

Subject: Parks and Recreation Programming Plan

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**City of Woodstock
Parks and Recreation Department**

**RECREATION
PROGRAMMING PLAN**

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Department Mission Statement

"The Woodstock Parks and Recreation Department is dedicated to being the leader in providing exceptional leisure opportunities through the usage of Parks, Greenways, Trails, and other Recreational facilities that will enhance our quality of life while promoting a healthy lifestyle for all participants and citizens within our community."

Department Vision Statement

"The Woodstock Parks and Recreation Department is a leader in providing quality facilities, programs, and, services to our residents. Excellent customer service is provided through well maintained facilities and highly trained and motivated staff. The programs and services offered by this department reflect the needs and wants of our residents."

Community Study

The City of Woodstock Parks and Recreation Department utilizes the City of Woodstock Comprehensive Plan 2030 when planning, implementing, or conducting all programs and services. The information contained in this plan, along with the guidelines set forth in the City of Woodstock Land Development Code, will be taken into consideration with regard to land usage and will be used to determine any future land use needs. A copy of the Comprehensive Plan 2030 and the Land Development Code is available in the Parks and Recreation offices located in Magnolia Hall.

Guidelines to Consider:

- Census data reveals that Woodstock's population is spread out over all age groups. 28.3% of the population are under the age of 20, 34.2% range from age 20 to 39, 24.7% from 40 to 59, and 12.8% who were 60 years of age or older.
- The vast majority of the population is Caucasian, but the City strives to incorporate the needs of all its residents including any and all minority groups.
- In 2009 the median income for a household in Woodstock was \$61,648, and the median income for a family was calculated at \$74,758. The median per capita income for Woodstock residents was \$29,190.
- The City's population has more than doubled in the past decade, and is expected to continue to grow in the coming years.
- Majority of the City's revenue comes from sales taxes and ad valorem taxes.

Facility Inventory

Magnolia Hall (Community Center)

Hall (seating capacity 120)

Kitchen

Administrative Offices

Storage



William G. Long Senior Center

Kitchen

Billiards Room

Game Room

Library

Administrative Office

Picnic Pavilion

Courtyard



Facility Inventory

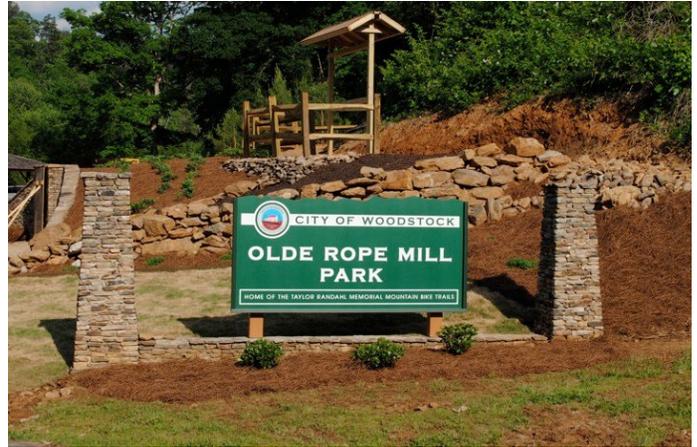
Dupree Park

Two Adult Softball Fields
Playground
Four Tennis Courts
Two Basketball Courts
Two Picnic Pavilions
Walking Trail
Fishing Pond
Picnic Areas
Horseshoe Pit



Rope Mill Park

Rock Pavilion
Deck overlooking Little
River
Picnic Areas
Fishing
Canoeing /Kayaking
Paved Walking Trail
Pedestrian Bridge



Facility Inventory

Springfield Park

Picnic Areas
Playground
Future Trail Head



The Park at City Center

Gazebo

Fountain
Beautiful Landscaping
Special Event Location
Future Amphitheater 2012



Projects to be completed:

Amphitheater

Construction of amphitheater at the Park at City Center including band shell/stage, terraced seating, landscaping, concessions, and restrooms.

Dobbs Road Park

Dog Park
Community Garden
Trail Head

Program Offerings

ADULT SERVICES AND PROGRAMS:

- Fitness Boot Camp (The Park at City Center)
- Community Garden (Dobbs Road Park)
- Year-Round Adult Softball League (Dupree Park)
- Weddings/Meetings/ (Magnolia Hall)
- Brown Bag Lunch Concert Series

SENIOR SERVICES AND PROGRAMS:

Most Senior Programs are held at the William G. Long Senior Center, off-site programs include transportation to/from event.

- Games (Scrabble, Wii Bowling, Mahjongg, Dominos, Rummikub...)
- Arts & Crafts (Painting, Wood Carving, etc)
- Billiards (Available for personal use and tournaments)
- Brown Bag Lunches/Lunch Bunch get together
- Trips and Excursions (visits to local museums, theaters, restaurants, festivals, and other points of interest)
- Senior Seminars and Lecture Series (defensive driving, in home safety, seniors and fraud, Medicare....)
- Cards
- Movie Night
- Dancing lessons
- Dinner/Dance events
- Tennis
- Senior Olympics



Program Offerings

SPECIAL EVENTS:

- Bridal Expo (Magnolia Hall)
- Arbor Day
- Black History Month Celebration
- Earth Day - Vendors/Concert (The Park at City Center)
- Great American Clean-up
- Greenstock Day (Recycling Event)
- Memorial Day Service (The Park at City Center)

- Woodstock Summer Concert Series (The Park at City Center)
- Wing & Rock Fest
- July 4th Freedom Fest parade/event
- Police Department National Night Out
- September Brown Bag Concert Series (The Park at City Center)
- Public Safety Day
- 9/11 Day of Remembrance (The Park at City Center)
- Kids Fest - Halloween event (The Park at City Center)
- Veterans Day Ceremony (The Park at City Center)
- Christmas Jubilee/Parade of Lights
- Shop with a Cop
- Parent's Night Out for Christmas Shopping (Magnolia Hall)
- Christmas Tree Chip & Dip (Rope Mill Park)
- Friday Night Live - monthly event in Downtown Woodstock



Goals and Objectives

Improve (or at a minimum maintain) the quality of the programs/events offered by the City of Woodstock Parks and Recreation Department.

- Continue to solicit community feedback regarding programs/events.
- Staff will continue to put forth all efforts to ensure seamless events.
- Training will be offered to staff so they are fully prepared for all possible roadblocks.
- Offer programs at convenient locations and times to ensure maximum participation.

Increase participation and facility usage by efficiently promoting, advertising and notifying the public about the recreational programs and events offered by the City of Woodstock Parks and Recreation Department.

- Ensure that all event information is accurate and complete.
- Provide event information on website in a timely manner.
- Promote events through several channels (radio, newspaper, website, social media..)

Increase the number of programs/events offered by the City of Woodstock Parks and Recreation Department.

- Staff will stay current on recreational trends.
- Make the best use of allotted budget to not only continue currently successful programs/events, but also to provide for new programs/events.