

2019 ANNUAL REPORT

Maryville-Alcoa-Blount County Parks and Recreation Commission



**PARKS
& REC**
Maryville • Alcoa • Blount County



FROM THE EXECUTIVE DIRECTOR



Joe Huff
Executive Director
Maryville-Alcoa-Blount County
Parks & Recreation Commission

2019 was another exciting and productive year for the Maryville-Alcoa-Blount County Parks and Recreation Commission. The construction of new tennis courts along with additional pickle ball courts at John Sevier Park, and the numerous other capital projects highlighted a successful year of providing quality facilities for the recreation needs of the community. Offering quality recreation programming to the community was once again a top priority, and as a result, the community was able to improve their quality of life by taking advantage of the many recreation activities offered them.

The Maryville-Alcoa-Blount County Parks and Recreation Commission is dedicated to serving the citizens of our three respective governments through quality recreational experiences. Our department continuously focuses on promoting and encouraging a healthy lifestyle by providing safe open spaces along with a diverse selection of programs and special events. We are cognizant of the ever changing recreation landscape and make every effort to adapt to the latest needs of our community.

To achieve our vision, we understand the need for a collective effort from the three governments that support us, and are thankful of their continued commitment to this vision. We are fortunate to represent a community that understands the importance of a healthy lifestyle, and happy to be a part of the unique partnership of three government entities who share one common goal.

At the forefront of our department lies the incredible work of our dynamic staff. From maintaining the 26 parks and facilities that make up our system to organizing numerous programs and special events, it is with much appreciation that I would like to recognize the amazing employees and their selfless efforts. I am also very grateful for our many supporters, volunteers, non-profit agencies, and corporate sponsors who have tirelessly worked to promote healthy living in Blount County. We look forward to sharing another year of memories, opportunities, and achievements with you.

2020 represents the 50th year of the Maryville-Alcoa-Blount County Parks and Recreation Commission. The Parks and Recreation Commission is not only proud of what has been accomplished the past 50 years, but are also excited about what the future brings in the way of recreational opportunities and offerings to the citizens of Blount County.





CONTENTS

- 2 Executive Director's Message
- 4-5 Community Impact
- 6 Programs and Activities
- 7 Recreation & Community Centers
- 8 Camps and Events
- 9 Athletics and Aquatics
- 10-11 Community Involvement
- 12 Year at a Glance
- 13 Community Support
- 14-15 Managing Resources

OUR MISSION

OUR MISSION IS TO ENHANCE THE QUALITY OF LIFE BY PROVIDING DIVERSE RECREATIONAL AND HEALTHY LIFESTYLE OPPORTUNITIES.

CORE VALUES

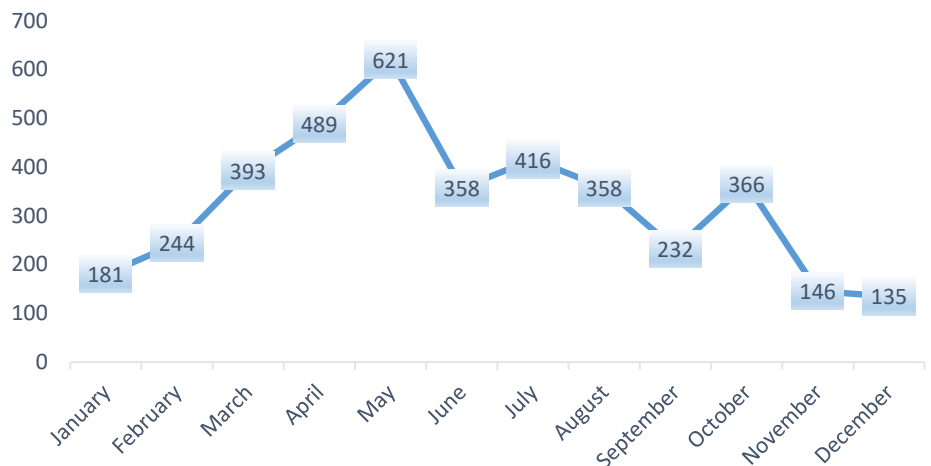
EXCEED EXPECTATIONS
EMBRACE CHANGE
CUSTOMER SATISFACTION
DIVERSE OPPORTUNITIES
HEALTH & WELLNESS
BUILD RELATIONSHIPS
INTEGRITY
CREATE FUN
VALUE PEOPLE
EDUCATE

COMMUNITY IMPACT

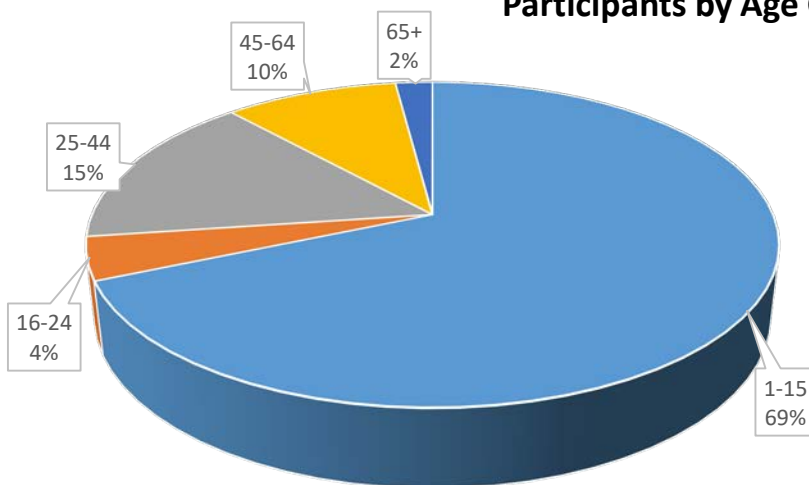
Although some communicate online, many customers visit our main office in person throughout the year.

For 2019, walk-in and online registration numbers both increased, but online registration had the more substantial increase.

2019 Main Office Traffic



Participants by Age Group



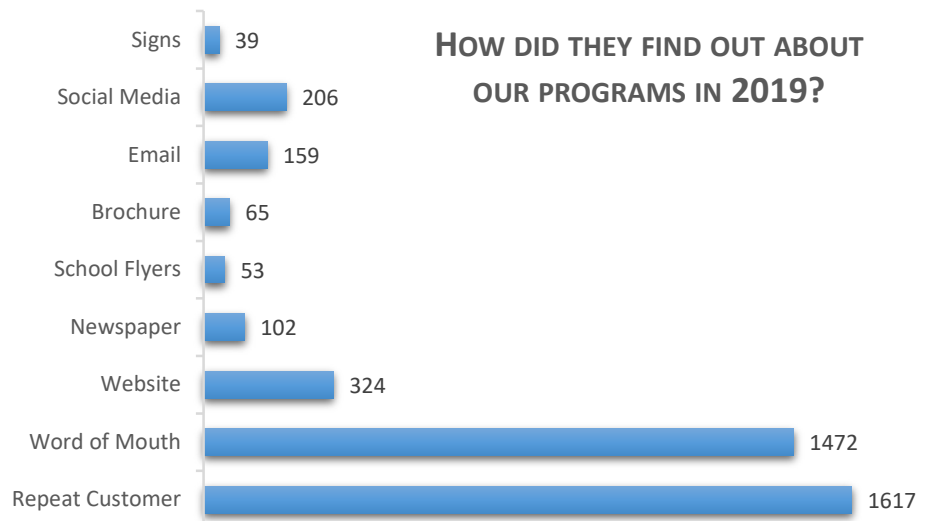
These numbers represent registrations received on-line and in-office for programs, camps and events, and may not include on-site registrations or events where ages are not recorded or in cases where participants declined to give age information.

OVERALL PARTICIPATION PROGRAMS, CAMPS, & EVENTS

SPRING/SUMMER: 2134
FALL/WINTER: 1876

In 2019, at least 7% of our customers were from outside the Maryville, Alcoa, and Blount County areas.

HOW DID THEY FIND OUT ABOUT OUR PROGRAMS IN 2019?



COMMUNITY IMPACT



Parks & Areas by location

ALCOA

Alcoa Duck Pond
Bassel Courts
Clayton Disc Golf Course
Howe Street Park
Martin Luther King Jr.
Community Center &
Basketball Courts
Oldfield Park
Rock Gardens Park
South Hall Park
Springbrook Park & Pool
Springbrook Rec.
Center, Tennis Courts &
Softball Field

MARYVILLE

Amerine Park
College Hill Park
Everett Park
Everett Senior Center
John Sevier Park,
Tennis Courts & Pool
Pearson Springs Park
PetSafe Pistol Creek
Dog Park
Sandy Springs Park

BLOUNT COUNTY

Eagleton Park
Everett Athletic
Complex &
Recreation Center
Frank Bogle
Greenway
Louisville Point Park
Richard Williams
Park
Singleton Park

PAVILION RENTALS



704 TOTAL RESERVATIONS

SPRINGBROOK PAVILLION - MOST RESERVED

134 DAYS RESERVED WITH TOTAL RENTAL ATTENDANCE OF 7596

EVERY SATURDAY & SUNDAY RESERVED (MARCH - NOV)

PROGRAMS AND ACTIVITIES

In 2019, we continued to offer a variety of programs and activities. Numbers in parenthesis indicate participant numbers.

Adult Basketball (111)
Adult Kickball (203)
Adult Softball (1337)
Adult Volleyball (165)
Aqua Aerobics (19)
Adult Pottery (40)
Bootcamp Fitness Class (50)
Canoeing (4)
Dance (130)
Flag Football (210)
Fly Fishing (8)
Gymnastics (61)
Jump Rope (13)

Kids Art (9)
Photography (8)
Running class (115)
Swim Lessons (187)
Swim Team (124)
Tackle Football (444)
Tennis (288)
Yoga (139)
Youth Basketball (667)
Youth Pottery (26)
Youth Soccer (1100 overall - 544 spring, 556 fall)



2019 PROGRAM QUICK FACTS

Our Run4Fun instructor was once a participant, learned & trained on how to maintain a successful program, and is now a leader!

The Martin Luther King Jr. Center hosts a 55+ senior program.

Fitness classes at the Everett Senior Center include Tai Chi, yoga, ping pong, and Wii bowling.

Many of our head instructors have years of teaching experience

Tennis: 20+ years

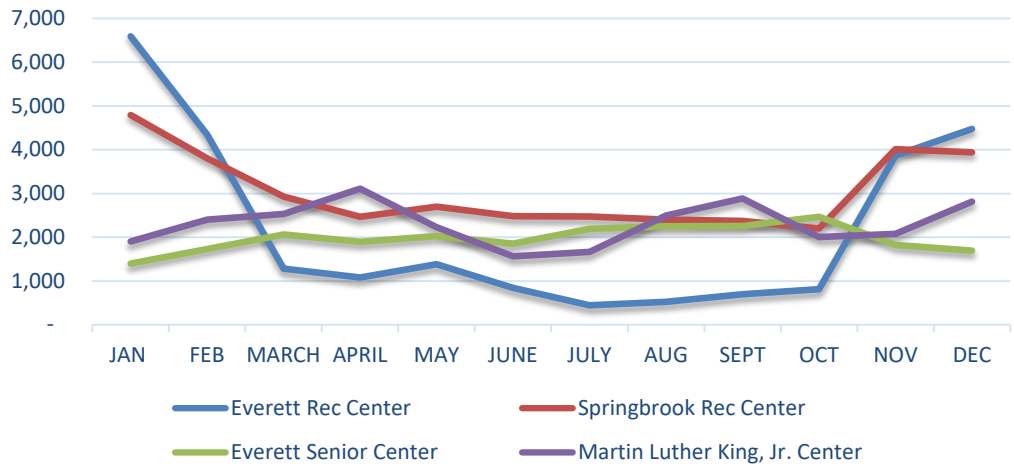
Boot Camp: 25+ years

According to the 2019 Engagement with Parks Report - produced by the National Recreation and Parks Association (NRPA), U.S. residents visit their local park and recreation facilities twice a month, on average. The 2019 survey indicated that 10 percent of people visited at least 51 times. Twenty percent of survey respondents took part in classes or other activities at a local rec center, and 18 percent participated in local sports leagues.

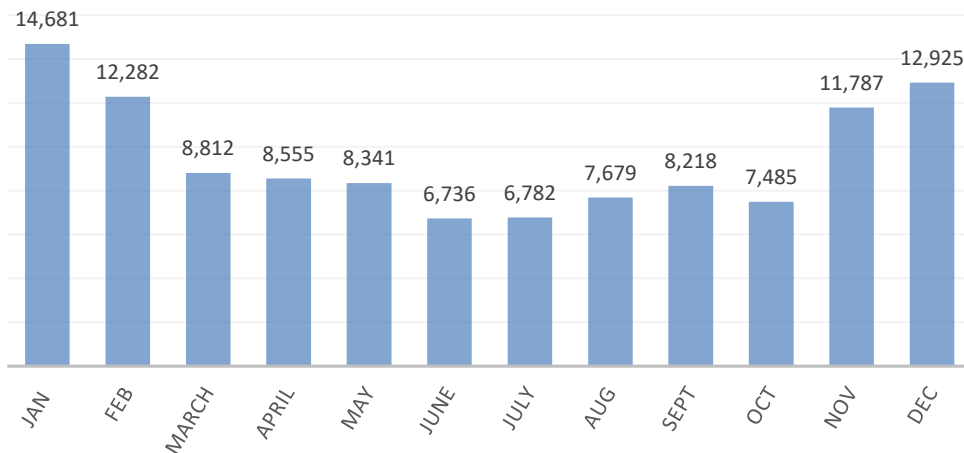
RECREATION & COMMUNITY CENTERS

2019 Individual Rec Center Attendance

The largest month of rentals for Springbrook Rec Center was March. Out of the 50 rentals, 17 of those were for birthday parties. Our recreation centers are great places for fun events!



2019 Overall Rec Center Attendance



EVERETT SENIOR CENTER

Over 700 members to date, and hosts member appreciation events (ice cream social, pancake lunch, and more) throughout the year.

The center hosts the local Red Hat Society on the 3rd Friday of each month, and the Red Hot Hatters have been meeting at the center since 2009.

MARTIN LUTHER KING, JR CENTER

The center averages 70 kids per day, involving students in recreational activities, themed events, and after school programming.

The center also hosts a summer camp and Christmas celebrations. The recent fall festival featured a chili contest with Alcoa Fire Department serving as judges.

CAMPS AND EVENTS

We offered a variety of day camps for kids during the summer. Numbers in parenthesis indicate participant numbers for each camp. Overall, we had 764 camp registrations.



Performing Arts (33)
 Nature Adventure (30)
 Girls Volleyball (35)
 Soccer (46)
 Softball (29)
 Marsh Madness Basketball (81)
 East Tennessee Quarterback & Receiver School (47)
 Track & Field (44)
 Camp Chickababa (17)
 Sports & More (161)
 Future Stars Football (17)
 Girls Got Game Basketball (43) NEW
 East Tennessee Lineman Football (16) NEW
 MLK Center Summer Camp (165) NEW

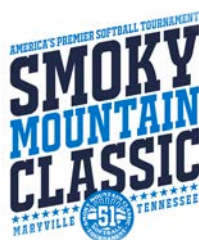


2019 - A YEAR FULL OF FUN EVENTS!

3/28 & 29	Arbor Day Celebrations	10/25	Spooktacular Extravaganza
4/13	Spring Sprint	11/22	Clayton Disc Golf Grand Re-Opening
4/14	Fine Arts Blount Kite Festival	11/30	H.O.M.E. for Christmas
5/4	Paws in the Park NEW	12/2	Springbrook Splendor
7/12-14	Smoky Mountain Classic	12/2	City of Maryville Tree Lighting
8/3	Scholars Run	12/5	Festival of Trees
8/8 & 22	Songs by the Brook	12/8	Reindeer Run
9/5 & 26	Songs by the Brook	12/10 & 12	Santa Calls
9/15	Gotta Tri Triathlon		



NEW EVENT!
PAWS IN THE PARK
 HAD OVER 150
 VISITORS!



34 PARTICIPATING TEAMS
 17 STATES REPRESENTED
 UMPIRES CAME FROM ARKANSAS,
 GEORGIA, ILLINOIS, MICHIGAN,
 N. CAROLINA, MINNESOTA, OHIO



EVEN IN THE RAIN,
 OVER 1000 ATTENDED
 THE SPOOKTACULAR
 EXTRAVAGANZA!

ATHLETICS AND AQUATICS



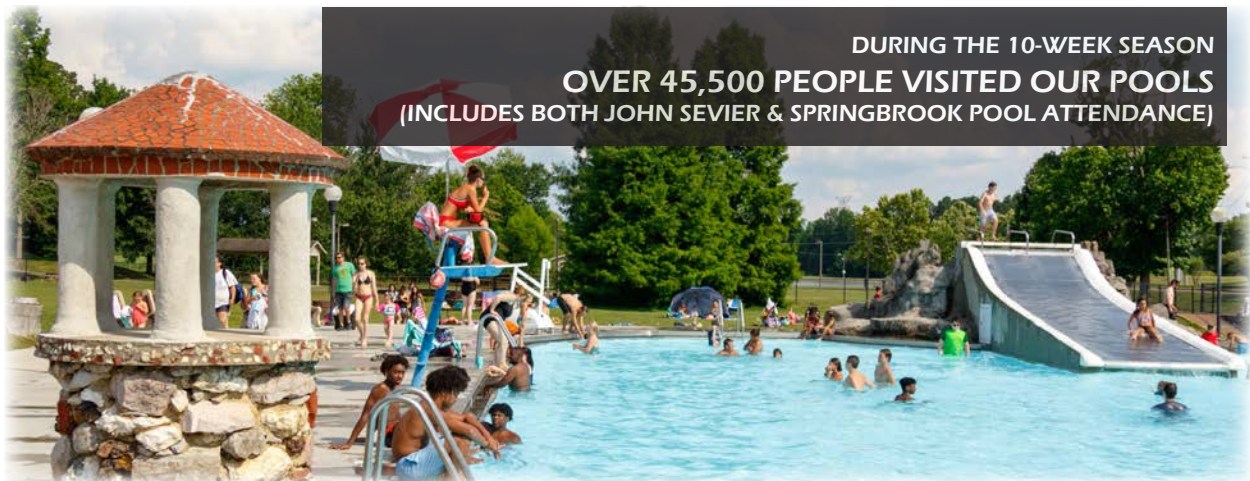
137 adult athletic teams

69 youth basketball teams

24 youth flag football teams

We had over 225 youth teams in our athletic programs, and employed over 70 sports officials and 30+ scorekeepers.

Sport	Participants
Kickball	203
Fall Soccer	556
Spring Soccer	544
Adult Volleyball	165
Adult Basketball	111
Youth Basketball	667
Fall Softball	557
Spring Softball	780
Flag Football	210
Tackle Football	444



2019 AQUATICS QUICK FACTS



Swim lessons were given to 187 children
124 participated on the swim team
64 Aquatics Staff were hired
- includes lifeguards, gate keepers and pool managers

COMMUNITY INVOLVEMENT

SPECIAL OLYMPICS



195 Special Olympics coaches in 2019

In 2019, Area 15 Special Olympics athletes competed in skiing, speed skating, powerlifting, basketball, track & field, and bowling. Our athletes also attended the State competitions in Bowling, Winter Games, and Summer Games.

Our local events with the highest participation

Basketball (119 participants)

Bowling (261)

Track & Field (298)

Thanks to our volunteers in 2019

Burger Lunch fundraiser (34)

Basketball (19)

Bowling (65)

Track & Field (341)



Special Olympics

*Tennessee
Area 15*



91% of Americans believe their community is better because of their local rec and community centers

SOURCE: Bell, Nicole. "Recreation & Community Centers Enhance the Community." Athletic Business. NRPA and Sports Facilities Advisory. July/August 2019.

YOUTH ENRICHMENT SCHOLARSHIP FUND

The Leon Berrong Scholarship Fund was established in 2005 to allow eligible children to be able to participate in Parks & Recreation programs.

\$3385 in scholarships awarded in 2019

\$2892 total donations received in 2019

Assisted 101 kids in 13 programs

Scholarships can be used for any registration except karate, pool passes, and tackle football. 2019 scholarship awards included camps (Nature, Performing Arts, MLK, Track & Field) and programs (soccer, gymnastics, dance, swimming, basketball, tennis, flag football).

COMMUNITY INVOLVEMENT



OUTREACH

We participated in a variety of promotional & health fairs, hosted by the following organizations:

- Alcoa Intermediate School Career Fair
- Blount County Schools - High School Career Fair
- Blount County Employees Fair
- Montvale Elementary Grandparents Day Vendor Fair
- Arconic Health Fair
- Blount County Health Department 100 Year Celebration Community Day
- National Safe Night Out - sponsored by Alcoa Police
- Dick's Sporting Goods Shopping Days (3)
- Head Start Parent Fair
- Maryville College Nonprofit/Volunteer Fair

VOLUNTEERS

We used volunteers for several special events, including:

- Spring Sprint – 35
- Scholars Run – 27
- Gotta Tri Triathlon – 47
- Spooktacular Extravaganza – 17
- Reindeer Run – 47



The Martin Luther King, Jr. Center is supported by volunteers from the Maryville College Bonners Program, ETHRA, Foster Grandparents, and the Office of Aging.

"Fun Times," our Parks & Rec newsletter, is emailed to over 500 contacts each month. The Everett Senior Center monthly newsletters/calendars reach approximately 900, including surrounding counties and 5 different states.

SUPPORT

We have a great community of support for many of our programs & events:

- Alcoa Kiwanis have been sponsoring our Halloween events for over 20 years
- CBBC has sponsored the Reindeer Run 5k for over 25 years
- Blount Memorial Senior Services sponsors a Mid-Week Music program at Everett Senior Center the 2nd and 4th Wednesday each month
- The Blount County Health Department, in partnership with UT Extensions, presents multiple Live Well programs at the Senior Center, helping seniors understand how to live a healthier lifestyle
- Maryville College Bonner Scholars students have volunteered at the MLK Jr. Community Center and at our special events for many years
- The following organizations have sponsored the Gotta Tri Kids Triathlon annually since the first event in 2012: Alcoa Fire Department, Foothills Pediatric Dentistry, KPA Foothills
- Maryville City, Alcoa City, and Blount County schools allow us to market our community programs to students, staff, and families
- Key Club and National Honor Society students from Maryville and Alcoa high schools have received community service hours by volunteering at our special events - a great partnership that benefits all

YEAR AT A GLANCE

Congratulations!



Teresa Becker
40 years of service



Connie Ball
20 years of service



James "Boo" Martin
20 years of service



Stacy Homeyer &
Leanna Millard
5 years of service

Welcome!



Earl Baldwin
Maintenance Staff



Pete Harris
Maintenance Staff

A new "Lifeguard of the Week" program began in 2019 to recognize and reward lifeguards who go above and beyond in performing guard duties. Those recognized this year are Jake Best, Sarah Best, Toni Giardina, Melissa Hodgin, Christina Jackson, Hallie Jemley, Seth Jinks, Erin Jones, Caroline Koella, Jayden Manaker, Rylee McCormack, Evan Payne, Hannah Ralston, and Noah Silva.

The Caroline Haynes Tennis Court complex at John Sevier Park has been renovated. Four tennis courts and six pickleball courts are now open and ready for play! New LED lighting has also been installed at this complex as well as Sandy Springs courts.

The Clayton Disc Golf Course Grand Re-Opening took place on Friday, November 22. After being closed for over a year due to on site construction, the front 9 holes were redesigned and reconstructed in areas, and are now ready to play!

The oldest member of the Everett Senior Center turned 103!

It was the 21st year of the Healthy Blount Triple Crown of Running, and over 120 participants completed all three races in 2019.

Reindeer Run had an excellent turnout with 430 participants enjoying almost 60 degree weather on a sunny day!

Thank You!



James "Boo" Martin
retired from the
Maintenance Team
after 20 years of
service at Parks & Rec.



Lifeguard of the Week
Program established



6th Annual Songs by the
Brook Concert Series



Ribbon cutting ceremony
at Caroline Haynes Tennis
Court Complex

COMMUNITY SUPPORT

Thanks to the many community partnerships and sponsorships. We appreciate your support!

42nd Street Design
Affinity Insurance
Alcoa Chiropractic
Alcoa City Schools
Alcoa Fire Department
Alcoa Kiwanis
Alcoa Tenn Federal Credit Union
Always Best Care
Alzheimers Tennessee
Appalachian Dental
Arconic
Asbury Place
Atmos Energy
Bethel Church
Blount County Fire Department
Blount County Government
Blount County Health Department
Blount County Masons
Blount County Schools
Blount County Sheriff's Office
Blount County Sports Hall of Fame
Blount Discount Pharmacy
Blount Memorial Hospital
Blount Partnership
Brookdale Sandy Springs
Brookfield
C & C Outdoors
Car Mart Auto Sales
Cato & Shirley Clowney
CBBC
CH2M Hill Engineers, Inc.
Charles M. Hall High School Alumni
Cherokee Millwright
Chick-fil-A
City of Alcoa
City of Maryville
City of Maryville Fire Department
City of Maryville Water, Electric & Public Works
Coca-Cola
Crest Bowling Lanes
Crestview Dental Care
Cruzes Tint N Tunes
Curtis Wright Motors
Cycology Bicycles
David George/Humana

Denso Manufacturing Tennessee, Inc.
Dick's Sporting Goods
Divine Purpose Worship
Dotson Memorial Baptist Church
Downtown Association - Maryville
East Tennessee Championship Wrestling
East Tennessee Medical Group
Finish Line
First Baptist Church Maryville
First Light Home Care
First Tennessee Foundation
Foothills ENT Allergy & Hearing Center
Foothills Funeral Home
Foothills Income Retirement Solutions
Foothills Pediatric Dentistry
Foothills Striders
Friends of MLK Center
Gillenwater Flooring & Kitchen Gallery
GoTeez
H.O.M.E. INC.
Hickory Construction Company
High Praises Church
Ingram, Overholt & Bean PC CPA's
Innovative Gardens & Hydroponic Supply
Jackie & Logan Hill
Katy McCall – Mortgage Investors Group – Bearden
Ken Catledge – Foothills Retirement Income Solutions
Kenjo Markets
Knights of Columbus #3832
Knoxville Pediatric Association - Foothills
Land O' Frost
LeConte Radiology
LeConte Realty
Little Caesars
Little River Trading Company
Lowe's Drug
Marco's Pizza

Maryville-Alcoa Civitans
Maryville Arts Coalition
Maryville Athletic Booster Club
Maryville City Schools
Maryville College
Maryville College Bonner Scholars
Maryville High School Construction Core
Meals on Wheels
Metropolitan Knoxville Airport Authority
M.I.C. (Men In Christ)
Mother Love Baptist Church
Mt. Pleasant A.M.E. Zion Church
Novacopy
Ogle's Auto Center
Pet Supplies Plus
Primitive Baptist Church of Alcoa
Raymond Brabson
Red Hats (Hall Area)
Reinhart Foodservice
Renasant Bank
Right At Home
Rio Church
Ritchie Tractor
Robinson Chapel
Ruby Tuesday
Smoky Mountain Brewery
Smoky Mountain Classic Chevy Club
Smoky Mountain Kona Ice
Southland Books & Café
St. John Baptist Church
St. Paul A.M.E. Zion Church
Stevenson Tire Service, Inc.
Ten Dollar Club
The Daily Times
Threds
Total Race Solutions
TWRA
Walmart
Watt's Chiropractic Center
Windy City Grille
Y-12 Federal Credit Union

MANAGING RESOURCES

ONLINE

6,236 FACEBOOK LIKES AS OF 12/31/19

745 shares in May, the highest month of post shares

GOOGLE REACH

7,118 direction requests in Google Maps in June

883 5-star reviews out of 1,186

648,000 direct searches of one of our parks, pools or centers

USERS BY DEVICE

51,256 mobile device

22,635 desktop

3,502 tablet

76,791 website users in 2019

66% were on a mobile device

Spooktacular Extravaganza

Event page reach of **64,622**

309 Facebook shares

Smoky Mountain Classic

Posts were shared **271** times and reached a total of **86,584**

3,785 Facebook page likes as of 12/31/19

6,000

slices of pizza served at our concession areas

250 ACRES

mowed per week from April to September, for a total of 6,000 acres over the course of the summer (that's equivalent to 4,000+ football fields)

6,293 FEET

of Sour Punch straws sold at concession stands

3,168 ROLLS

of toilet paper used in park bathrooms

1,800 POUNDS

of marble dust (chalk) used to line softball base paths

860,000 GALLONS

of water is held in Springbrook Pool - equivalent to 10,750 standard bathtubs. John Sevier holds 425,000 gallons, equaling 5,312 bathtubs

2,700 BAGS

of playground mulch was used for resurfacing play areas - equaling just over 200 cubic yards of mulch

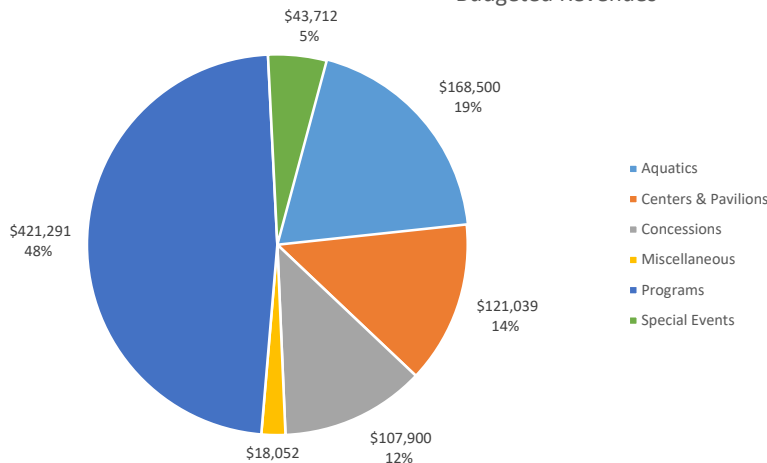
40 GALLONS

of paint used for lining football fields

MANAGING RESOURCES

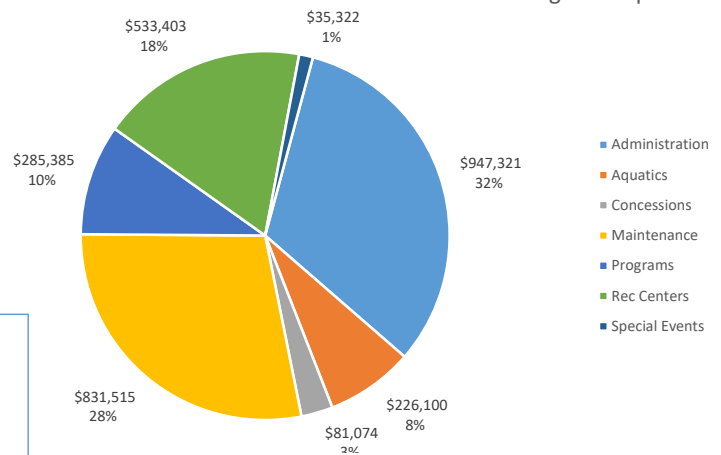
Established in 1970, the Maryville-Alcoa-Blount County Parks and Recreation Commission is a joint venture between the three governments as permitted by the Inter-Local Cooperation Act 12-9-101 and 11-24-101, the provision for providing recreation services.

Budgeted Revenues

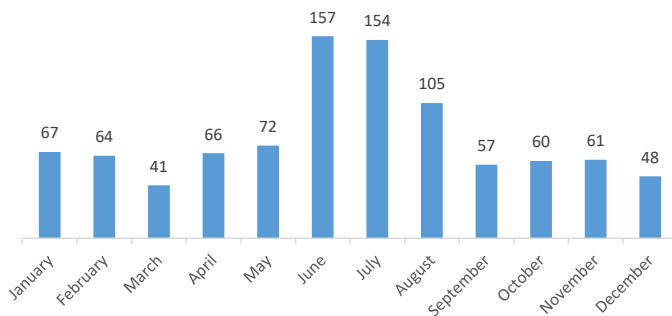


These totals do not include government appropriations. Approximately 35% of the yearly revenue is generated by Parks & Rec programs and activities.

Budgeted Expenses



Number of Parks & Rec Employees in 2019
(includes 20 full time, as well as part time & seasonal staff)



Local Parks and Recreation Fund (LPRF) Grant

Parks & Recreation was awarded a Local Parks and Recreation Fund (LPRF) grant from the Department of Environment and Conservation to replace the gym floor at Everett Recreation Center. The project is scheduled to begin in early March 2020.

Quality staffing & training

232 criminal background investigations were conducted - including youth sports coaches, day camp and class instructors, summer seasonal staff (including lifeguards), and newly hired full-time staff. Out of this number, only 1 was rejected due to prior offenses.

2019 was a good year for employee safety. Only 8 injuries were reported, of which only 2 resulted in lost work days.



PARKS & REC

Maryville • Alcoa • Blount County

2019 Commissioners

City of Maryville Representatives

Dallas Monroe
Andy White

Blount County Representatives

Brad Bowers
Nelson Russell

City of Alcoa Representatives

Clint Abbott, Chairperson
Frank Cameron

At-Large Representative

Keri Prigmore, Vice-Chair

