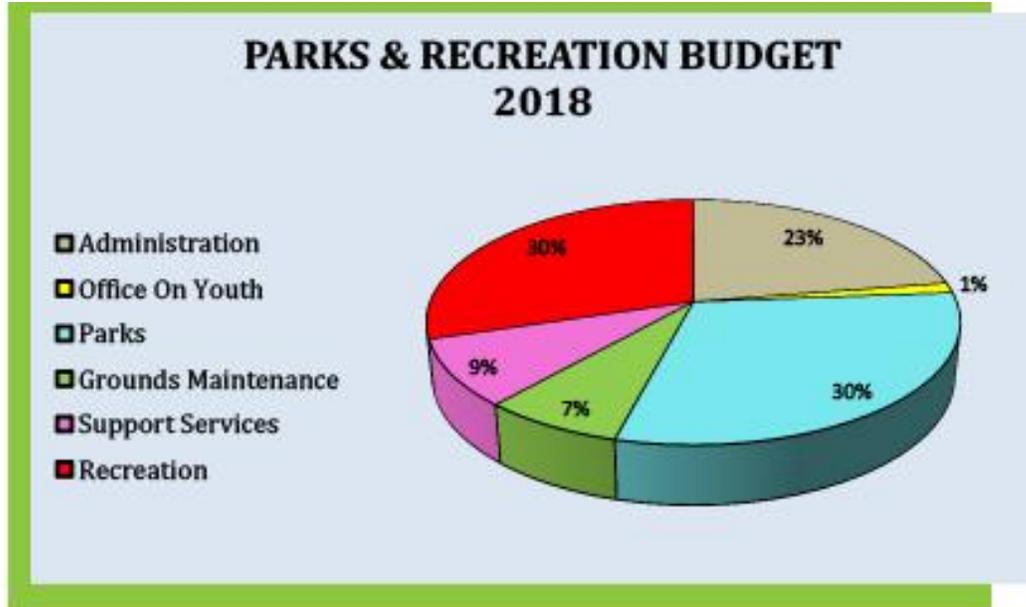


SUFFOLK PARKS & RECREATION Annual Report FY 2018



SUFFOLK
PARKS & RECREATION

To be the national leader in connecting people through play



**Mark Furlo, CPRE
Director**

**Helen Gabriel
Assistant Director**

**Michael Kelly, CPRP, AICP
Principle Planner**

**Rickeda Fofana
Youth Outreach Coordinator**

**Tameka Williams, CPRP, CYSA
Business Manager**

**Terry Baronner, CPRP
Parks Manager**

**Michael Frickanisce, CPRP
Recreation Manager**

A YEAR IN REVIEW



OUR PURPOSE

MISSION STATEMENT

To be the national leader connecting people through play

VISION STATEMENT

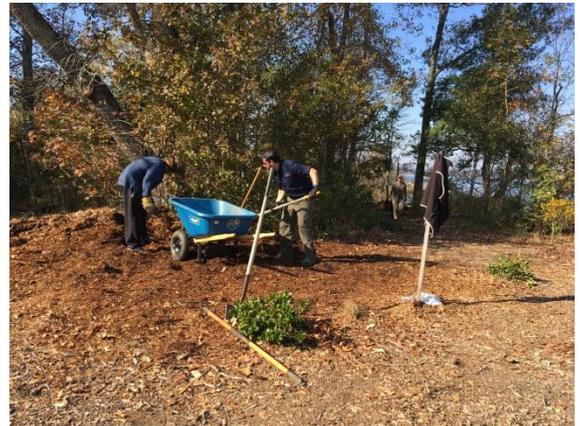
To create memorable experiences through a cultural of fun and customer service excellence.

VALUES

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

- Health & Wellness
- Conservation
- Social Equity

Innovation, Financial Sustainability and Customer Service Excellence



Contact Us

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

Contact Us

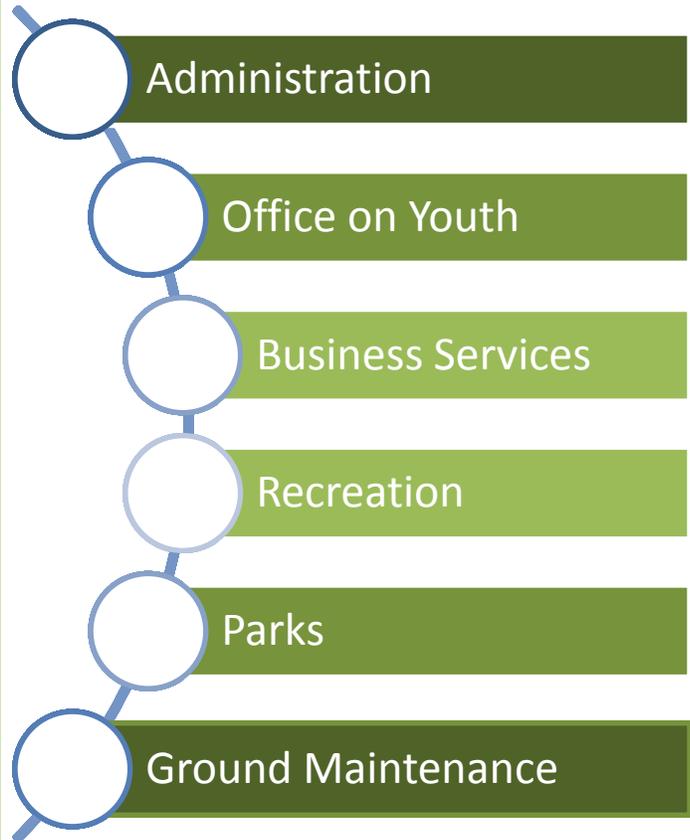
Phone: (757) 514-7250
Fax: (757) 514-7275
Email: parksemail@suffolkva.us

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



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 involved a formal application, self-assessments, a site visit by a team of trained visitors that resulted in a written report, and a hearing with the commission that granted accreditation. Now accredited, the agency must uphold the standards by submitting an annual report, and the agency 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.

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

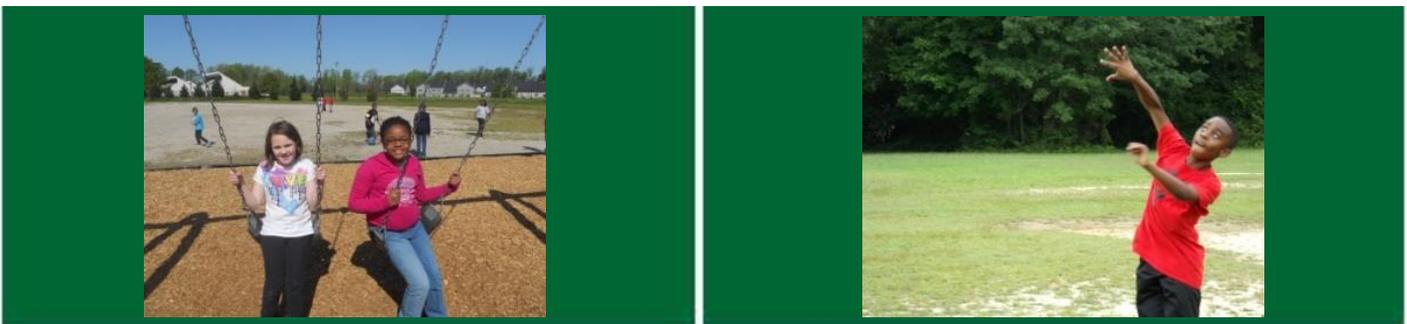
Responsible for revenue development, fiscal management, software management, payroll, special events planning, and facility rentals. Coordinates all special event applications for city and some non-city facilities. Develops marketing plan for all department programs, special events, classes, activities 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, GATEWAYS & FACILITY 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.



HEALTH & WELLNESS

East Suffolk & Whaleyville Recreation Center:

| | |
|---------------------------------------|--------|
| Annual Memberships Sold/Renewed..... | 23,696 |
| Annual Membership Visits..... | 53,535 |
| Fitness Memberships Sold/Renewed..... | 4,757 |
| Fitness Membership Visits..... | 13,827 |

Fitness Programs for Youth & Adults:

| | |
|--|------------------|
| Boot Camp Blast | 31 participants |
| Senior Aerobics | 216 participants |
| Personal Fitness Training | 84 participants |
| Personal Fitness Assessment/Workout Plan | 26 participants |
| Core Blast..... | 81 participants |
| High Intensity Interval Training..... | 27 participants |
| Young at Heart Fitness | 129 participants |
| Dancin' Through The Decades | 11 participants |
| Mind, Body & Yoga | 47 participants |
| Purely Pilates | 53 participants |
| Active Adult Walk with Ease | 55 participants |
| Fit Factory | 40 participants |
| Group Spin..... | 30 participants |
| 9-Week Challenge..... | 43 participants |



SPECIAL EVENTS & PERMITTING

Issued 63 Special Event Permits

▪
Awarded \$170,705.87
of In-Kind Services

▪
12 Special Events offered with over
18,000+ in attendance



ART & CULTURE



- 20 Special Events offered with over 1,200 people in attendance
- Offered over 94 arts and cultural programs with over 2,300 participating

OUT OF SCHOOL TIME

Kidzone Before & After Care
3,275 children in attendance

Spring Break Camps
98 participants

Summer Programs
1,321 children in attendance

6 Special Events offered
Over 900 in attendance

**Received USDA Summer
Food Service Program Grant**
\$83,466.80



YOUTH & ADULT ATHLETICS



VA Multi-City Girls
Basketball League = 26

Youth Basketball = 380

Youth Soccer = 227

Youth Cheering = 45

T-Ball = 23

Hook-A-Kid on Golf = 26

Adult Softball = 436

Adult Basketball = 120

Swim Lessons = youth, adults

PREVENTION & SOCIAL EQUITY



Coordinated Annual Suffolk Teen Summit with 212 youth and adults in attendance.

Implemented Annual Suffolk Youth Achievement Awards with 80 in attendance.

Coordinated the Increase the Peace Fashion Show with 97 in attendance.

Implemented Mother/Son Dance with over 60 youth and adults in attendance.

The Summer Work Success program had 55 participants with **11,962.50** accumulated hours.



THERAPEUTIC RECREATION

We were able to provide 10 Therapeutic Recreation programs to service individuals with disabilities. There were 101 participating in various programs and activities.

- Taste Buds • Monday Fun Day
- Spring Forward • Workshops
- Sensory Film Trips • Camp Limitless





VOLUNTEERS

PARKS

Community Service Projects:

- September 8, 2017 United Way Day of Caring- Shoreline Restoration at Sleepy Hole Park; Beautifications at Boston Park & Bennett's Creek Park
- October 16, 2017 Rain Garden Installation Project at Bennett's Creek Park
- November 11, 2017 Arboretum Project at Sleepy Hole Park
- December 1, 2017 Arboretum Project at Sleepy Hole Park
- December 9, 2017 Tree Planting at Lake Kennedy Park
- March 3, 2018 Lake Mulch Project at Sleepy Hole Park
- March 9, 2018 Norfolk Academy: PAWS for A Cause – (Various Projects) East Suffolk Recreation Center & P&R Administration Office
- March 22, 2018 NSA Day of Caring – (Various Projects) Lone Star Lakes Park, Holland, Suffolk Art Gallery
- April 6, 2018 Lake Shoreline Project at Sleepy Hole Park
- Apr 9, 2018 Tree Planting Project Whaleyville Community Center
- April 14, 2018 Nansemond River Preservation Alliance- Shoreline Restoration at Sleepy Hole Park
- May 4, 2018 Flower Bed Project at Sleepy Hole Park
- June 1, 2018 Playground Mulch Project at Sleepy Hole Park
- June 2, 2018 Clean the Bay Day
- June 27, 2018 Shoreline Mulch Project at Sleepy Hole Park

Parks Visitation:

- Bennett's Creek Park—**111,748**
- Constant's Wharf Park & Marina—**18,900**
- Lake Meade Park—**133,643**
- Lone Star Lakes Park—**23,354**
- Sleepy Hole Park—**29,215**

Suffolk Seaboard Coastline Trail Attendance:

- Pedestrian—37,240
- Cyclists—14,161





**CAPITAL
IMPROVEMENT
PROJECTS**

Capital Improvement Projects Completed

Lake Kennedy Trail
Lone Star Lake Master Plan
Park Safety & ADA Improvement
Trail Improvements' Design for Bennett's Creek Park
Enhance Existing Trails (signage, amenities, etc.)
Planter's Club Improvements
Maintenance of Existing Playgrounds
Construction of Picnic Shelter at Whaleyville
Community Center
Bennett's Creek Recreation Center Design
Parks & Recreation Maintenance Facility Design

FUNDING

**\$1,130,000 in Grant Funding for Capital
Improvement Projects**

VA Outdoor Foundation Open Space Lands
Preservation Trust Fund Grant: Land Acquisition
(\$200,000)
TAP Grant: Suburban to Nansemond Parkway Trail
(\$800,000)
VA Recreation & Parks Society/Gametime:
Sleepy Hole Park Inclusive Playground (\$80,000)
US Department of Interior National Park Service:
Rivers, Trails and Conservation Assistance
Program (\$25,000)
Meet Me At The Park Grant: (\$25,000)

What's Next in Parks and Recreation

2018-2019



Design of Suffolk Seaboard Coastline Trail:
Suburban Drive to Nansemond Parkway



Design Constant's North Property



Construction of Bennett's Creek Park Trail
Expansion



Complete Lone Star Lakes Road Repairs



Complete Shoreline Stabilization &
Restoration Projects for Planter's Club,
Sleepy Hole Park and Golf Course



Complete Driver Complex Master Plan
Revisions



Complete Nansemond River Water Access
Plan



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



Stay Informed

The logo for Suffolk Parks & Recreation features a stylized landscape with a sun, trees, and a path, all enclosed in a white cloud-like shape. Below the logo are three circular icons for social media: Twitter, Instagram, and Facebook.

The 3 Pillars of the National
Parks & Recreation Association:
HEALTH & WELLNESS
CONSERVATION
SOCIAL EQUITY

