



  
**AUGUSTA**  
 COUNTY, VIRGINIA  
 PARKS AND RECREATION

Annual Report

**FY 2023** **ANNUAL REPORT**

OUR DEPARTMENT IS DEDICATED TO  
 PROVIDING QUALITY RECREATION AND  
 LEISURE OPPORTUNITIES TO THE CITIZENS  
 OF AUGUSTA COUNTY

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## **theparks&rec** *Mission*

We believe that learning and playing are lifelong endeavors and vital to overall health and wellness. Our department is dedicated to providing a variety of quality recreation and leisure opportunities to the citizens of Augusta County. If you are looking for a creative outlet, a challenging adventure, a means to stay fit and healthy, or an activity to further your child's development, you have come to the right place! We maintain several parks and facilities throughout the county that can host a wide range of activities. Our trip offerings take you to amazing places both within our state and beyond.

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# Directors Greeting



Thank you for grabbing a copy and it is with great pleasure that we present the 2023 Annual Report for the County of Augusta's Parks & Recreation Department. Throughout 2023, the Parks & Recreation team of dedicated professionals continued to deliver high quality programs and services to our citizens. Connecting people through opportunities to recreate, socialize, gather and play remained a primary focus. The positive experiences of 2023 have us looking forward to 2024 and the many possibilities it will bring.

This Annual Report is an ideal way to reflect on the accomplishments of the year and communicate the work being done in the community. There are many citizens and partners including community groups, organizations, and businesses that support this department's efforts and consistently work with us to improve the quality of life for all of Augusta County. An unmeasurable amount of appreciation should be expressed to them and we look forward to maintaining those relationships for our future investment.

As with most public service agencies, our employees are our greatest resource. I consider myself incredibly fortunate to work with the collection of professional staff that serves your Department of Parks & Recreation. They are extremely dedicated, passionate, knowledgeable, and skilled. Being involved and connected to the community and understanding our community's needs is, has been, and always will be our priority.

Our staff is very passionate about the future and sustainability of Augusta County and all that it offers including parks, a great variety of other recreational amenities, and an expanding slate of recreational opportunities and experiences. You will find that Parks & Recreation in Augusta County will continue to strive for not only providing high quality now, but to leave lasting legacies for our residents and visitors alike for decades to come.

As you review this report, know that you too can be involved with our department in so many ways. You can take a class, go on a trip, visit our parks, teach a class, or volunteer. I encourage you to take part in one or all of these opportunities as the calendar turns to 2024!

## DIRECTOR

*Andy Wells*

## ADMINISTRATIVE ASSISTANT

*Pam Mowery*

## RECREATION MANAGER

*Joyce Johnson*

## PROGRAMS COORDINATOR

*Lauren Jacobsen*

## PROGRAMS COORDINATOR FOR PROMOTIONS & SPECIAL EVENTS

*Charley Schilling*

## PARKS SERVICES MANAGER

*Scott Farris*

## NATURAL CHIMNEYS PARK COORDINATOR

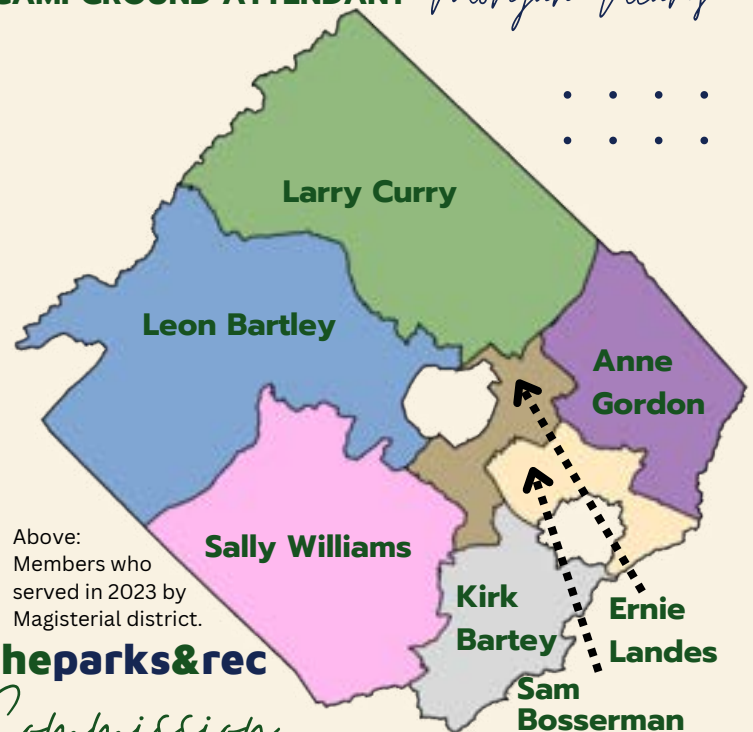
*Kelly Rourke*

## PROGRAM TECHNICIAN

*Ashley Rhodes*

## CAMPGROUND ATTENDANT

*Morgan Heary*



Above:  
Members who  
served in 2023 by  
Magisterial district.

## theparks&rec Commission

The Parks and Recreation Commission serves in an advisory capacity to the Board of Supervisors in recommending policies related to recreation programming, constantly reassessing recreation needs to provide year-round supervised recreation for the citizens of Augusta County. The Commission is composed of seven members appointed for four-year terms by the Augusta County Board of Supervisors.

*Andy Wells*



# Highlights

## How are we growing?



### Augusta County Parks and Recreation Thrives Post-Pandemic

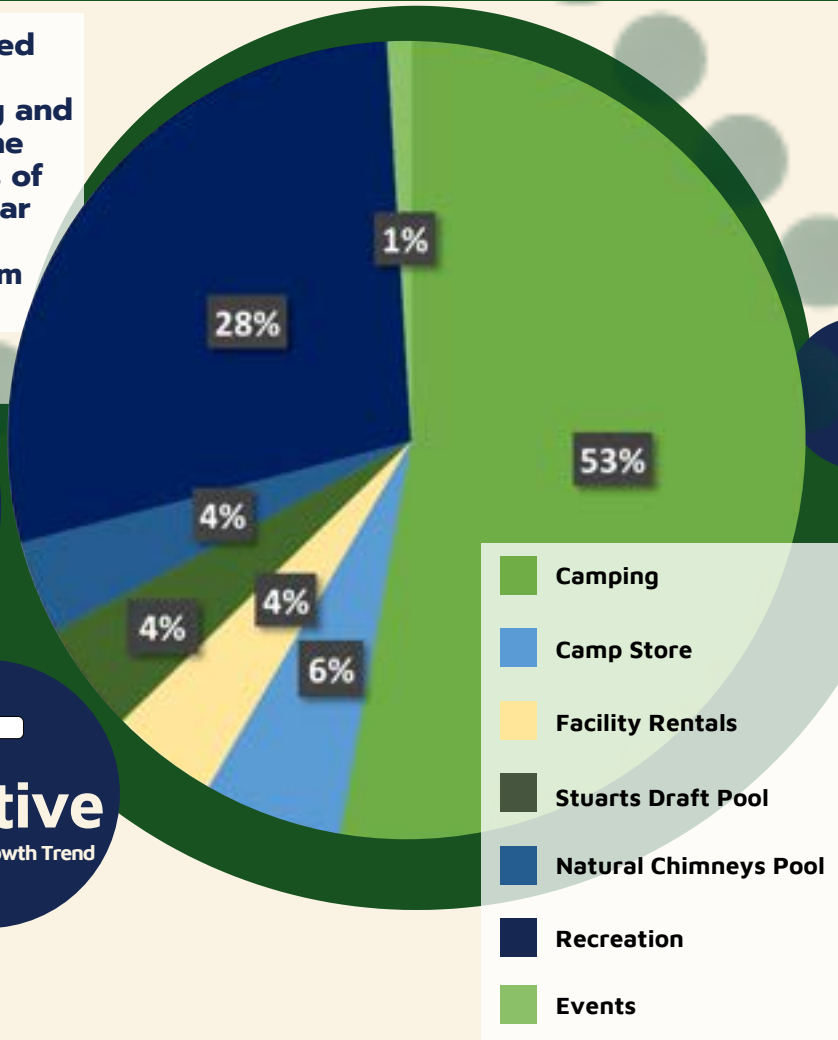
The pandemic of 2020 had a significant impact on organizations and businesses worldwide, but Augusta County Parks and Recreation has managed to not only recover but also exceed pre-pandemic operations in some areas. We are thrilled to announce this development and are eager to continue our growth and expansion in the years to come. Take a look!



Pre-pandemic our department neared \$1M in revenue! Currently, most departmental functions are meeting and surpassing 2019 numbers. Across the board we are seeing growth trends of at least 10% and as high as 40% year to year since the pandemic. It is our goal to keep this momentum by continuing to **GROW!**

**\$618.7K**  
Total Revenue

**+**  
**Positive**  
Projected Growth Trend



# Trips!



65  
TRIPS

864  
Participants

75%  
Success Rate

For more than 30 years, Augusta County Parks and Recreation has offered trips to events and attractions throughout Virginia and the surrounding area. We have two 14 passenger buses, and a dedicated group of trip drivers and trip leaders that help facilitate these trips. On occasion, a trip will have more interest than we can fit on our buses. In these cases, and dependent on the venue, staff will contract a local transportation company to secure a larger motorcoach.

## Our First Overnight Trip - a HUGE success!

Our first overnight trip since the pandemic was a huge success! The trip was so popular, a second 50 seat motorcoach was booked to complete the trip; 100 attendees made their way through the streets of Savannah and surrounding area, enjoying the theater, river, boutiques, restaurants, islands, beaches, and more for 5 days and 4 nights. With 2 additional overnight trips scheduled over the next year, popularity in these trips continues to grow!



05 [www.augustarec.com](http://www.augustarec.com)



“  
**Activities**



**574**  
Participants

**117**  
Activities  
offered

Augusta County Parks and Recreation provides programs and activities that span a wide range of interests and abilities, offering something for everyone! Depending on the subject matter, some programs may be seasonal while others are offered every quarter. Programmers are constantly evaluating interest and adjusting our offerings accordingly so that we always have something new to offer. In the course of a year and taken as a whole, our programs are entirely self-sustaining.

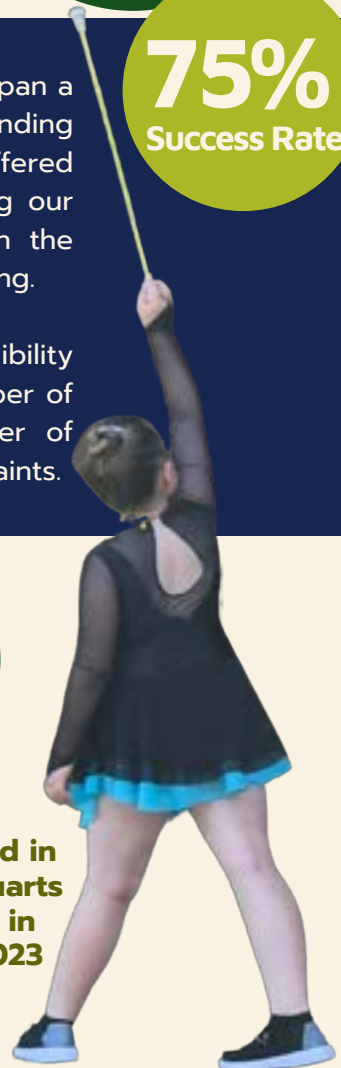
Evaluating the financial standing of our programs on the whole provides flexibility for positive net on some programs to compensate for loss on a limited number of individual programs. In effect, this allows us to offer a maximum number of programs to our citizens while still satisfying more broad departmental constraints.

**75%**  
Success Rate



**\$174K**  
Revenue  
Trips & Activities

The Baton class performed in both the Staunton and Stuarts Draft Christmas Parades in 2022 as well as at our 2023 Draft Days Event!



# Aquatics

AUGUSTA  
COUNTY, VIRGINIA  
PARKS AND RECREATION  
**STUARTS  
DRAFT  
POOL**

NATURAL CHIMNEYS  
MOUNT SOLON  
VIRGINIA

**\$24.9K**  
revenue

**\$22.3K**  
revenue

**6,233**  
Guests

**5,576**  
Guests

## Our Pools

The department operates two outdoor swimming pools with the season running from Memorial Day weekend to Labor Day. Both pools host daily open swim time, and each is available to rent for private pool parties. In addition, swim lessons are available at Stuarts Draft Pool. The 2023 pool season released pool passes for purchase and donated 100 single use passes to the Augusta County Library Summer Reading Program.



**\$6K**  
revenue

# Events



**275**  
Attendees

**Fall Movie Night**  
**Saturday, October 8 | 5PM-9PM**  
In October we hosted our second Fall Movie Night, featuring the movie "The Bad Guys", 2 local nature conservation organizations, and two food trucks. 275 attendees also enjoyed lawn games and campfires while the movie played.

**32'**  
screen

**300**  
Attendees

**Senior Health Fair**  
**Wednesday, November 16 | 9AM-12PM**  
The Senior Health Fair is back, in-person for the first time since 2019! A total of \$2,800 from 8 sponsors provided complimentary refreshments, door prizes, media advertisement, and branded tote bags for all 250 attendees.

**45**  
vendors

**180**  
Participants

**Clark in the Parks**  
**Monday, November 21 - Tuesday, December 20**  
Clark in the Parks is our annual county-wide, hide-n-seek style, scavenger hunt! For one month, park goers were given clues on social media to find elves in each of our 6 parks. Each time an elf was found, it could be returned for a prize from one of 13 community sponsors. The games saw roughly 180 participants.

**38**  
Prizes Won





## Food Truck Wednesdays

Over **2K** Customers Served

Food Truck Wednesdays is a weekly event held at the Government Center in Verona for staff and the surrounding community. Each Wednesday, May-September, 2-3 food trucks set up in the front parking lot from 11am-2pm. This season, Cousin Jimmy's String Band joined us for entertainment at 3 events. Trucks this season were Delicias Marina, Kona Ice, COSMIC-SMOKE-N-BBQ, CheeseSteak Scenarios, and Battarbees Catering Buggy.



**1K** Attendees

## Second Annual Draft Days 2023

Draft Days is a dedicated day of play that was held on Saturday, June 3, from 11AM - 4PM. Together, 7 non-profit organizations, 3 businesses, and 5 food trucks served 1,000 attendees over the 5 hour event. Families enjoyed a 72ft obstacle course, pop-up nature playground, rock wall, ball pit, nerf arena, gaming truck, underground classroom, dino digs, scavenger hunt, archery, and more!



**DRAFT DAYS**  
A DAY OF PLAY



# Our Parks

Ballfields, trails, shelters, and more!



## Augusta Springs

201 Augusta Springs Rd  
Craigs ville, VA 24430



## Deerfield

59 Marble Valley Rd  
Deerfield, VA 24432



## Crimora

1648 New Hope-Crimora Rd  
Crimora, VA 24431

**NEW**

## Dooms Crossing South River

fishing and boat launch site was officially opened for use in 2022!

River access sites improve the public's recreational use of rivers for fishing and paddling, while offering improved water quality and environmental benefits to numerous species that live in or around the river habitat.

Crimora Park River Access site neared completion at the end of the fiscal year and officially opened in the fall of 2023..

**For more information please visit:**  
[tinyurl.com/ACRiverAccess](http://tinyurl.com/ACRiverAccess)



Augusta County Parks and Recreation currently maintains several parks throughout the county that include amenities such as picnic shelters, charcoal grills, playgrounds, ballfields, walking trails, pools, amphitheaters, and more!

Our parks at Augusta Springs, Crimora, Deerfield, Natural Chimneys and Stuarts Draft all offer covered picnic shelters which may be rented (April 1 - October 31) or used on a first come, first served basis throughout the year. These shelters are great for birthday parties, graduations, family reunions, workplace cookouts, or get-togethers with friends and family.

**155**  
Shelter  
Rentals

**\$9.5K**  
Revenue



### **Natural Chimneys**

94 Natural Chimneys Ln  
Mt. Solon, VA 22843



### **Stuarts Draft**

96 Edgewood Ln  
Stuarts Draft, VA 24477



### **Trails at Mill Place**

68 Centerview Dr  
Verona, VA 24482

- 10 NEW handicap- accessible picnic tables made from recycled plastic
- 4 NEW charcoal grills
- NEW metal roofs at Natural Chimneys

**NEW**



# NATURAL CHIMNEYS

MT. SOLON • VA



The 2022 Camping Season ended successfully showing increases in both revenues and reservation nights, and brought a lot of changes to the Campground, paving the way for an even more successful start to the 2023 Camping Season. These changes include opening a Camp Store, removing hazardous trees, removing the ranger house and cabin, and replacing shelter roofs! FY 2023 financial reports show a positive trend in increased revenues., estimating between 10%-20% increases season to season.

12K  
Reservation  
Nights

\$327K  
Camping  
Revenue

\$34.5K  
Camp Store  
Revenue



“**Things to Do!**  
at the Chimneys!



Natural Chimneys Park and Campground is home to many exciting events! This year guests enjoyed music from the Stonewall Brigade Band, Jousting Tournaments, the Shenandoah 500 and even the 10th Annual Red Wing Roots Music Festival! The park and facilities get rented every year for various other private and public gatherings and is also home for our annual Fall Movie Night!

**Over 2.5 miles of Trails!**



# Collaborations



Augusta County Parks and Recreation works with a number of neighboring localities, businesses, organizations and centers to assist in serving the community!

This year you could catch us, and Ace our lovely mascot, at the following community events!

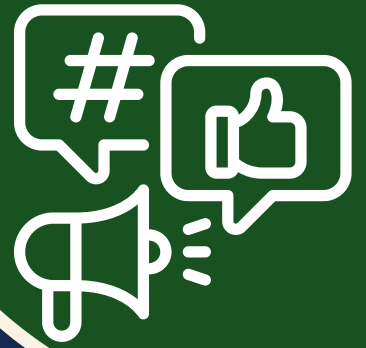
- SAW Clothing Event
- Adventures at the Museum
- Augusta County Library Summer Reading Kickoff



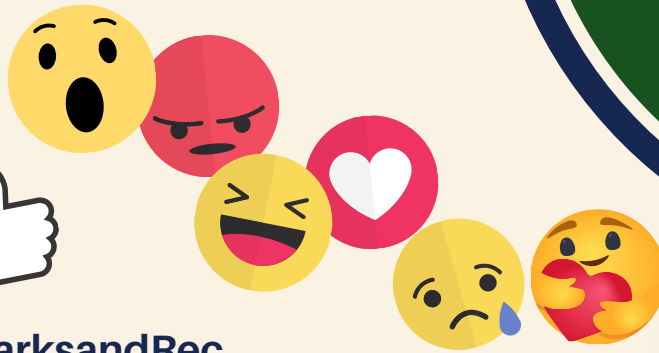
Staff built and painted a 6 ft tall interactive game for outreach events. Players are challenged to pull the ropes and carry a golf ball all the way up the board, without dropping it in one of the holes! Players that successfully bring the golf ball to Ace win a prize!



# Communication



3.4K Likes



@AugustaCountyParksandRec



600 Followers!

FOLLOW US

#AugustaRECVA



3.6K Likes

1K Likes



The numbers reported on this page reflect a growth period of 6 months. In that time, all of communication outlets increased between 10%-20%! All of our pages and accounts have more followers and engagements. Our RecReport has more subscribers. And our Guide is reaching more and more households! Not just due to the increase in population but also due to a continuous increase in guide requests from outside of our county!



5.9K Subscribers!

SUBSCRIBE



15 [www.augustarec.com](http://www.augustarec.com)

115K Guides Mailed



# Get In Touch



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