



Parks and Recreation

Monthly Report

THE DIRECTOR'S BOX

'The Directors' Box'... Bob feels you need to know the following....October 2021

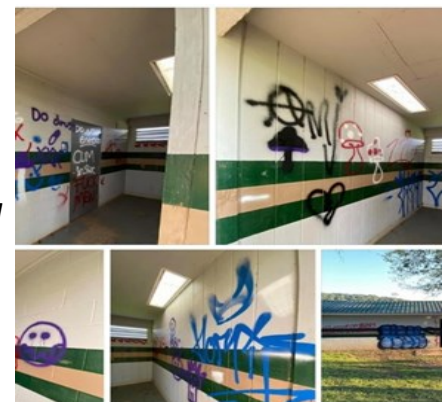


Ups for the month:

- Director met with both the Architects and Engineers for both the Community Center Expansion and the East Sevierville Park Project. Progress is being made in development of these plans for these new facilities.
- Director and Public Works Director jointly worked on a RFQ document for hiring a Professional Firm to assist the city with our Blueway Access Points into the River. Director also met with UT-School of Engineering Design Students who are designing a Blueway Access point at City Park.
- Director met with the Dean at WSCC to discuss future connectivity between the WSCC Campus and the new East Sevierville Park
- Maintenance Staff began installation of Winterfest Displays for the 2021-2022 Season. This year we went to two shifts; one day and one night shift and this seems to be working well. The goal is to compress the number of days it takes to install the Winterfest Display around the city. Please see Page 4 of this report for more details on Winterfest Installation for this year.
- Director and Landscaping Staff made a presentation to the Noon Day Rotary Club on October 19th
- The Sevierville Parks and Recreation department received two awards from the Sevierville Chamber of Commerce's 2021 Harvest Fest decoration contest. We won awards for Best Downtown Display (Bruce Street Gazebo) and Best Community Display for our Fall harvest decorations. Pictured are landscape Specialists, Melissa Henderson, Christy Williams and Karen Frank.
- Please note our new "compressed" monthly report format.

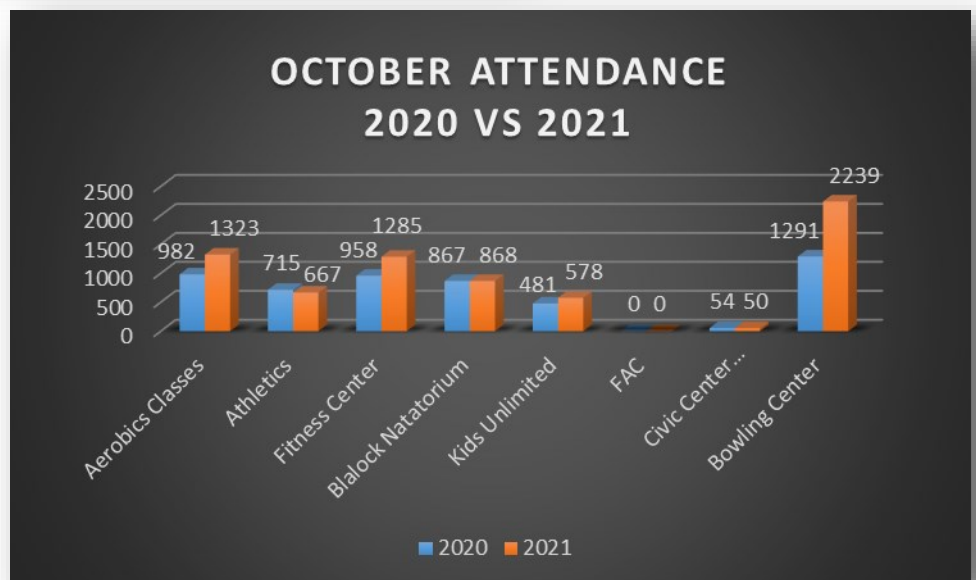


Downs for the month: -On October 11th we found some major vandalism at North-view Optimist Park. Staff Immediately began painting and covering up the damage and especially the vulgar language that was painted on the side of the Restroom Building. North-view Park has always been a challenge, but this time it was "over the top"!!!



REVENUE AND ATTENDANCE

October 2021 vs 2020 Revenue and Attendance



REVENUE HIGHLIGHTS

105

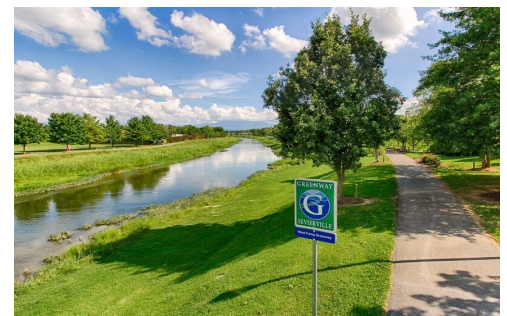
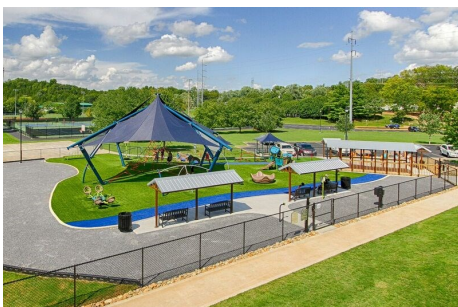
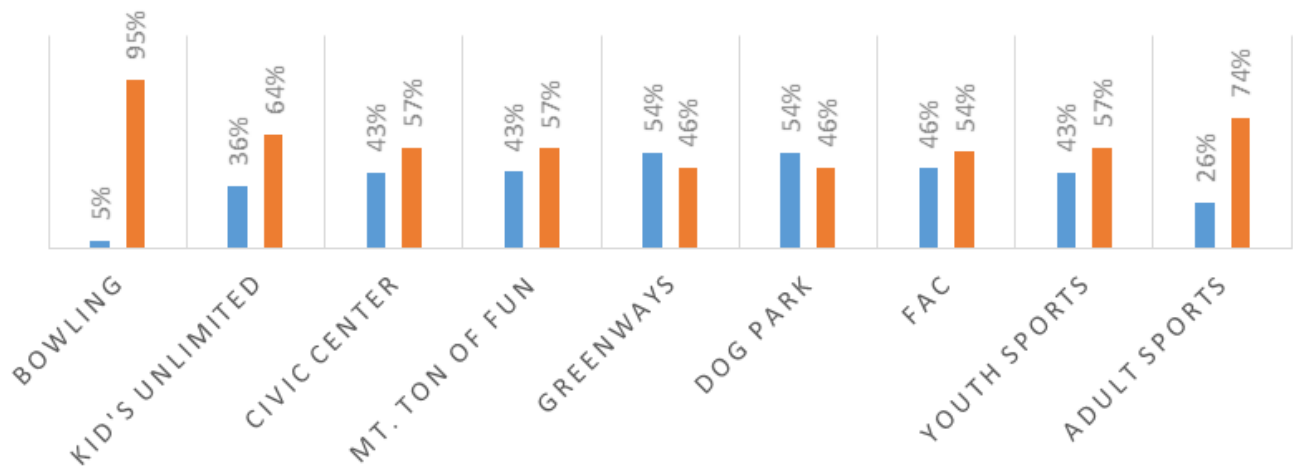
MEMBERSHIPS SOLD IN OCTOBER!

DEPARTMENT HIGHLIGHTS

FY22 Resident vs Non-Resident Usage

**OVERALL AVERAGE
42% RESIDENT
58% NON RESIDENT**

■ Percentage Resident ■ Percentage Non Resident



DIVISION HIGHLIGHTED FOR OCTOBER–Winterfest Installation

MAINTENANCE –WINTERFEST INSTALL

- Each October our Maintenance Division has the responsibility of installing Winterfest Displays all over the City. These displays and lights have to be installed before the beginning of WINTERFEST IN SEVIER COUNTY. This year Winterfest will go from November 13, 2021 until February 15, 2022.
- Maintenance and bulb changing goes on throughout the year and this year we have replaced approximately 20,000 bulbs. LED lights do not burn out, they burn down and become less bright over time. Thus, it is important that we do not have new bulbs and older bulbs in the same display.
- This year we have made three major changes to our Winterfest Program.
 - 1– We created two crews for installation, one crew for night shift and one crew for day shift. We felt that by Compressing this work load, we could install the lights in a shorter time....it worked.
 - 2– We will be repositioning some of the displays from Highway 66 to the Municipal Campus and we will Relocating and shifting some displays in order to give our city a more fresh look for repeat visitors.
 - 3.– New Lights and Banners will be installed in Downtown Sevierville this year. We worked with the Chamber of Commerce in this effort. Below are pictures of the new lights and banners for the Winterfest 2021/2022.
- Winterfest is truly a TEAM Effort. We will again enter a Parks and Recreation Float in the Chamber of Commerce Christmas Parade in December, this has become a great time for all involved.

