<td>PoP Bucks distributed</td>
<td>$2,915</td>
</tr>
<tr>
<td>WIC/FMNP certified vendors</td>
<td>3</td>
</tr>
</tbody>
</table>

Based on reports from the election commission, voter turn-out on Thursdays (during the primaries) was higher than other days of the week.

WIC/FMNP program (as a whole, at all markets) saw a 30 percent increase in voucher redemption from 2018.

2020 Ongoing Projects

Major Fencing Projects
The department will replace the fencing at John Tarleton Park and Gibbs Park.

Cove at Concord Park Renovation
The department plans to expand the beach area and renovate the restrooms at the Cove.

I.C. King Bike/Hiking Trails
First phase of mountain bike/hiking trails on the back end of I.C. King Park off Maryville Pike.

Security Cameras
We are working to put cameras in two new parks each year.

Miscellaneous Work
Installing a new playground surface at Gibbs Park
Replacing the Melton Hill Park boat dock in-house
New netting at Sportspark and Farragut Baseball
Rebuilding score boxes at Concord Park ballfields in-house
Continue park drone promotional videos
Stripe parking lots at Farragut Baseball and the Cove

Cricket
The department will work with outside community groups to build its first-ever cricket field.
Adopt-A-Park Initiative

One key area of support falls under our department’s Adopt-A-Park program, which allows residents, businesses, community groups, organizations and families to enhance our park system.

We ask that groups perform clean-ups once a month with three to six volunteers who work for one to three hours. Or, a group may choose special projects several times a year. The program contributes to a community pride and promotes positive social interaction while establishing a healthy lifestyle.

Key Benefits

- **Personal**: Help enhance the quality of life in your community. Activity for a healthy lifestyle improves the physical and emotion well-being of participants.

- **Organizational**: Investing in communities where employees, customers or members live and work makes good business sense, enabling participants to create an atmosphere of social and economic concern through volunteerism and charitable giving. It also helps employees and members maintain a healthy lifestyle, contributing to better productivity and quality of life.

- **Recognition**: Knox County will place an “Adopt-A-Park sign in the park bearing the name of the sponsor. The department also will list the sponsor’s name on the Knox County Parks and Recreation website and invite sponsors to a recognition event.

For more information, check the “Up for Adoption” section on our website, knoxcounty.org/parks, or contact the office at (865) 215-6600.

Knox County Volunteers

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community organizations</td>
<td>47</td>
</tr>
<tr>
<td>Adopt-A-Park businesses/individuals</td>
<td>15</td>
</tr>
<tr>
<td>Volunteers</td>
<td>3,500</td>
</tr>
<tr>
<td>Volunteer hours</td>
<td>108,000</td>
</tr>
<tr>
<td>Volunteer hour value*</td>
<td>$2,019,600</td>
</tr>
</tbody>
</table>

*Based on per capita average wage in Knox County: $18.70

Adopt-A-Park Members

- Appalachian Mountain Bike Club
- Benchmark Physical Therapy
- Farragut High School NJROTC
- Fred Martinson
- Friends of Swan Pond Creek
- John and Leanette Glaze
- Knoxville TVA Employees Credit Union
- Knoxville TVA Employees Credit Union Halls
- Knoxville TVA Employees Credit Union North Knox
- Mast General Store
- Seaver Statistical Services
- Town Hall East
- Trane
- Chota Canoe Club
- Cub Scouts Pack 865
- Painter Family

Volunteers work to maintain the shoreline at Concord Park.
Survey Says ...

Top 10 Most-Visited Parks and Greenways
The Cove at Concord Park
House Mountain
Tommy Schumpert Park
John Tarleton Park
Ten Mile Greenway
Northwest Sportspark
Plumb Creek Park
New Harvest Park
Walker Springs Park
Admiral Farragut Park

Top Five Parks and Greenways Activities
Walk/run/hike
Youth sports
Picnic
Splash pads
Wildlife observation

Top Five Special Events
Holiday Festival of Lights
New Harvest Park Farmers’ Market
Second Saturday Concerts
Greenway walk
Golf tournament

Top Five Amenities that Respondents Would Like to See in Knox County
Greenways
Sports facilities
Bike trails
Dog parks
Golf courses

Greenways
• Almost 78 percent of the respondents said the greenways are in good or excellent condition.
• Almost 67 percent of the respondents described the maintenance on the greenways as good or excellent.
• About 56 percent of the respondents said the greenways’ amenities (water fountains, bathrooms, tennis courts) were good or excellent.

Sports
• More than 52 percent of the county’s youth have participated in a sports program.
• About 65 percent of the respondents said the county’s recreational opportunities are good or excellent.

Tourism Benefits
Local parks host numerous tournaments and events. Although we don’t track every event, we work with Visit Knoxville for larger venues. Visit Knoxville also uses a very conservative multiplier for estimating economic impact and also only multiplies by the actual attendees not for family members.

The Destinations International Event Impact Calculator measures the economic value of an event. Developed by Tourism Economics, an Oxford Economics Company and updated annually, the calculator draws on ten different data sources to provide an industry-wide standard.

With more than 200 destination organizations using the tool, the Event Impact Calculator has been established as the industry standard tool for measuring the economic impact of sporting events including amateur, college and professional sports.

The events below represent sports groups booked through Visit Knoxville that utilized one or more Knox County Parks during the recent calendar year.

Combined, these events represent a total economic impact of nearly $8 million to Knox County.

<table>
<thead>
<tr>
<th>Account</th>
<th>Event</th>
<th>Economic Impact (Business Sales Total)</th>
<th>Overnight Delegates</th>
<th>Day Delegates</th>
<th>Number of Days</th>
<th>Delegate Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stars and Stripes Baseball</td>
<td>Mother’s Day Classic</td>
<td>$194,886.01</td>
<td>300</td>
<td>400</td>
<td>2</td>
<td>600</td>
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<tr>
<td>Stars and Stripes Baseball</td>
<td>Wounded Warrior</td>
<td>$146,552.34</td>
<td>150</td>
<td>975</td>
<td>3</td>
<td>450</td>
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<tr>
<td>International Senior Softball Association</td>
<td>Great Smoky Mountain Senior Classic</td>
<td>$430,328.75</td>
<td>525</td>
<td>100</td>
<td>3</td>
<td>1,575</td>
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<tr>
<td>Stars and Stripes Baseball</td>
<td>Global World Series</td>
<td>$193,460.21</td>
<td>200</td>
<td>400</td>
<td>3</td>
<td>600</td>
</tr>
<tr>
<td>Tennessee Golf Association</td>
<td>Tri-Star Classic</td>
<td>$198,673.85</td>
<td>150</td>
<td>50</td>
<td>3</td>
<td>450</td>
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<tr>
<td>Stars and Stripes Baseball</td>
<td>Single A World Series</td>
<td>$181,804.14</td>
<td>200</td>
<td>200</td>
<td>3</td>
<td>600</td>
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<tr>
<td>National Youth Football</td>
<td>Kick-Off Classic</td>
<td>$845,562.21</td>
<td>1,000</td>
<td>100</td>
<td>3</td>
<td>3,000</td>
</tr>
<tr>
<td>National Youth Football</td>
<td>Battle in Rocky Top</td>
<td>$5,795,598.13</td>
<td>6,800</td>
<td>700</td>
<td>3</td>
<td>20,400</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>$7,986,865.64</strong></td>
<td><strong>9,325</strong></td>
<td><strong>2,925</strong></td>
<td><strong>23</strong></td>
<td><strong>27,675</strong></td>
</tr>
</tbody>
</table>