

Town of  
**KERNERSVILLE**  
PARKS & RECREATION



# ANNUAL REPORT

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# Table of Contents

<b>Welcome Message</b>	<b>01</b>
<b>Executive Summary</b>	<b>02</b>
<b>Organization &amp; Finance</b>	<b>04</b>
<b>Park</b>	<b>06</b>
<b>Recreation</b>	<b>08</b>
<b>Garden</b>	<b>10</b>
<b>Honorable Mentions</b>	<b>12</b>
<b>Conclusion</b>	<b>16</b>

# Welcome Message

Hello! If you have participated in our services in the past, welcome back. If you haven't, thank you for taking the time to read this report and getting to know more about Kernersville Parks and Recreation. Just a quick welcome introduction about the Kernersville Parks and Recreation department, we're best described with the statement of "Small, but Mighty". Kernersville Parks and Recreation is a hybrid department, one part focused on offering traditional services and facilities and one part focused on tourism and economic impact. This annual report showcases the data and metrics of both parts.



**Staff welcoming guest at the Grand Opening.**

The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.

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**Vince Lombardi**



# Executive Summary

## Introduction

Kernersville Parks and Recreation (KPRD) is located in the Heart of the Triad. The department has become an integral component of the community by following its Mission Statement. KPRD maintains and manages ten parks as well as several local landmarks. In addition, we also provide events and programs to the citizens of Kernersville throughout the year. Our special events and athletic tournament complexes has placed Kernersville as a major tourist attraction in Forsyth County.



## Mission Statement

To provide quality experiences for our citizens.



## Vision

Kernersville seeks to become a desirable community and increase quality of life through innovative programming, cultural events, and providing aesthetic and safe facilities.



## Advisory Board Members

Alderman John Barrow, Chair-Wade Hampton, Vice Chair-Jeffery Hutchins, Beth Vaught, Scott Dunn, Eric McFarlin, Lindsey Lengyel, David Nicoletta, Ex-Officianado Howard Martin

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# Organizational Overview

Staff	22 FTE, 18 PTE
Parks	14 parks

# Financial Overview

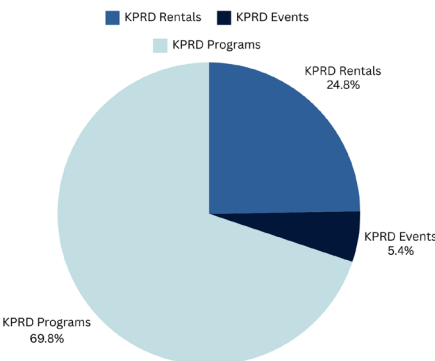
## General Fund

General fund is the primary operating fund of a department

## Parks & Recreation

Operation Budget:  
\$3,271,533

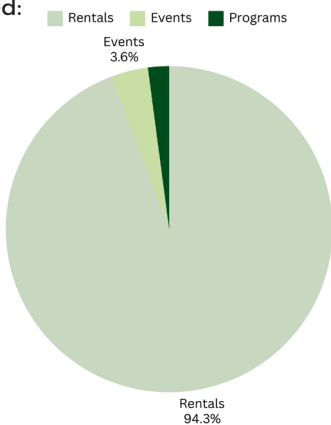
Reveue Generated:  
\$323,617.86



## Paul J Ciener Botanical Garden

Operation Budget:  
\$540,445

Reveue Generated:  
\$222,058



## Additional Partnerships & Grants

**01** Adaptive & Inclusion: Panther Flag Football Grant

**02** State Grants: \$2.2million



**Repaved path at Fourth of July Park**



# Park



Staff installing new panels at skate park.

New swing bay.



## Park Improvements

This year Fourth of July Park received a fair amount of updates. We repaved the path throughout, creating a safer path and giving the park a facelift we didn't know we needed. Additionally, we completed renovations of the skate park due to safety reasons, installed a new swing bay, and repaved the basketball court and tennis courts. Harmon Park also received a new shelter. The roots of a nearby tree was cracking the concrete base & the roof was caving in. In partnership with a local Boy Scout Member, the parking lot at the Mountain Bike Park was extended!

### A

## Work Completed

Over 65 tasks completed  
15,789 hours completed

### B

## Field Rentals

322 Shelter Bookings  
64 Ballfield Rentals  
376 Pickleball Rentals

## Staff Highlights

We have certified staff that maintain our parks.

1 Certified Playground Safety Inspector  
5 Licensed Pesticide Inspectors  
1 Stormwater Control Measure  
Maintenance & Inspector





A family at The Honeybee Festival in front of the mural

# Recreation

We started off the year with one of our most popular events- the Father Daughter Dance! We sold 530 tickets to dads and daughters of all various ages and our "BarbieLand" theme was a huge hit! Our Mother-Son Date night tried to get rained out, but Mother Nature was kind to us and after a quick delay the night went off very smoothly. Moms and sons had a blast racing on big wheels and challenging each other to various games throughout the night. The Summer kicked off strong with our family Movie in the Park series, Summer Camp, and Fourth of July concert with fireworks! We closed out the Summer with our highest attended event- the 48th annual Honeybee Festival. We rounded out the year with a viewing of "Halloweentown" at our Haunted Movie Night, and the Kernersville tradition of the Christmas Tree Lighting the first weekend in December. We appreciate all the attendance and support we receive for these events!



## Events

11 Community Events  
including 3 partnered  
events

About 20,790 event  
attendees

## Garden Functions

29 Weddings

83 Rentals

67 Programs

1,991 Registrants

## Programs & Athletics

363 Programs

72 Leagues/Clinics

4,373 Registrants

# Highlights

## Beyond Kernersville

Many Miles

We have acquired Placer AI and the data we pull from this platform is invaluable and enlightening! We've had event attendees from as far as Arkansas & Texas attend our Honeybee Festival; and as far as Pennsylvania for our Tree Lighting!



## New Programs

Try something new!

With the fanfare of the new building we acquired 4 new instructors and will offer 5 new programs.





**The first dance at a wedding**

# Paul J Ciener Botanical Garden



**This year-round, 7-acre garden offers themed gardens, a visitor center, & a gift shop.**

In 2024 the Garden embraced the changes and expanded in new areas. We undertook new projects with maintaining a Kernesville tradition on the forefront of our minds.

More than 400 individuals came purely for programs, with an additional 112 choosing the garden as the site for their event.

- Thank you to all donors!
- We had 28 dedicated volunteers
- Hosted 18 guided tours
- We had 4 partners

## By The Numbers

### 29 Weddings

Whether hosted in the Carriage House or on the outdoor pergola surrounded by wisteria, the Paul J Ciener Botanical Garden was the dream location of 29 joinings.



### 555 Plant Sales

From Oakleaf Hydrangea to Sedum we sold a total of 555 units this year! The most popular being the Encore Azalea.



### Symposium

The Garden hosted multiple programs this year, and the Rooted in the Triad Symposium was the most attended with 88 registrants.



### 1, 879 Guests

In the words of Lumiere, "Be Our Guest!" This year we welcomed almost 2K guest for our Holiday Blooms!

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# Honorable Mentions

## Marketing Channels

The Department's current marketing plan utilizes several communication methods to connect with residents including printed and online program guides, the website, flyers/brochures, direct mail, email blasts, marquees signs, in-facility signage, and various social media channels.

- ▶ Facebook
- ▶ Instagram
- ▶ YouTube
- ▶ E-mail Newsletter (R.E.A.List)
- ▶ Kernersville News

Out of 3,000 survey responses, we learned that the top performing marketing source for our programs, special events, sports and reservations is Word of Mouth with 20.9%. The next top performer is Return Participant with 17.6%. Kernersville News, KVParks.com and Facebook are the next sources.



## Goal Highlights

**1K** New Facebook followers

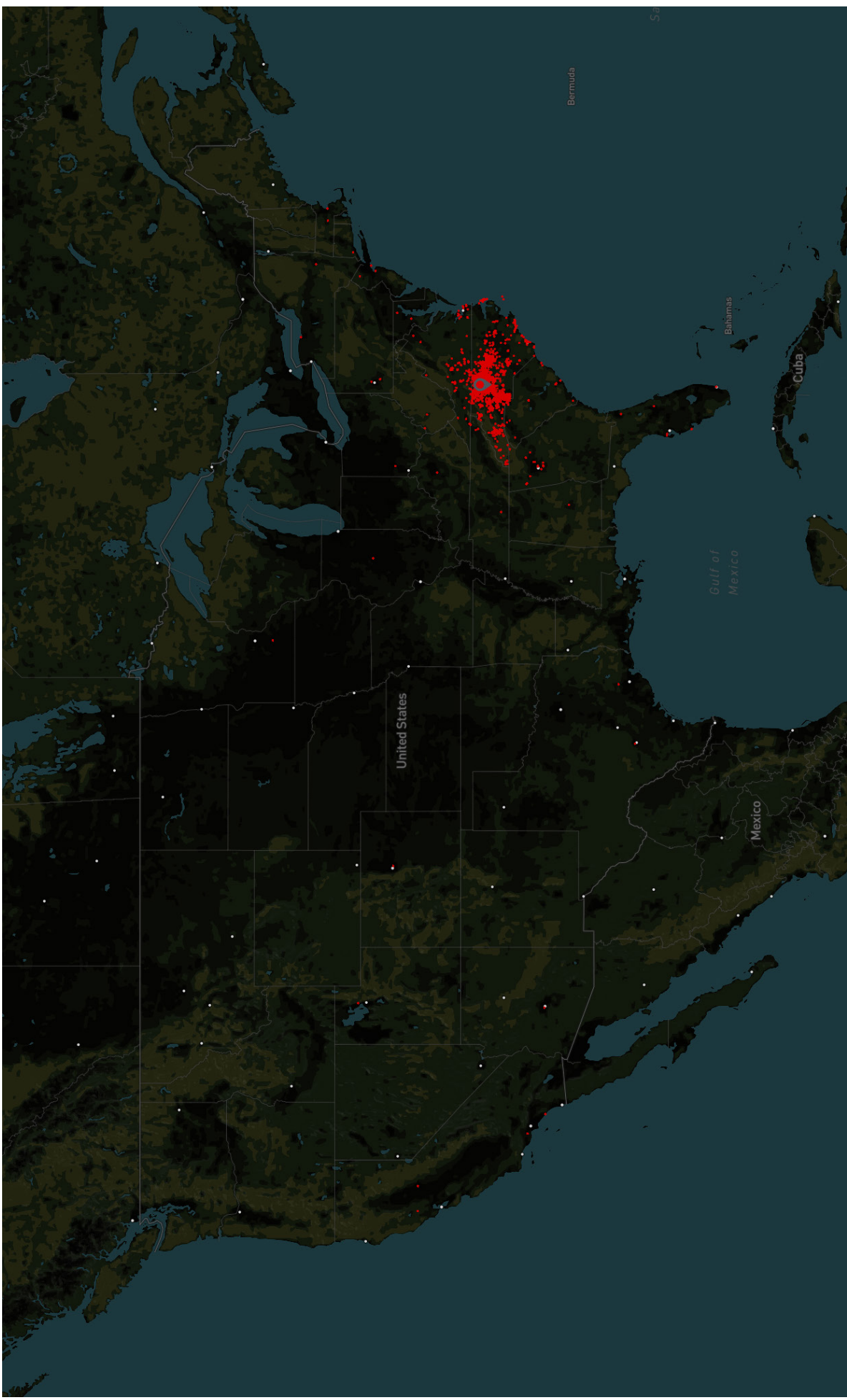
**22%** Increase in Instagram followers

**460** R.E.A.List Subscribers

## Age of Social

Ten percent of the country used social media in 2008; today, an estimated seventy-three percent of the U.S. population is currently using some form of social media, and it is becoming more widespread across all age groups.

- Facebook is the standout platform
- Followed by YouTube & Instagram
- 14,561 total followers of these three



Statistics from Placer.AI, red dots are patrons that came to Ivey M Redmon Sports Complex

## Placer.AI

This platform is an all-in-one location intelligence platform. We were able to pull the attendance as well as the furthest distance traveled for each of the mentioned events.

### **Movies in the Park Series (roughly 1,500)**

Louisburg, NC (May), Sandy Ridge, NC (June), Rocky Mount, NC (Sept), Asheville, NC (Oct)

### **Juneteenth (341)**

King, NC

### **Fourth of July Fireworks (16.7K)**

Massachusetts, Texas, Virginia, Ohio

### **Honeybee (6,700)**

Rock, WV (2.2hrs), Richmond, VA (3.1hrs), Pawleys Islands, SC (4.1hrs), Oak Island, NC (3.5hrs), Smyrna Beach, FL (8.5hrs), Fort Lauderdale, FL (11.5hrs), Jacksonville, FL (7hrs), Morris Plains, NJ (8.5hrs), Five Points, TN (8.5hrs), El Dorado, AK (13.5hrs), Palestine, TX (16hrs)

### **Trick or Treat (4,900 attendance)**

Little River, SC, Charlotte, NC

### **Tree Lighting (1,300 attendance)**

Hope Mills, NC (2hrs), Charlotte, NC (1.5hr), Winder, GA (4.5hrs), Silver Spring, PA (6.75hrs)



## Sports Tourism

Ivey M Redmon Sports Complex is a large driver in sports tourism. The map on the adjacent page represents the pull factor throughout the 2024 year.

- As far west as California
- As far south as Florida
- As far north as Minnesota
- 82.9K Visitors

**We use these numbers to better our offerings and see our impact.**

## Master Plan

The latest master plan was adopted on September 3, 2024. This comprehensive plan was created to identify the essential recreation needs of the Kernersville Community. It reviews both programs and facilities to develop new strategies in meeting the future recreation needs of the community. This plan was developed to meet those needs through the next ten years.

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# The Conclusion



These annual reports are all about data and metrics that tell you, the reader, “Look how great we are”. Well, I want to take this opportunity to talk about the Kernersville Recreation & Event Center (KREC) but in a more heartfelt sense. While I strive to be very business minded, I have been pleasantly surprised by the culture that’s authentically being formed within the walls of the KREC. It’s what Kernersville has always prided itself on being. I’ve never seen so many folks wanting to “hang out”, taking time to chat and getting to know each other, workout or play together, and most importantly smiling. It’s nice to be able to take a moment to “hang out” downstairs and strike up a conversation with a new friend. If you haven’t been here yet, come on down and make a new friend or two.

**-Parks & Recreation Director, Ernie Pages**

**“Planning Is The Process Of Anticipating The Future And Designing  
Courses Of Action To Achieve Desired Goals.”**



## Supporting Documents

Documents mentioned in this report can be found on our website, in the About Us section.

Master Plan

Greenway Plan







# Thank You

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