



CITY OF HARRISONBURG
**PARKS
& REC**

Parks and Recreation Department Overview

Amenities

- ▶ 787 acres of park property & green space
- ▶ 10 parks
- ▶ 3 Community Centers
- ▶ 2 Athletic Complexes
- ▶ 2 Bike Trails
- ▶ 1 Aquatic Complex w/ Splashpad
- ▶ 1 Dog Park
- ▶ 1 Golf Course
- ▶ 1 Pickleball Complex (Spring 2020)
- ▶ 1 Tennis Complex

Department Staff

- ▶ 46 Full-Time Staff
- ▶ 45-75 Part-Time & Seasonal Staff
- ▶ \$6.3M Budget

Parks and Recreation Department Overview

Services

- ▶ Reservations (113,933 attendees)
 - ▶ 978 Shelter Reservations (27 shelters)
 - ▶ 236 Room Reservations (CAC, PRSC, Simms)
 - ▶ 1,154 Athletic Facility Reservations (Eastover, Hillandale, Purcell, Ramblewood, Simms, Smithland)
- ▶ Memberships (39,693 Visits)
 - ▶ 1511 Memberships (CAC, Simms)
- ▶ Daily Admissions/Drop-Ins (CAC, Pool, Simms)
 - ▶ 37,269
- ▶ Programs/Activities (5,084 participants)
 - ▶ 547 Programs Implemented (CAC, Pool, PRSC, Simms)
- ▶ Athletic Leagues
 - ▶ 4 Adult Leagues (46 Teams)
 - ▶ 3 Youth Leagues (274 Participants)
 - ▶ 7 Camps/Clinics (151 Participants)

Impacts

- ▶ \$429,000 collected in Revenue
- ▶ \$29,500 Raised
 - ▶ RMH Foundation
 - ▶ Cardinals Wheelchair Basketball Team
- ▶ Provided by:
 - ▶ 31 Full-Time Staff
 - ▶ 35-65 Part-Time & Seasonal Staff
 - ▶ \$4M Budget

Above numbers do not include HOGC Or Admin.

Heritage Oaks Golf Course

In the Beginning:

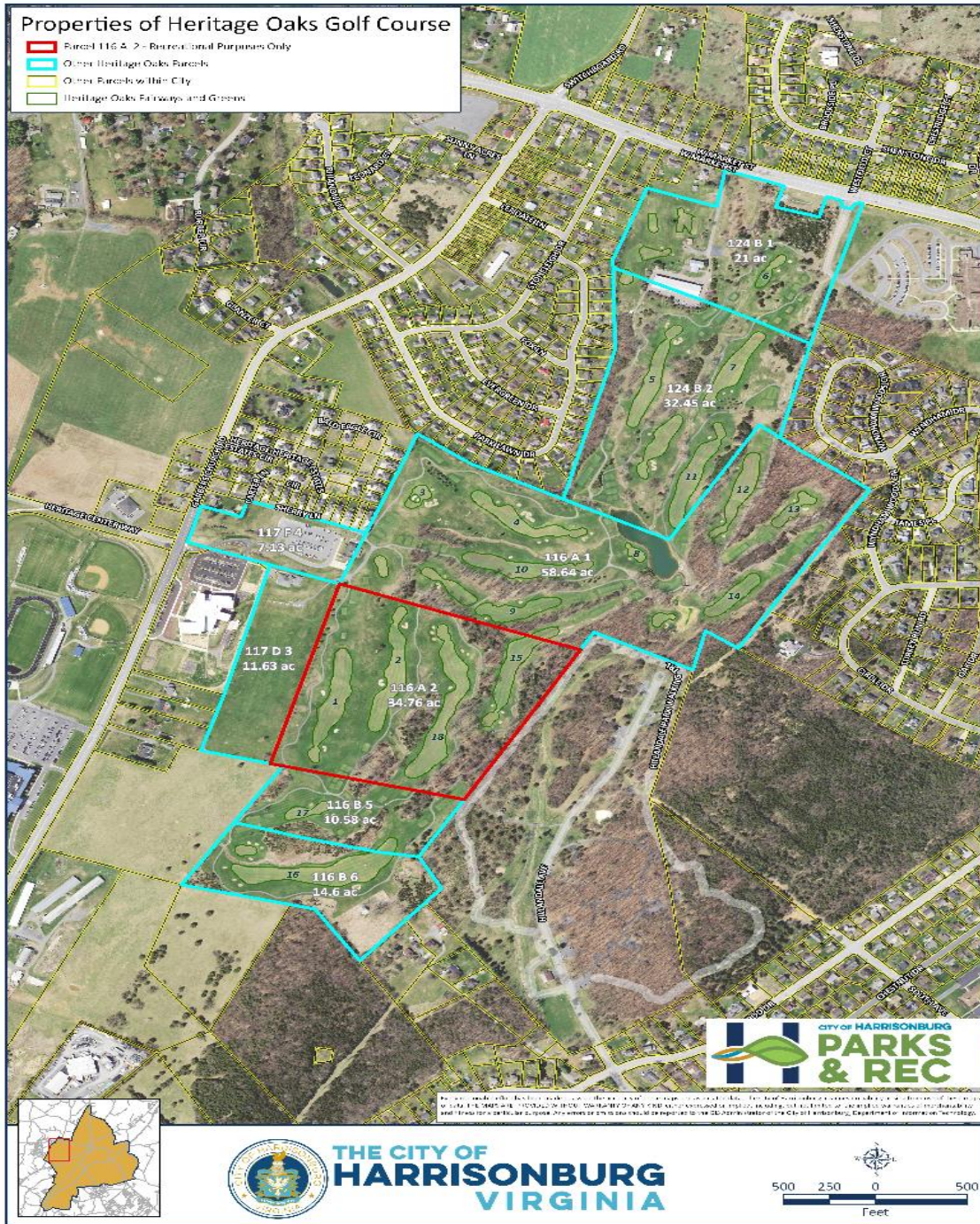
- ▶ Soft Opening Fall 2001
- ▶ Full Operation began March 2002
- ▶ 1st year - 16,000 rounds

How we have Grown:

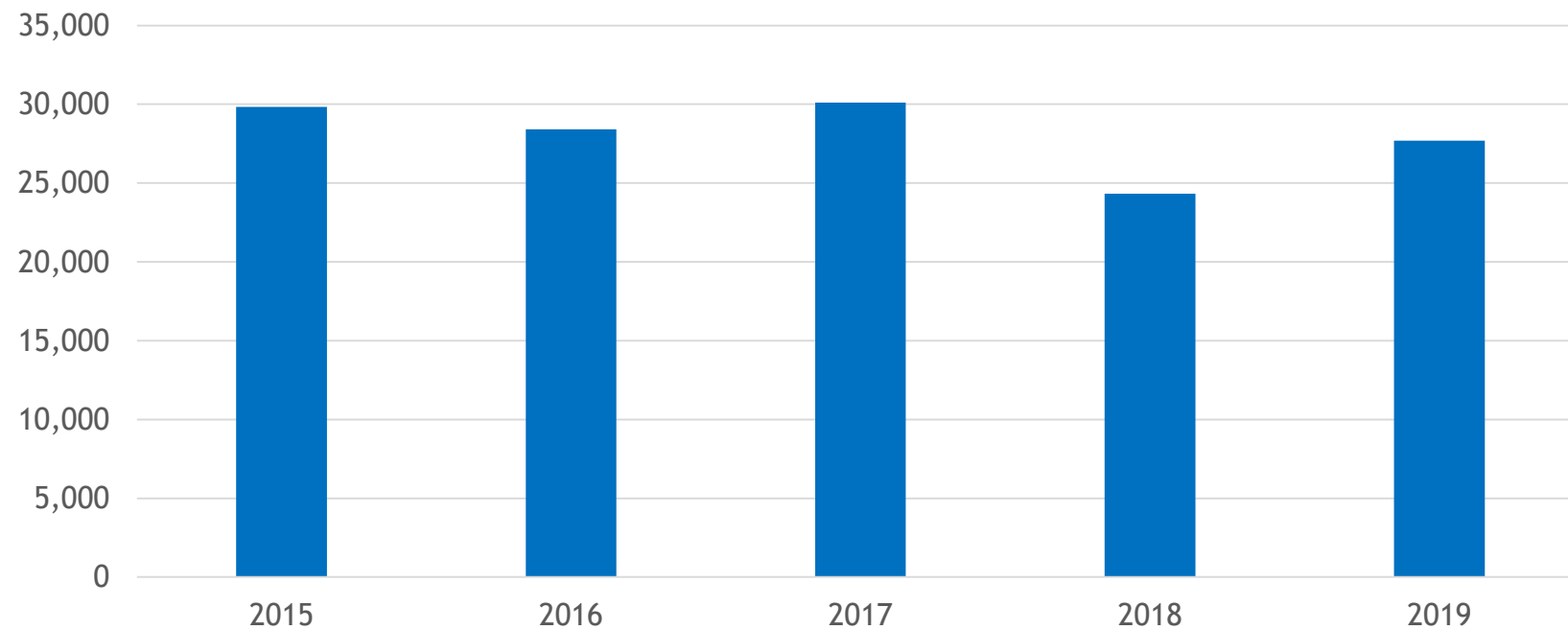
- ▶ 28,300 Annual Rounds
- ▶ 45 Tournament/Fundraising Events
- ▶ Home Course for 3 local High Schools
- ▶ Practice Course for JMU & EMU
- ▶ 4 Leagues Offered
- ▶ Private & Group Instruction
- ▶ Driving Range
- ▶ Fully Stocked Pro-Shop/Restaurant

191 Total Acres

34 Acre Deed Restriction

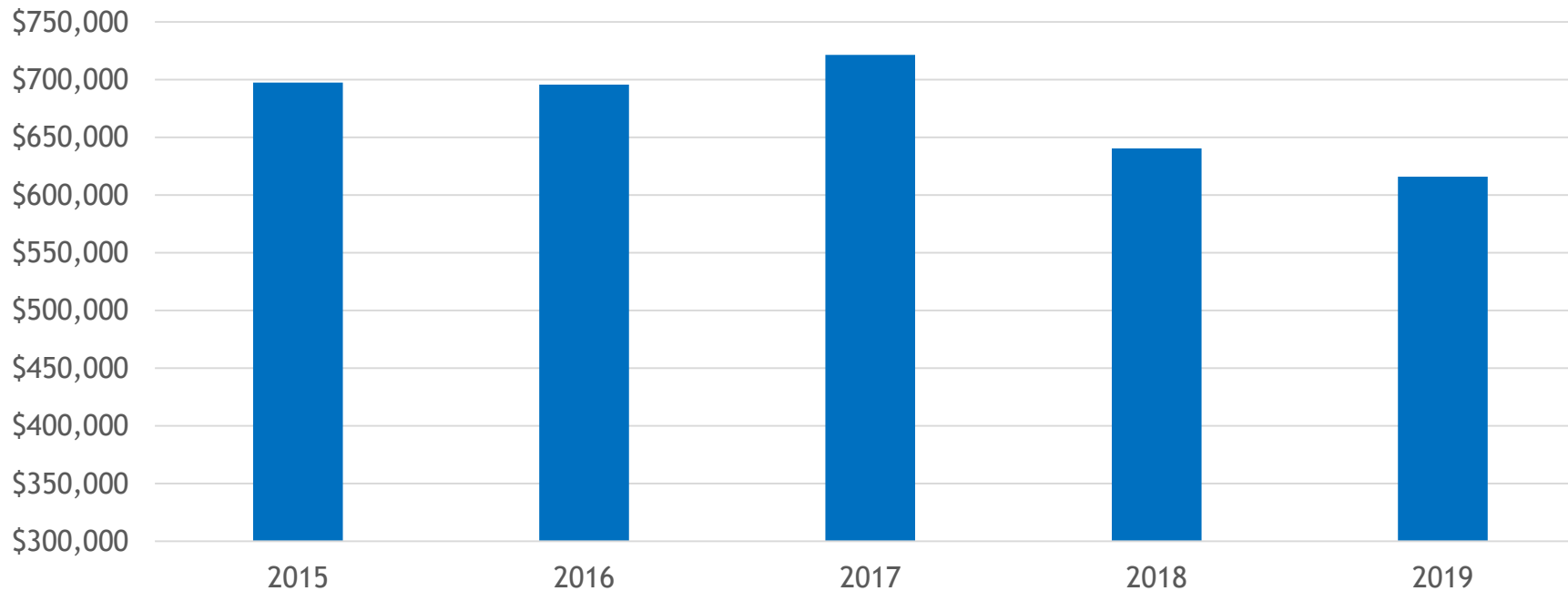


Heritage Oaks Golf Course: Rounds Played per Calendar Year



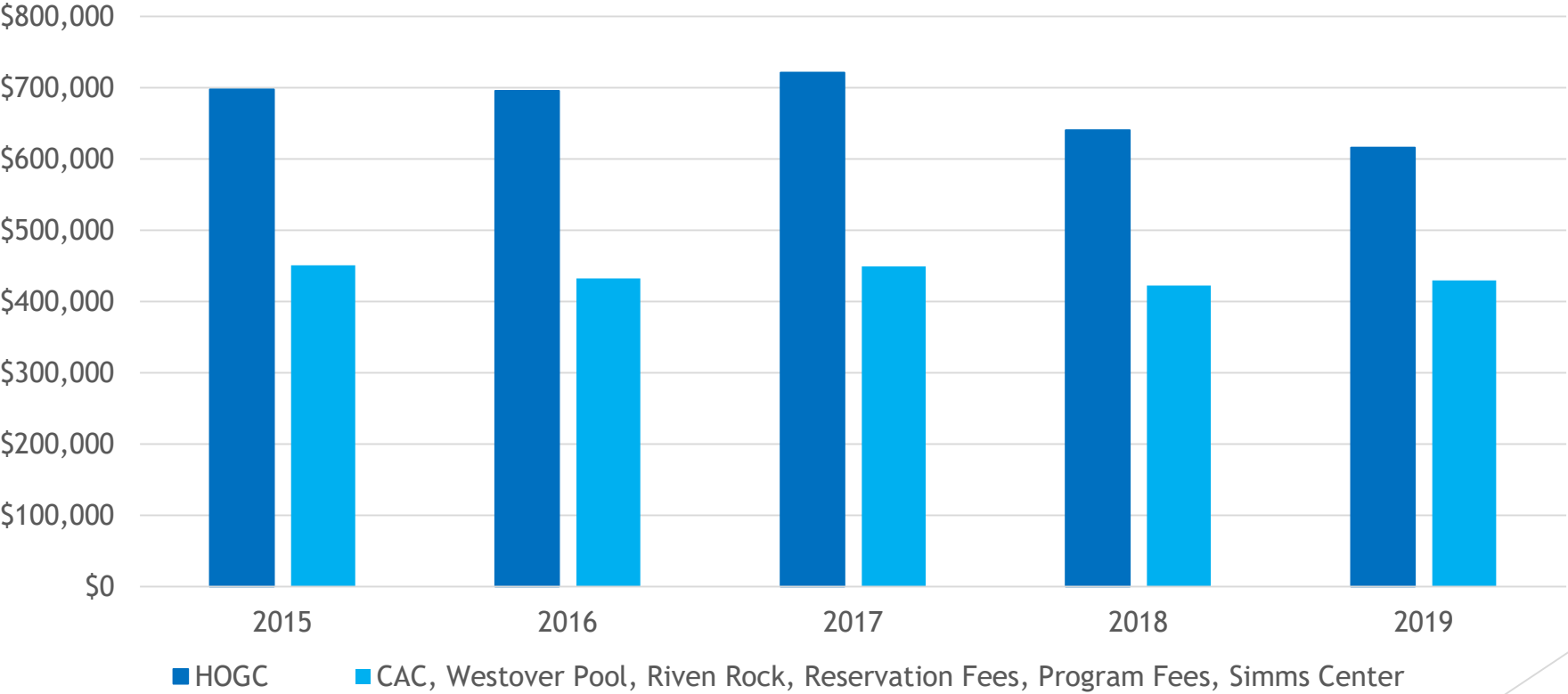
Note: 2018 experienced 63.69" and 153 days of rain. <https://www.whsv.com/content/news/A-recap-of-this-years-rain-and-where-we-stand-503743581.html>

Heritage Oaks Golf Course: Revenue per Fiscal Year

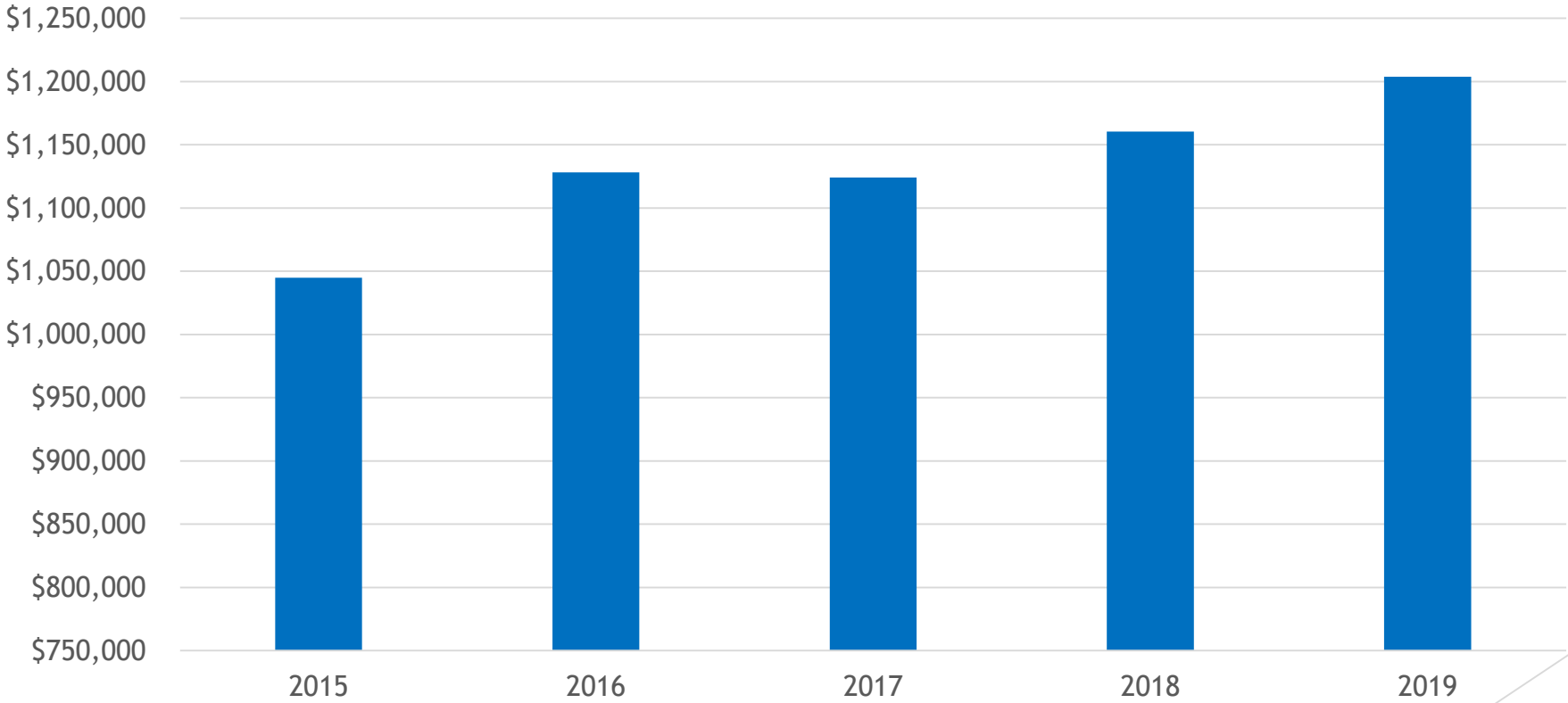


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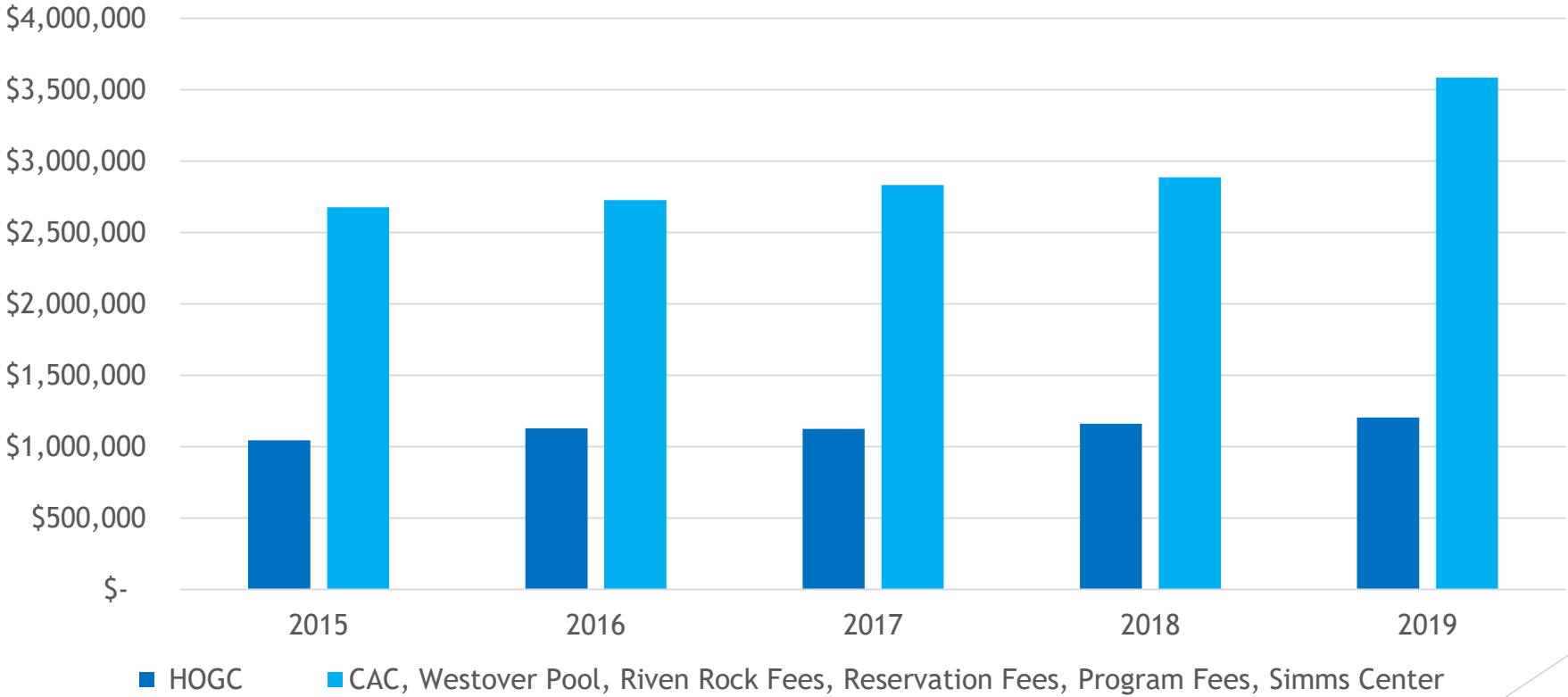
Harrisonburg Parks and Recreation: Program Revenue per Fiscal Year



Heritage Oaks Golf Course: Expenditures per Fiscal Year



Harrisonburg Parks and Recreation: Expenditures per Fiscal Year





Positive Impacts

- ▶ Conservation
- ▶ Economic Benefits
- ▶ Health & Wellness

Conservation Efforts

- City's Water Treatment Plant
- Flood Control
- Pollinator Project
- And more....





Natural Habitat



Green Space

Economic Impacts



Property Values



What visitors think...



Facebook - 4.7 out of 5 stars.



Golf Advisor - 4.5 out of 5 stars.



Golf Now - 4.5 out of 5 stars.



Trip Advisor - 4.5 out of 5

These are from more than 200 reviews.



Health & Wellness



Initiatives



Change Perception

Community Events





Private Events

ADVERTISING
MARKETING
PRODUCT
TELEVISION
RADIO
PUBLIC
COMMERCIAL
AD
PRODUCTS
ADVERTISEMENTS
ADVERTISERS
SERVICE
SALES
MEDIA
FORM
MESSAGE
EDIT
USED
NETWORK
LIFESTYLE
MONEY
MANY
MAY
MAYBE
STAYS
INCLUDE
ONLINE
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Collaboration

Increase Golf Participation

Harrisonburg Parks and Recreation Mission

“To enhance the quality of life and meet the needs of the community by providing comprehensive leisure service opportunities and to develop and maintain a safe system of open spaces and public facilities for the use and enjoyment by the public.”

Harrisonburg Parks and Recreation

Questions???