

My girls have participated in so many activities over the years from swim lessons, summer camp, dance, indoor soccer, camps with Shepherd University, Wee Warriors Dash, Sports Express camp with Mr. Earl, and so much more. I even took our dog there for puppy training lessons. We have enjoyed numerous kids birthday parties too. I think my girls loved the art camps the best. Thank you for all that has been offered.

This year marks the 10th Anniversary of the construction of the Jefferson County Community Center in Sam Michael's Park.

In the last 10 years...

14,000+ Programs and Events were offered.

20 preschool classes and almost 200 students graduated to kindergarten!

120,000+ people have attended and utilized the Community Center.



The Easter Bunny & Santa have each visited the Community Center 10 times. Our registration system went online for easier and more accessible participation. Scholarships were awarded to countless kids who couldn't otherwise participate.

Kids learned basketball, soccer, gymnastics, dance, karate, art, engineering, creativity, sportsmanship, confidence, and so much more.

...a perfect place to grow.

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



...a perfect place to grow.



ANNUAL REPORT
 Fiscal Year 2016





Jefferson County Parks and Recreation operated and maintained ten parks in Jefferson County.

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.

During FY16, department staff consisted of six full-time members and 108 part-time members, which included teachers, instructors, camp counselors, seasonal and year-round park maintenance and office staff.

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

Our team offered 707 programs and events to Jefferson County residents and visitors, and managed and maintained 400 acres of parkland.

Sam Michael's

Leetown

South Jefferson

Moulton

Morgan's Grove

Mount Mission

James Hite

Heather Marriott

Harvest Hills

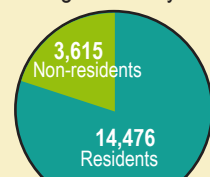
Bolivar Nature

The Jefferson County Community Center in Sam Michael's Park 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.

During FY16, Jefferson County Parks and Recreation and the Jefferson County Board of Education developed a Memorandum of Understanding, creating a partnership that addresses educational and fitness programming needs for the residents of Jefferson County.

Participant Information

Jefferson County Residents account for 80% of the total participants in our registration system.



We have 18,091 customers in our Registration System.



*Participant figures include programming & rentals.

Programming development has grown from 50 programs in 2002 to **707** offered in FY16.

Outdoor Facility Rental



6 WEDDINGS

Wedding venue use has doubled from last year to this year. Wedding rentals are offered in partnership with a local rental company to make facilities available.



174 PAVILION RENTALS

Mason Pavilion
Veteran's Memorial Pavilion
Mount Mission Park Pavilion
Leetown Park Pavilion
Morgan's Grove Park Pavilion



133 FIELD/CROSS COUNTRY RENTALS

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

Working Together

Partnerships, Sponsors and Grants



- Critters and Conservation
- Jefferson Rentals
- Izaak Walton League
- Jefferson County Sheriff's Department
- Shepherd University Basketball
- Shepherd University Cheerleading
- Charles Town Parks and Recreation
- Two River's Treads
- The Outdoor Education Center - FLOC
- Freedom's Run
- CommuniTree
- Bakerton Fire Department
- Citizen's Fire Department
- Independent Fire Department
- Shepherdstown Community Club
- Eastern Panhandle Conservation District
- Potomac Valley Audubon Society
- Jefferson County Youth Soccer League
- Jefferson County Little League
- Charles Washington Little League
- Home Depot of Ranson
- Eastern Panhandle Board of Realtors, Inc.
- Cheers School Family
- Allstate - Sandi Poole - Vendt Brothers Agency
- Sensel Signs
- Ranson Animal Clinic
- Martins Food Market

- Summit Point Baseball
- Shenandoah Air Conditioning & Heating
- Bank of Charles Town - BCT
- River Riders
- Adventure Center
- River & Trail
- Kable Team Realty
- MVB Banking
- Guys Buick
- Dan Ryan Builders
- Charles Town Plumbing and Heating
- RS Ortho
- University Healthcare
- Skinner Law Firm
- Eastern Panhandle Area Health Education
- Spirit of Jefferson
- Charles Town Moose Lodge
- Huntfield Homeowners Association
- Summit Point Raceway
- Apple Tree Animal Clinic
- Blakeley Street Bakery
- Ask Neal
- Bros and Bras
- City of Ranson CVB
- EPIC Soccer
- Ranson Chick-fil-a

Your Bark Park is a strong asset for those of us who are pet parents. Thank you, Jefferson Co. Parks and Rec for considering all members of our family!

The adventure of competitive gymnastics [for my daughter] began at Sam Michael's Park!

Our favorite thing is the fireworks for the 4th of July- we look forward to it every year.

and countless additional business and private donors.

Parks & Recreation Maintenance & Progress

During FY16, the focus was on maintenance and progress in our Jefferson County Parks.



Black split-rail fence was added to park entrances. Giving Jefferson County Parks a unified appearance.



The Mason Pavilion in Sam Michael's Park was painted, and a new roof was installed.



Several meetings were held to gather public opinion and input for the 10-year Parks Master Plan.



All pavilions in Jefferson County Parks were renovated to include unified green roofs.



A new basketball hoop was installed at Mount Mission Park. The project included asphalt, and court paint.



Playgrounds were power-washed, and cleaned. Safety assessments were done as well.



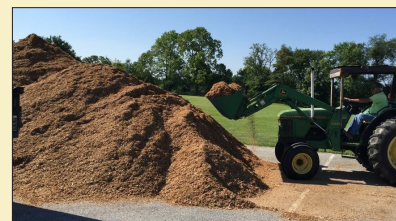
Several acres of mowed land in the Park were converted to Grasslands in partnership with the Potomac Valley Audubon Society.



Trees and brush were removed in a storm/flood clean-up effort at Moulton Park.



Parks were re-mulched this year, adding a new, thick layer to playgrounds and flower beds.



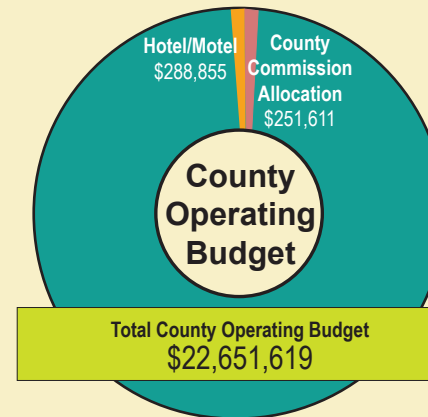
The playground project at South Jefferson Park meets standards for the Americans with Disability Act.



Tennis courts were added to the rear area of the Jefferson County Community Center.

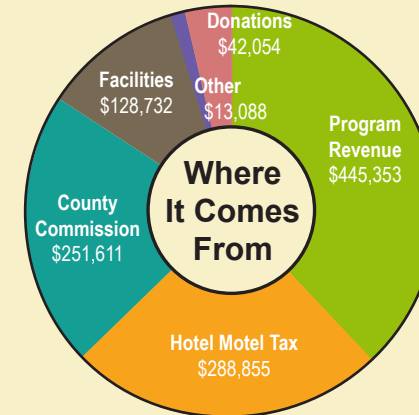


Jefferson County Parks were updated with new, uniform signage, creating a clear identity for our parks.



Hotel/Motel Tax - 1.3% \$288,855
County Allocation to Park and Recreation

County Commission - 1.1% \$251,611
County Allocation to Park and Recreation



Program Revenue - 38% \$445,353
Programs, Concessions, EPIC, T-shirt Sales

Hotel/Motel Tax - 24.7% \$288,855

County Commission - 21.6% \$251,611
Jefferson County Commission Allocation, Scholarships

Facility Revenue - 11% \$128,732
Jefferson County Community Center, Park Rentals
Jefferson County Chamber of Commerce Rental

Other - 1.1% \$13,088
Audit Fees, P-Card Rebates, Scholarships, Interest

Donations - 3.6% \$42,054
Fireworks, Veterans Pavilion Medallions,
Banner Sponsorships

Parks & Recreation Funding and Expenses

For every one dollar the Jefferson County Commission invested in Parks and Recreation in FY16, approximately \$2.17 was generated, and reinvested in the community.



Parks & Facilities - 28.3% \$300,839
Office Equipment/Expenses, Maintenance Supervisor,
Part-time Maintenance, Parks Repairs/Maintenance,
Insurance - WV Corp.

Programs - 35% \$371,301
Seasonal, Preschool, Intern Hourly Wage, Background
Checks, Payroll Taxes, Program and Facility Supplies,
Bingo/Raffle Expense, Jefferson County School
Buses, News Ads, Brochure Printing

Events - 6.4% \$68,226
Concessions, Fireworks, Teen Dance,
Special Events

Salaries - 28.3% \$300,254
Salaried Employees, PEIA, Retirement,
Fringe Benefits, Corbin Benefits

Administration - 2% \$21,306
Audit Fees, Bookkeeping, Cell Phones, Bank Fees,
Bad Checks, Dues, Continued Education

JCPRC Social Media Presence



In FY16, our **Facebook** presence GREW!

+1000

new Friends in FY16

22,500

number of individual times the "like" button was clicked for our content

141,520

number of individual times our friends viewed the content on our page.

During spring 2016, Jefferson County Commission contracted a new website.

Jefferson County Parks and Recreation was invited to be part of the redesign.

www.jcprc.org

accounted for approximately

17%

of all traffic on the site during FY16.

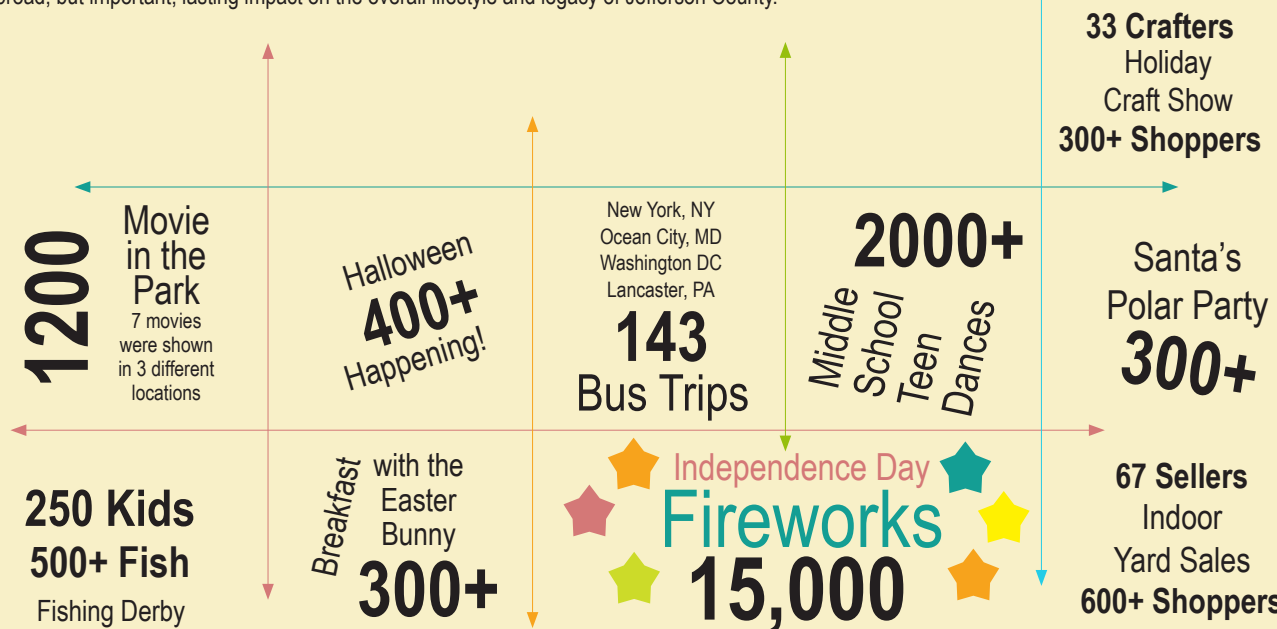


@JCPRCORG @JCParksand Rec info@jcprc.org

@jeffcounty.parksnrec www.jcprc.org

COMMUNITY EVENTS

Parks and Recreation events draw people of all demographics within our community and create a common moment, that is shared and enjoyed by all. We are happy to create, support and provide events that have a broad, but important, lasting impact on the overall lifestyle and legacy of Jefferson County.



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

Parks & Recreation

James Hite Park Construction

The planning and construction of James Hite Park has been in progress over the course of several years. Ground breaking for Phase I took place in the fall of 2014, and construction continued through FY 2015, with an official grand opening anticipated in Fall 2016.



Thanks in part to a grant awarded by Freedom's Run, a 2-mile perimeter walking/running trail was opened to the public in Spring 2016. The trail has been used by leisure walkers as well as local fitness groups.

Construction of this park began thanks to partnerships and grants from various Jefferson County organizations, as well as support from the Jefferson County Commission.

The James Hite Park master plan has designated a large percentage of this park space for field sports, such as soccer and football. We look forward to further development in future phases to include baseball fields, playgrounds, pavilions, facilities and more.

Jefferson County Parks and Recreation is pleased and proud to fulfill the needs of Jefferson County families and create and maintain park spaces that promote wellness, teamwork, a love of outdoors and an active lifestyle.

