

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Parks and Recreation Departmental Overview	
FROM: Lee Tillery, Parks and Recreation Director	MEETING DATE: March 18, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Parks and Recreation Department Presentation	

PURPOSE: Staff will provide an overview of the Parks and Recreation Department.

BACKGROUND: N/A

BUDGET IMPACT: N/A

RECOMMENDATION/ACTION REQUESTED: Information only.



High Point Parks & Recreation Department



PLAY.

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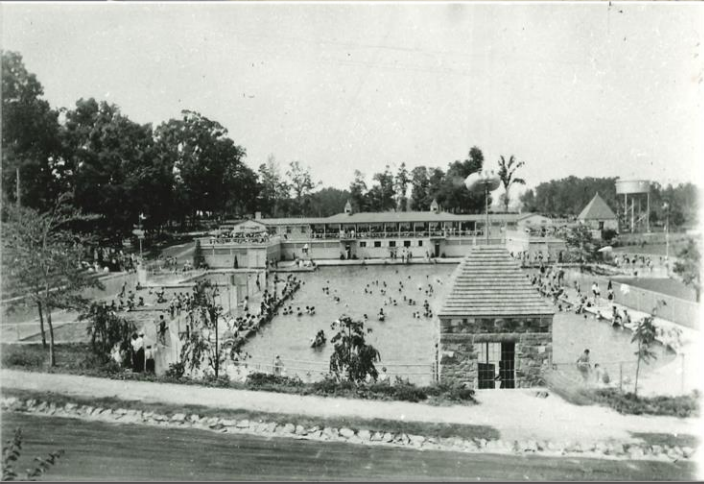


MISSION

High Point Parks & Recreation enhances quality of life by providing opportunities through innovative programs, parks and facilities for present and future generations.

HISTORY & FACTS

- **1926** – First park in High Point opened, now known as Triangle Park.
- **1932** - Blair Park's nine-hole golf course opened to the public.
- **1935** - High Point City Lake Park, a Civil Works Administration project, opened on June 28.
- **1938** - Washington Terrace Park was built with the help of the Works Project Administration (WPA) and opened on June 11.
- **1969** - The City contracted with Pete Dye and Associates to design Oak Hollow Golf Course. The course opened in 1972.





FACILITY OVERVIEW

- 41 Parks (neighborhood, community and regional parks ranging in size from 1/4 acre to 396 acres)
- 2 Golf Courses
- 5 Recreation Centers
- 2 Marinas
- Roy B. Culler, Jr. Senior Center
- Piedmont Environmental Center
- Oak Hollow Campground
- Oak Hollow Tennis Center
- Greenways and natural trails
- FY 2023 attendance – 1,135,686 visitors



DEPARTMENT STAFF

- Staff
 - 123 full-time
 - 16 part-time, benefited
 - 63 part-time
 - 92 seasonal
- Park Rangers – only municipality in North Carolina to have sworn Park Rangers



PARKS & RECREATION COMMISSION

- Parks & Recreation Commission- Advisory Board
 - City Council Liaison – Vickie McKiver
 - Chair – Marshall Newsome (At-Large)
 - Commissioners:
 - Lauren Britton (Ward 4)
 - Robert Davis (Ward 3)
 - Cameron Marsden (At-Large)
 - Jennifer Mays (Ward 2)
 - Dr. Nathan Morelli (Ward 6)
 - Derek Pegram (Ward 5)



NATIONALLY ACCREDITED AGENCY

- Commission of Accreditation of Parks & Recreation Agencies (CAPRA)
- 154 standards based on national best practices
- Reaccreditation every five years
- 206 accredited agencies in the United States
 - (less than 2% of all Parks & Recreation agencies across the country)
- 14 agencies in NC



ADMINISTRATION DIVISION



- Director – Lee Tillery
- Assistant Director – Tracy Pegram
- Finance
- Human Resources
- Marketing
- Park Rangers
- Safety
- Training and Technology



PARKS DIVISION

- Division Manager – Eugene Coleman
- Maintains 1,703 acres of parkland, open space, medians and right of ways
 - Contracted Medians & ROWs – 99 locations, 6.24 acres
- Grounds maintenance
- Market prep
- Ballfield maintenance and prep
- Mobile stage, bike racks and tents for special events
- Building maintenance
 - Maintains all Parks & Recreation facilities



RECREATION DIVISION

- Division Manager – Tyler Cole
 - ASPIRE (Adaptive Sports, Programs, Inclusive Recreation)
 - Athletics – adult and youth
 - Five Recreation Centers
 - Allen Jay Recreation Center
 - Deep River Recreation Center
 - Morehead Recreation Center
 - Oakview Recreation Center
 - Southside Recreation Center
- Roy B. Culler, Jr. Senior Center



SPECIAL FACILITIES DIVISION

- Division Manager - Colten Marble
 - Blair Park and Oak Hollow Golf Courses and Grillrooms
 - High Point City Lake Park
 - Oak Hollow Campground
 - Oak Hollow Tennis Complex
 - Oak Hollow Park
 - Marina
 - Festival Park
 - North Overlook
 - Sailboat Point
 - Piedmont Environmental Center
 - Washington Terrace Park



MARINAS

- Oak Hollow Marina
 - Boat launch for power boats
 - Stand up paddleboard, sailboat and kayak rentals
 - Accessible fishing pier, bank fishing, kayak launch & playground
 - Fishing Tournaments
 - Youth Fishing Derby
- High Point City Lake Park
 - Boat launch for non-motorized watercraft and motors up to 10 hp
 - Jon boats, kayaks and canoe rentals
 - Pontoon Boat tours
 - Bank fishing
 - Teach a Kid to Fish





GOLF COURSES & GRILLROOMS

- Blair Park Golf Course – opened in 1932
 - First public golf course in High Point
 - Rounds played
 - 2021 - 28,164
 - 2022 - 28,319
 - 2023 - 28,746
- Oak Hollow Golf Course – opened in 1972
 - Pete Dye Course along Oak Hollow Lake
 - Rounds played
 - 2021 – 31,850
 - 2022 – 31,173
 - 2023 – 33,995



SPORTS COMPLEXES

- High Point Athletic Complex
- Johnson Street Disc Golf Course
- Johnson Street Sports Complex
- Oak Hollow Tennis Complex

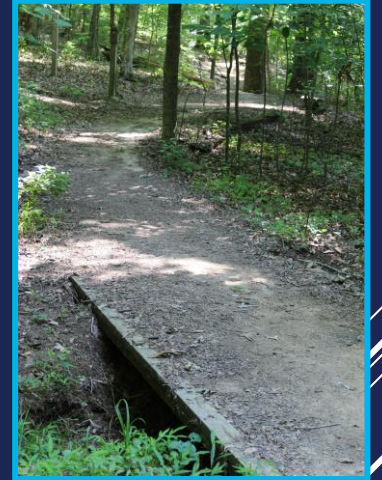


WASHINGTON TERRACE PARK AND POOL

- Community Center
 - Two meeting rooms and kitchen
- Pool
 - Kiddie pool
 - Zero depth entry pool with waterslide
- Outdoor lighted basketball courts
- Sand volleyball
- Two tennis courts
- Baseball and football field
- Five picnic shelters
- Stage
- Accessible playground



PIEDMONT ENVIRONMENTAL CENTER



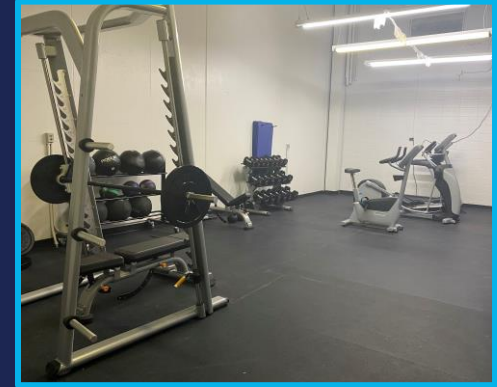
- 6.6 miles of natural trails, access to the High Point and Bicentennial Greenways
- Educational classes for all ages
- Summer camps
- North Carolina Mapscape - 70' x 30' walk-on topographic map
- Small animal exhibits
- Conference room and classrooms



OAK HOLLOW CAMPGROUND

- 107 RV sites
- 13 tent platforms
- Pool, playground and bathhouses
- 20,155 nights stayed FY 23
- 59,775 visitors FY 23
- Furniture Market
 - Fall 2022 – 94 reservations, total of 520 nights
 - Spring 2023 – 76 reservations, total of 650 nights

RECREATION CENTERS



- Allen Jay Recreation Center & Park
- Deep River Recreation Center & Park
- Morehead Recreation Center & Park
- Oakview Recreation Center & Park
- Southside Recreation Center & Park



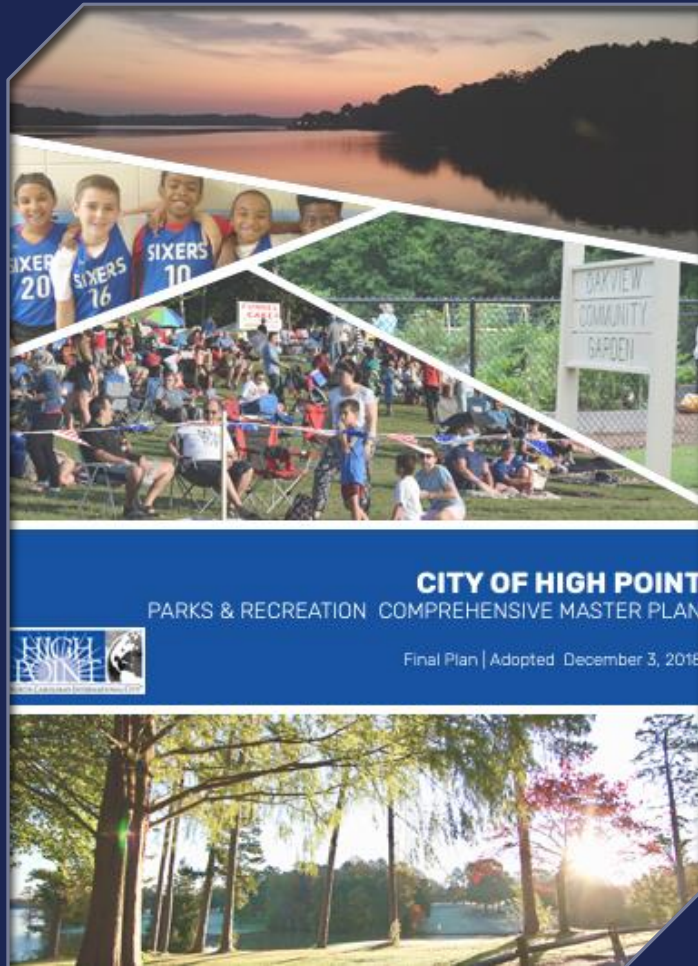
PROGRAMS

- After School & Summer Camps
- ASPIRE (Adaptive Sports, Programs and Inclusive Recreation) - Special Olympics, Camp Ann, Miracle League
- Athletics – Youth and Adults
- Cultural Arts - Ballet, Hip Hop, Line Dance, Chair Dance
- Fitness & Exercise - Zumba, AHOY, Yoga, Southside Fitness Room
- Instructional - Tennis, Golf, Dog Obedience
- Outdoor Adventure & Nature Education - Nature Camps, Mighty Explorers, Learn to Sail Lessons, e-Walks
- Special Interest - Youth Council, Living Healthy with Diabetes, Archery



SPECIAL EVENTS

- Boo Bash
- Easter Eggstravaganza
- Food Truck Rally
- Halloween Spooky Hoopla
- Holiday Bazaar
- Uncle Sam Jam
- WinterFest



COMPREHENSIVE MASTER PLAN

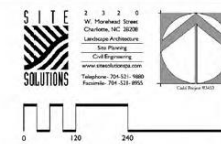
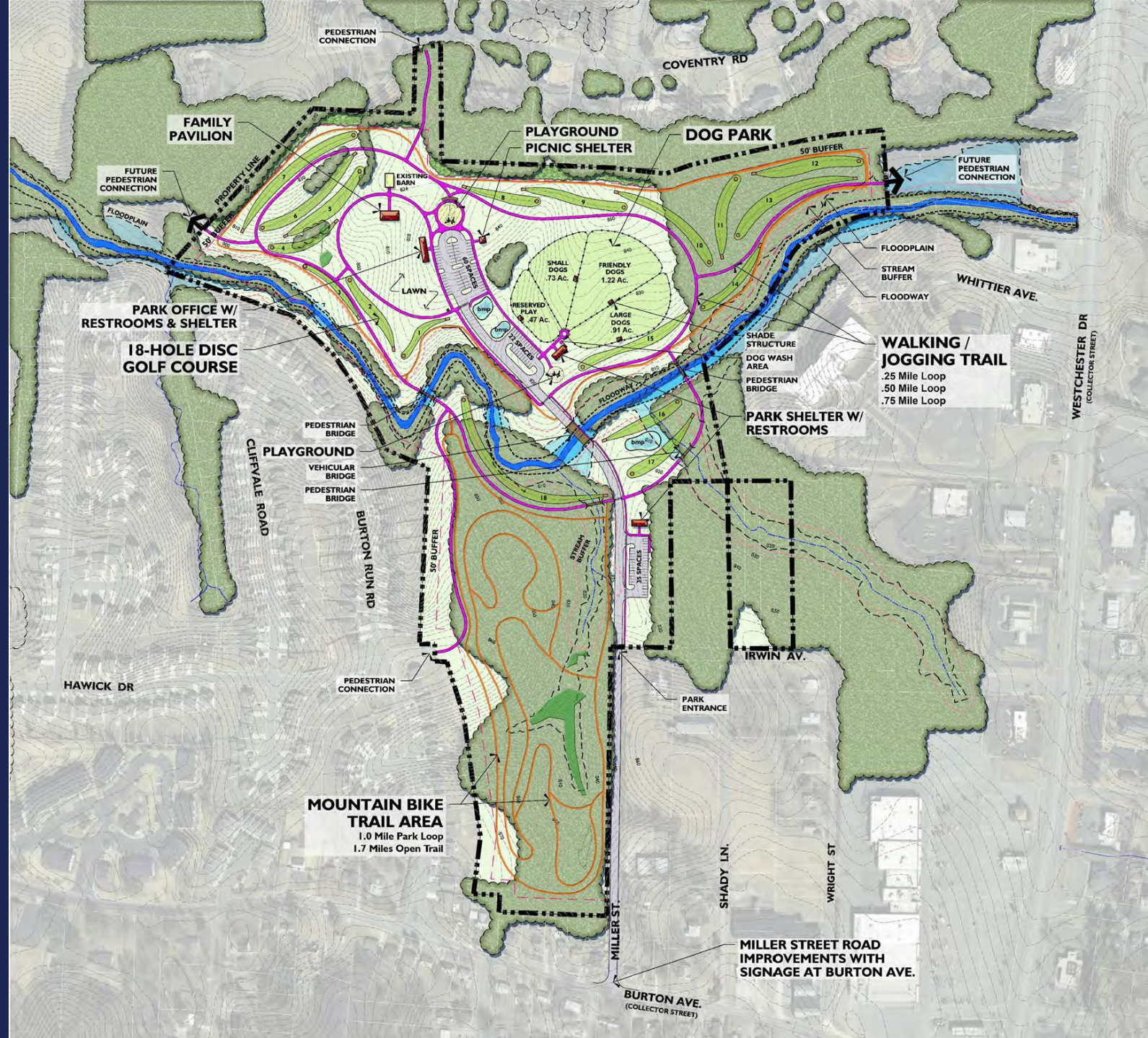
- Completed in 2018
- Complete review of the department
- Ten-year Action & Implementation Plan/Strategic Plan
 - Parkland
 - Facilities
 - Programming
 - Operations & Maintenance
 - Finance



WESTCHESTER PARK

- Master Plan completed in 2013
- Located off Burton St., property backs up to new Police Headquarters
- 62.57 acres





Parks & Recreation
Department

Westchester Park

Preliminary Master Plan

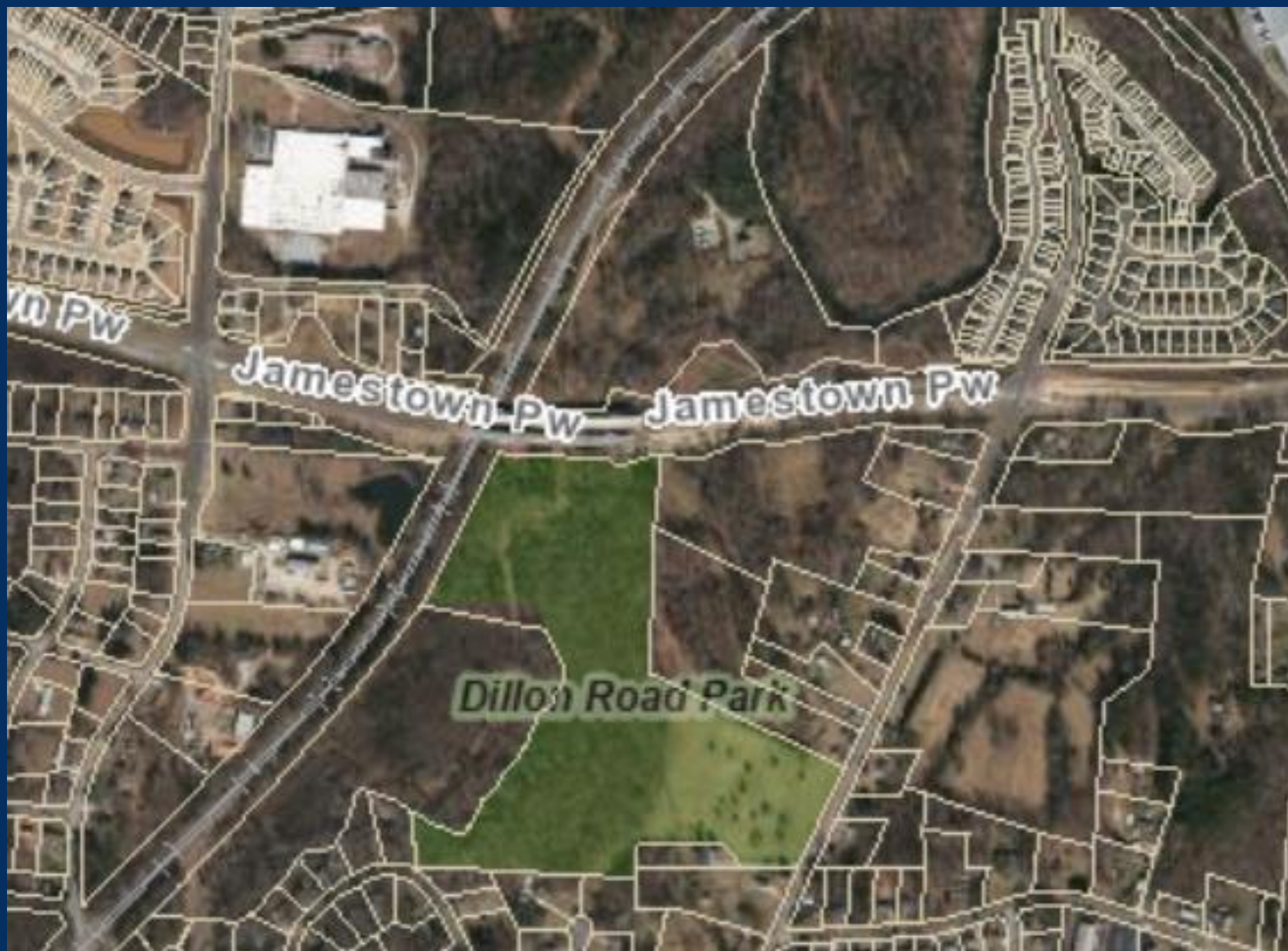
August 6, 2013



DILLON ROAD PARK

- 3411 Dillon Rd.
- 34.54 acres







FESTIVAL PARK & NORTH OVERLOOK

- Festival Park
 - Two shelters
 - Restrooms
- North Overlook
 - Two shelters
 - Playground
 - Restrooms
- Popular for Special Events
 - Coltrane International Jazz & Blues Festival
 - Uncle Sam Jam
 - Rowing Regattas
 - Frequently used for private events

Festival Park Master Plan





GREENWAYS & TRAILS

- High Point Greenway - 4.9 miles
 - Armstrong Park to High Point City Lake Park
- Bicentennial Greenway - 6.2 miles
 - Piedmont Environmental Center to Gallimore Dairy Rd.
- Southwest Heritage Greenway - .44 miles
- Natural Trails - 6.6 miles
- West End Cross Country Course
- Walking Paths
 - Allen Jay Recreation Center – 1 loop = .5 miles
 - Burnett Park - 1 loop = .3 miles
 - High Point Athletic Complex Track - 1 loop = .25 miles
 - Washington Terrace Park – 1 loop = .3 miles

MAP 9: RECOMMENDED GREENWAYS

Project numbers correspond to information in Table 6.

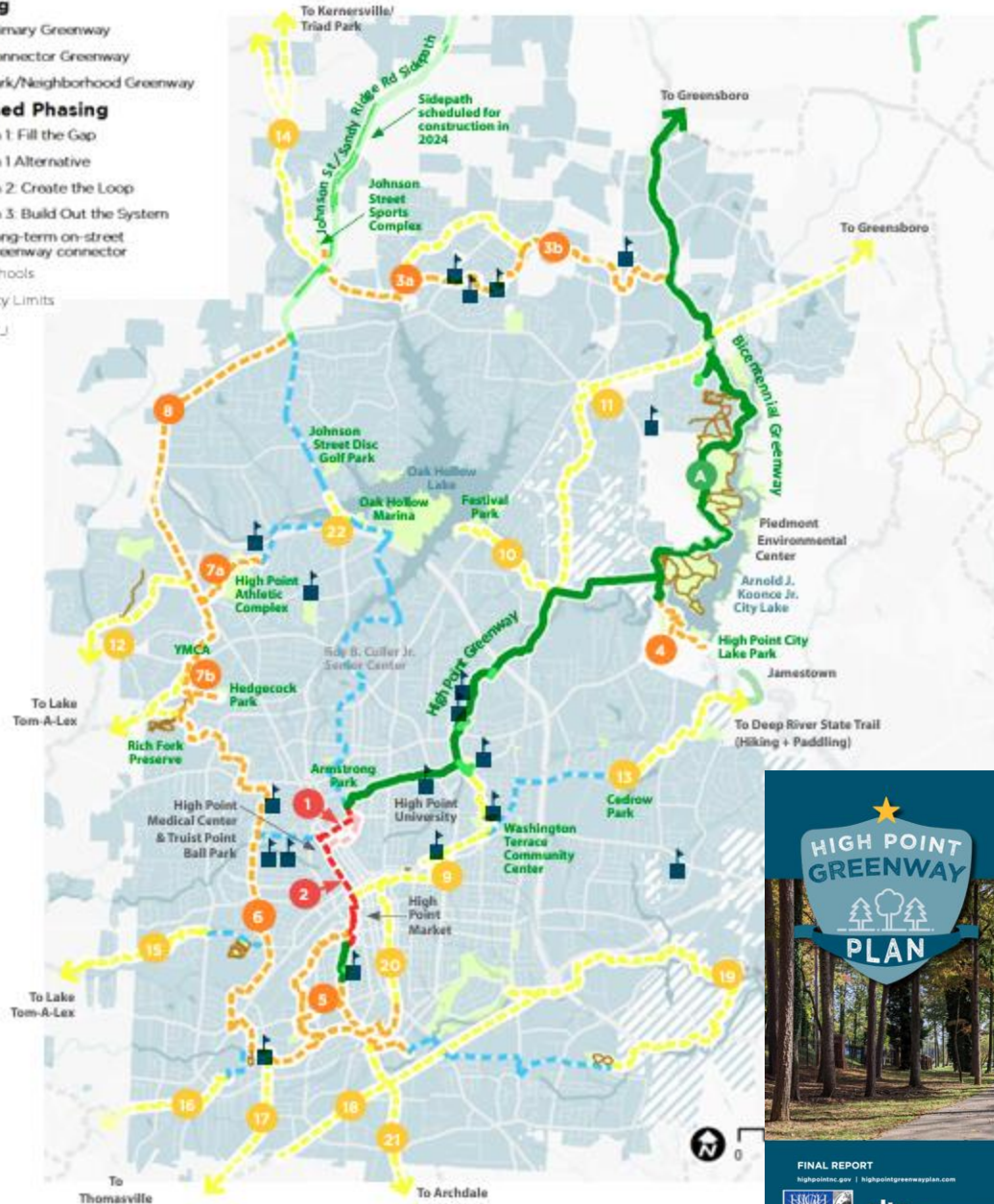
GREENWAY NETWORK

Existing

- Primary Greenway
- Connector Greenway
- Park/Neighborhood Greenway

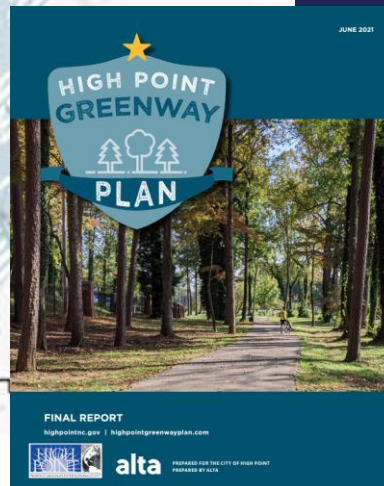
Proposed Phasing

- Ph 1: Fill the Gap
- Ph 1 Alternative
- Ph 2: Create the Loop
- Ph 3: Build Out the System
- Long-term on-street greenway connector
- Schools
- City Limits
- ETJ



2021 GREENWAY MASTER PLAN

- Available on the Parks & Recreation website www.highpointnc.gov/pr
 - Phase One – High Point Greenway at Armstrong Park to Ball Park / N. Elm St.
 - Ball Park / N. Elm St. to Southwest Heritage Greenway
 - Phase Two - Create the Loop
 - Phase Three - Build out the System
 - Phase Four – Greenway Maintenance and Improvements



Find your next adventure.

PIEDMONT DISCOVERY APP

- Free app developed by High Point, Greensboro and Guilford County Parks & Recreation Departments
- Find parks by
 - Amenities
 - Parks near you
 - By name
- Find trails
 - By attributes
 - By name
 - Trailheads near me
- Covers parks and facilities owned by Gibsonville, Greensboro, Guilford County, High Point, Jamestown, Oak Ridge, Pleasant Garden, Stokesdale and Summerfield



Piedmont Discovery



Available on the
App Store



GET IT ON
Google Play

VOLUNTEERS AND COMMUNITY PARTNERS



Volunteers - 2,085 volunteers in FY 2023

- Programs - Miracle League, Athletics, Special Olympics, Programs
- Adopt A Park

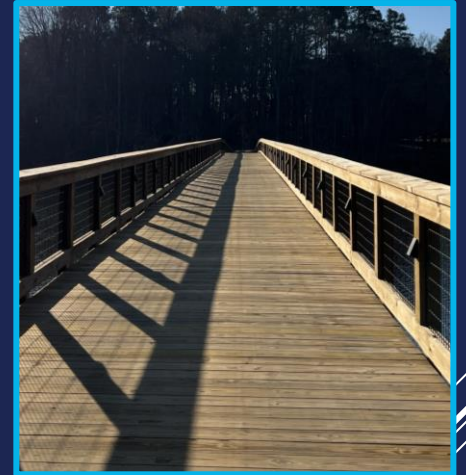
Community Partners - examples

- Area Agency on Aging
- Boys and Girls Clubs of High Point
- Fairview Family Resource Center
- High Point University
- Macedonia Resource Center
- Oak Hollow Sailing Club
- Piedmont Health Services and Sickle Cell Agency
- Piedmont Triad Futbol Club
- Pony Baseball
- Senior Resources of Guilford
- Triad United Rowing

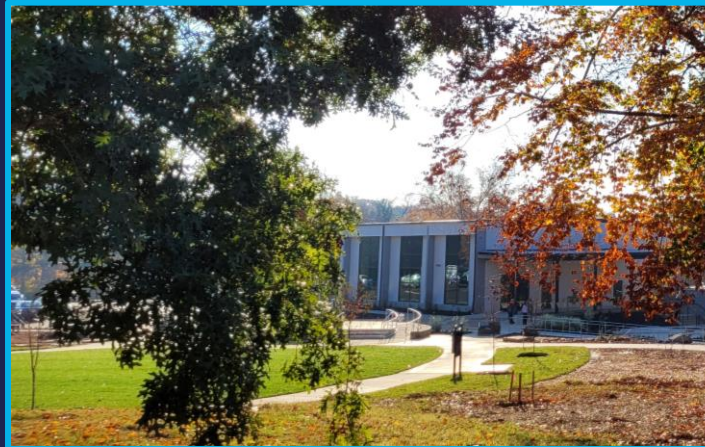
PARKS & RECREATION BUDGET

	FY 2021	FY 2022	FY 2023	FY 2024 Budgeted	Year to Date (July – Jan)
Revenue					
	\$2,634,946	\$3,214,215	\$3,637,017	\$3,795,708	\$2,560,788
Expenses					
	\$11,823,669	\$13,637,017	\$14,784,935	\$16,604,870	\$8,678,016
Cost Recovery					
	22%	24%	25%	23%	29%

HIGH POINT CITY LAKE PARK



- Marina
- Amusements (train, carousel, mini golf, pontoon boat rides)
- Shelters
- Playground
- Aquatic Center
- Concessions
- City Lake Trail
- Meeting & Event Center





HIGH POINT CITY LAKE PARK RENOVATION PROJECT

- Master Plan completed in 2019
- 2019 Bond Project
- May 2020 - Began planning and design process
- April 2021 - Began construction
- December 2022 - New trail, bridge and greenway connection opened
- January 2023 - Meeting & Event Center opened
- May 2023 - Pool opened
- November 2023 - New playground opened



UNIVERSITY OF
MISSISSIPPI
MUSEUM

3'-0"



HIGH POINT
CITY LAKE POOL

ADMISSION FEES

POOL AND WATERSLIDE	\$6.00 per person
GROUP RATE (20 or more)	\$5.00 per person
DISCOUNT PASS	\$60.00 (5 swims)

Cash, check, debit and all major credit cards accepted.

IMPORTANT INFORMATION

- ONLY PAID ADMISSIONS ARE ALLOWED ON THE POOL DECK
- CHILDREN 3 YRS AND UNDER ARE ADMITTED FREE WITH PAYING ADULT 16 YRS OR OLDER
- CHILDREN UNDER 13 YRS MUST BE ACCOMPANIED BY AN ADULT 16 YRS OR OLDER
- MINIMUM HEIGHT FOR WATERSLIDE IS 42"
- WATERSLIDE USE REQUIRES SWIMSUITS
- REFUNDS OR RAINCHECKS ARE NOT AVAILABLE
- MUST HAVE A HANDSTAMP OR RECEIPT IF RE-ENTERING POOL



HIGH POINT
CITY LAKE POOL

POOL RULES

FOR YOUR SAFETY:

- ALL BATHERS MUST SHOWER BEFORE ENTERING POOL
- CHILDREN SHOULD NOT USE THE POOL WITHOUT ADULT SUPERVISION
- ADULTS SHOULD NOT SWIM ALONE
- THERE IS A 15 MINUTE POOL BREAK EVERY HOUR
- PROPER SWIMWEAR IS REQUIRED
- INAPPROPRIATE BEHAVIOR, LANGUAGE OR HORSEPLAY WILL RESULT IN SUSPENSION FROM POOL WITHOUT REFUND
- NEVER LEAVE CHILDREN UNATTENDED
- REPORT INJURIES TO THE POOL OFFICE
- GLASS, KNIVES AND ALCOHOL ARE PROHIBITED. ALL BAGS AND COOLERS WILL BE CHECKED AT ENTRANCE
- NO INFLATABLES, ONLY COAST GUARD APPROVED PERSONAL FLOTATION DEVICES PERMITTED
- YOUTH MUST BE ABLE TO STAND IN POOL WITH HEAD ABOVE WATER OR BE ACCOMPANIED BY AN ADULT
- PEES ARE NOT ALLOWED

POOL RULES

- NO RUNNING
- NO BOISTEROUS OR ROUGH PLAY
- NO DIVING ALLOWED IN AREAS OF THE POOL LESS DEEP OR IN POOLS NOT APPROVED FOR DIVING
- CHILDREN SHOULD NOT USE THE SWIMMING POOL WITHOUT ADULT SUPERVISION
- ADULTS SHOULD NOT SWIM ALONE
- NO PERSON UNDER THE INFLUENCE OF ALCOHOL SHOULD USE THE POOL
- NO PERSON WITH SKIN, EYE, EAR OR NASAL INFECTION ALLOWED IN THE POOL
- NO PERSONS WITH COMMUNICABLE DISEASE ALLOWED IN THE POOL
- NO ANIMALS OR PETS ALLOWED IN THE POOL OR ON THE DECK
- NO GLASS ALLOWED IN THE POOL OR ON THE DECK
- ALL PERSONS USING POOL DO SO AT THEIR OWN RISK. MANAGEMENT ARE NOT RESPONSIBLE FOR ACCIDENTS
- POOL IS FOR PRIVATE USE. MEMBERS AND GUESTS OF MANAGEMENT RESERVES THE RIGHT TO DENY USE OF POOL TO ANYONE AT ANY TIME
- THIS POOL IS OPEN FROM 10 A.M. TO 6 P.M.
- THE MAXIMUM NUMBER OF SWIMMERS ALLOWED IN THE POOL IS 100
- A FIRST AID KIT IS LOCATED
- EMERGENCY TELEPHONE (OR OTHER NOTIFICATION DEVICE) IS LOCATED











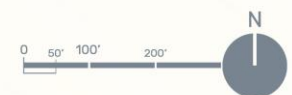


PARK AMENITY LEGEND

- A > EXISTING MENDENHALL GENERAL STORE
- B > EXPANDED PARKING LOT
- C > OVERFLOW PARKING AREA
- D > NATURALIZED AREA
- E > ALL-INCLUSIVE PLAYGROUND
- F > THE GREAT LAWN
- G > STAGE, PLAZA AND EVENT SPACE
- H > EXPANDED PARKING & FOOD TRUCK SPACE
- I > POOL ENTRY PLAZA
- J > POOL SERVICE ENTRY
- K > EXISTING AMPHITHEATER
- L > LAKE FRONT PICNIC SHELTERS
- M > THE DEPOT
- N > NEW CAROUSEL
- O > EXISTING PLAYGROUND
- P > GAZEBO
- Q > EXISTING CEMETERY
- R > RESTROOM AND PICNIC PLAZA
- S > BOAT LAUNCH & MARINA
- T > EXISTING PICNIC SHELTER

NOTES:

1. This concept plan is preliminary in nature and subject to change.
2. All base data has been provided by Guilford County GIS and should be confirmed with a topo and boundary survey prior to development of construction drawings.
3. This concept diagram does not consider subsurface conditions such as utilities, unsuitable soils, rock or other elements that may influence the park configuration or location of amenities. A preliminary soils, Geotech or similar investigations should inform the final concept design.
4. Conceptual pool design by Water Technology Institute, Inc.



HIGH POINT CITY LAKE PARK
MASTER PLAN

WEST MAIN STREET & PENNY ROAD
HIGH POINT, NORTH CAROLINA

PARK CORE RENDERING

MAY
2019

P
01



Bond Referendum 2019

YOUR LOCAL ELECTION HQ

High Point residents vote in favor of bond projects

by: FOX8 Digital Desk
Posted: Nov 5, 2019 / 11:01 PM EST
Updated: Nov 5, 2019 / 10:18 PM EST

City sells first round of 2019 bonds

By PAT KIMBROUGH ENTERPRISE STAFF WRITER May 31, 2022 Updated Jul 7, 2022

HIGH POINT — The city has issued the first debt associated with a \$50 million general obligation bond package authorized in a 2019 referendum.



LAURA GREENE | HPE

Members of the community enjoy swimming Monday at the High Point City Lake pool. City Lake pool would get several renovations and improvements, including a splash pad, lazy river, scalable spray structure, new dual water slide, pool liner, shade structures and site amenities under a proposed bond package on the ballot this fall.

Parks board weighs bond projects

BY PAT KIMBROUGH
ENTERPRISE STAFF WRITER

HIGH POINT — A proposed general obligation bond package this fall will address some — but not all — of the top priorities for High Point Parks and Recreation.

A new senior center and improvements to City Lake Park will be included in the \$50 million referendum the city plans to place before voters Nov. 5.

Parks and Recreation Director Lee Tillery said the proposed \$9.5 million renovation to the park would address long-deferred maintenance needs and help make the facility more of a regional attraction by add-

ing amenities to its pool.

Neither the bond, nor a new 10-year master plan, identify funding for development of the proposed Westchester Park, Tillery told the Parks and Recreation Commission Monday.

The city assembled about 60 acres west of Westchester Drive several years ago for a park that could have trails and sports fields.

High Point University donated an additional 7

acres on the southern end of the property to the city as part of swap in which HPU acquired McCain Park from the city.

“Westchester Park was on the master plan when my sons were 7, and now they’re 22 and 23. The master plan is swinging everything to the northeast.”

— Marshall Newsome
commission chairman

the northeast.”

Commissioner Ed Price asked about another unfunded project — the

possible expansion of the Miracle Field, which hosts games for disabled and special-needs children.

In 2013, Price, then a member of the Guilford County Board of Education, successfully lobbied for the sale of 9.8 acres next to the field from the district to the city for \$300,000 after nearly a year of negotiations.

City leaders have talked about using the property, at School Park and Shadybrook roads, for additional parking and new features for the Miracle Field, but have never formally identified a plan for the site.

“We really need to

SEE PARKS/PAGE A2















HIGH POINT CITY LAKE POOL

Peak Season Park Attendance

- May to August 2019 – 101,000 visitors
- May to August 2023 – 264,051 visitors

Aquatic Center Attendance – 50,000 visitors in 2023

Aquatic Center Revenue

- May – August 2019 \$197,113
- May – August 2023 \$653,844



ROY B. CULLER, JR. SENIOR CENTER

- Current programming
 - Exercise classes
 - Arts and crafts
 - Card games
 - Lunch and learns
 - Day trips
 - Music and dance
 - Senior Games and SilverArts
 - Senior Resources of Guilford County



NEW CENTER FOR ACTIVE ADULTS

- Bond was passed in 2019
- Temporarily housed in the old Oak Hollow Mall
- March 7, 2024 - Kicked off schematic design phase (9-11 months)
- Construction – Construction Manager at Risk
- Estimated project completion July 2026



Let's get social!

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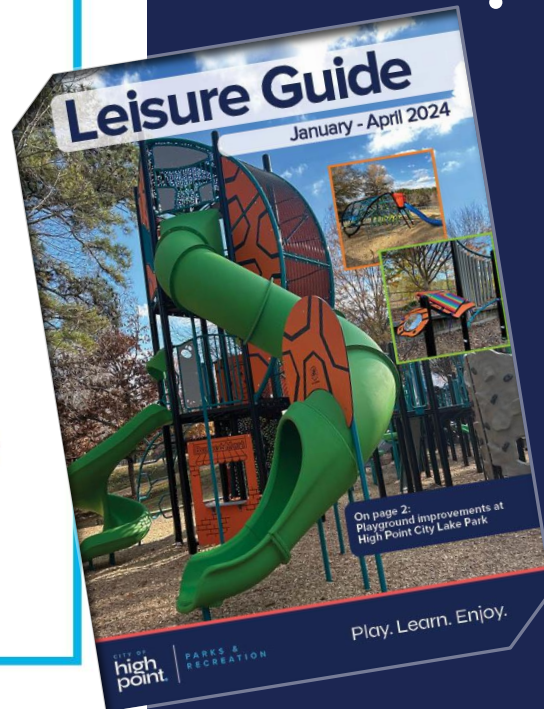
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@highpointparksandrecreation

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high point.

PARKS &
RECREATION



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- Visit www.highpointnc.gov/pr
- Like us on Facebook
- Follow us on Instagram
- Pick up a Leisure Guide
 - Published three times a year

Questions?

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PLAY.

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