



**Growing Strong Roots for
a Healthy Community**

2019 IMPACT REPORT

**Georgetown-Scott County
Parks & Recreation**

www.gscparcs.com



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Dear Citizens,

A quality Parks and Recreation Department is a valuable asset that has a far-reaching impact on the community that it serves. The Georgetown – Scott County Parks and Recreation Department has made a positive impact on the physical, mental, social, economic, and environmental aspects of our community. We strive to make sure that the facilities and programs offered by the department serve as a thriving hub of activity for youth, families, seniors, and more.

Parks and recreation facilities and programs are an essential part of strengthening and maintaining a healthy community by bringing people together, encouraging safer, cleaner neighborhoods and creating an atmosphere of excitement and belonging. Parks and Recreation facilities help to improve a community's image, socioeconomic status, and desirability for both current and future residents.

An active, welcoming recreation department can have a stabilizing effect on the lives of community members. Our department offers safe and well-equipped spaces for physical activities such as dance, martial arts, softball, baseball, and other sports. These activities instill discipline, healthy exercise habits, and teamwork. The GSC Parks and Recreation department also provides opportunities for mentorship, tutoring, and leadership programs for the members of our community that encourage personal growth and community outreach.

We also strive to promote diversity and positive interaction between different ethnic groups while encouraging communication in a non-confrontational way through our facilities and programs. Our activities and programs provide opportunities for social interaction that can help break down the barriers of unfamiliarity, fear and isolation. In addition, participants in recreation and leisure time activities, are less concerned with differences and more concerned with learning and having fun. We have found time and again that the strength of a community is increased through recreational activities that allow people to share their cultural and ethnic differences. In conclusion, vibrant Parks and Recreation Departments are a vital part of any thriving community. They not only raise the quality of life, but also provide jobs, attract businesses, and spark activity and imagination that can carry throughout the community. We look forward to you getting out into your community and discovering all the amazing offerings of the GSC Parks and Recreation Department!

Sincerely,
Sherri Nicholas, CPRE, CPSI, AFO
Director



We are so fortunate that we live in a community that supports our award-winning Parks and Recreation department. We have worked closely with the County to make the Great Crossing Park's Grand Opening a success and continue to offer support to make the park the jewel of Scott County. Through the collaboration and support of the City of Georgetown, Scott County Fiscal Court, many community groups, Tourism, Scott County Schools, and Georgetown College, our Department was able to offer many programs to benefit the Georgetown - Scott County population.

Georgetown – Scott County Parks and Recreation department continues to be recognized throughout the state for its programming and professionalism. ***Sherri Nicholas received the Presidential Citation Award, Kimberly Rice is the KRPS Professional of the Year, GSC Tourism received a Special Citation Award, while the Elkhorn Float Fest event in partnership with GSC Tourism and GSC Parks received accolades for being the Program of the Year.***

No successful program, event, park, or facility can exist without a dedicated staff to make things happen. I have been fortunate in my 30-year career to enjoy the friendship of a Parks Department second to none.

I have announced my retirement effective at the end of February 2020, and it is only because I know that the current and upcoming leaders of this department hold true to the Mission and Vision of our department. They are truly dedicated to the profession and will always strive to provide quality recreation, facilities, and parks to the Scott County community.

We have been blessed to have dedicated leaders in this profession. Enjoy them and thank them. They are here for you ... they have your back! As for me ... It's been a great ride, one that I will miss but it is on to the next adventure! Peace!!!

Sincerely,
Robin M. Allen, CPRP, CPSI, AFO
Assistant Director



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All About Us

Georgetown - Scott County Parks and Recreation (GSC Parks) is composed of 6 departments which offer diverse and comprehensive year-round programming for all ages at a number of facilities throughout Scott County.

GSC Parks and Recreation Administration: Comprised of department managers and support staff who oversee programming and operations of facilities and parks.

Aquatics: Comprised of management and support staff for the operations and programming of three aquatic facilities.

Ed Davis Learning Center: Comprised of management and support staff for the operations and programming of Ed Davis Learning Center.

Facility Maintenance: Maintains 90,015 square feet of operated building space and two aquatic facilities.

Parks Maintenance: Responsible for maintaining 528 acres of natural areas/open space and more than 7 miles of recreational trails.

Pavilion: Comprised of management and support staff for the operations and programming of the Pavilion Community Recreation Center.

Marketing & Special Events: Responsible for marketing all parks and recreation parks, facilities, and programs. Organizes community wide special events. Conducts performance analysis for the department.

Three Pillars of Parks and Recreation

Conservation

Our parks are critically important in preserving natural resources that have quantifiable economic benefits to our community in addition to intrinsic environmental, aesthetic and recreation benefits. Often times, parks and recreation agencies are the only voice for ensuring that open space is protected, that our youth have access to nature-related areas and that services and outdoor education are available.

Health & Wellness

Our parks and recreation staff are leaders in improving and enhancing health and wellness by offering fitness, sports and healthy lifestyle classes for people of all ages and abilities. We are actively engaged in reducing obesity, physical inactivity and poor nutrition while strengthening skills that enrich our mind, body, and overall attitude.

Social Equity

Our department embraces complete access and inclusion to park and recreation services and facilities. We strive to be a catalyst for ensuring that all residents have equal access to our resources and services; we offer opportunities that transcend barriers of income through low income fee structure and scholarship opportunities through Georgetown Scott County Parks and Recreation.

Our Mission

The Georgetown-Scott County Parks and Recreation Department continually strives to develop, provide, and maintain quality programs and facilities that meet the increasing needs of our growing community.

Our Vision

To be the state leader in promoting community health and well-being through fun, progressive and memorable parks and recreation experiences and activities for everyone.



Administration/Boards

GSC Parks & Recreation Management Team

- Sherri Nicholas, Director
- Robin Allen, Assistant Director
- Larry Brandenburg, Parks Maintenance Manager
- Lily Caudill, Assistant Aquatics Manager
- Mary Franey, Pavilion Recreation Manager
- Ednal Maynard, Ed Davis Learning Center
- Vicki Miller, Assistant Office Manager
- Bill Parker, Facility Maintenance Manager
- Kimberly Rice, Marketing & Special Events Recreation Manager
- Mike Short, Assistant Facility Maintenance Manager
- Julie Wash, Office Manager
- Bronson Williams, Aquatics Recreation Manager
- Michael Woolums, Assistant Parks Maintenance Manager



Parks & Recreation Board of Directors

- D.T. Wells, Chair
- Dwanyne Ellison, Vice-Chair
- Ben Van Meter, Secretary
- Erik Flaig, Treasurer
- Bill Hamilton
- Jamie Kumar
- Ursula McIntyre
- Kenna Portwood
- Dale Stowe

GSC Friends of the Parks Board

- Brian Roach, President
- Curt Mickey, Vice President
- Sarah Price, Secretary
- Terri Wilkerson, Treasurer
- Tammy Mitchell, City of Georgetown Representative
- Susan Duncan, Scott County Schools Representative
- Dwayne Ellison, Fiscal Court Representative
- Jennifer Holbert, Citizen Representative
- Sam Murdock, Citizen Representative
- Kimberly Rice, GSC Parks Representative
- Ben Van Meter, GSC Parks & Recreation Board Representative



Your GSC Parks by the Numbers



219 Swim Lesson Participants
(↓60% from 2018 due to shut down in April)



208,275 Website Page Views
(65.2% were new users
77.4% were mobile users)



\$62,066 in Scholarships
Impacting 330
Community Members



1,142 Pavilion
Facility Reservations



341 Youth
Day Camp Enrollments
(↑12% from 2018)



28,296 Insurance Benefit
Contacts
(198 were new users)

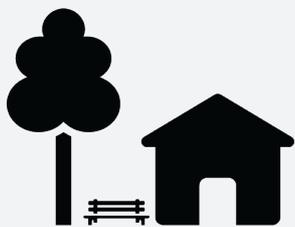
20.8 Square
Miles of Grass
Mowed Annually



170 Shelter Rentals



2,056 New
Facebook Followers



162 Days
Concessions
Building Usage



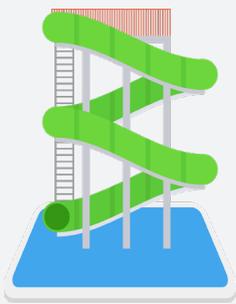
25,840 Newsletters
to the Schools



6 Community
Special Events



145,807 Pavilion
Attendance
(↓8.73% from 2018)



27,885 SFAC
Attendance
(↓8% from 2018)



59,346 website visitors
Top Pages visited

- Home Page
- Pavilion
- Suffoletta Family Aquatic Center



6,376 EDLC
Attendance

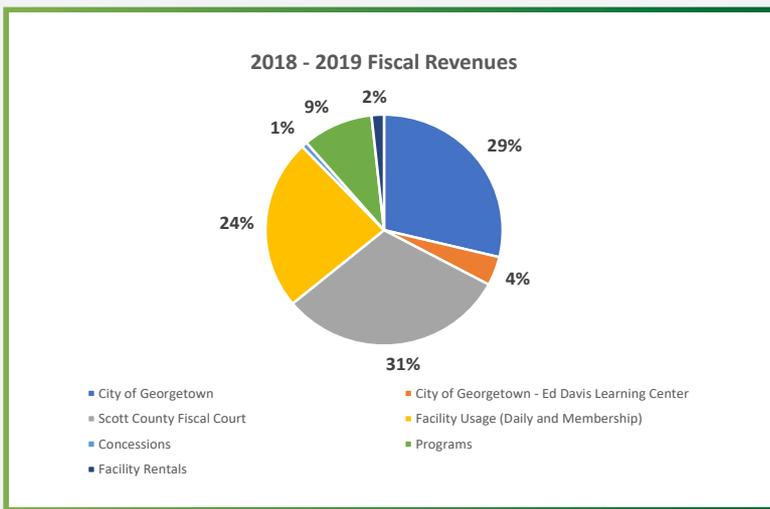


144 Unique Program
Offerings

Financials

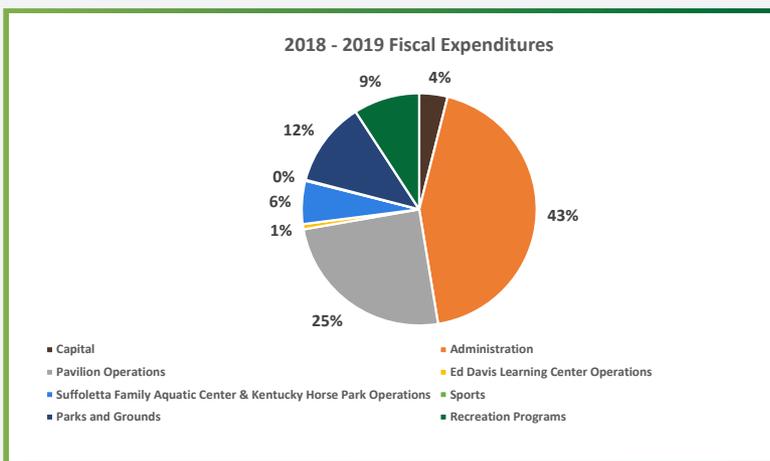
Financial accountability has long been the standard for Georgetown-Scott County Parks and Recreation Department. In conjunction with the City of Georgetown and the Scott County Fiscal Court's financial policies, the departments worked proactively to contain costs while increasing program participation, facility, and park use.

*Our Annual Reports, Audits, Budgets, and Park Metrics Reports are now all available online at www.gscparcs.com.



2018 - 2019 Revenues*

1. City of Georgetown	\$984,886.73
2. City of Georgetown - Ed Davis Learning Center	\$138,505.00
3. Scott County Fiscal Court	\$1,068,568.00
4. Facility Usage (Daily and Membership)	\$816,384.60
5. Programs	\$330,334.48
6. Concessions	\$27,030.84
7. Facility Rentals	\$57,835.93
Total	\$3,423,556.08



2018 - 2019 Expenditures*

1. Capital	\$130,740.86
2. Administration	\$1,460,112.25
3. Pavilion Operations	\$832,380.19
4. EDLC Center Operations	\$24,232.21
5. SFAC & KHP Operations	\$201,393.77
6. Parks and Grounds	\$395,672.44
7. Recreation Programs	\$305,474.16
8. Sports	\$4,360.00
Total	\$3,354,365.88

* 2019 unaudited fiscal year-end figures

How does GSC Parks stack up nationally?



Georgetown/Scott Counties estimated jurisdictional population in 2019 is 56,031 (US Census Bureau, 2019)



Comparable data is reported from 18 national agencies with a jurisdictional population size of 50,000 - 60,000 residents.

Annual Operating Expenditures

\$3,223,625



\$7,218,827
(Median)

Operating Expenditures per capita

\$58



\$130
(Median)

Operating Expenditures from Earned Revenue

40%



28.5%
(Median)

Park Operating Expenditures Per Acre of Parkland

\$610



\$5,105
(Median)

Total Number of Park Acres Maintained

528.7 acres



348 acres
(Median)

*NRPA Park Metrics are the most comprehensive source of data standards and insights for park and recreation agencies. Launched in 2009, these agency performance resources assist park and recreation professionals in the effective management and planning of their operating resources and capital facilities.

Report Date: January 27, 2020

Aquatics

The Aquatics department of Georgetown–Scott County Parks and Recreation strove to bring new opportunities throughout 2019. With the knowledge of which programs worked and did not in 2018, we were able to focus more resources on more successful programming. We will sadly have to say goodbye to Pirates of the Pavilion due to low turn out but losing this program allows us to focus more time on reinvigorating our aquatic staff. Suffoletta Family Aquatic Center had a 10% decrease in attendance from 2018. A possible reason could be due to the Lazy River being closed for a large majority of the year due to multiple leaks.



Swim Lessons

The American Red Cross Learn-to-Swim program has allowed us to offer crucial life-saving skills to our community. This year's swim lesson sessions provided instruction to 219 participants, which is a 60% decrease from 2018. This significant decrease in contributed to the Pavilion's two week shut down in April.

Aquatic Easter Egg Hunt

Several families came to our pools for a chance to grab as many Easter eggs in the water as possible. More than 50 children and youth came to the pools this year. The marketing for this program reached 18,824 before and after the event. We expect to see even more participants for this event in 2020. All participants received a goody bag for attending while two people in each age group received a grand prize basket.



Haunted Swamp

The 2019 annual Haunted Swamp was another success. Over 30 people attended the event to take a spooky boat ride through our haunted "swamp". Several ghouls donned SCUBA gear and swam around the deep end of the lap pool, jumping out to spook boat riders. This event not only provided a safe, unique, and fun venue for Halloween games and activities, it also taught lifejacket, boat, and canoe safety to attendees of the event.



Ed Davis Learning Center

Ed Davis Learning Center continues to work toward the goal of making positive changes in the lives of people throughout our community. We continue to offer programs within the community geared toward the achievement of that goal. We have found that the quality within the lives of those that we service, has been great. We consider this to be the true measure of success of our programs. The attendance for 2019 which includes programming or classes, special programming, special events, and walk-in attendance was 6,376 visitors with our highest month being June with attendance of 1,877 and lowest month was March with 113 in attendance.



Ed Davis Community Feeding

Ed Davis Community Feeding is a partnership between GSC Parks, Wesley United Methodist Church, St. Paul Lodge #11, Queen Vashti #37 OES, and SCS JAG Program with the goal of providing meals to community members who may be homeless or underprivileged. In 2019, we were able to offer this service two times., which provided 327 members of our community with healthy meals.

Kids Kitchen

In 2019, we offered two sessions of Kid's Kitchen, with 20 (max) participants. Participants are taught about kitchen safety, cooking hygiene, proper nutrition, and recipe readiness. It is anticipated that we will offer three to four sessions of Kid's Kitchen in 2020.

Ed Davis Farm Camp & Ag Exploration Camp

Both Camps provided through a partnership between GSC Parks, Ed Davis Community Inc., and Scott County Cooperative Extension Office. These camps are completely free to the participants. In 2019 we were able to accomodate 47 children for Farm Camp and 7 for Ag Exploration Camp. Participants went on field trips to KSU Aquaculture Center, UK Dairy Farm, Thoroughbred Training Center, and Dept. of Ag Fish Hatchery.

Pavilion

Here at the Pavilion we continue to work on promoting community health and well-being through fun, progressive and memorable parks and recreation experiences and activities for everyone. This past year has seen growth in our daily fitness class offerings. Our adaptive classes continue to have a strong attendance and have grown with the addition of our Boom Move course. Pickleball has also maintained its presence at the Pavilion. Three courts have been permanently lined in our gym; making three courts available for use. We welcome everyone in our facility and strive to find a home for the recreational needs of our growing community.



Martial Arts

The GSC Parks Martial Arts Program expanded in 2019. We were able to provide class opportunities for kids who participate in the Anne Mason and Western Elementary After School programs while maintaining our regular class schedules and availability. We had a total of 415 registered in our Martial Arts Program.

Dance & Gymnastics

Our Dance & Gymnastics Program continues to grow and be a staple in our community. There were 478 registrants for this program in 2019. The participants put on yearly recitals, travel to competitions where they excel and bring home trophies and grow up in this program. This program also hosted it's 9th annual "Thrilled to Give" event on Main Street with 74 participating.

Home School Gym and Swim

Home School Gym and Swim has continued to grow and meet the needs of our thriving home school community. Participants in this program can drop in and participate in a traditional physical education in a group environment with one - hour of organized active gym play and one-hour of free swimming. We had 599 registrants for this program ranging in age from kindergarten through 8th grade.



Facility Maintenance

GSC Parks Facility Maintenance takes care of 90,015 square feet of facility space as well as the adjacent outdoor space of each facility with 4 full-time staff. Facilities include the Pavilion, Ed Davis Learning Center, Suffoletta Family Aquatic Center, and the Concessions Building at Brooking Park. Working as a team, facility maintenance is also involved with community events and activities as necessary.



■ Refinished Gym Floor at the Pavilion

During the Pavilion annual shut down in 2019 the gymnasium floor was refinished and pickleball lines for three courts were added. Pickleball is an active and growing activity in the community. We look forward to adding additional space options in 2020 for pickleball.

■ New Pool Bottoms at the Pavilion

During shut down the Pavilion pools also had new pool bottoms installed. The Pavilion is 20 years old and the new pool bottoms not only extends the life of the pools, but also gave the facility a new, fresh feeling for the community. The Pavilion is a Love Note to the community.

■ Upgrade to Slide Tower at the Pavilion

This department takes care of the maintenance and custodial services for the Pavilion, Ed Davis Learning Center, Suffoletta Family Aquatic Center, and the Concession Building at Brooking Park. The department maintains the grounds for the Pavilion, Suffoletta Family Aquatic Center, and Ed Davis Learning Center. The department recently completed bathrooms in the concession building at Ed Davis Park and repainted all the play features and lockers at Suffoletta Family Aquatic Center.

Parks Maintenance

Parks Maintenance is responsible for the care and maintenance of all open space within the GSC Parks system. In 2019, regular maintenance included; mowing of 528.7 acres on a regular basis, multiple storm clean ups, mulching of playgrounds, removing of graffiti, repairing multiple acts of vandalism, repairs to vehicles and equipment, replacement of two maintenance vehicles, bridge repairs on nature trails, renovation of Lisle Road Soccer Complex fields, and fence installation and repairs in multiple parks.



Scoreboards at Marshall park and Ronnie Suffoletta Memorial Park

Scott County Youth Football (SCYF) and Scott County Youth Baseball (SCYB) provided funding for new scoreboards at Marshall Park and at Ronnie Suffoletta Memorial Park. SCYB was awarded the Kroger Fields grant which was used towards the purchase of new scoreboards at Ronnie Suffoletta Memorial parks. GSC Parks maintenance team installed the scoreboards for both SCYF and SCYB.

Surfacing Prep for Inclusive Playground

In 2019 we were awarded at grant from the Kentucky Energy and Environment Cabinet to replace the mulch surfacing on the Pavilion Park's Inclusive Playground with pour in place surfacing. This upgrade to the playground will allow children and adults with all mobility levels to access the entire playground safely. Although this project is not complete by the close of 2019 due to weather issues, it is planned to be complete early 2020.

Park Entrances

Throughout 2019, multiple park entrances were relandscaped with native grasses and perennials. Park entrances re-landscape include, Lisle Road Soccer Complex, Royal Spring Park, and Scott County Park.

Marketing & Community Special Events

In 2019, GSC Parks offered a Movies in the Park series which ran from May to September. This series was free to the community and was supported by community sponsors including our title sponsor Becky Jordan Insurance. As a department we either hosted, partnered, supported, and/or participated in over 24 community special events. We continue to have a unique partnership with GSC Tourism in which **GSC Tourism was awarded the Kentucky Recreation and Park Society Special Citation**. The Special Citation Award is to recognize individuals and private industry or agencies that have given outstanding help or aid in the field of recreation or leisure time pursuits, commercial recreation personnel included. **Kimberly Rice, Marketing & Special Events Recreation Manager was awarded the Kentucky Recreation and Park Society Professional of the Year.**

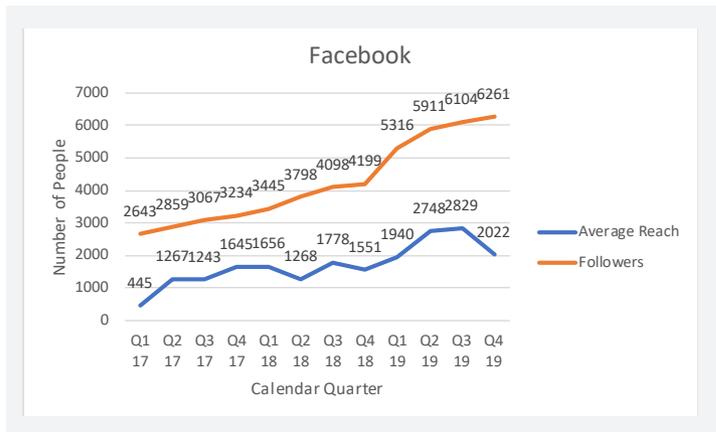


Movies in the Park

GSC Parks was able to host our first Movies in the Park Summer Series. Six opportunities were provided to the community to watch a free movie in a variety of park settings.

Marketing

In 2019, there were many changes in the way GSC Parks presents its information to the community. In 2019 we launched a new website, our Annual Report for 2018 was published, and panoramic digital tours of our facilities and parks are available via our website. Social Media remains our most effective and desired form to distribute information about parks, facilities, and programs. From 2018 to 2019, the GSC Parks Facebook Page had a 15% increase in followers.



Elkhorn Float Fest

In partnership with GSC Tourism Commission, we provided the community with the 2nd Annual Elkhorn Float Fest. Despite rescheduling the event from June to August, we had 406 participants which is an increase of 48% from 2018 and 82.3% said that they were likely to attend next year. **Elkhorn Float Fest was awarded the Class III- Program of the Year 2019 by the Kentucky Recreation and Park Society.**



GSC Friends of the Parks

GSC Friends of the Parks had its most successful year yet in 2019!! We developed and implemented new donor programs, assisted GSC Parks with numerous community events, launched our website (<https://www.gscfriendsoftheparks.org>), participated in the Bluegrass Community Foundation Good Giving Challenge, and established the Sonya Ducett Building Fund. We also continued working to establish a scholarship endowment that will allow more of our residents to participate in parks & recreation programs. We are very thankful for all the donors and volunteers who have committed their time and resources to make this such a successful year. THANK YOU!!



Purpose of GSC Friends of the Parks

Georgetown Scott County Friends of the Parks is a 501(c)(3) non-profit organization dedicated to enhancing, expanding, and improving GSC Parks & Recreation parks and programs.

Sonya Ducett Building Fund

GSC Friends of the Parks and Georgetown Football Club established the Sonya Ducett Building Fund for Lisle Road Soccer Complex. These donations will be used to construct a building for restrooms, concessions, office, and storage space. Mrs. Ducett spent much of her adult life introducing children to the game of soccer in Scott County. This building will honor her legacy and allow her efforts to continue. In 2019, \$14,636.65 was raised for this fund.



Fundraising Efforts

GSC Friends of the Parks worked towards raising funds for a picnic shelter to be constructed adjacent to the inclusive playground behind the Pavilion and to establish an endowment dedicated to recreational scholarships. To make a donation please visit www.gscfriendsoftheparks.org.

friends of the parks
GEORGETOWN-SCOTT COUNTY

Georgetown Scott County Friends of the Parks is a 501(c)(3) non-profit organization dedicated to enhancing, expanding, and improving GSC Parks & Recreation parks and programs.

Ways To Donate:
Website: www.gscfriendsoftheparks.org
Through Facebook: www.facebook.com/geofriendsoftheparks/
Through PayPal: https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&source=url&url=https://www.gscfriendsoftheparks.org/
or scan the barcode below.
Through the Bluegrass Community Foundation:
<https://goodgiving.bluegrasscf.org/NonprofitProfile.aspx?OrgId=118907>
Simply shop at [www.amazon.com](https://www.amazon.com/?ref=ast_hybrid) and AmazonSmile donates to Georgetown Scott County Friends of the Parks, Inc.
Choose GSC Friends of the Parks, Inc. for your Kruger Community Rewards.
Donate by check or cash at the Pavilion, 140 Pavilion Drive, Georgetown, KY 40324

Scan QRCode to Donate through PayPal

Sports Organizations



Scott County Youth Baseball

Participation: 1020

Volunteers:

#: 480

Hours: 9552

of tournaments: 1 State Tournament

*Through grants and donations made significant improvements to the Ronnie Suffoletta Memorial Parks facilities including new scoreboards, new heating units in the batting cage, and new dugouts.

www.scottcountyyouthbaseball.com

Scott County Softball Club

Participation: 714

Adult League: 185 adults

Volunteers:

#: 226

Hours: 5428

*SCSC continues to be a part of the Special Olympics which served 180 people in 2019. Installed new stairs on Airport Field

www.scsoftballclub.org

Scott County Youth Football

Participation: 680

Volunteers:

#: 80

Hours: 4500

* SCYF applied for and was awarded a grant from USA Football in the amount of \$1000 to purchase helmets.

www.scyfootball.com

Georgetown Tennis Association

Participation: 130

Volunteers:

#: 8

Hours: 45

www.georgetowntennis.org

Georgetown Force Volleyball

Participation: 503

Volunteers

#: 40

Hours: 1656

* Georgetown Force Volleyball had participants from Georgetown, Paris, Cynthiana, Mount Sterling, North Middleton, Winchester, Hebron, Berry, Stamping Ground, Versailles, Ewing, Lexington and Sadieville.

www.georgetownforce.com

Georgetown Football Club (Soccer)

Participation: 1397

Volunteers:

#: 155

Hours: 2300

* Reseeded two fields, Master Plan proposal submitted for future improvements, and establishment of Sonya Ducett Building Fund through GSC Friends of the Parks, Inc.

<http://georgetownfcky.kysoccerlive.net/home.php>



Sports Organizations

Central Kentucky Junior Olympic Archery

Participation: 32

Volunteers:

#: 208

Hours: 1404

* First year under the umbrella of GSC Parks. Largest USA archery club in the state. Competed in the Central KY JOAD and in USA Archery's National Summer Virtual Tournament series in which the club competed against teams across the USA. Our club finished as national runner ups to a team out of Reno, NV, who has been in existence for 9 years.

Georgetown Stingrays

Participation: 125

Volunteers:

#: 259

Hours: 1295

www.gscstingrays.com

Georgetown Supersharks

Participation: 598

Volunteers:

#: 5

Hours: 600

* Six swimmers competed in the Kentucky Short Course State Championship and ten swimmers competed in the Kentucky Long Course State Championship and won top medals.

<https://www.teamunify.com/Home.jsp?team=ksgscss>

