



Parks Department

Mission Statement

The Jackson County Parks and Recreation system provides the environments that facilitate memorable experiences and enhance the quality of life in our community.

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Parks Administration

Activities

Overseeing 18 County Parks with more than 1,000 acres of wooded and natural areas, beaches, trails, and more, the Jackson County Parks Department includes The Cascades (often referred to as Cascade Falls), Urban Fishery Pavilion, Falling Waters Trail, The Cascades splash pad, and campgrounds at Pleasant Lake and Swains Lake. Family fun is scheduled all summer long at Jackson County’s most spectacular attraction – The Cascades. We offer three fireworks shows projected over the illuminated waterfall for Memorial Day, Independence Day, and Labor Day, along with a weekly summer concert series.

The administration includes leadership for the Parks and Fair, strategic planning, public relations, financial management and budget development, payroll processing, accounts payable processing, project management for the parks and fairgrounds, fundraising and grants management, special event coordination, picnic shelter reservation management, and bike rental management.

Strategic Plan Impact

- ✓ **Economic Development**

The activities of the parks department encourage economic activity in the community. The operation of many of the facilities and festivals that occur in the parks are a regional draw, helping to bring in tourism dollars to the community.

- ✓ **Healthy Community**

The parks department offers a number of recreational activities and facilities that encourage a healthy lifestyle. A “Health Community” is a priority that was identified in a strategic plan that the Parks Board of Commissioners completed in late 2017. Offerings include the following; non-motorized pathways, playgrounds, swimming, golf courses, sports fields, to name a few.

- ✓ **Recreational & Cultural Opportunities**

The primary mission and focus of the parks department is to provide recreational opportunities. A vast majority of the activities and facilities in the department are free. In addition, the department offers entertainment to the community through free community band shell concerts and Cascade Falls Family Nights, an excellent opportunity to enjoy family entertainment at a very low cost.

Accomplishments

- ✓ Implemented a Point of Sale/Reservation software to increase efficiency and improve revenue control measures



- ✓ Coordinated construction work on a new 30,000 square foot Event Center building at the Jackson County Fairgrounds, and also major infrastructure upgrades to James J. Keeley Park
- ✓ Updated the 5-Year Recreation Plan
- ✓ Coordinated community engagement for millage project input
- ✓ Oversaw design work on Blackman Township Trail project
- ✓ Submitted three grant applications for park development projects

Budget Adjustments

There are no significant budget adjustments to this program.





Strategic Outcomes						
Indicator	2012 Actual	2013 Actual	2014 Target	2015 Target	2016 Target	2017 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	50%	50%	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	41%	*	42%	42%	42%

Other Key Indicators						
Indicator	2012 Actual	2013 Actual	2014 Target	2015 Target	2016 Target	2017 Target
Satisfaction Surveys	-	-	-	TBD		
*Previous years' data, not collected						

Pleasant Lake

Activities

Jackson County Parks operates a campground at Pleasant Lake County Park that includes 60 modern campsites with water and electricity at this 21-acre park. The park also includes a swimming area, a playground, three picnic shelters, and a basketball court.

Strategic Plan Impact

- ✓ **Economic Development**

The activities of the parks department encourage economic activity in the community. The operation of many of the facilities and festivals that occur in the parks are a regional draw, helping to bring in tourism dollars to the community.

- ✓ **Healthy Community**

The parks department offers a number of recreational activities and facilities that encourage a healthy lifestyle. Offerings include the following: non-motorized pathways, playgrounds, swimming, golf courses, sports fields, to name a few.

- ✓ **Recreational & Cultural Opportunities**

The primary mission and focus of the parks department is to provide recreational opportunities. A vast majority of the activities and facilities in the department are free. In addition, the department offers entertainment to the community through free community bandshell concerts and Cascade Falls Family Nights, an excellent opportunity to enjoy family entertainment at a very low cost.

Accomplishments

- ✓ Both campgrounds continue to offer quality family camping and day-use recreational opportunities.
- ✓ Completed a total parking lot re-organization including removal of all wood posts and steel cable, parking block arrangement, and adjusting signage.
- ✓ Implemented a Point of Sale/Reservation software to increase efficiency and improve revenue control measures
- ✓ Renovated the restroom building to improve wheel chair access to the shower area and improved ventilation.



Budget Adjustments

There are no significant budget adjustments to this program.



Strategic Outcomes						
Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	50%	50%	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	41%	*	42%	42%	42%

Other Key Indicators						
Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Camp Site Rentals	No Submission	No Submission	1,500	1,500	1,500	1,500



Cascades Falls

Activities

An illuminated, colorful, man-made waterfall amplified by fireworks stands out on summer nights in Jackson. The Cascades, within the boundaries of the Sparks Foundation County Park, is one of Jackson's most spectacular attractions.

For more than 85 years, The Cascades has captivated locals and visitors from around the world. Jackson's most famous landmark, under the management of the Jackson County Parks Department, promises to amaze and delight for generations to come. Family Fun Night is every Wednesday in the summer and you can expect live music and costumed characters, along with the Falls. Live music can also be enjoyed every summer Saturday in the Rotary Bandshell at Sparks Park (also known as Cascades Park).

Strategic Plan Impact

- ✓ All park and recreation services provided by the parks department foster a higher quality of life in the community.
- ✓ The activities of the parks department encourage economic activity in the community. The operation of many of the facilities and festivals that occur in the parks are a regional draw, helping to bring in tourism dollars to the community.
- ✓ The parks department offers a number of recreational activities and facilities that encourage a healthy lifestyle. Offerings include the following; non-motorized pathways, playgrounds, swimming, golf courses, sports fields, to name a few.
- ✓ The primary mission and focus of the parks department is to provide recreational opportunities. A vast majority of the activities and facilities in the department are free. In addition, the department offers entertainment to the community through free community band shell concerts and Cascade Falls Family Nights, an excellent opportunity to enjoy family entertainment at a very low cost.

Accomplishments

- ✓ Implemented a Point of Sale system to increase efficiency and improve revenue control measures
- ✓ Public restrooms were renovated in 2018 to include ventilation, paint and new fixtures
- ✓ A changing area was added in 2018 for splash pad visitors
- ✓ 11 Wednesday night Family Entertainment Shows and three firework shows
- ✓ New metal roofs over the concession/bathroom building and the giftshop/museum building
- ✓ Implemented two additional *Palooza at the Fallz* for a total of three in the 2019 season



Parks Department

- ✓ Purchased an outdoor movie projection system and held 2 movie nights that saw great community involvement
- ✓ Replaced the vertical fountain pumps

Budget Adjustments

There are no significant budget adjustments for this program.

Additional funding for continual software updates and music purchases to keep the computers system updated- not doing so would let the progress we have made fall behind.

As the amphitheater wall is removed, more equipment (lawn vac, portable bleachers, etc.) and staff will be needed to maintain the grassy amphitheater area that people will be sitting on.



Strategic Outcomes						
Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	50%	50%	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	41%	*	42%	42%	42%

Other Key Indicators

Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Paid Admissions to the Cascade Falls	14,000	15,438	16,000	17,000	17,000	17,000
Unpaid Admissions to the Cascade Falls	7,500	8,526	9,500	10,000	10,000	10,000



Parks General

Activities

Maintain 875 acres of park, open space and non-motorized pathways at 16 facilities; operate campgrounds at Pleasant Lake and Swain's Lake County Parks and maintain parks at the following lakes -- Clark, Clear, Gillett's, Grass, Lime, Little Wolf, Portage, Round, Vandercook and Vineyard, as well as Horton Mill Pond, Minard Mills, Sparks Park and the Falling Waters Trail.

Sparks Foundation County Park (aka Cascades Park) is host to several special events including the Relay for Life, band concerts, Earth Day, a host of charity events, and three fireworks shows celebrating the major summer holidays.

Strategic Plan Impact

✓ **Economic Development**

The activities of the parks department encourage economic activity in the community. The operation of many of the facilities and festivals that occur in the parks are a regional draw, helping to bring in tourism dollars to the community.

✓ **Healthy Community**

The parks department offers a number of recreational activities and facilities that encourage a healthy lifestyle. Offerings include the following; non-motorized pathways, playgrounds, swimming, golf courses, sports fields, to name a few.

✓ **Recreational & Cultural Opportunities**

The primary mission and focus of the parks department is to provide recreational opportunities. A vast majority of the activities and facilities in the department are free. In addition, the department offers entertainment to the community through free community band shell concerts and Cascade Falls Family Nights, an excellent opportunity to enjoy family entertainment at a very low cost.

Accomplishments

- ✓ Sea Wall Repairs to Grass Lake County Park
- ✓ Removal of un-necessary guard rails at various locations
- ✓ Memorial tree and bench program
- ✓ Added one new CXT vault toilet facilities
- ✓ Added safety surfacing to playgrounds
- ✓ Coordinated new playground equipment at Portage Lake County Park and Grass Lake County Park



Parks Department

- ✓ Basketball court repairs at Pleasant Lake County Park
- ✓ Multiple painting project at park restrooms
- ✓ Extensive tree work on the Falling Waters Trail

Budget Adjustments

There are no significant budget adjustments to this program.





Strategic Outcomes

Indicator	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Target	2015 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	48%	*	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	37%	*	41%	*	42%

Other Key Indicators

Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Number of Festivals/Special Events	25	25	30	30	30	30
Programmed Recreation Events (concerts/family nights, etc.)	26	24	24	24	24	24
*Previous years' data, not collected						



Swains Lake

Activities

Jackson County Parks operates a campground at Pleasant Lake County Park that includes 60 modern campsites with water and electricity at this 21-acre park. The park also includes a swimming area, a playground, three picnic shelters, and a basketball court.

Strategic Plan Impact

- ✓ **Economic Development**

The activities of the parks department encourage economic activity in the community. The operation of many of the facilities and festivals that occur in the parks are a regional draw, helping to bring in tourism dollars to the community.

- ✓ **Healthy Community**

The parks department offers a number of recreational activities and facilities that encourage a healthy lifestyle. Offerings include the following; non-motorized pathways, playgrounds, swimming, golf courses, sports fields, to name a few.

- ✓ **Recreational & Cultural Opportunities**

The primary mission and focus of the parks department is to provide recreational opportunities. A vast majority of the activities and facilities in the department are free. In addition, the department offers entertainment to the community through free community band shell concerts and Cascade Falls Family Nights, an excellent opportunity to enjoy family entertainment at a very low cost.

Accomplishments

- ✓ Both campgrounds continue to offer quality family camping and day-use recreational opportunities.
- ✓ Implemented a Point of Sale/Reservation software to increase efficiency and improve revenue control measures

Budget Adjustments

There are no significant budget adjustments to this program.





Strategic Outcomes

Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	47%	*	50%	50%	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	41%	*	42%	42%	42%

Other Key Indicators

Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Camping Nights	2,770	No Submission	2,100	2,200	2,200	2,200

Parks Fairgrounds (Keeley Park)

Activities

James. J. Keely Park is a 44-acre park that offers a multitude of activities. In addition to hosting the annual county fair, which draws a range of activities from rodeo, to mainstage performances, livestock competitions, and 4H activities, Keeley Park also serves as a community resource for other events and activities. In particular, the Herman Gumper Building and the former American 1 Event Center (now American 1 Hall) provide venue space for weddings, concerts, agriculture shows, community clubs and associates, and consumer shows/events throughout the year.



Parks Equipment

Activities

Operates the championship 18-hole Cascades Golf Course, the 9-hole executive course, Cascades Short Course and Ken Douglas Learning Center. Also, responsible for the World Famous Cascades in the Sparks Foundation County Park.

Operate campgrounds at Pleasant Lake and Swain's Lake County Parks and maintain parks at the following lakes -- Clark, Clear, Gillett's, Grass, Lime, Little Wolf, Portage, Round, Vandercook and Vineyard, as well as Horton Mill Pond and Minard Mills. Sparks Foundation County Park (aka Cascades Park) is host to several special events including Relay for Life, the Civil War Muster, band concerts, and three fireworks shows celebrating the major summer holidays.

Strategic Plan Impact

- ✓ **Economic Development**

The activities of the parks department encourage economic activity in the community. The operation of many of the facilities and festivals that occur in the parks are a regional draw, helping to bring in tourism dollars to the community.

- ✓ **Healthy Community**

The parks department offers a number of recreational activities and facilities that encourage a healthy lifestyle. Offerings include the following; non-motorized pathways, playgrounds, swimming, golf courses, sports fields, to name a few.

- ✓ **Recreational & Cultural Opportunities**

The primary mission and focus of the parks department is to provide recreational opportunities. A vast majority of the activities and facilities in the department are free. In addition, the department offers entertainment to the community through free community band shell concerts and Cascade Falls Family Nights, an excellent opportunity to enjoy family entertainment at a very low cost.

Accomplishments

- ✓ The Mechanics Shop is responsible for maintaining over 150 pieces of equipment, some older than 15 years and some with new updated electronics.

Budget Adjustments

There are no significant budget adjustments to this program.



Strategic Outcomes						
Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	50%	50%	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	41%	*	42%	42%	42%

Other Key Indicators						
Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Safe Equipment (Lost days to injury)	N/D	No Submission	0	0	0	0
Budgeted FTE's	1	1	1	1	1	1
Average days equipment is down	N/D	No Submission	N/D	TBD	TBD	TBD
* Previous years' data, not collected						

Sparks Park

Activities

Sparks Foundation County Park (aka Cascades Park) is a 457 acre park that offers a multitude of activities. The park hosts several special events, including the Relay for Life, various charity events, band concerts, Earth Day and three fireworks shows celebrating the major summer holidays.

Strategic Plan Impact

- ✓ **Economic Development**

The activities of the parks department encourage economic activity in the community. The operation of many of the facilities and festivals that occur in the parks are a regional draw, helping to bring in tourism dollars to the community.

- ✓ **Healthy Community**

The parks department offers a number of recreational activities and facilities that encourage a healthy lifestyle. Offerings include the following; non-motorized pathways, playgrounds, swimming, golf courses, sports fields, to name a few.

- ✓ **Recreational & Cultural Opportunities**

The primary mission and focus of the parks department is to provide recreational opportunities. A vast majority of the activities and facilities in the department are free. In addition, the department offers entertainment to the community through free community band shell concerts and Cascade Falls Family Nights, an excellent opportunity to enjoy family entertainment at a very low cost.

Accomplishments

- ✓ Public restrooms were renovated in 2018 to include ventilation, paint and new fixtures
- ✓ A changing area was added in 2018 for splash pad visitors
- ✓ 11 Wednesday night Family Entertainment Shows and three firework shows
- ✓ Basketball court improvements in 2019
- ✓ Driving range net replaced in 2019

Budget Adjustments

There are no significant budget adjustments to this program.





Strategic Outcomes

Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	50%	50%	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	41%	*	42%	42%	42%

Other Key Indicators

Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Budgeted FTE's	1	1	1	1	1	1
Visits per year to the park	365,000	370,000	380,000	390,000	390,000	390,000
Satisfaction surveys	N/D	80%	N/D	N/D	N/D	N/D



Parks Police

Activities

Contract with the Jackson County Sheriff Department for campground/park patrols for peak usage times.

Strategic Plan Impact

- ✓ **Economic Development**

The activities of the parks department encourage economic activity in the community. The operation of many of the facilities and festivals that occur in the parks are a regional draw, helping to bring in tourism dollars to the community.

- ✓ **Healthy Community**

The parks department offers a number of recreational activities and facilities that encourage a healthy lifestyle. Offerings include the following; non-motorized pathways, playgrounds, swimming, golf courses, sports fields, to name a few.

- ✓ **Recreational & Cultural Opportunities**

The primary mission and focus of the parks department is to provide recreational opportunities. A vast majority of the activities and facilities in the department are free. In addition, the department offers entertainment to the community through free community band shell concerts and Cascade Falls Family Nights, an excellent opportunity to enjoy family entertainment at a very low cost.

Accomplishments

Budget Adjustments



Strategic Outcomes						
Indicator	2012 Actual	2013 Actual	2014 Target	2015 Target	2016 Target	2017 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	50%	50%	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	41%	*	42%	42%	42%



Parks Events Center

Activities

Located at James J. Keeley Park, the American 1 Credit Union Event Center and American 1 Hall provide the flexibility to host different types of public and private events with the potential for simultaneous use of spaces. The buildings are able to accommodate banquet space and wedding reception groups of up to 500 people, space for 100 or more tradeshow/expo vendors, events space for small groups of less than 150 people, training space for groups of 50 to 60 participants, and conference/education space for up to 500 participants.

Accomplishments

- ✓ Best-practice research on operations, pricing and policies.
- ✓ Developed and implemented documents for event inquiry: Application, Contract, Event Task List.
- ✓ Purchased and programmed an event software, Event Temple, that allows us to keep track of each events needs and where they are at (inquiring, waiting on signed contract, payment, equipment rentals etc.) in the rental process and all other communications that are involved up until the event.
- ✓ Layout software, Room Viewer, to design various layouts for each event depending on the needs.
- ✓ Designed a catering menu, bar menu, and equipment rental menu to accommodate all different types and size events along with come up with pricing on all items.
- ✓ Applied, purchased, and received a resort license.





Parks General Transfer In

Parks General Transfer Out

Activities

Operates the championship 18-hole Cascades Golf Course, the par 3 Cascades Short Course, and the Ken Douglas Learning Center. Also responsible for the World Famous Cascades in the Sparks Foundation County Park.

Operates campgrounds at Pleasant Lake and Swain's Lake County Parks, and maintains parks at the following lakes -- Clark, Clear, Gillett's, Grass, Lime, Little Wolf, Portage, Round, Vandercook and Vineyard, as well as Horton Mill Pond and Minard Mills Sparks Foundation County Park (aka Cascades Park). Serves as host to several special events including Relay for Life, the Civil War Muster, band concerts, and three fireworks shows celebrating the major summer holidays.



Cascades Golf Course

Activities

Operates the championship 18-hole Cascades Golf Course, the 9-hole executive course, Cascades Short Course and Ken Douglas Learning Center.

Strategic Plan Impact

✓ **Economic Development**

The golf course operations of the parks department encourage economic activity in the community. The Cascades Golf Course operation is a regional draw, helping to bring in tourism dollars from the region.

✓ **Healthy Community**

The parks department offers a number of recreational activities and facilities that encourage a healthy lifestyle. Offerings include the following; non-motorized pathways, playgrounds, swimming, golf courses, sports fields, to name a few.

✓ **Recreational & Cultural Opportunities**

The primary mission and focus of the parks department is to provide recreational opportunities. A vast majority of the activities and facilities in the department are free. In addition, the department offers entertainment to the community through free community band shell concerts and Cascade Falls Family Nights, an excellent opportunity to enjoy family entertainment at a very low cost.

Accomplishments

- ✓ Added Footgolf to the Short Course in 2016
- ✓ Added automated ball machine to driving range in 2018
- ✓ Relocated starting point for Short Course and Foot golf to the main Pro Shop in 2018
- ✓ Voted Best Public Golf Course in Jackson in 2019
- ✓ Streamlined to computer POS system and electronic tee sheet, allowing for online tee time bookings in 2015.
- ✓ New website with email marketing and added online “store” in 2018
- ✓ In 2019 we built a chemical loading and spill pad to enhance compliance with regulations and protect the environment.



Parks Department

- ✓ Embarked on various projects to enhance golf course playability, including removal of dead trees and enhancement of sand bunkers.

Budget Adjustments

There is no significant budget adjustments to this program.



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Strategic Outcomes

<u>Indicator</u>	<u>2012 Actual</u>	<u>2013 Actual</u>	<u>2014 Target</u>	<u>2015 Target</u>	<u>2016 Target</u>	<u>2017 Target</u>
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	50%	50%	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	41%	*	42%	42%	42%



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