



Jefferson  
County  
Parks &  
Recreation



Annual Report - FY2015

# Jefferson County Parks & Recreation



The mission of Jefferson County Parks and Recreation is to provide diverse, year round opportunities by creating and providing recreation, leisure, and community services necessary to promote overall quality of life for the citizens of Jefferson County.

JEFFERSON COUNTY PARKS AND RECREATION OPERATES AND MAINTAINS

**TEN** PARKS  
**10**



- SAM MICHAEL'S PARK
- LEETOWN PARK
- SOUTH JEFFERSON PARK
- MOULTON PARK
- BOLIVAR NATURE PARK
- MORGAN'S GROVE PARK
- MOUNT MISSION PARK
- JAMES HITE PARK
- HEATHER MARRIOTT PARK
- HARVEST HILLS PARK

The fiscal year department staff consisted of 6 full time members, and 105 part-time members, which included teachers, instructors, camp counselors, seasonal and year round park maintenance and office staff.

We also had the assistance of a Shepherd University intern, volunteers, community service workers and the Job Corps to see community events and park projects come to fruition.

Our team offered 785 programs to the county and managed 400 acres of parkland.

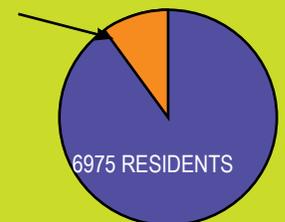


Jefferson County Parks are home to baseball diamonds, soccer fields, playgrounds, cross country trails, pavilions, tennis courts, a dog park, and they serve as the backdrop for events hosted by Jefferson County Parks and Recreation, Jefferson County Schools, and personal and professional events such as weddings, reunions, playdates and more.

TOTAL PARTICIPANTS IN PROGRAMS

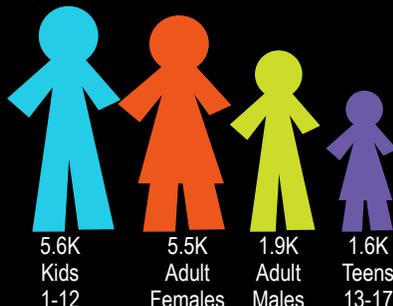
**7,627**

652 NON-RESIDENTS



Program development has grown from 50 programs in 2002 to

**785** programs offered in FY2015.



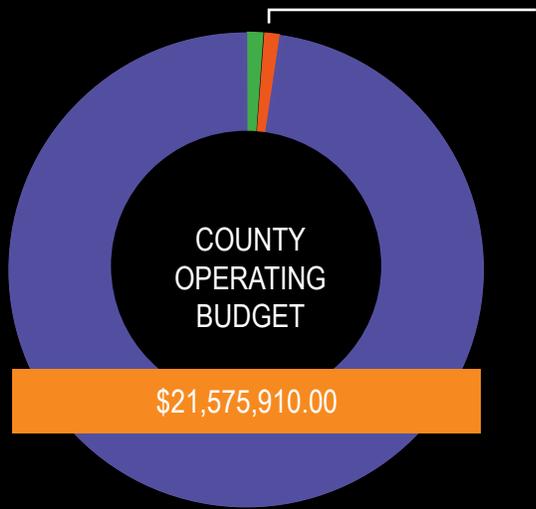
**14,786** CUSTOMERS

WE HAVE 14,786 UNIQUE CUSTOMERS IN OUR REGISTRATION SYSTEM



The Jefferson County Community Center is busy on a daily basis, leaving limited room for program growth. Partnerships and outdoor usage have made it possible to continue growth of programs and events.

# PARKS & RECREATION FUNDING



**1.2%**  
 Hotel/Motel Tax  
 allocation to Parks & Recreation  
 \$270,497.00

**1.1%**  
 County Commission  
 allocation to Parks & Recreation  
 \$249,329.00



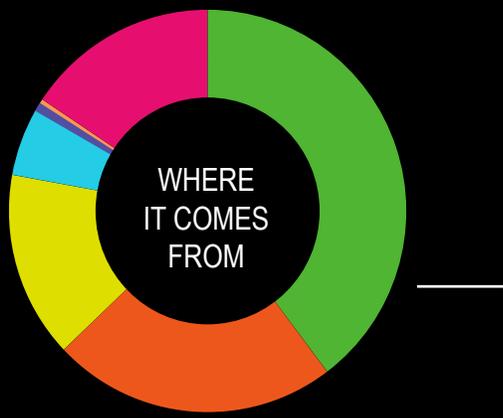
**47.0%**  
 Capital Projects

**15.7%**  
 Salaries  
 six full-time staff, employee benefits

**13.7%**  
 Parks & Facilities  
 park maintenance, staff,  
 facility supplies, equipment

**14.9%**  
 Program Expenses  
 public information, brochures

**9.0%**  
 Administration  
 daily office/administrative needs  
 insurance



**39.7%**  
 Capital Projects/Grants

**23.2%**  
 Programs Revenue

**15.6%**  
 Hotel/Motel Tax

**15.0%**  
 County Commission  
 Allocation & Audit

**6.4%**  
 Facility Revenue

**0.70%**  
 Other

**0.40%**  
 Donations



# COMMUNITY EVENTS

Parks and Recreation events draw people of all demographics. We are happy to create, support and provide events that



Independence Day  
Fireworks  
**15,000**

**1200** Movie  
in the  
Park

**2000+**  
Middle  
School  
Teen  
Dances

Americans profit from their local parks and organizations with exercise/physical activity/fitness being

### Personal Benefits

Exercise, health, relaxation  
fun/entertainment  
enjoying being outdoors

### Environmental Benefits

Nature, aesthetics,  
fresh air, open space,  
wildlife

### Social Benefits

Sense of community  
family-time together  
safe place to play

phics within our community and create a common moment, that is shared and enjoyed by all.  
 have a broad, but important, lasting impact on the overall lifestyle and legacy of Jefferson County.

**53 Sellers**  
**Indoor**  
**Yard Sales**  
**600+ Shoppers**

**Halloween**  
**200+**  
**Happening!**

**Breakfast** with the  
 Easter  
 Bunny  
**300+**

**100 Kids**  
**220 Fish**  
**Fishing Derby**

**New York**  
**Ocean City**  
**Washington DC**  
**130**  
**Bus Trips**

**150**  
 Runners  
**5K**

**Lunch**  
 with Santa  
**300+**

**33 Crafters**  
**Holiday**  
**Craft Show**  
**300+ Shoppers**

PARTICIPANT FIGURES ARE CONSERVATIVE ESTIMATES FOR EACH EVENT BASED ON PRE-REGISTRATION AND DOOR SALES.



alized recreation programs,  
 ng the most frequently mentioned benefit.

National Recreation and Park Association Nationwide Study - 2016

**Benefits**  
 community,  
 togetherness  
 take children

**Economic Benefits**  
 Availability,  
 bringing business activity to community  
 influence on property value

**Facility/Activity Benefits**  
 recreation, sports,  
 place to play  
 place to exercise pets.



JCPRC is not just a facility, the employees aren't just service workers, they are family... a place I call home and a place for my family to GROW!

~Casey Brassfield

## Significant ACCOMPLISHMENTS

- Survived a winter of snow and ice that caused extreme tree damage in the Parks. Park crews worked for months to clean up the debris.
- Replaced and outdated playground at South Jefferson Park with a new, ADA compliant playground with the assistance of Land and Water Conservation Grant.
- Updates were made to the Mason Pavilion and Sam Michael's Park.
- A new basketball court was constructed at Mount Mission Park.
- Veterans Memorial Pavilion officially opened in June 2015.
- James Hite Park, Phase I construction began, including a 2-mile walking trail.
- New Park signs including trail signs at Sam Michael's Park.
- Filed paperwork to receive 501c3 designation from the IRS.



## PARTNERSHIP in our community

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| Critters & Conservation          | The Outdoor Education Center-FLOC |
| Ranson Parks & Recreation        | Freedom's Run                     |
| Charles Town Parks & Recreation  | CommuniTree                       |
| Jefferson Rentals                | Bakerton Fire Department          |
| Izaak Walton League              | Citizens Fire Department          |
| Jefferson County Sheriff's Dept. | Independent Fire Department       |
| Shepherd University Basketball   | Shepherdstown Community Club      |
| Two River's Treads               | Summit Point Baseball             |
|                                  | JCYSL, JCLL, CWLL, JCYRL          |

## SPONSORS

RIVER RIDERS, UNIVERSITY HEALTHCARE, GUY'S BUICK, 4 STATE REAL ESTATE, RIVER & TRAIL OUTFITTERS, KABLE TEAM REALTY, RS ORTHO, HARPERS FERRY ADVENTURE CENTER, KID'S CLOSET CONNECTION



I've been thrilled with the team sports as there are none in the elementary schools. I consider us so fortunate to have JCPRC nearby and that they offer such a wide array of activities.

-Ally Spencer



Chesapeake Bay Forest Champion 2014

In recognition of exceptional contribution to West Virginia project CommuniTree's "on the ground impact".



Red Wagon Award through WV's promise Nomination

The Alliance for Youth for outstanding efforts that improve the well-being of Jefferson County's children and youth.

# GRANTS

Land and Water Conservation Fund James Hite Park (\$198,000)

Land and Water Conservation Fund South Jefferson Park (\$63,000)

Eastern Area Health Educations Center/ Freedom's Run Fund (\$40,000)

"We're not just providing playgrounds or places to play, or a swimming lesson or class. We're making a difference in the lives of a generation and impacting communities everywhere we are."

~Neelay Bhatt

NRPA's treasurer, of recreation and park providers

# RENTALS

Rentals



138 PAVILION RENTALS



3 WEDDINGS



52 FIELD/CROSS COUNTRY RENTALS

This figured does not include any league rentals or contracts. Sam Michael's Park is home course for Jefferson High School and all Jefferson County Middle Schools!

In FY15, #JCPRC saw a

# STRONGER

Social Media Following



# 51,000

WEEKLY VISITS TO OUR FACEBOOK PAGE on average

@JCPRCORG

@JCParksandRec

info@jcprc.org



In FY15 our website

# www.jcprc.org

had 1,062,282 visitors

# JEFFERSON COUNTY PARKS URBAN TREE CANOPY ASSESSMENT



24% Tree Canopy of Sam Michael's Park

41% Proposed Tree Canopy of Sam Michael's Park

"Cacapon Institute completed an Urban Tree Canopy assessment for all of JCPRC parks that was formally adopted in October 2015 by the JCPRC board. Under the recommendations of JCPRC staff, Cacapon Institute proposed areas for planting landscape trees, creating no-mow reforestation areas, and fostering low-mow grasslands that will help to increase tree canopy and reduce mowing costs. JCPRC's plan to convert landcover within their parks will decrease the amount of greenspace and open areas by 14% (295 acres down to 238 acres). Those 57 acres would be converted to landscape trees (6 acres, 1%), reforestation (40 acres, 10%), and grasslands (11 acres, 3%)."

Jefferson County Parks & Recreation



# Your 10-year park master plan has begun!

The master plan is a key implementation tool for our department and is intended to be strategic in focus to help the department respond to three important questions:

What do we do?  
For whom do we do it?  
How do we excel?

We have had several public input meetings, but would like to hear from you!

Please share your vision for your county parks by going to:

[jeffersoncountyparkplan.mysidewalk.com](http://jeffersoncountyparkplan.mysidewalk.com)

The Jefferson County Parks & Recreation Commission (JCPRC) is a government agency that's mission is to provide safe public parks and year round recreational activities for the citizens in the Jefferson County community. The JCPRC operates or maintains ten county parks that encompass over 400 acres of park land and a variety of park facilities, including the Jefferson County Community Center, picnic pavilions, walking trails, playgrounds, tennis courts, athletic fields and open space.

The JCPRC was established in 1970 by the Jefferson County Commission and is made up of an eleven member volunteer board that meets once a month at the Jefferson County Community Center. Its board members are appointed by the Jefferson County Commission for two and three-year terms and then may be re-appointed after their term has expired. The JCPRC hired a full-time director in 1994 to run the Parks & Recreation Department and has since steadily grown to include five full-time staff members, two part-time staff members, eight seasonal maintenance staff and numerous other program staff.

The JCPRC main office is located in the Jefferson County Community Center in Sam Michael's Park.

Director: Jennifer Myers  
Assistant Director: David Kling  
Administrative Coordinator: Brenda Whittington  
Administrative Assistant: Joyce Moler  
Acting Maintenance Manager: Tim Lykins  
Public Relations and Programming: Becki Zaglifa

Nationally, America's local and regional parks generated nearly \$140 billion in economic activity and supported almost one million jobs from their operations and capital spending in 2013. But because parks aren't usually recognized for the jobs and goods they create, they're often underappreciated for the indispensable value they afford the community.

~Tim Herd, CPRE  
Executive Director  
Pennsylvania Recreation and Parks Society



235 Sam Michael's Lane, Shenandoah Junction, WV 25442  
304-728-3207 ~ [www.jcprc.org](http://www.jcprc.org)