

# Department of Parks & Recreation

## SEPTEMBER 2024

CDHS Presentation  
September 24, 2024



PRC  
ATLANTA  
PARKS & RECREATION

# GUIDING VALUES

**DPR Mission Statement:** “To provide equitable access to outstanding recreational, natural, and cultural experiences that enhance the happiness, health and well-being of all Atlantans.”

**DPR Vision Statement:** “To make recreation and parks the heart and soul of Atlanta through a diverse, yet seamless and interconnected system of parks, recreation and natural areas.”

**Year of the Youth:** Initiative to ensure Atlanta’s children, youth and young adults have all of the resources necessary to thrive.

## **Activate ATL Goals:**

- **Invest** in Atlanta’s Parks and Recreation Assets
- **Connect** Atlanta’s Parks and Recreation Resources
- **Grow** the Parks and Recreation System

# SUMMER HIGHLIGHTS

## PRIME TIME SENIORS

- Senior Olympics happening now
- New shirts + membership cards

## TEEN LEADERS

- Participation growth 56 %
- Jr. Academy, Girls/Boys Academy

## GIRLS FLAG FOOTBALL

- 2nd year as a summer program
- 100+ girls participating

## OUTDOOR POOLS

- Pool improvements: Southbend, Thomasville and Grant
- 12 outdoor pools serving almost 78,000

## RECREATION 2024



## POPSICLES IN THE PARK

1<sup>st</sup> year with expanded partners like DPW, Atlanta E-911, Georgia Clinicians for Gun Safety & more

## MOVIES IN THE PARK

24 movies shown in parks across Atlanta

## PLAYMOBILE

Visited 21+ different parks spreading recreation throughout the city

## INTERNS + YOUTH HIRED

519 seasonal staff hired:  
175 Teens, 101 Lifeguards,  
239 CBF Staff, 4 Interns

## DAY AT THE LAKE

Lake Allatoona field trip hosted 1,200 happy campers!



**CORNHOLE CHAMPIONSHIP**

# RECREATION 2023 v. 2024



CAMP BEST FRIEND & OST  
2023 PARTICIPANT DATA

2023

VS

2024

CAMP BEST FRIEND & OST  
2024 PARTICIPANT DATA

2,843

ENROLLMENT

CBF

ENROLLMENT

3,668

499

EMPLOYMENT

CBF

EMPLOYMENT

519

1,072

ENROLLMENT

OST

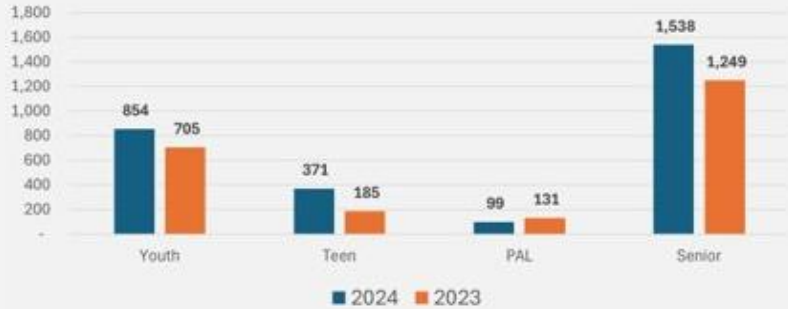
ENROLLMENT

1,292

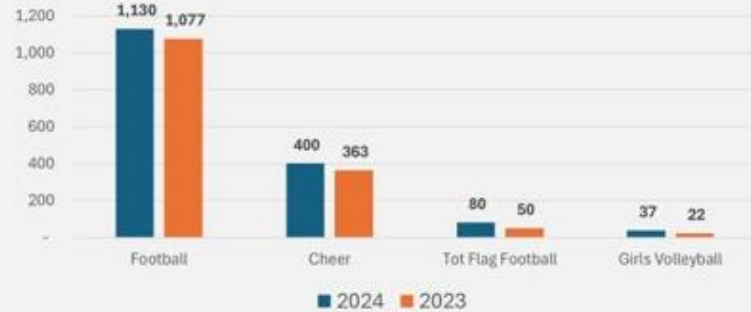


# RECREATION 2023 v. 2024

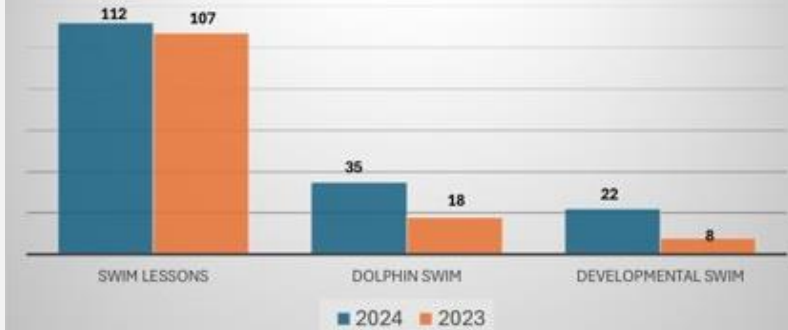
### OST & PTS 24 vs. 23



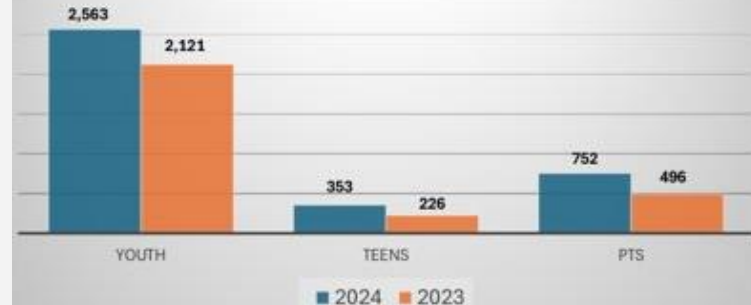
### Fall Sports - 24 vs. 23



### Aquatics 24 vs. 23



### CBF 24 vs. 23



# SUMMER MEALS SERVED

## 62,729 LUNCH SERVED

36,367 June lunch meal service  
26,362 July lunch meal service  
**53% growth vs 2023 (40,908)**



## 47,861 BREAKFAST SERVED

26,608 June breakfast meal service  
21,253 July breakfast meal service  
**41% growth vs 2023 (33,854)**



## 51 TOTAL SITES SERVED

29 DPR sites served  
22 unaffiliated sites served  
**50% increase vs 2023 (34)**



# RACQUET SPORTS + GOLF

## TENNIS + PICKLEBALL

- Seasonal community meetings ongoing
- Pickleball court grand openings recently completed at Washington and McGhee
- Court resurfacings ongoing
- Agape completing pro shop installations, expanded summer hours, and begun pickleball programming

## GOLF

- Tup Holmes Upgrades
- Mayor's Cup Completed





# PARK OPERATIONS RESULTS

**Average Metric Results**  
**May - August | 2023 v. 2024**

Activity (May - August 2024)	Target	2024	2023	YoY Change
Mowing + Mulching	90%	97%	87%	+ 10%
Trimming + Blowing	90%	98%	88%	+ 10%
Garbage Cans Serviced	100%	93%	90%	+ 3%
Litter + Limb Removal	88%	91%	87%	+ 4%
Arborists	85%	100%	99%	+ 1%
Forestry	88%	93%	90%	+ 3%
Electrical	90%	91%	96%	- 5%
HVAC & Roofing	90%	77%	90%	- 13%
Plumbing	90%	94%	69%	+ 25%
Carpentry	90%	79%	52%	+ 27%



# Atlanta Breaks Top 25 TPL ParkScore

Ranked 9th among top 100 U.S. cities for recreation



# MILLAGE SPENDING

## Millage Spending Dashboard

- Dashboard launch in process for tracking and reporting millage expenditures quarterly
- Pending Final FY24 Millage Invoice Paid Report

## Equipment Purchasing Ongoing

- New vehicles received, including vehicles for Park Maintenance, Security and more!

## Maintenance Support

- Additional crews contracted and coordinated to support park maintenance all summer:
  - (3) Litter Crews | CEO
  - (1) Garbage Crew | BeltLine
  - (1) Graffiti Crew | BeltLine
  - Stump Grinding & Tree Debris Removal

+ \$48 Million between Y1-Y3	TOTAL COST (Y1 – Y3)	%
Repairs	\$ 15,870,000	17 %
Park Maintenance	\$ 14,467,572	15 %
Equipment	\$ 6,212,000	6 %
Safety + Security	\$ 4,800,000	5 %
Programming	\$ 3,000,000	3 %
Improvements + Beautification	\$ 2,150,000	2 %
Comms + Data + Tech	\$ 1,500,000	2 %
Capital Improvements	\$ 48,000,000	50 %

# MOVING ATLANTA FORWARD

## MOVING ATLANTA FORWARD

DPR has **71 MAF Projects** coupled with 44 additional Sub Project Lines.

- Construction – 24
- Closeout - 11
- Procurement – 4
- Not Started – 25
- Planning/Scoping – 3
- Engineering/Design – 4



BROWNWOOD PARK IMPROVEMENTS



CHOSEWOOD PARK NEW PLAYGROUND



MADDOX PARK PLAYGROUND



TREMONT PARK NEW PLAYGROUND



MELVIN DRIVE REPLACEMENT PLAYGROUND

# PUBLIC SAFETY

## Increased Staffing

- \$1.6M budgeted via millage for safety and security
- Director of Public Safety hired

## Camera Installations

- **Phase 1** (*complete*): Grant Park, CA Scott (Building), JA White, KMJ, Peachtree Hills, Selena Butler, Washington, CT Martin, West Cascade Park, Stone Hogan Park
- **Phase 2** (*complete*): Adams, Peachtree Hills, South Bend, W. Walker, Piedmont, S. Butler
- **Phase 3** (*in progress*): Central Park, Historic Fourth Ward Park, Mozley Park, Oakland Cemetery, Perkerson Park, Reverend James Orange Park

## Park Ranger Program

- Vehicle purchase underway
- Interviewing for Park Ranger Supervisor
- 22 Park Rangers being hired in total
- Job listing for first 8 Park Rangers goes live 9/23



# TRAILS ATL ENGAGEMENT

- Currently in Round 2 of outreach through 9/23
- Round 3 of outreach scheduled for 10/14 - 10/17
- Draft plan to be complete in January
- Plan presented to City Council in February
- Detailed Implementation Plan begins 3/4



# Trails ATL

Love trails? Want more?

## DISTRICT 8

### Share Your Input About the Trails ATL Draft Map

Trails ATL is a city-wide trails plan connecting Atlantans to where they want to go. Join us for the public meeting focused on your district. Share feedback on the draft map, and tell us where you'd like to see new paths to ride, walk, and roll.

#### PUBLIC MEETING

**WEDNESDAY, SEPTEMBER 11**

**6:30 P.M. - 8:00 P.M.**

**Chastain Horse Park**

4371 Powers Ferry Rd, Atlanta, GA 30327

Hosted in partnership with  
**Council Member Mary Norwood**



Learn more and take the survey at [www.trailsatl.com](http://www.trailsatl.com) or scan the QR code!

# FALL EVENTS + PROGRAMS

**MOVIES IN THE PARK:** Doubled offerings in 2024 for 24 total movie screenings

## NEW RECREATION PROGRAMMING

- Bike Education, Inner Explorer, Kiln, Jewelry Making, SMART Lab, Esports, Atlanta Beltline Group Fitness, Mental Health and Focus Training, Sports Clinics, Story City and MLK Teen Take Over

## FALL ATHLETICS:

- Football
- Cheer
- Tots Football
- Volleyball



8 REC  
PARKS  
ATLANTA



CITY OF ATLANTA DEPARTMENT OF PARKS AND RECREATION PRESENTS:

# MOVIES IN THE PARK

SEPTEMBER & OCTOBER

DATE	PARK	MOVIE
Friday, Sept. 6	Peachtree Hills	Cirque Du Soleil: Kurios (NR)
Saturday, Sept. 7	Adair Park I	Vivo (PG)
Friday, Sept. 13	Oakland Cemetery	Ghostbusters: Frozen Empire (PG-13)
Saturday, Sept. 14	Cook Park	Let's Do It Again (PG)
Friday, Sept. 20	Mozley Park	Dora the Explorer (2019) (PG)
Saturday, Sept. 21	Central Park	The Hunger Games: The Ballad of Songbirds and Snakes (PG-13)
Friday, Sept. 27	Bessie Branham	Encanto (PG)
Saturday, Sept. 28	Rosa Burney (Dunbar)	Jumanji: Welcome to the Jungle (PG-13)
Friday, Oct. 4	Grant Park	Trolls Band Together (PG)
Saturday, Oct. 5	Adams Park	DC League of Super Pets (PG)
Friday, Oct. 11	Atlanta Memorial Park	Dolittle (PG)

MOVIES BEGIN AT DUSK

Schedule Subject to Change



# NRPA IN ATLANTA

## National Recreation & Parks Association Annual Conference comes to Atlanta!

- October 8 - 10, 2024
- Local Host Committee:
  - Atlanta DPR
  - Georgia Recreation & Park Association
  - Douglasville Parks and Recreation
- One of the premier events for parks and recreation professionals
- Expecting over 10,000 parks and recreation professionals



2024 NRPA  
ANNUAL  
CONFERENCE



# COMING 2025: SOUTHSIDE SPORTS COMPLEX

## Four Quad Artificial Turf Baseball Complex

- Design plans under second revision
- Moving Atlanta Forward - \$3.75M
- Atlanta Braves - \$10M committed through sponsorships and fundraising
- Morehouse College - \$2M
- AFCRA - \$1M

## Features to include:

- Community Room (50)
- Playground
- Feature Field
- Concessions
- Athletic Offices
- Locker rooms
- Press Box



# COMING 2026: JOHN A. WHITE SENIOR CENTER

## John A. White Golf & Senior Activity Center

- DPR & Atlanta Fulton County Recreation Authority



**Thank You!**

