



Athens-Clarke County
Leisure Services Department

Fiscal Year Annual Report



2019

www.accgov.com/leisure



Splash Pad at Trail Creek

OUR MISSION

ACC Leisure Services builds a healthier and more livable community by providing opportunities to learn, to create, and to play in quality parks, programs, and facilities that are valued by citizens.

Were you there? (Front Cover)

Every year the Leisure Services Department offers a variety of special events, large and small, that allow the citizens to gather as a community. In 2018, the Department introduced the inaugural "Above Athens Balloon Festival." More than 6,000 people joined us at Sandy Creek Park and had the opportunity to enjoy a tethered a balloon ride. The event was so popular that entry to the park had to be closed twice! A new Athens memory making event was born!

A Year in Numbers

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100th anniversary of the end of World War I was marked with the John Cleaveland exhibition of WWI landscape paintings



6,010 summer camp registrations - that's 99% capacity!



13,491 Citizens with Online Accounts

2,005 tickets sold to seven separate Athens Creative Theatre (ACT) productions



125 participants in the inaugural "Day of the Dance" at East Athens Educational Dance Center



600 attendees at the inaugural "Women in Science Open House" at Sandy Creek Nature Center



Hosted approximately 12,000 students at Bear Hollow Zoo for field trips

93 events and performances at the Morton Theatre with 17,908 attendees and participants



338 teens participated in the relaunch of the Grand Slam Summer Program



187 five-year olds learned to swim through Kinderswim, a free program for Athens-Clarke County residents

36,362 visitors at the Department's five pools and two splash pads



The results are in...

The Leisure Services Department offers the most diverse selection of summer camps in Northeast Georgia. Parents are asked to complete a survey at the end of each summer.

59% of children were first year attendees at an ACC Leisure Services camp.

75% responded that they had an excellent registration experience this year.

74% responded that their children's experience was "excellent."

80% responded that the camp was "excellent."

86% said the camp was "definitely" worth what they paid.

97% would recommend Leisure Services camps to another family.

93% responded that the program met/exceeded their expectations.

East Athens Educational Dance Center



Athens Creative Theatre



Skate Camp



Zoo Camp



Budget

Operating
budget of
\$7,902,488

\$118,521

in scholarship subsidies to qualifying Athens-Clarke County children. This comes to 4,201 individual scholarships awarded during the past year.

\$43,772

local art was sold through exhibits and Gallery Shop at the Lyndon House Arts Center

\$1,248,894

generated in fees and charges

\$1,193,439

spent on maintenance throughout the Department

\$3,953,234

spent on community programming

\$119,450

received in outside grants and sponsorships funding

\$4,739,000

in Special Purpose Local Option Sales Tax (SPLOST) funding for parks & facilities

Highlights



The Department hosted 45 5K events and one triathlon sponsored by outside organizations, raising thousands of dollars for charities from across Northeast Georgia.

The Department launched the inaugural Mayor's Youth Council, which included the development and implementation program on behalf of the Mayor's office. This program will give teens a voice in their local government. A total for 38 local teens from four different high schools were selected for the program.



Sandy Creek Nature Center received more than \$180,000 in grant funding. This money will go toward the design and creation of a Nature Playscape, a child-oriented outdoor play and discovery area behind the Education & Visitor Center.



The Lyndon House Arts Center displayed 660 pieces of art in 28 exhibitions. 767 works of art were submitted by 309 area artists for the much anticipated Juried Exhibition. Of those, 160 pieces were selected for the exhibition and 130 artists were represented during this six-week exhibit.

1,375 volunteers donated 21,393 hours. That works out to a dollar value of \$544,023, based on the value of volunteerism established by the Independent Sector.



Through major special events, the Department provides an opportunity for residents to gather as a community.

The Downtown Parade of Lights kicked off the holiday season. More than 1,000 parade participants and 10,000 spectators lined the streets at this year's event.

The Star Spangled Classic brought thousands of patriots to celebrate Independence Day and watch fireworks above downtown Athens.

Getting Things Done

73 full time
employees

109 seasonal
employees

179 contract
labor employees

1,375
volunteers

6 promotions

1,611 work
orders completed



AWARDS

Georgia Recreation and Park Association "District 7 Volunteer Award" presented to Morton Theatre volunteer Bennie Roberson.

Georgia Recreation and Park Association "Distinguished Administrative Support Staff Award" presented to Stacie Norris.

An Engaging Department



CIVIC ENGAGEMENT

The Department hosted three public listening sessions and two public information open houses regarding the Firefly Bridge over Trail Creek. The Department also launched the Leisure Services 2030 plan, a ten-year plan for the future of the Department through online surveys and seven public input pop-up events.



COMMUNITY ENGAGEMENT



Staff participated in outreach by providing activities and information at several events, including the ACC Police Community cookouts, the Athens Farmers Market, and West Broad Farmers Market.

TEEN ENGAGEMENT

Camps are not just for kids! 391 teens participated in summer camps exclusively offered for teens. The return of Grand Slam, a summertime partnership with the Clarke-County School District, provided Friday night fun and community for teens as well.

In Good Company...

Our staff is well-qualified, representing a variety of professional organizations, including:

Alliance of Artist Communities

Amateur Athletic Union

American Association of Community Theatres

The American Association of Museums

American Association of Zoo Keepers

The American Society of Administrative Professionals

American Camp Association

American Therapeutic Recreation Association

Americans for the Arts

The Association of Energy Engineers

The Association of Nature Center Administrators

The Association of Zoos and Aquariums

The College Art Association

Create Athens

Fox Theatre Institute

Georgia Art Education Association

Georgia Presenters

Georgia Recreation and Park Association

Georgians for the Arts

Historic House Museum Association

International Association of Administrative Professionals

International Association of Blacks in Dance

International Avian/Animal Trainers

International Society of Arboriculture

League of Historic American Theatres

National Art Education Association

National Association for Interpretation

National Guild for Community Arts Education

National Recreation and Park Association

National Youth Sports Alliance

Toastmasters, International

United States Green Building Council

United States Tennis Association

USA Gymnastics

Writers Guild East

#LovingLeisureServices

Citizens take to social media to share how they love Leisure Services

"Such a great park! We enjoyed a day testing out my new inflatable kayak and rented a kayak for my niece. EVERYONE working at the park is so nice and welcoming. It felt like they really enjoyed having us there!!"

Sandy Creek Park

"Dudley Park is almost completely shaded which is a lovely respite from the Georgia sun. There's always dogs about if you are an animal lover or have a fur baby of your own. There are hills and flat areas, so it's a good workout for walking or jogging. You can eat lunch at a table or picnic in the grass. The park is open until sunset. I fully recommend it. Check it out!"

"Sandy Creek Nature Center is very appreciated and loved by our family. This is such a wonderful place for kids. Always so clean, and nice employees and volunteers. Thank you for all that you do."

Facilities & Parks

Athens Creative Theatre • Bear Hollow Zoo • Ben Burton Park
Bishop Park • Boulevard Woods Park • Dudley Park • East Athens Community Center
East Athens Educational Dance Center • Holland Youth Sports Complex
Lay Park • Lyndon House Arts Center • Memorial Park • Morton Theatre
North Oconee River Park East/West • North Oconee River Greenway
Reese and Pope Park • Rocksprings Park • Sandy Creek Nature Center
Sandy Creek Park • Satterfield Park • Southeast Clarke Park
Tennis Center • Trail Creek Park

Photography
Aimee Cheek, Geoff Gilland, Stephanie Raines,
Sandy Creek Nature Center

Design
Lakshana Hall



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