



ALPHARETTA

RECREATION PARKS &
CULTURAL SERVICES

Recreation Commission
January 14, 2020

Community Services Report

Alpharetta Events

- Food Truck Alley:
 - Moving to once/month in 2020
 - 2nd Thursday, May-October
- Taste of Alpharetta:
 - 30th Anniversary this year!
 - Expanded footprint, and Zero Waste area to compost all event waste



Marketing

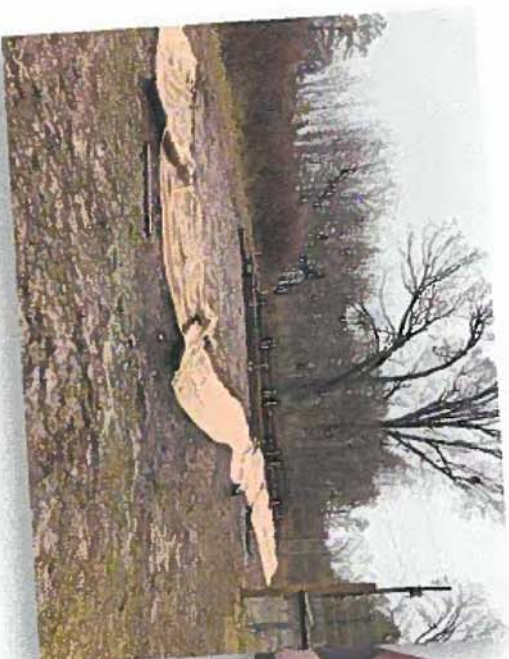
- Summer Activity Guide:
 - Goes to print February 3
 - Includes community offerings
 - All summer camps from Recreation/Cultural Services
- Changes to Food Truck/Taste Events:
 - More marketing to spread the word
 - Additional online/print marketing coming this spring...



Community Services Report

Community Agriculture

- Terraces in place for new location of Community Garden
- Seeds in trays for 2020 growing season
- Food Well Alliance Grant, farm fence
- 2019 Annual Report – handout



Wills Park Report

Equestrian Center

- Old maintenance barn has now been demolished
- Wills Park Equestrian Foundation can continue to raise funds for improvements in that area of the facility



Wills Park Report

Wills Park

- Gateway Playground has been completed with nine new inclusive play components added to the existing structure
- New sculpture was installed in common area between dog park and upper fields, where former butterfly garden was located. This is first sculpture within the park



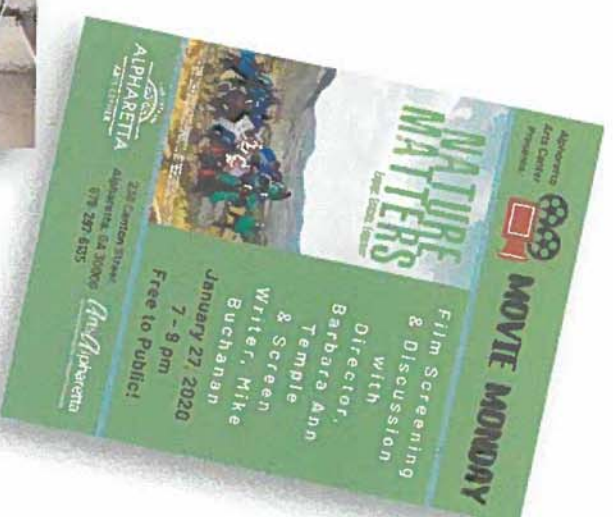
Cultural Services Report

Cultural Happenings

- Small Works, Alpharetta Arts Guild Exhibit ... Avalon, Jan 1- Feb 29
- Natural Expressions Exhibit, GA Natures Photographers ... Arts Center, Jan 6- Feb 29
- Post Offices of Alpharetta & Old Milton County, Historical Society ... Mansell House, Jan 17, 7pm
- Alpharetta Music City ... artist TBD ... Never Enough Thyme, Jan 18, time TBD
- Alpharetta Music City ... Greg Fortune ... Botiwalla, Jan 23, 6-8pm
- Nature Matters, Movie Monday ... Arts Center, Jan 27, 6:30-8:30pm
- Natural Expressions Exhibit, Opening Reception ... Arts Center, Jan 25, 5-7pm
- Book Sale, Friends of the Alpharetta Library ... Feb 1, 10am-4pm
- Alpharetta Music City ... Johan Rodriguez ... The Red Hound, Feb 8, 6-8pm
- Alpharetta Youth Symphony Orchestra Concert ... Arts Center, Feb 9, 3pm

Arts Center

- Art Cart Program ... bringing art into the community
- Cultural Services Art Grant ... checks going to 9 non-profits
- New monthly free programs at the Arts Center
- Alliance Theater ... Family Day, April 18 ... Summer Theater Camps
- 2020 Exhibits in the Gallery ... schedule finalized



Cultural Services Report

History Update

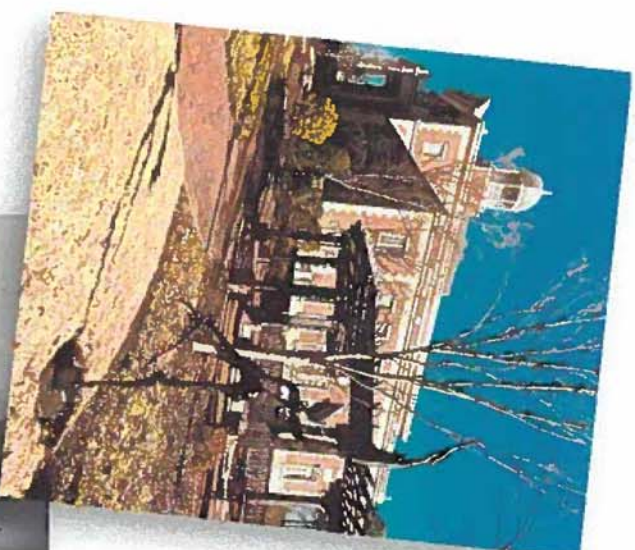
- Historic Maps Project ... partnering with Alpharetta/Old Milton County Historical Society, City's Information Technology, Community Development

Music / AMPS (Alpharetta Music Project Strategy)

- Music Match Program ... 2020 schedule kicks off this week
- Forage & Flourish ... new contemporary music festival ... June 5-10
- Podcast ... "How a Song can Change a Life" ... Listen & Lunch, February
- Home By Dark Rehearsals ... Friday nights prior to Brooke Street Park concerts

Public Art

- Omnium Gatherum Exhibit ... sculptures installed ... creating new Walking Tour brochure
- Alpharetta Business Association ... 25th Anniversary sculpture ... Arts Alpharetta recommendations
- Webb Zone Gate ... Alpharetta High School Apprentices Program
- LionArtisans Mural ... Partnership through Cultural Services Grant Program



Park Services Report

General Projects

- Old Rucker Park ... well at farm is operational
- Silo's Park ... restoration/paint completed
- Cogburn Park ... overgrown shrubs removed

Tree Replacement Projects

- City Center
- Westside Fitness Park



Park Services Report

Webb Bridge Park

- Working on three planting projects
 - Pedestrian bridge near entrance
 - Parking lot median by lower soccer field
 - Parking lot median by upper soccer field

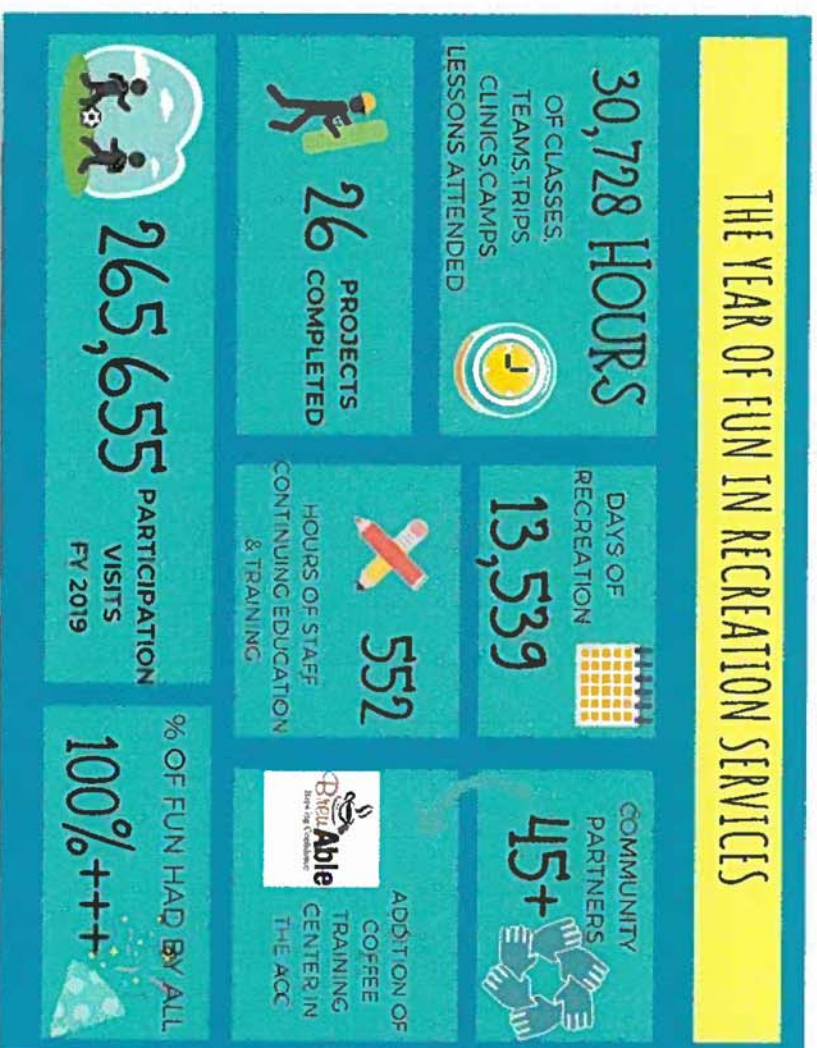
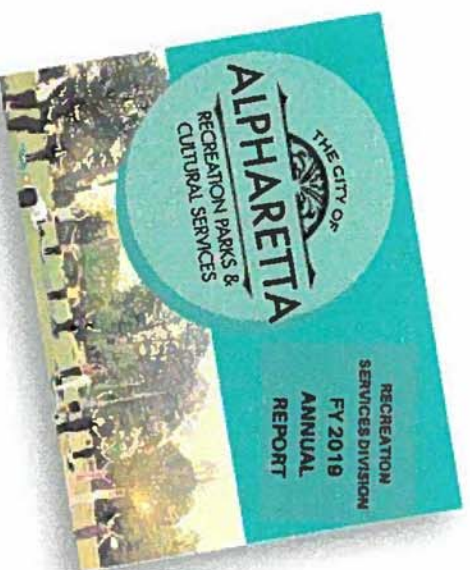


Hiring

- In process of filling open Maintenance Tech I positions

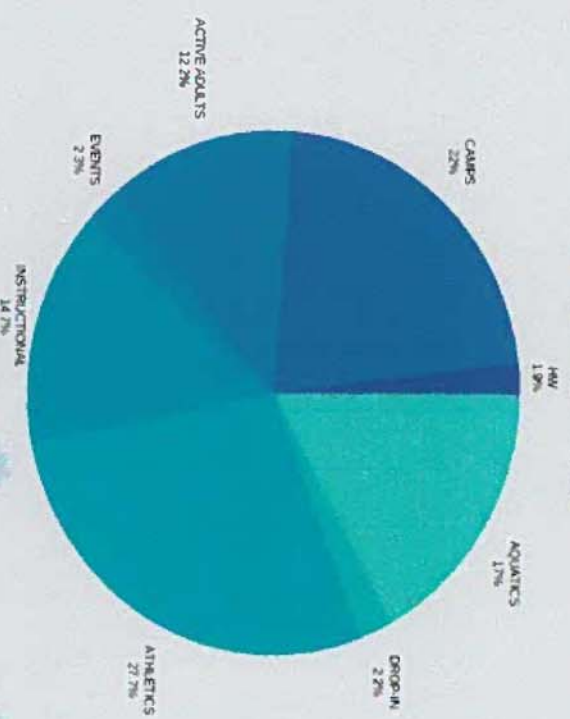


Recreation Services Report



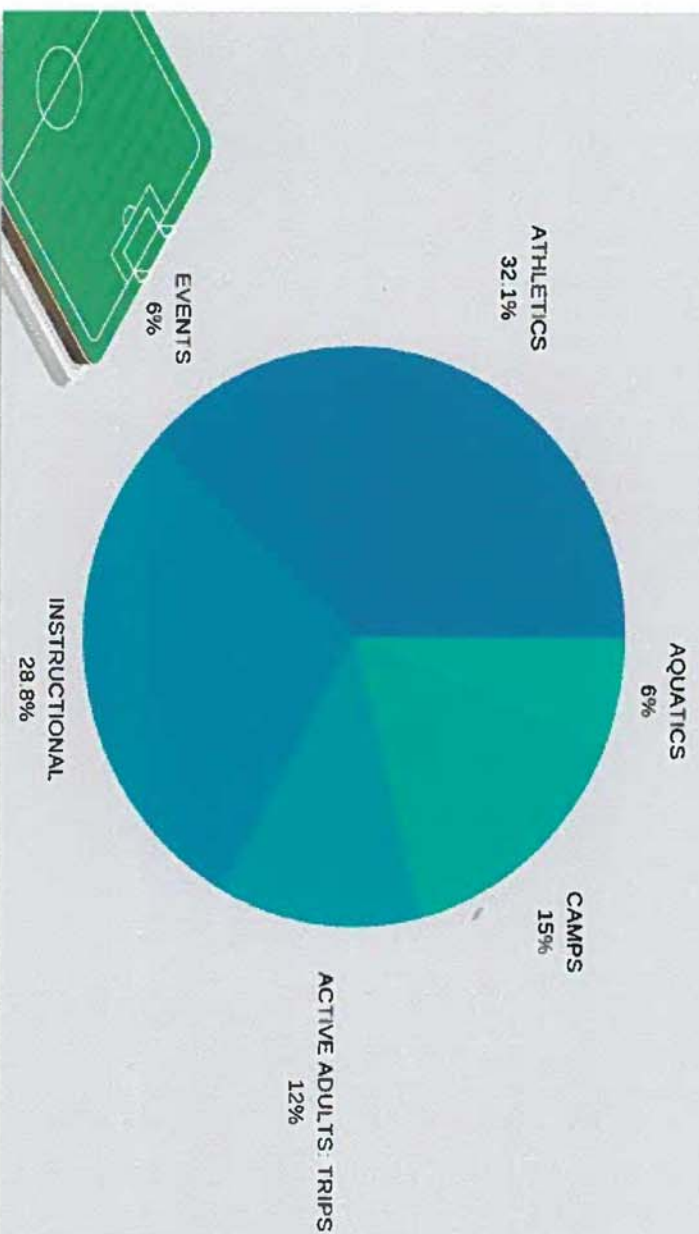
A VIEW FROM THE WATERTOWER

PARTICIPATION VISITS



AND A VIEW FROM THE FIELD

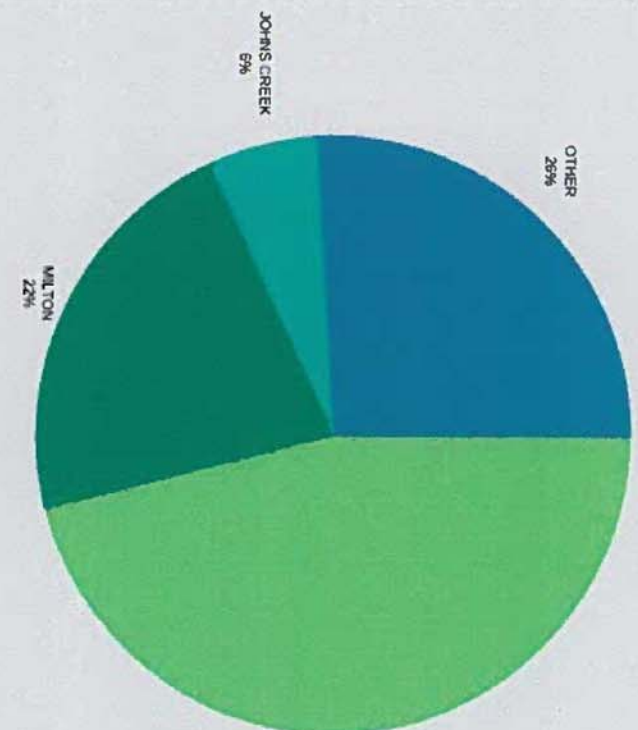
ENROLLMENT NUMBERS



CITIZENS AND NEIGHBORS ALIKE...

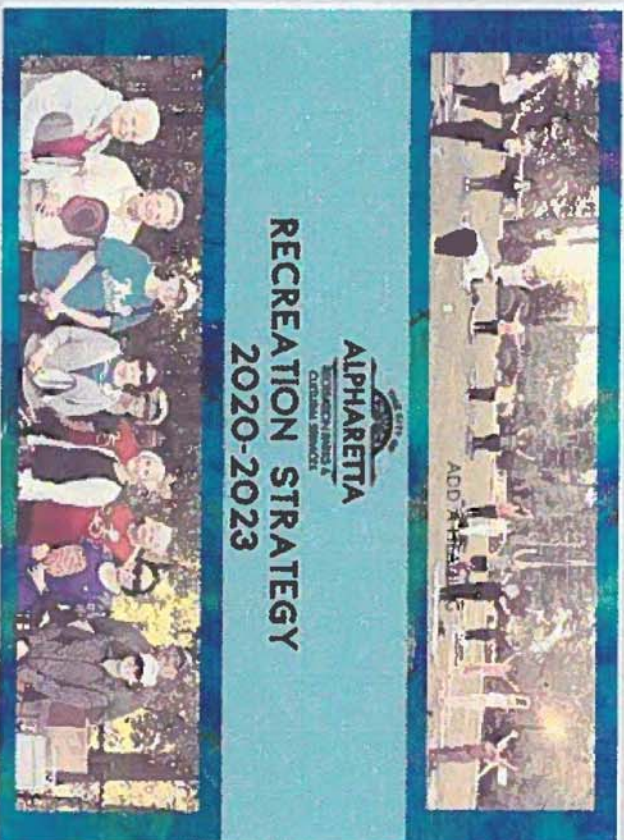


ALPHARETTA
40%



- INCLUDES ADULT ACTIVITY CENTER
- MILTON MOU IN PLACE FOR EIGHT MONTHS FY 2019
- POOL ENTRIES NOT INCLUDED NO TRACKING OF RESIDENCY

"Around here, however, we don't look backwards for very long. We keep moving forward, opening up new doors and doing new things, because we're curious... and curiosity keeps leading us down new paths."

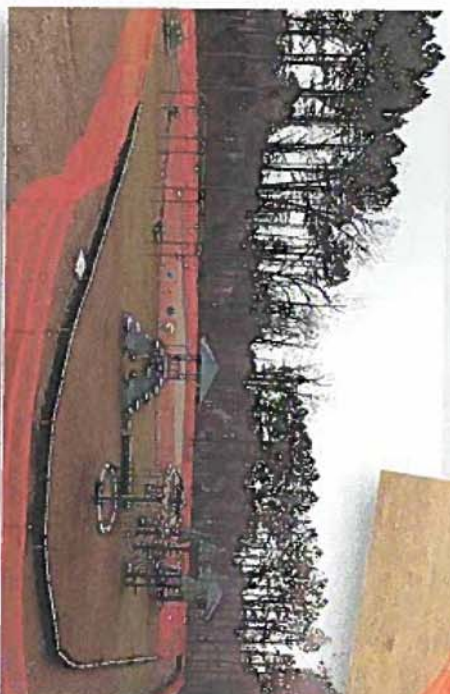


MOVING FORWARD

Project Management Report

Park Development

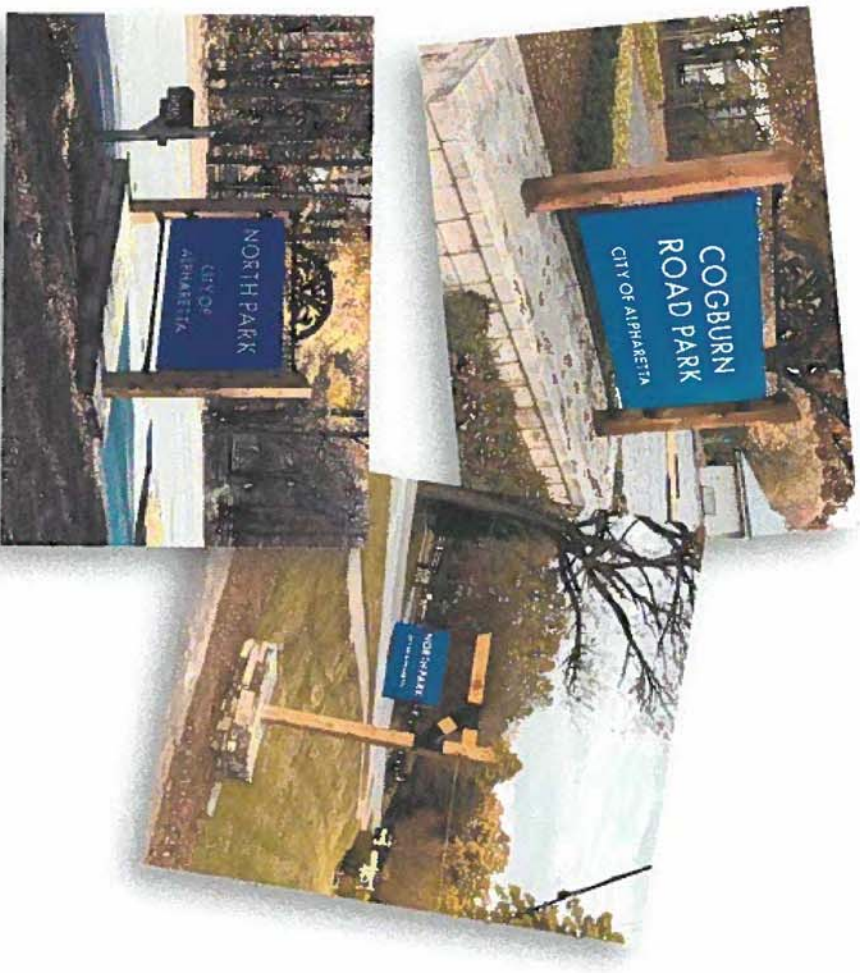
- Windward Community Park – Construction Phase
 - Playground has been installed
 - Working through slow process with Fulton County Water & Sewer
- Mid-Broadwell Park – Design Phase
 - Council approved design contract with Pond & Company
 - Survey being conducted



Project Management Report

Wayfinding & Sign Replacement

- Phase 1 ... Park Entrance Signs:
 - Replaced ... North Park, Cogburn Road Park, Rock Mill Park, Northpoint Park Greenway Access
 - In Production ... Haynes Bridge Park Greenway Access
- Phase 2 ... Wills Park Signs:
 - Trail Route Kiosk Map ... in design
 - Wayfinding Signs ... in production
- Phase 3 ... Wills Park Signs:
 - Entry and in-park vehicle wayfinding signs ... upcoming





LETTER FROM OUR COMMUNITY AGRICULTURE MANAGER:



Hello, Members and Friends!

This year provided our photos serve as great reminders of our progress. On multiple occasions, I had to refer back to photos from late 2018 or early 2019 to remind us of the progress we made this year. I have to admit, it was hard to see how far we've come, but I believe we were much better off at all.

But in retrospect, in the quiet days of December, we can look back and see how far we've come. Together as a community, we began building this vision of a Community Agriculture Program. It seems that every time things get tough, and we needed help, we were there to lend a hand and offer our time and strength. Thank You!

Just a year ago we debated the Old Rucker Farm Community Garden, and we weren't sure what kind of response we would get. We quickly learned that our community is passionate about growing food! I truly and I had so much fun getting to know all the garden members over the season. We also learned a lot when we hosted the Community Food Fair with Food Well Alliance in February. We heard from the 100+ attendees, a diverse group of people, and expressed our commitment to our future and our future through growing food and being good stewards.

The pollinator garden, completed this year by the 50th volunteers, did us proud and provided food and shelter for bees and birds for nearly 10 months. The first orchard started the year with peach and apple trees, and ends 2019 with the addition of blueberry and dwarf lemon blueberry bushes. We still have the very small 'scuppernon' grape vines, but we have a 'honeydew' grape vine scheduled for 2020 to round out the orchard.

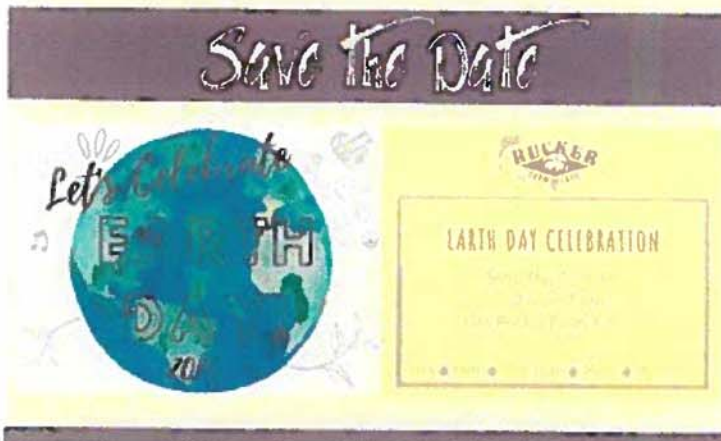
Our friends and support, as well as a generous grant from Food Well Alliance, enabled us to install the perimeter fence, securing the farm from the local deer. It is truly the perfect ending to this challenging year, because 2020 is going to be the year of projects! With the fence in place, we are able to move forward with our long wish-list. Here is a glimpse of what you will see transformed at the Farm in 2020:

- The Community Garden will expand by 50% and have a new location, where the members grow all summer.
- A permanent irrigation system will be installed, pumping water from the red well house, will include a drip system with a timer in the production field, an overhead system for the community garden, and a system for the greenhouse.
- The construction and planting of a cut-flower garden where beds #19 currently sit.
- The reconstruction of a shade house where beds 10-12 currently sit to allow for better summer germination of fall crops.
- A retaining wall will be installed at the east end of the production field to hold back the soil and prevent erosion of the land.
- A new compost system will be constructed along the west fence of the farm to continue to build soil.
- A chicken coop will be built near the compost system to house chickens and rabbits, who will serve as the first step in our farm's compost system.

Thank you for sharing 2019 with us, as we began to grow and nurture a stronger, sustainable, local food network in Alpharetta. We hope you continue to grow with us, and choose to become a member of the Alpharetta Community Agriculture Program for 2020. Whether you are a member or not, you are always welcome, and regardless of the number of flowers you attend, we are so glad you have been a part of this program, and we hope to see you again in 2020!

With love,

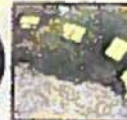
Ruana





Alpharetta's Wild Side Demonstration Wildlife Habitat Garden

Richard Coward



Alpharetta's Wild Side Demonstration Wildlife Habitat Garden in Old Rucker Park was created in 2018 to complement the Alpharetta Natural Resources Commission's initiative to achieve National Wildlife Federation (NWF) Community Wildlife Certification. The city is the nation's 105th Certified Community Wildlife Habitat but continues to advocate the creation of wildlife habitats in homeowners' yards.

In addition, the garden complements the various facets of the Community Agriculture program located in Old Rucker Park, including the production farm and community gardens, thereby demonstrating the crucial relationship between native plants and the pollinators they attract and our food supply.

The project is a joint undertaking of the Georgia Native Plant Society, Atlanta Audubon Society, and the Alpharetta Natural Resources Commission, in partnership with the City of Alpharetta Recreation, Parks, Cultural Services department.

GNPS member Lauren Orem, a horticulturist and landscape designer whose business Be Natural Gardens LLC specializes in developing certified pollinator gardens and wildlife habitats, developed the planting guide for the site, with input on appropriate native trees, shrubs and forbs from GNPS members and the Atlanta Audubon Society.

A group of volunteers prepared the 240-square-foot site in the spring of 2018 and planted nearly 100 native plants in the fall. Almost all of the 15 species of plants installed in the garden bloomed this past spring and summer, allowing us to use the garden for educational purposes, including participation in the 2019 Great Georgia Pollinator Census. The garden includes interpretative signage showing the phases of plant life throughout the seasons, and it is our goal to continue to expand on its educational mission as it evolves.

CHECK OUT THE PROGRESS...

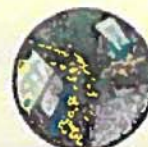
Spring 2018



Spring 2018



Summer 2019



Summer 2019



Alpharetta's Wild Side Demonstration Wildlife Habitat Garden

BLOOM SCHEDULE

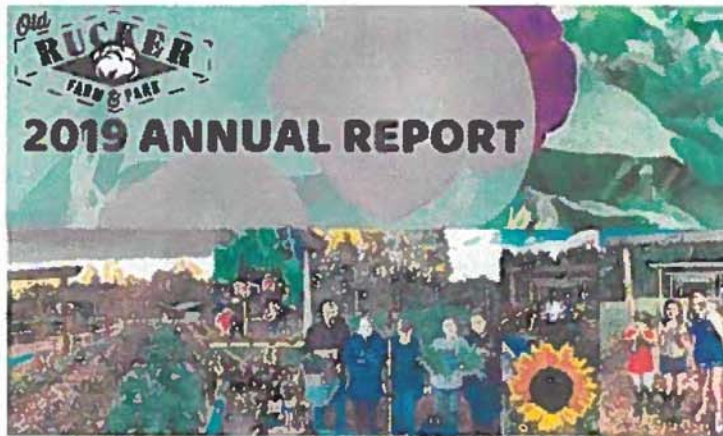
April May June July Aug Sept Oct Nov Dec

Downy Serviceberry											
Beautyberry											
Possumhaw Holly											
Eastern Bluestar											
Lyreleaf Sage											
Southern Beard-tongue											
Whorled Coreopsis											
Butterfly Weed											
Stokes Aster											
Bee Balm											
Gray Goldenrod											
Cardinal Flower											
Sweet Goldenrod											
Hollow-leaf Pye Weed											
Black-eyed Susan											
Georgia Aster											

KEY

In bloom or fruiting

Not in bloom or fruiting



LET'S HEAR FROM OUR MEMBERS...

"I look forward to being part of a neighborhood garden and to being a part of the community."

Home Garden Member

"I look forward to being a part of the community and to being a part of the neighborhood garden."

Home Garden Member

"I look forward to being a part of the community and to being a part of the neighborhood garden."

Home Garden Member

DONATED
OVER 600 LBS
OF VEGETABLES
TO LOCAL CHARITY

SOURCE FOR
30 fruit
trees/plants &
60 native plants

**PROVIDED
MEANINGFUL
SERVICES FOR**
225 VOLUNTEERS

HOSTED
8 EDUCATIONAL
EVENTS REACHING
140 RESIDENTS

**FUNDS RAISED BY
COMMUNITY
AGRICULTURE
PROGRAM:**
\$4,165

SUPPORTED
1 BEE KEEPER
TENDING 2
HIVES

GARDEN BY TYPE
28 Home Garden Members
19 Community Garden Members

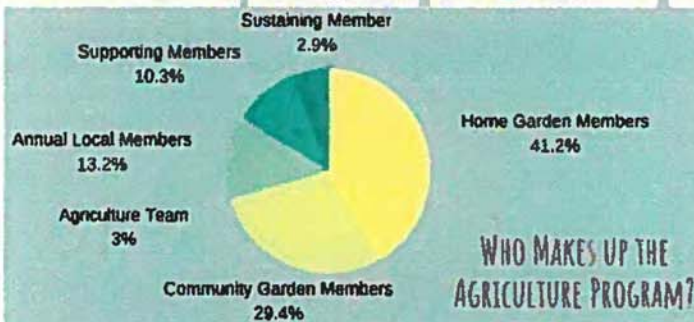
DISTRIBUTED
OVER 300 SEED PACKETS &
1,000 PLANTS TO OUR
COMMUNITY

REGENERATED OVER
5,000 feet of growing
space

INSTALLED
1,872 feet of Drip
Irrigation

BUILT
40 Raised
Garden Beds

BUILDING COMMUNITY



FARM LOCATION:



MISSION STATEMENT

The Mission of the Community Agriculture Program is to model and inspire the stewardship of natural resources through the use of sustainable practices, while connecting the community through growing food and nature-based education.



RECREATION STRATEGY 2020-2023



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1.HELLO (3)

2.THE MASTER PLAN (4)

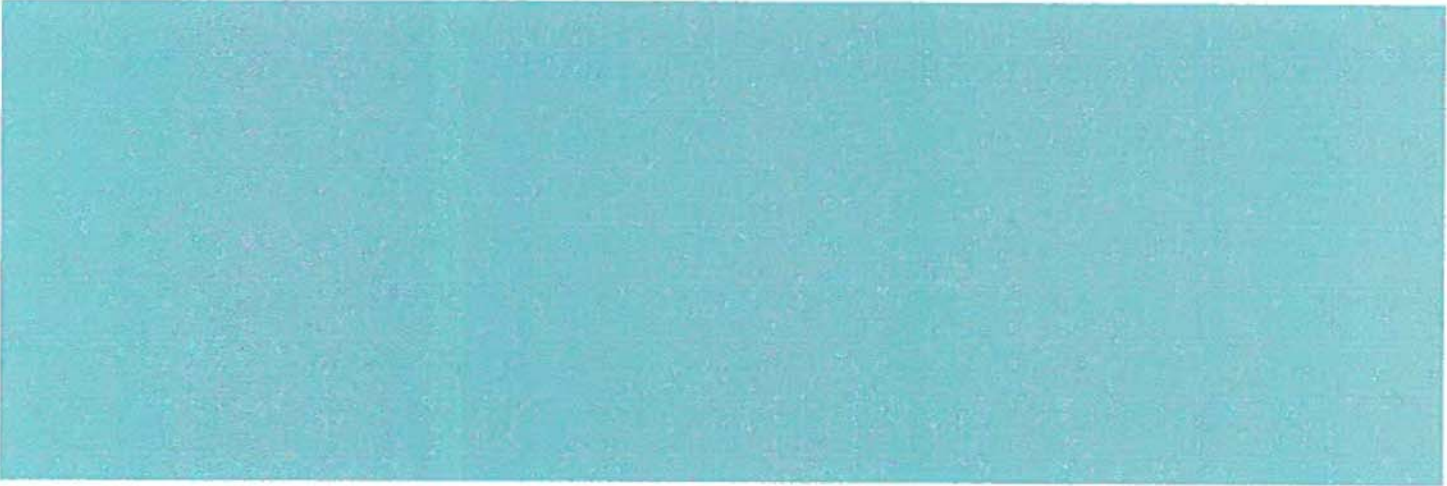
3.PLANNING THE ROAD

TRIP (13)

4. THE DESTINATIONS (16)

5. THREE YEARS ON THE

ROAD (23)



1.HELLO!

Welcome to the City of Alpharetta Recreation Services Division, the place where FUN begins! Along with the City of Alpharetta community, the Recreation Services Division has had a decade of unbelievable growth, changes and excitement.

Through the 2017 Department Master Plan process, areas of exceptionalism, as well as improvement were identified and Recreation Services guidelines were given a path to take as we move forward. The future of the Recreation Services Division is dependent upon the involvement of the community and determining the scope of what the interests of the participants are in the programs we offer, as well as keeping up with trends and introducing our community to new and exciting activities. This plan creates a road map to the "New Standard" of recreation in the city: one that exemplifies quality experiences, promotion of healthy lifestyles and most of all, fun.



RECREATION SERVICES MISSION STATEMENT

"WE ARE CALLED TO CREATE OPPORTUNITIES FOR QUALITY RECREATION EXPERIENCES FOR THE DIVERSE COMMUNITY WE SERVE THROUGH INTENTIONAL PROGRAMMING AND ACTIVITIES WHICH IN TURN, WILL CREATE COMMUNITY CONNECTIONS WITH PARTICIPANTS AND STAFF ALIKE."

WHAT OUR MASTER PLAN SAYS

The 2017 Master Plan has given the Alpharetta Recreation, Parks and Cultural Services Department a road map that updated and modernized the 2014 comprehensive Master Plan. The 2014 Master Plan found that the City needed more multi-use rectangular fields, play fields, a new recreation center and a second active adult center. These needs are still relevant today and have been incorporated into this Recreation Services Strategy to align with the 2017 Master Plan.

The City of Alpharetta's Recreation Services Division is known for providing year-round sports, activities and special events and has been nationally accredited and recognized for its outstanding programs for children, adults and seniors. Keeping that standard in mind, this strategy will focus on the following moving forward in the next three years:

- Discover what the interests and needs are of the community.
- Improve existing programs, including expanded evening and weekend scheduling.
- Keep up with local and national trends.
- Adjust programming due to fluctuations in population and interest levels and ensure what is offered is relevant to the citizens of Alpharetta.
- Efficient utilization of field and facility space, including reallocation of under-used fields and installation of multi-use fields.
- Expand programming to the eastern part of the city through partnerships with the YMCA and utilization of city parks.
- Development of community engagement through partnerships.
- Prepare for future residents.
- Evaluate Service Goals and Performance.
- Make it FUN!

DEPARTMENT MISSION STATEMENT:

The Alpharetta Recreation, Parks and Cultural Services Department strives to promote the highest quality recreation programs and park facilities to our citizens consistent with our core values of Excellence, Stewardship, Integrity, Service and Loyalty.





THE MASTER PLAN

2017 Master Plan Summary

The City of Alpharetta's Recreation Services Division offers a wide range of activities and special events for the community. The challenges facing the Division are:

- The best way to get these services to citizens in the most efficient and cost-effective way
- Discovering what the actual needs and wants of the community may be.

SO MANY CHANGES IN THE PAST FIVE YEARS....

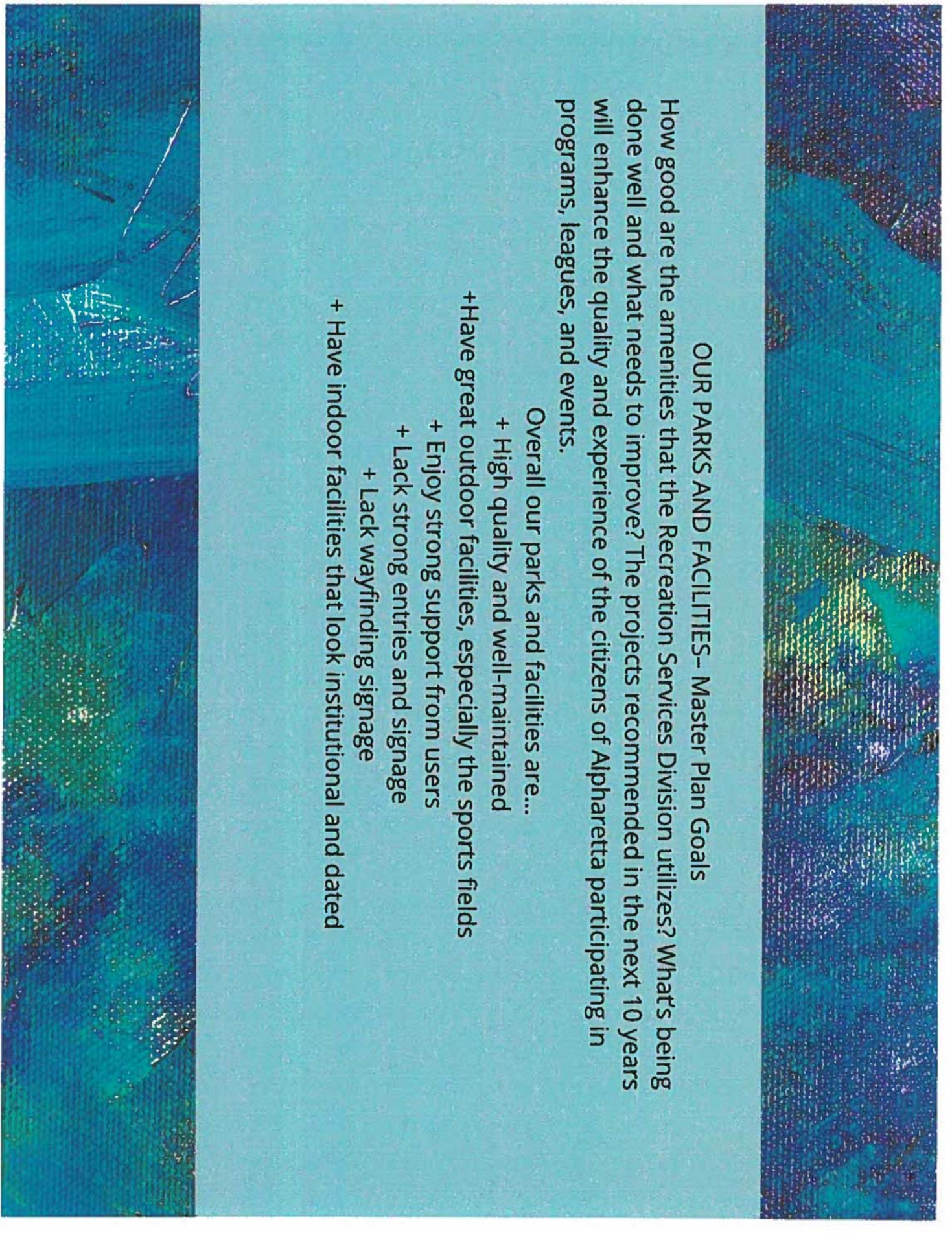
- In 2016 the City passed a bond referendum that included \$25 million for Recreation, Parks & Cultural Services.
- Alpharetta saw unprecedented growth in population, housing and business and was named the fastest growing city by Business Insider in 2017 and one of the best cities, population 25,000-100,000 in the nation by Wallet Hub in 2019.
- The City of Alpharetta hired a new Recreation, Parks and Cultural Services Director, April 2017.
- The department underwent a reorganization in December 2017, creating six divisions with the same number of managers overseeing those divisions; three existing managers and three new.
- In January 2018, the Recreation Services Division reorganized, moving programs and staff to different facilities, adding a part-time coordinator, and promoting two coordinators to supervisor level.
- Wills Park Pool renovation was completed May 2018 and open to the public on Memorial Day.
- Over 70 percent of most programs are City of Alpharetta residents; however, that was not always the case. In 2012 the City of Alpharetta entered into a memorandum of understanding with the City of Milton and allowed its residents to participate in activities at the same fees as City of Alpharetta's residents. This came at a cost to the City of Milton, and in 2018 the Milton City Council and Mayor opted to not renew the agreement, leaving Milton residents subject to non-resident fees. While the thought was that the participation numbers would be greatly affected by this change, it has shown that Alpharetta residents value the programs offered and, after an initial drop, the numbers have continued to climb back up, with new participants registering every day.
- A marketing plan and coordinator in the Community Services Division has increased exposure of programs and events to citizens via social media and avenues Recreation Services has never utilized before.
- The addition of Health & Wellness programming in early 2018 and Special Needs program expansion in 2019, beginning to address the Division short-falls noted in the Master Plan.



PROGRAM ASSESSMENT RESULTS

+ Programming Strengths	- Programming Weakness
Aquatics	Fitness/Wellness*
Active Adults	Outdoor Education/Recreation
Gymnastics	Special Needs*
Youth Sports	Education
Adult Sports	General Interest
Summer Camps	Teens
Special Events	

The results of the Master Plan recreation program assessment, which identified current programming strengths and weaknesses. Some programs are currently stronger than others due to partnerships with the youth sports organizations and community-wide special events; most through the Community Services Division. Since the assessment, two program areas have shown improvement due to additional staff and increased collaboration with neighboring cities and corporate partnerships.*



OUR PARKS AND FACILITIES- Master Plan Goals

How good are the amenities that the Recreation Services Division utilizes? What's being done well and what needs to improve? The projects recommended in the next 10 years will enhance the quality and experience of the citizens of Alpharetta participating in programs, leagues, and events.

Overall our parks and facilities are...

- + High quality and well-maintained
- + Have great outdoor facilities, especially the sports fields
 - + Enjoy strong support from users
 - + Lack strong entries and signage
 - + Lack wayfinding signage
- + Have indoor facilities that look institutional and dated

LOCATION	WHAT'S GOOD	IMPROVEMENTS	RECOMMENDATIONS	PROJECTS
CRABAPPLE GOVERNMENT CENTER	• Co-location with City of Milton, other public services • Well maintained	• Facility is old and tired feeling • Location is remote • Rooms & Gym feel small and dark • No outdoor recreation space	• Discuss joint usage and management with City of Milton • Explore better uses, such as a regional center for therapeutic recreation and special needs programming	• Joint study with City of Milton • Entrance upgrades
FITNESS PARK AT WESTSIDE	• Very visible location on Westside Parkway • New equipment	• Lacks neighborhood connections • Lacks variety	• Talk to nearby residents to see if they want a direct pedestrian connection	• Entrance upgrades
NORTH PARK	• Beautifully maintained • Adult Center popular & loved • Unique Miracle League facility • High field usage	• Poor location – outside of Alpharetta • Adult Center is small, not laid out well • Bathroom facilities undersized • No flexible green space • Heavily wooded, not managed or used as a recreation asset	• Discuss with City of Milton about forming an equity partnership to operate and maintain North Park jointly • Development of new Master Plan that addresses circulation, better use and management of wooded areas, upgrades to existing facilities, better connections to surrounding areas • AAAC entry and circulation areas should be redesigned & arts building attached • AAAC new outdoor facilities considered; bocce ball court, covered patio	• Master Plan with Milton • Entrance Upgrade • Softball field restroom/ concession facility replacement/ expansion • Turf field #2 replacement • Tennis court resurfacing • Miracle League field replacement/ repair • Football field #1 restroom/ concession facility replacement



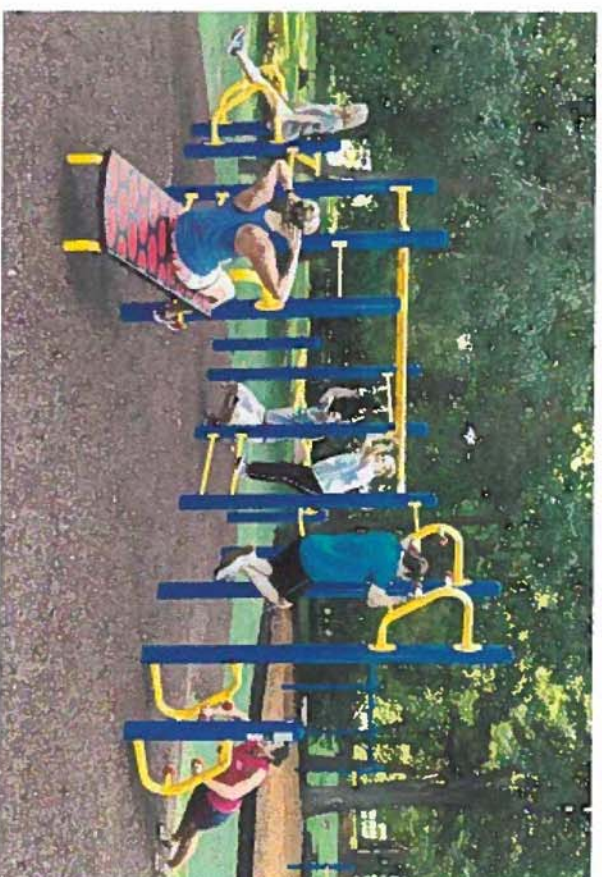
LOCATION	WHAT'S GOOD	IMPROVEMENTS	RECOMMENDATIONS	PROJECTS
UNION HILL PARK	Unique roller hockey facility has the potential to be repurposed	- Under-used and feels abandoned - Not visible from the street - Lack of surrounding connections	- Developing trailhead to Big Creek Greenway - Create programming to use the rinks for other sports, camps and events	- Entrance upgrade - Trailhead development
WEBB BRIDGE PARK	- Well loved, highly used children's play area - New soccer seating area in unique and beautiful - Well maintained park - Trails are used frequently and some of the best in the city	- Flexible green space and bathrooms are hidden and underused - Lack of surrounding connections	- Maintain Webb Zone - Consider a new multigenerational community center, community gardens, outdoor track, challenge courses and universal playground. - Undertaken jointly with City of John's Creek to include Ocee Park.	- Entrance upgrades - Joint Master Plan with John's Creek - Soccer field restroom/ concession facility replacement - Upper field turf replacement - Tennis court



LOCATION WHAT'S GOOD IMPROVEMENTS RECOMMENDATIONS PROJECTS

WILLS PARK

- | | | | |
|--|--|---|--|
| <ul style="list-style-type: none"> • Large diversity of activities & facilities • Beautifully maintained • Community Center highly used • Sports fields well used • Outdoor recreation facilities in excellent condition • Newly renovated outdoor pool and facility | <ul style="list-style-type: none"> • Recreation Center is small and limited in its uses • Community Center lacks space to meet programs, especially gymnastics • Presence of two centers is confusing and not efficient distribution of resources | <ul style="list-style-type: none"> • Feasibility study for indoor aquatics • Perimeter loop/trail around the park • Location for centralized administrative office • Cricket pitch • Large pavilion • Challenge course • Community Center: expand gymnastics into Gym 2, larger viewing area, add full-size gym to the back, additional classroom space. | <ul style="list-style-type: none"> • Bathroom renovation/ expansion field A-D & Wacky World • Field #4 turf replacement • Tennis court resurfacing • Outdoor basketball court resurfacing • Community Center renovation |
|--|--|---|--|



WHAT WE OFFER

The City of Alpharetta's Recreation Services Division offers a wide range of recreation activities and special events for the community. About 70 percent of the participants are residents and over 50,000 participants were served in FY2019.

Programs and events take place in multiple locations around the city, including indoor and outdoor facilities, athletic fields complexes, and specialty locations.

The programming currently offered meets the needs of a wide range of abilities and interests in the community and there is always something for everyone to participate, enjoy, learn and have FUN!.



Program Areas	Programs
Active Adults	Monthly programs: Clubs, Movies, Bingo, Trips, Special Events, Weekly programs: Fitness, Health & Wellness, Games, Dance, Ping Pong, Pickleball, Fine Arts
Athletics	Youth programs: Baseball, Softball, Football, Basketball, Cheerleading, Soccer, Volleyball, Karate, Jiu-jitsu, Tennis Adult programs: Softball, Basketball, Pickleball, Badminton, Table Tennis, Soccer, Karate, Jiu-jitsu, Tennis
Aquatics	Swim & Dive Team, Master Swim Team, State Swim Team (COAST), Swim Lessons, Lap Swim, Water Aerobics, Adaptive Lessons and Swim Nights, Special Events, Pool Passes, Public Swim
Health & Wellness	Free Fitness Classes, Aerobics, Babysitter Bootcamp, Cooking Classes, Running Club, Walking Events, Silver Spokes, Bike Month, Yoga, Walking Trail Development, Tree Climbing
Programming	Gymnastics Classes, Gymnastics Team, Dance, School Break Camps and Activities, LEGO, Little Vet School, TECH Academy
Special Events	Touch-A-Truck, Drool in the Pool, Munchkin Masquerade, Mother/Son Event, Father /Daughter Dance, Pet Photos, Grinchmas Party, Santa's Mailbox, Summer Kick-Off Event, 4th of July, North Fulton Golden Games
Special Needs	Braveable Partnership, Lionheart WORKS Partnership, BEE BRAVE Gymnastics, Adaptive Swim Lessons and Nights, North Fulton Special Needs Services and Expo, Special Needs Think Tank, Camp Happy Hearts
Summer Camps	Wills Park Day Camp, Teen Adventure Camp, MVP Sports Summer Day Camp, School Break Camps, Specialty Camps
Teams	Adventure Summer Day Camp, Basketball, Gymnastics, Soccer, Football, Softball, Karate, Jiu-jitsu, Tennis

PLANNING THE ROAD TRIP

SWOT ANALYSIS

STRENGTHS

- Creativity
- Teamwork
- Adaptability
- Professional Knowledge
- Wide variety of quality programs, all ages
- Willingness to try new, innovative programs
- Customer Service
- Facility Management
- Quality Facilities and Parks
- Fees
- Instructors
- Associations
- Special Events, Gymnastics, Summer Camps, Adult & Youth Sports, Active Adults, Aquatics

WEAKNESSES

- Communication/Lack of collaboration between Divisions
- Partnerships
- General knowledge of programming in all areas
- Space-facility & fields
- Stale instructors/programs
- Marketing
- Geographical programming
- Special Needs Programming
- What does the community really want?
- Diversity
- Space
- Fitness/Wellness, Outdoor, Special Needs, Education, General Interest, Teens

OPPORTUNITIES

- Partnerships
- Increase marketing efforts
- New & Stronger programs
- Collaboration with neighboring cities
- Different ways to use resources
- Increase in population
- Economy
- Determine what the community wants in order to improve programming
- Collaboration with the schools
- Provide programming for the changing population

THREATS

- Outside forces influencing programs and event structure
- Economy
- Lack of understanding community needs
- Mismanaging resources
- Competition from similar programs
- Lack of connection and understanding between Divisions
- Not tracking recreation trends and staying "fresh"
- Not adjusting to the changing population

WHAT'S ON THE ROUTE?

KEY ISSUES

- Community population growth
- Diversify offerings due to competition
- Change in Staff
- Lack of ability to increase facilities
- Change of demographics and facilities to accommodate
- Competition

PRIORITIES

- Keeping up with growth
- Community's changing needs
- Facilities
- Calculated changes and adjustments
- MOU and/or collaboration with neighboring cities
- Accessibility
- Partnerships

GAPS

- Special Needs
- Non-resident affordability
- Serving low-income residents
- Seasonal outdoor programming
- Session programming-bundling/weekends, evenings
- Adult Athletics
- Year-round adult programming
- School involvement
- Teens
- Seniors
- Cricket

DEMOGRAPHICS

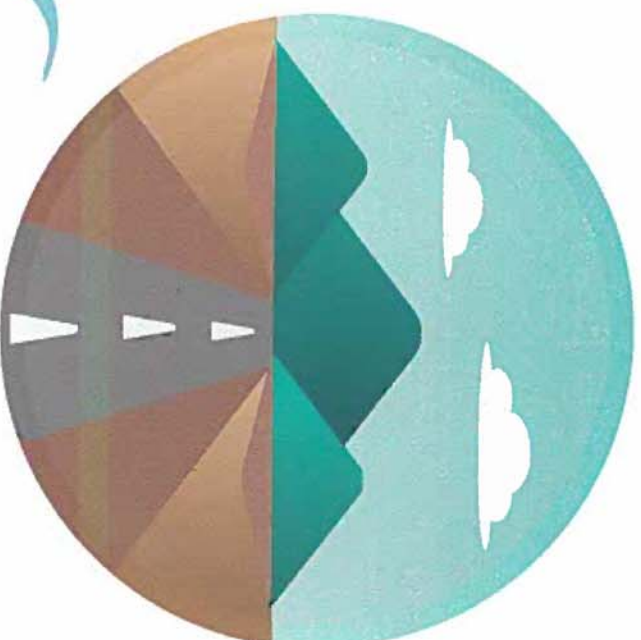
- Knowledge of changes
- Knowledge of demographics
- Empty nesters
- Seniors- baby boomers
- Downtown housing growth
- Cultural training to enhance customer service

RECREATION SERVICES



WE BELIEVE IN

- Helping our community
- Community
- Quality
- Equality
- Variety
- Relationships
- Activity & FUN
- Diversity
- Flexibility
- Innovation



WE VALUE

- We will create diverse programs, times, offerings and teach new skills
- We will create opportunities to connect the community through classes, programs and events
- We will have high standards and expectations to meet the needs of the community
- We will provide programming, to the best of our abilities, that is all-inclusive
- We will program in a way that meets the needs of a variety of interests in our community
- We will form partnerships and sponsorships in collaboration with programs and events.
- We will create environments for both participants and staff that foster a sense of FUN!
- We will seek to fill programming and event gaps with those diverse populations in our community
- We will be flexible in our work to be open to new ideas and keep up with trends in the industry and in the interests of our community.

ON WE GO WITH THE PLAN....

PROGRAM AREA GOALS

ACTIVE ADULTS



- Increase participation and encourage more outdoor activity by adding amenities such as bocce ball, shuffleboard and an adult fitness playground, in order to improve health, develop a new hobby and increase socialization.
- Prepare for the Baby Boomer wave that will increase the retired population in the next 3-5 years by researching needs and interests to provide quality programming for this active, incoming group.
- Grow the drama program by creating a partnership with the Art Center, to include acting classes and quarterly performances in order to encourage participants to step out of the box, try something new, increase self-esteem and provide entertainment for the community.
- In cooperation with the Art Center, take art classes to the community using contracted instructors and senior volunteers to facilitate experiences for memory/assisted care residents, that culminate in an art show in the gallery at the Art Center.
- Increase senior wellness through collaboration with Health & Wellness staff to offer active choices that promote senior fitness, stress reduction and a healthy lifestyle.
- Increase intergenerational programming through utilization of the center after Active Adult regular hours, especially in the fine arts area.



ATHLETICS



- Increase participation through marketing to improve quality and enhance participants' experience.
- Expand programming for all ages by creating new programs, tournaments, clinics and additional sports programming.
- Collaborate with organizations to provide opportunities for special needs athletics programs.
- Improve quality of program delivery by expanding/improving facilities and maintaining quality staff through training and expectations.
- Retain participants through advancement in skill level in all youth sports by contracting quality instructors and programs.
- Create a new all-day summer camp to introduce the sports experience to participants and instill a love of sports.
- Program additional open-play opportunities through single day classes and events for a less committed time frame.



AQUATICS



- Create a community outreach program through the schools to provide free aquatics programming by offering teacher swim nights, adaptive swim times, lessons to lower income, at-risk youth and special events for youth, teen and special needs participants.
- Increase community water safety and awareness through education and free or reduced rate classes and lessons for teens and adults.
- Evaluate the efficacy of City of Alpharetta Swim Team (COAST) and compare participation numbers over the last 5 years. Explore the possibility of collaboration with neighboring cities to combine teams.
- Increase year-round programming by scheduling activities/classes past the end of the regular swim season.
- In the off-season, create water safety awareness through the schools by providing education sessions for both youth and parents.



HEALTH & WELLNESS



- Provide free fitness classes at a variety of times and locations to increase participation and create relationships with local businesses, as well as socialization with participants within the classes.
- Create fitness through play, free classes for children and families to increase healthy & active lifestyles, and enhance relationships between parents and children.
- Program wellness events, such as retreats, Walktober, Yo-Glo and Superhero Dash to effectively utilize partnerships, increase participation & awareness of healthy habits, and connect the community to the parks through fun, healthy activity.
- Through partnerships with the local schools, provide the opportunity for wellness programming during and after school in order to increase activity, create healthy habits and reduce stress through recreation activities that are fun and beneficial to children and families in the community.
- Increase senior wellness through collaboration with the Adult Activity Center to offer active choices that promote senior fitness.
- Create a Health & Wellness strategy to span three years.



OUTDOOR/GENERAL INTEREST

- Evaluate the community need for outdoor programming to best utilize the parks in the community.
- Create a series of free weekend hikes within 60 minutes of Alpharetta that add an educational element to the trip in order to inform and educate the public on outdoor behaviors, ecology, interests and safety, led by a local volunteer and staff or instructor.
- Offer disc golf classes for those who want to learn the game and introduce participants to the benefits of playing in the great outdoors in beautiful Wills Park.
- Increase marketing for tree climbing, creating affordable packages for scouts and corporate building events in order to promote healthy activity while challenging participants to try something new.
- Develop a series of general interest programming, such as dog obedience classes, genealogy, movie club, international nights, etc. in order to create common interests and provide information for the community.
- Create a schedule of self defense classes for varying ages, as well as specific classes such as a teen self defense class for those going off to college.



PROGRAMMING



- Utilize underused daytime indoor space at the Alpharetta Community Center by offering new programs for ages 2-5.
- Increase recreational gymnastics participation and build a better base for Alpharetta Gymnastics by reorganizing the AGA schedule and better utilize the gym space.
- Provide dance opportunities that address multiple cultures while increasing the participation by offering a wide variety of dance techniques that are fun, interesting and professionally taught.
- Increase special needs programs and events by partnering with BrewAble to add a yearly event to met the needs of those in the community that are exceptional.
- Teen program offerings will increase by the implementation of an Adventure summer day camp for ages 12-13 which will offer parents an option for their tweens in the summer months.
- Create a special needs strategy to span three years and include collaborations with neighboring agencies, and continue to determine the needs of the community in order to expand programming.
- Evaluate special events in order to determine cost efficacy, including cost per participant, supplies, staff and viability of the event from year-to-year.



SPECIAL NEEDS



- Continue to meet with Special Needs Task Force in order to collaborate with neighboring cities and agencies in North Georgia on special needs programming and events.
- The 2020 Special Needs Expo is to be held at the Alpharetta Community Center. Work with special needs committee to provide support and involvement in future North Fulton Special Needs Services Expos.
- Collaborate with City of Milton's Camp Joyful Soles and Lionheart School to incorporate programming with Camp Happy Hearts.
- Offer adaptive programming in gymnastics Bee BRAVE program, adaptive swim lessons and family nights; continue to work with instructors to expand special needs programming within existing programs as well as adding specialty adaptive programming.
- Along with Lionhearts WORKS staff, evaluate the efficacy of the intern program to create a measurable and goal oriented program, and create a timeline for interns to achieve the goals set in order to move on to viable employment.

SUMMARY OF RECOMMENDATIONS



Active Adults

- Increase outdoor participation
- Plan for Boomer Wave Program
- Grow Drama Program
- Art Classes to community Senior Centers
- Increase Wellness
- Increase inter-generational programming

Athletics

- Increase marketing
- Expand programming with new activities
- Collaborate with organizations for special needs
- Improve facilities
- Contract quality instructors
- Offer all-day summer camp
- Program open-play opportunities

Aquatics

- Community Outreach program for specialty groups
- Water safety and awareness campaign
- Efficacy of COAST
- Increase year-round programming
- Off-season water safety and awareness in schools

Health & Wellness Outdoor & General

- Provide free fitness classes
- Program fitness through play for children and families
- Program wellness events with community partners
- Provide wellness activities to the schools
- Three-year strategy

Programming

- Evaluate need for outdoor programming and best usage of parks
- Weekend hikes
- Program Disc golf instruction
- Re-structure Tree Climbing program
- Develop general interest classes
- Program Self-Defense classes

- Expand preschool programming
- Increase gymnastics participation
- Provide quality and varied dance instruction
- Increase special needs events & programs
- Create Adventure Day camp for 12-13 years
- Create Special Needs three-year strategy
- Evaluate special events efficacy and structure

Special Needs

- Special Needs Task force
- Special Needs Expo
- coordination and support
- Collaboration with Camp Joyful Soles and Lionheart
- Work with instructors to expand programming
- Evaluate the efficacy of Lionheart intern program

THREE YEAR ROAD TRIP

INTERNAL TO-DO LIST

The key to executing the goals and recommendations is to have a strong administrative process in place, which the Recreation Services Division has. A timeline will be established to ensure the following are activated and accomplished.

1. What do the citizens of Alpharetta want and need?

- Community input meetings once a year
- Engagement with the schools; talk to students
- Community surveys, for both programs and general interests
- Summer kick-off event to engage and excite citizens about upcoming summer programming



2. Prioritize Programming opportunities and develop areas of specific focus

- Program/Event Lifecycle Study
- Clearly identify areas of programmatic responsibilities
- Minimize overlaps and ensure no gaps in service
- Match department programming efforts with available staff and financial resources



3. Track program trends

- Regional and National basis, keeping with current offerings and reflect what the community wants/needs
- Look at bundling programs to serve more participants in attendance in facilities during programming times
- Determine need for additional evening and weekend programming, as well as additional child-care and camp options in the summer



4. Improve evaluation methods

- Determine necessary reports for participation numbers, rate of fill, cancellations
- Create process for end of season, session/different points of sessions, camp evaluations
- Evaluate marketing strategies and results through Community Services Division
- Compile all information into end of year report



GETTING TO OUR DESTINATION

The implementation of the Recreation Strategy will bring about positive changes and, as par for the course, some unintended consequences. Once a year, the Strategy will be evaluated and necessary changes will be noted and incorporated into the overall road map. Bumps in the road, side trips, road-side attractions...they are all part of the ride.

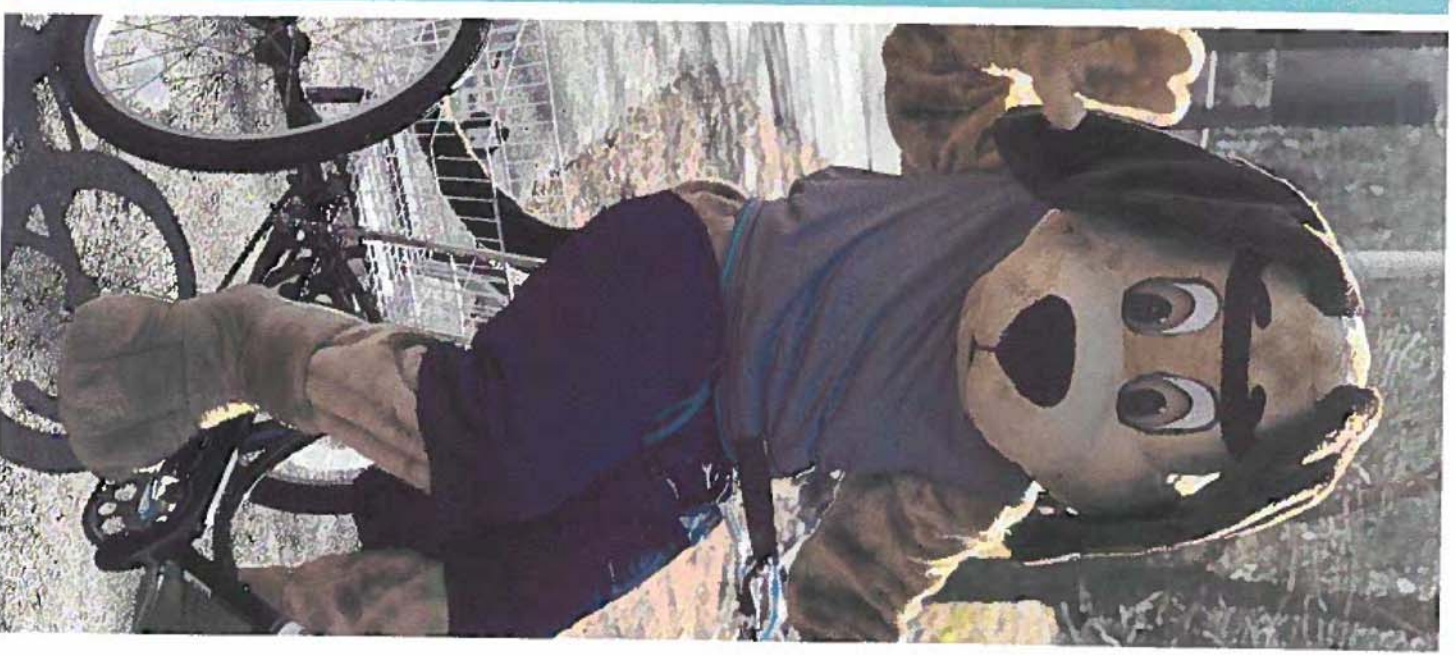
Good or bad, these events present an opportunity to make our Recreation Services Division even better than it was yesterday.

The City of Alpharetta Recreation, Parks & Cultural Services Department strives to provide only the best for the citizens of Alpharetta ! Live Well, Be Cool and Have FUN!

RECREATION SERVICES DIVISION

STAFF 2019

Eric Bowen	WP- Facility Tech
Beth Goldstein	AAAC- Admin Asst.
Kristen Liggett	WP- Supervisor
Kevin McDonald	AAAC- Coordinator
Will Pennscott	WP- Coordinator
Dixie Pounds	AAAC- Supervisor
Bo Pracht	AAAC-Facility Tech
Cara Prell	WPP- Supervisor
Lindsey Pritchard	ACC- Coordinator
Stacey Shirley	ACC- Admin Asst.
Jenny Simpson	ACC- Supervisor
Tyler Spinnenweber	WP- Coordinator
Paual Tasal	ACC-Facility Tech
Kim Unger	WP- Admin Asst.
Anna Virgo	WPP- Coordinator
Christine Young	Recreation Service Manager



Listing of City of Alpharetta Parks

1. Beaver Creek Park (Greenway Access)
2. Big Creek Greenway
3. Brooke Street Park
4. Brookside Park
5. Cogburn Road Park
6. Encore Park
7. Fitness Park at Westside
8. Haynes Bridge Park (Greenway Access)
9. Marconi Road Park (Greenway Access)
10. North Park
11. North Point Parkway Park (Greenway Access)
12. Ole Milton Park (Main & Milton)
13. Preston Ridge Park (Greenway Access)
14. Rock Mill Park
15. Silos Park
16. Thompson Street Park (Alpha Loop)
17. Town Green
18. Union Hill Park
19. Webb Bridge Park
20. Westside Park (Maxwell Road Park)
21. Wills Park
22. Windward Community Park

Undeveloped Park Properties

23. Kimball at Waters
24. Mayfield Road (joint venture with City of Milton)
25. Mid-Broadwell (Under construction in early 2020)
26. Milton Avenue (Log Cabin)
27. Old Rucker Road (Farm)

Specialized Facilities

28. Crabapple Government Center
29. Alpharetta Arts Center
30. Alpharetta History Museum (City Hall)
31. YMCA Community Space

PROJECT TIMELINE

WINDWARD COMMUNITY PARK

Tree Save and Erosion
Control
Detention Pond
Construction begins
Water and sewer
stubbed

Tree and landscaping
Installation
Irrigation Installation
Playground Fencing
Installation
Restroom Awning
Installation

Grand Reopening

20 Jan.

20 Mar.

19 Dec.

20 Feb.

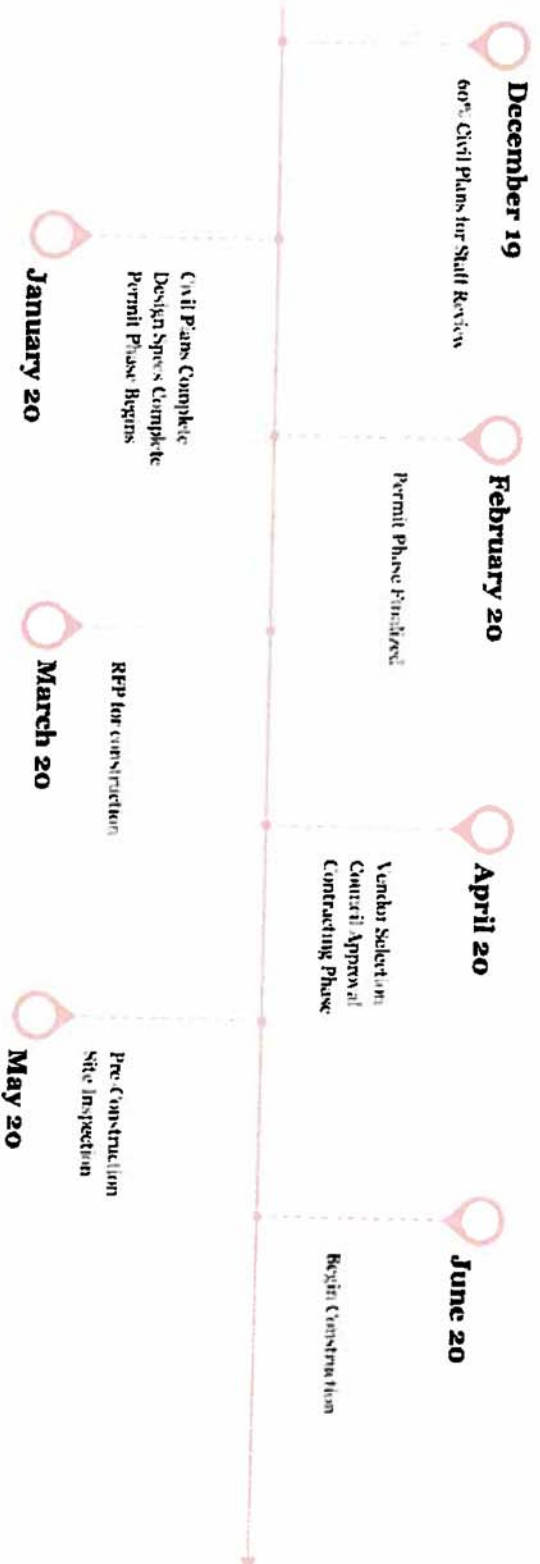
20 Apr.

Pavilion Installation
Trail Construction
Restroom Installation
Power Transformer
Set
Playground
Installation

Final Inspection Phase

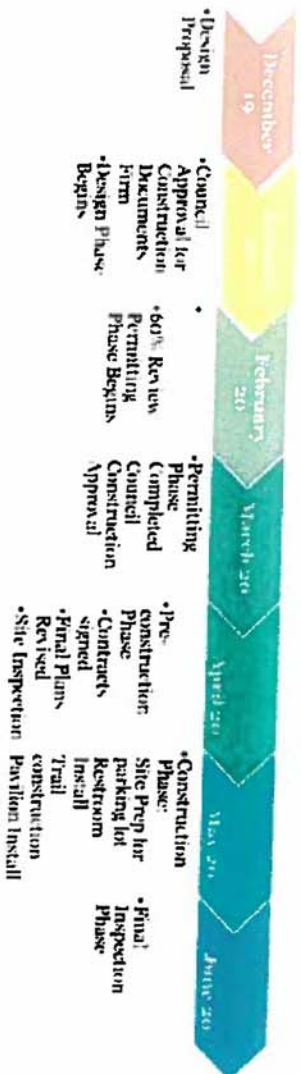
PROJECT TIMELINE

WILLS PARK MAINTENANCE SHOP



MID- BROADWELL PARK

PROJECT TIMELINE



General overview for upcoming projects – capital needs

Recreation, Parks & Cultural Services Department

Tier #1

- Wills Park Equestrian Center Master Plan build out
 - New & renovated show rings \$ 1,000,000 +
 - New parking lot \$ 500,000 +
 - New barns \$ 3,325,000 +
- Park Restroom initiative
 - New restroom at Haynes Bridge Park Trailhead \$ 100,000 #
 - New restroom at Marconi Park Trailhead \$ 100,000 #
 - Replace restroom at Wacky World with larger \$ 400,000 ^
 - Replace restroom at North Park Softball Quad \$ 400,000 +
- Alpha Loop and associated parks \$ 3,000,000 @

Tier #2

- Continue new Park Development
 - Old Rucker Park \$ 2,000,000 ^
 - Milton Avenue Park \$ 2,000,000 ^
 - Kimball/Waters Park -----
 - Mayfield Park (with City of Milton) -----
- Develop Farmhouse Heritage Park \$ 3,000,000 @
- Union Hill Trail Head & Park Development \$ 2,000,000 @
- Purchase new parkland \$ 5,000,000 @

Tier #3

- Boardwalk replacement with helical piers \$1,500,000 ^
 - Wood light pole / LED replacement initiative \$3,132,000 (Musco Lighting estimate)
 - 29 fields/15 tennis/ pickleball
- Wills Park Master Plan build out
 - Waggy World renovation \$ 150,000 @
 - New Gateway entrances \$ 350,000 +
 - Roswell Road/Old Milton & Wills Road/Old Milton
 - Disc Golf renovation \$ 150,000 +
- Athletic field reallocation*
 - New turf at North Park #2 \$ 500,000 #
 - Turf lower fields at Webb Bridge \$1,000,000 #
 - Athletic field update \$ 250,000 @

+ cost estimate provided in the January 2018 System-wide Master Plan

^ cost estimate provided in the January 2019 Wills Park Master Plan

cost estimate based on previous projects

@ cost estimate based on best practices

January 14 2020



City of Alpharetta, City of Roswell, City of Marietta, City of Johns Creek, City of Sandy Springs and Forsyth County

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