

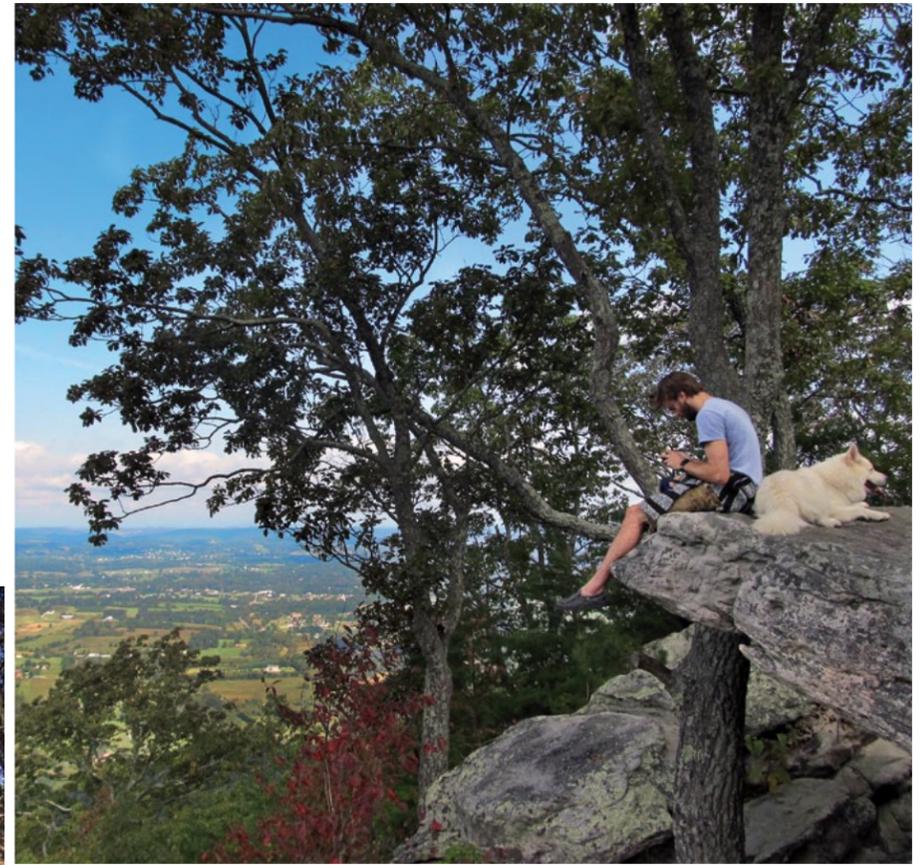
2019 Parks & Recreation Annual Report



KNOX COUNTY
TENNESSEE

This report compiled
by Mike Donila.

You can contact the
Parks & Recreation
Department at
(865) 215-6600



KNOX COUNTY
TENNESSEE



The System

- 2,715 Acres of parkland
- 53 Parks
- 53 Soccer fields
- 40 Baseball fields
- 35 Miles of natural trail
- 27 Miles of paved trail
- 24 Softball fields
- 13 Football fields
- 4 Dog parks
- 3 Splash pads
- 3 Golf courses
- 3 Disc golf courses
- 1 Beach

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
- Central Football
- Oak Ridge Football
- Fulton Falcons Football
- Grace Football
- Gibbs Youth Athletics
- Halls Recreation
- Hardin Valley Football
- Karns Ruritan Club
- Northwest Football
- Powell Recreation
- EKAA
- New Breed Football
- FBA
- Roadrunners Football
- Seymour Optimists
- South Knox Youth Sports
- West Youth Sports



Three Ridges Golf Course

Letter from the Director



Paul White
Senior Director,
Knox County Parks
& Recreation

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

Park Board Members

Parks Citizen Advisory Board Members

- | | | |
|-----------------|------------------|----------------|
| Jason Altman | Michael LeMarbre | Wes Soward |
| Liliana Burbano | David Long | Derek Spratley |
| Chad Culver | Amber Parker | Sue Stuhl |
| Sheryl Ely | Marion Quinn | |
| Eugene Fitzhugh | Benjie Shuler | |

Knox County Commission Representative

Larsen Jay

Ex-Officio Members

- Steve Clabaugh
Carol Evans
Dr. Steven Waller
Alex Zenda

Knox County Mayor

Glenn Jacobs

Administrative Staff

- Senior Director Paul White
 Director of Parks Chuck James
 Deputy Director of Parks and Recreation Mike Donila
 Recreation Manager Troy Fleming
 Park Maintenance Superintendent Brad Jones
 Concord Park Maintenance Superintendent Jason Halliburton
 Parks Planning & Development Manager Shauna Godlevsky
 Superintendent of Parks & Trails Joe Inman
 Executive Assistant Rob Blake
 Sports Operations Managers Jennifer Gentry and Jeff Kincaid
 Tournament Superintendent Andy Bengé
 Office Manager Glenda Irwin
 Recreation Coordinator Deana Dillon

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



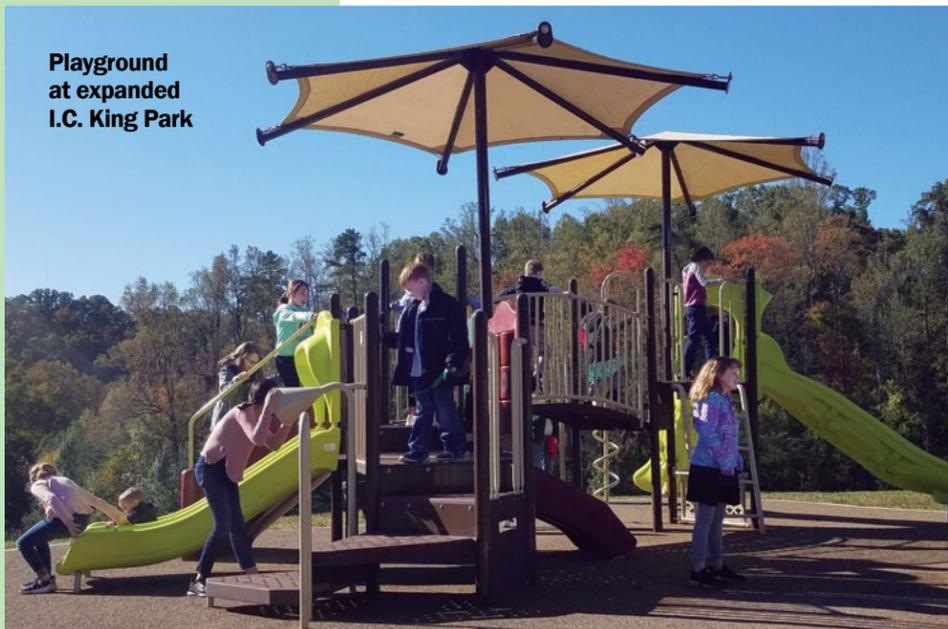
New walking bridge at Mead's Quarry

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



New surfacing at New Harvest Park playground



Playground at expanded I.C. King Park



New walking bridge at Mead's Quarry



Beaver Creek Water Trail



Greenway Corridor Study



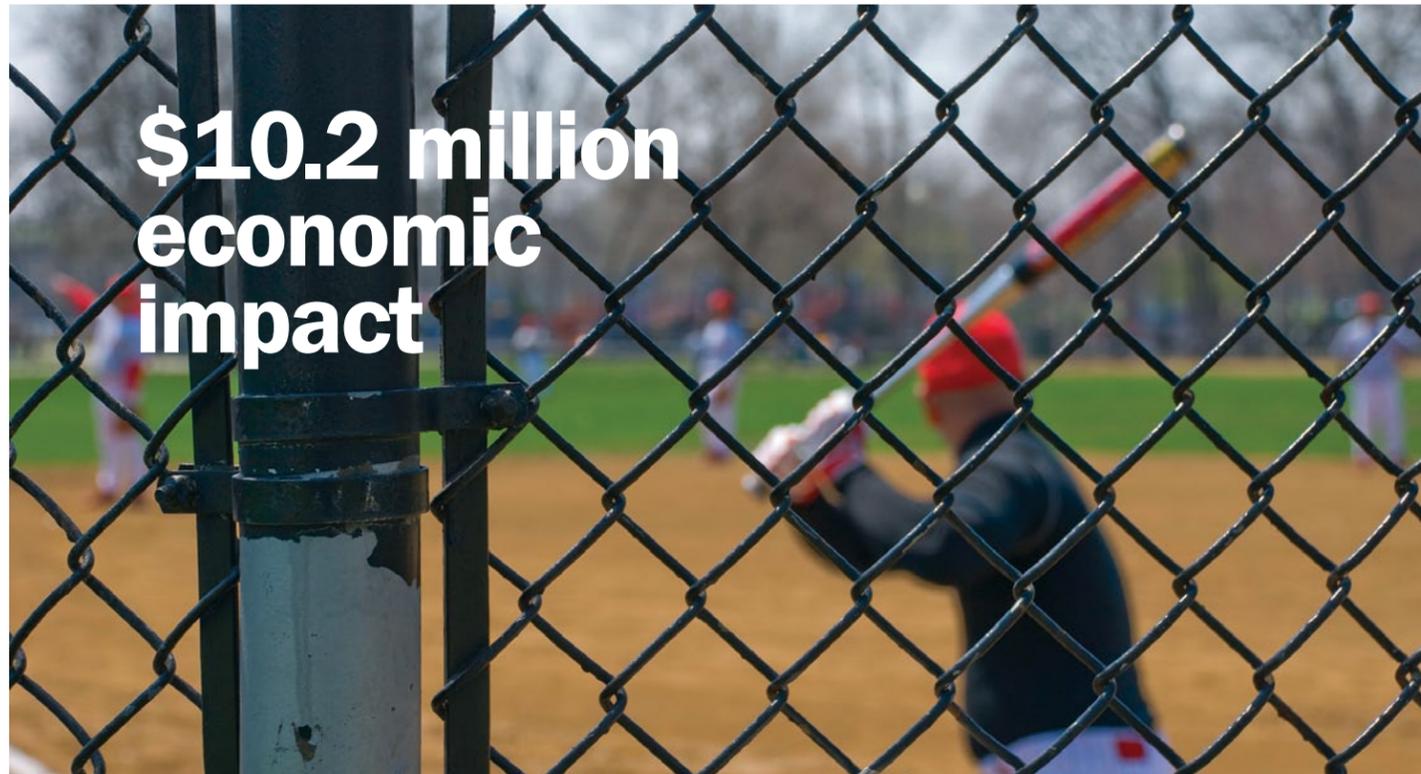
New dock at Tommy Schumpert Dog Park



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



3,000
volunteers



43,000 organized
sports participants



38,500
recreation
participants



2.6 million
visits to parks

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



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.



Powell Greenway Boardwalk

John Tarleton Park



I.C. King trailwork



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:

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

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.



Volunteers

Parks help build community identity and create a sense of place with community volunteer support serving as one key indicator – something that shows an investment by its residents.

Knox County Volunteers

Community organizations	47
Adopt-A-Park businesses/individuals	15
Volunteers.....	3,500
Volunteer hours	108,000
Volunteer hour value*	\$2,019,600

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

Volunteers work to maintain the shoreline at Concord Park.



Appalachian Mountain Bike Club contributed 1,200 volunteer hours building and maintaining trails throughout Knox County in 2019.



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.



Adopt-A-Park Members

Appalachian Mountain Bike Club and West Bicycles

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 and Painter Family

Parks Survey

Earlier this year, the department conducted an online survey to determine which parks and greenways the community uses the most. Almost 45 percent of the respondents said they visited a park once or more per week, and about 36 percent said they visited a park once or twice a month.



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

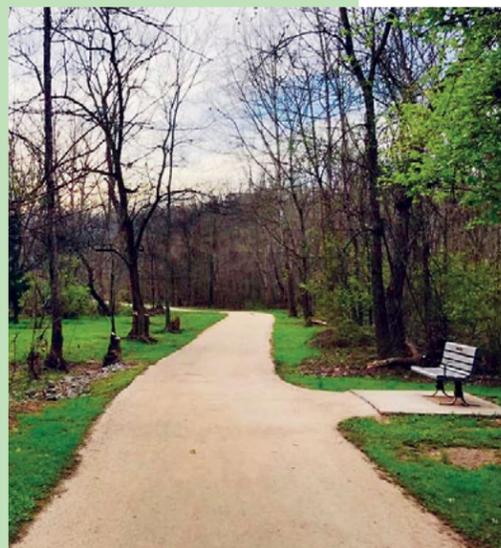
Greenways
Sports facilities
Bike trails
Dog parks
Golf courses

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.

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