

SUFFOLK PARKS & RECREATION

ANNUAL REPORT



SUFFOLK
PARKS & RECREATION

*To be the national leader in
connecting people through play*



A YEAR IN REVIEW

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Helen Gabriel
Assistant Director

Michael Kelly, CPRP, AICP
Principal Planner

Rickeda Fofana
Youth Outreach Coordinator

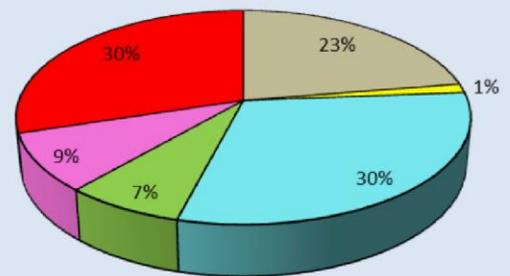
Tameka Williams, CPRP, CYSA
Business Manager

Terry Baronner, CPRP
Parks Manager

Michael Frickanisce, CPRP
Recreation Manager

PARKS & RECREATION BUDGET 2017

- Administration
- Office On Youth
- Parks
- Grounds Maintenance
- Support Services
- Recreation



OUR PURPOSE

MISSION STATEMENT

To be the national leader connecting people through play

VISION STATEMENT

To create memorable experiences through a cultural of fun and customer service excellence.

VALUES

Community: To fulfill the National Recreation and Parks Association's (NRPA) Three Pillars:

- Health & Wellness
- Conservation
- Social Equity

Department: Innovation, Financial Sustainability and Customer Service Excellence



Contact Us

Administrative Office
134 S. 6th Street
Suffolk, Virginia 23434

Contact Us

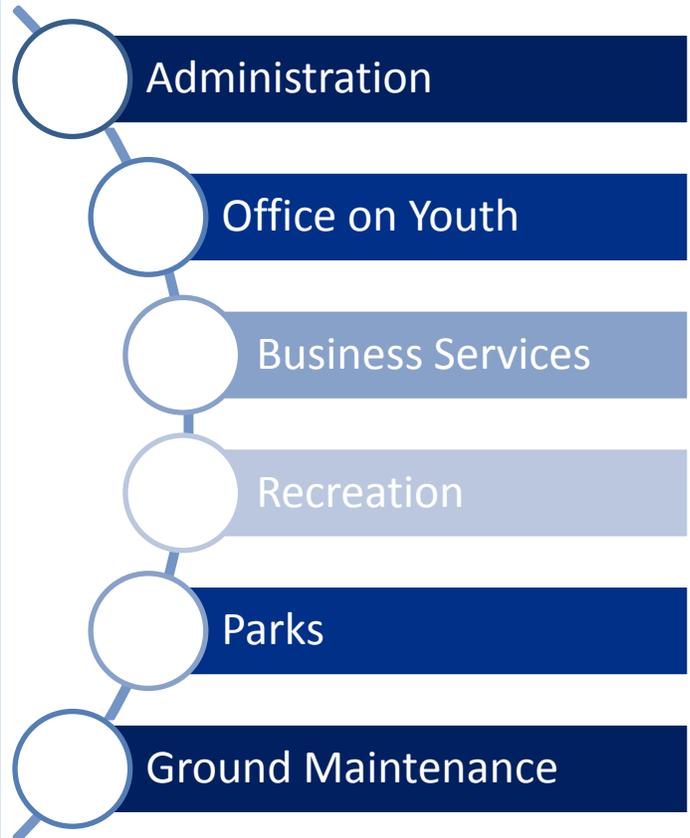
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ABOUT THE DEPARTMENT

The Department is responsible for maintaining over 1,800 acres of parkland which includes:

- 4 regional parks
- 14 community parks
- 14 athletic fields
- 11 outdoor tennis courts
- 60 city gateways
- 2 free standing recreation centers
- 10 joint-use recreational facilities
- 2 cemeteries
- The Suffolk Art Gallery

THE DEPARTMENT IS BROKEN INTO 6 DIVISIONS.



ABOUT THE DEPARTMENT



ADMINISTRATION

Provides long range planning for the department. Supervises and manages of all the departmental divisions. Serves as liaison to the City Manager's Office, the public and the Parks and Recreation Advisory Commission.

OFFICE ON YOUTH

Coordinates and execution of the goals and objectives of the Suffolk Initiative on Youth Crime Prevention Plan. The Office on Youth is accountable for developing relationships and becoming a clearing house for the city to direct, guide and create avenues for Suffolk youth.

BUSINESS SERVICES

Responsible for revenue development, fiscal management, software management, payroll, special events planning, and facility rentals. Coordinates all special event applications for city and some non-city facilities. Develops marketing plan for all department programs, special events, classes, activities and facilities. Oversees City volunteers, department transportation and secures sponsorships for special events.

RECREATION

Plans and implements recreation and leisure programs for all age populations including before and after school programs, summer programs, and athletic leagues and activities. Coordinates all leisure programs for seniors and active older adults. Operates the Suffolk Art Gallery, Cypress Park Pool, six Joint-Use facilities shared with Suffolk Public Schools, and two Free-Standing Recreation Centers with full service fitness centers.

PARKS & GROUNDS MAINTENANCE

Responsible for the operation and maintenance of 14 community parks, four regional parks and a festival park/marina. Coordinates department contracts for grass mowing, security, repairs, and special event set ups. Oversees the landscaping and beautification of the City's 60 gateways and corridors, maintenance to city owned athletic fields, recreation centers, rental facilities, other city buildings, Cemeteries and Downtown Business Overlay District.



ABOUT THE DEPARTMENT



The City of Suffolk Department Parks and Recreation joins the ranks of elite park and recreation agencies across the country by earning accreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and the National Recreation and Park Association (NRPA). This distinguished accomplishment was awarded during the 2017 NRPA Annual Conference in New Orleans.

CAPRA accreditation is the only national accreditation for park and recreation agencies, and is a measure of an agency's overall quality of operation, management and service to the community. This mark of distinction indicates that an agency has met rigorous standards related to the management and administration of lands, facilities, resources, programs, safety and services.

As part of the accreditation process, Suffolk Parks and Recreation had to demonstrate compliance with 151 recognized standards and document all policies and procedures. Often the process helps identify efficiencies and heighten areas of accountability, all of which translate into higher quality service and operation to benefit the community.

The process for accreditation involves a formal application, self-assessments, a site visit by a team of trained visitors that results in a written report, and a hearing with the commission to grant accreditation. Once accredited, the agency must uphold the standards by submitting an annual report and is reviewed again in five years.

The Commission is comprised of representatives from NRPA, the American Academy for Park and Recreation Administration, the National Association of County Park and Recreation Officials, the International City/County Management Association, the Academy for Leisure Sciences, the Armed Forces Recreation Network and the Council of State Executive Directors.

For more information about CAPRA accreditation, visit www.nrpa.org/CAPRA.

About The National Recreation and Park Association:

The National Recreation and Park Association is a national not-for-profit organization dedicated to ensuring that all Americans have access to parks and recreation for health, conservation and social equity. Through its network of 60,000 recreation and park professionals and advocates, NRPA encourages the promotion of healthy and active lifestyles, conservation initiatives and equitable access to parks and public space. For more information, visit www.nrpa.org. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit www.parksandrecreation.org.

HEALTH & WELLNESS

East Suffolk & Whaleyville Recreation Center:

Annual Membership..... 2,342

Fitness Membership..... 3,127

Fitness Programs for Youth & Adults:

Mixed Fit 15 participants

Boot Camp Blast 15 participants

Women on Weights..... 5 participants

Senior Aerobics320 participants

Personal Fitness Training 8 participants

Personal Fitness Assessment/Workout Plan 16 participants

Core Blast..... 34 participants

High Intensity Interval Training..... 7 participants

Young at Heart Fitness 20 participants

Mind, Body & Yoga 18 participants

Purely Pilates 18 participants

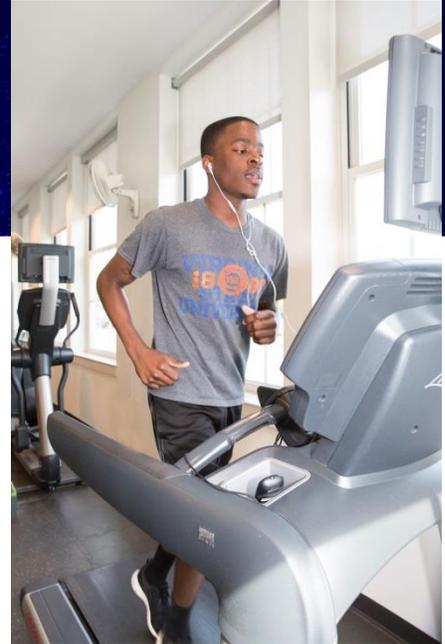
Active Adult Walking Club 51 participants

Fit Factory 66 participants

Group Spin..... 27 participants

Kidz In Motion 36 participants

9-Week Challenge..... 49 participants



SPECIAL EVENTS & PERMITTING



Issued 80 Special Event Permits

■
Awarded \$151,810.24
of In-Kind Services

■
13 Special Events offered with
over 29,000+ in attendance



ARTS & CULTURE



- 19 Special Events offered with over 1,500 people in attendance
- Offered over 100 arts and cultural programs with over 3,300 participating

Suffolk Rocks

The Suffolk Rocks initiative encourages community engagement and health and wellness to increase the use of parks, trails, bike paths & recreation facilities. Citizens use Suffolk parks and trails as locations to leave painted rocks for others to find.

OUT OF SCHOOL

TIME

Kidzone Before & After Care
3,028 children in attendance

Spring Break Camps
126 participants

Summer Programs
1,739 children in attendance

4 Special Events offered
Over 590 in attendance
Received USDA Summer Food
Service Program Grant
\$91,042.49



YOUTH & ADULT

ATHLETICS



VA Multi-City Girls
Basketball League = 23

Youth Basketball = 407

Youth Soccer = 232

Youth Cheering = 44

Youth Tennis = 81

T-Ball = 22

Hoops 4 Life Program = 396

Hook-A-Kid On Golf = 18

Adult Softball = 381

Adult Basketball = 99

Adult Tennis= 8

Swim Lessons = 79 youth, 13 adults

PREVENTION & SOCIAL EQUITY



Coordinated Annual Suffolk Teen Summit with 167+ youth and adults in attendance.

Implemented Annual Mentor Recognition event with 40 in attendance.

Implemented Annual Suffolk Youth Achievement Awards with 50 in attendance.

Coordinated the Increase the Peace Fashion Show with 160 in attendance.

Implemented Mother/Son Dance with over 80 youth and adults in attendance.

The Summer Work Success program had 49 participants with 11,139.25 accumulated hours.





THERAPEUTIC RECREATION

This was the first full year that Therapeutic Recreation programs were implemented. We were able to provide 12 Therapeutic Recreation programs to service individuals with disabilities. There were 112 participating in various programs and activities.



Taste Buds • TheraPaws • Life Skills •
Sensory Film Trips • Camp Limitless



VOLUNTEERS



Community Service Projects:

- August 6, 2016 NRPA-Sleepy Hole Buffer
- August 10, 2016 USS Rhode Island-Bennett's Creek Mulch Project
- August 16, 2016 USS Rhode Island - Lone Star Lakes Trail Project
- September 9, 2016 United Way Day of Caring-Bennett's Creek Park Mulch Project
- October 17-18, 2016 NRPA Marshfield Project at Bennett's Creek Park
- November 19, 2016 Sleepy Hole Park Buffer Project
- Dec 3, 2016 NRPA Sleepy Hole Park Buffer Project
- Mar 30, 2017 NSA Day of Caring - (Various Projects) Boston Park, Suffolk Art Gallery, Peanut, Tourism
- Apr 22, 2017 Global Youth Day
- Apr 27 & 29, 2017 Nansemond River Preservation Alliance-Shoreline Restoration at Bennett's Creek Park
- May 14, 2017 Lake Kennedy Volunteer Project - Litter Pickup
- June 4, 2017 Clean the Bay Day
- June 27, 2017 Unilever-Horseshoe Pit Revitalization



PARKS



Parks Visitation:

- Bennett's Creek Park—**115,508**
- Constant's Wharf Park & Marina—**13,400**
- Lake Meade Park—**100,386**
- Lone Star Lakes Park—**31,862**
- Sleepy Hole Park—**29,847**

Capital Improvement Projects

Lake Kennedy Trail	▣	\$175,000
Lone Star Lake Master Plan	▣	\$25,000
Lone Star Lakes Road Repairs	▣	\$20,223
Aquatics Center Feasibility Study	▣	\$53,000
Constant's Wharf Park & Marina Canoe/Kayak Launch	▣	\$2,520
Cypress Park Pool Evaluation & Renovations	▣	\$69,910
Joint-Use Recreation Basketball Goal & Divider Repairs	▣	\$4,770
Park Safety & ADA Improvement	▣	\$17,034
Design Trail Improvements for Bennett's Creek Park	▣	\$10,000
Enhance Existing Trails (signage, amenities, etc.)	▣	\$7,302
Planter's Club Improvements	▣	\$67,899
Maintenance of Existing Playgrounds	▣	\$42,251
East Suffolk Game & Breaks Rooms	▣	\$25,685

CAPITAL IMPROVEMENT PROJECTS

FUNDING

\$215,000 in Grant Funding for Capital Improvement Projects

Obici Healthcare Foundation Grant
Suffolk Seaboard Coastline Trail (\$75,000)

Obici Healthcare Foundation Grant
Lake Kennedy Park Trail (\$75,000)

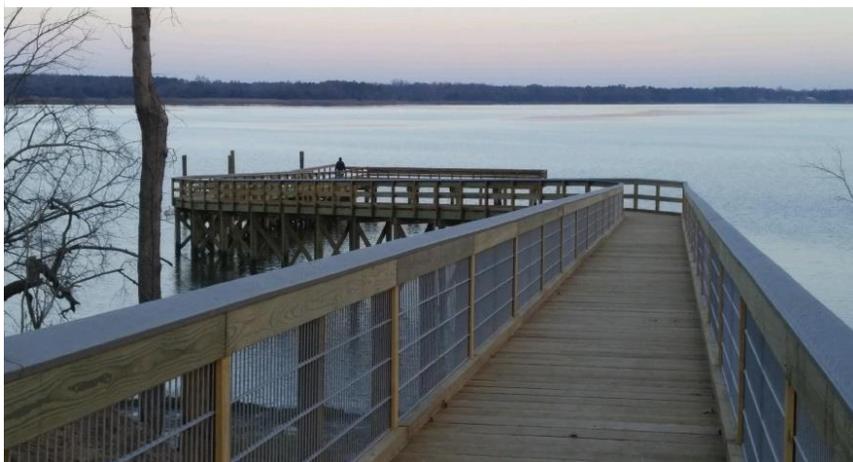
UDA Bicycle & Pedestrian Trail Grant
Master Plan (\$65,000)

CONSTANT'S WHARF PARK & MARINA CANOE/KAYAK LAUNCH



The Constant's Wharf Park & Marina Canoe/Kayak Launch opened in October 2016. This park amenity creates direct public water access to the Nansemond River.

SLEEPY HOLE FISHING PIER & CANOE/KAYAK LAUNCH



Sleepy Hole Fishing Pier & Canoe/Kayak Launch opened in April 2016. This park amenity allows citizens to fish from pier and creates public water access to the Nansemond River. This component of the Nansemond River is now a part of the Captain John Smith Blueway. From this launch point, citizens can explore miles of waterways and marshes teeming with wildlife.

BOSTON PARK



Boston Park opened in Fall 2017. This park nestled in the Boston section of Suffolk features a playground, picnic shelter and 1/2 court basketball court.

SUFFOLK SEABOARD COASTLINE TRAIL-TO CHESAPEAKE LINE



Suffolk Seaboard Coastline Trail opened in February 2017. This 1.5 mile trail extends to the Chesapeake City Line.

What's Next in Parks and Recreation

2017-2018



Department Agency Accreditation



Suffolk Seaboard Coastline Trail Completion



Construct picnic shelter at Whaleyville
Community Center



Design new Bennett's Creek Recreation Center



Design new Parks & Recreation
Maintenance Facility



Complete Lone Star Lakes Master Plan



Renovate Cypress Park Pool

Our **goals** can only be reached through a vehicle of a **plan**, in which we must fervently **believe**, and upon which we must vigorously act. There is no other route to

success.

Stephen A. Beecham





Suffolk Parks and Recreation



WE ARE SOCIAL

Follow Us on Social Media



TWITTER

Twitter: @suffolkpark_rec

FACEBOOK



Suffolk Parks and Recreation
The Suffolk Art Gallery
The East Suffolk Recreation Center



INSTAGRAM

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SNAPCHAT



@suffolkpark_rec





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