PARKS & RECREATION

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01 | WHERE WE ARE

A GROWING PARKS & RECREATION SYSTEM

Delivering meaningful community impact while strengthening the systems that support long-term success.

PROGRAMMING

Expanding opportunities across generations through athletics, wellness, STEM, recreation and community programming.

COMMUNITY IMPACT

Programs and events create opportunities for residents to connect, participate and thrive.

PARTNERSHIPS

Strategic relationships expand access to expertise, resources, programming and community connections.

OPERATIONS

Growth in services requires continued attention to communication, coordination, processes and administrative capacity.

THE NEXT PHASE IS NOT SIMPLY ABOUT DOING MORE — IT IS ABOUT STRENGTHENING THE SYSTEMS THAT ALLOW US TO DELIVER MORE EFFECTIVELY AND SUSTAINABLY.

THE CITY OF STONECREST GEORGIA

PARKS & RECREATION SWOT

A balanced view of what is working, where we can improve, where we can grow and what can affect service delivery.

STRENGTHS

- Growing recreation portfolio
- Strong resident participation
- STEM/Drones • Senior Body Fitness • Basketball
- Community events • Experienced staff

WEAKNESSES /AREAS TO STRENGTHEN

- Administrative processes and procedures
- Cross-departmental communication and coordination
- Consistent operational workflows
- Park hours and operating standards/ Enforcing compliance in our parks

OPPORTUNITIES

- Fee study implementation
- Sponsorships and cost recovery
- Grants and external funding
- Arabia Mountain Alliance • Urban Forestry • Program expansion

THREATS/ RISKS & EXTERNAL PRESSURES/CHALLENGES

- Park-use behaviors that conflict with established rules
- Compliance and enforcement challenges
- Aging infrastructure and deferred maintenance
- Growing service expectations and coordination needs

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CULTURE determines how people work together.
SYSTEMS determine how work gets done.
LEADERSHIP establishes the expectations and accountability for both.

03 | PROGRAM SUCCESS

TURNING COMMUNITY NEED INTO COMMUNITY IMPACT

Program growth provides a clear signal of resident demand and opportunities for strategic investment.

DRONE PROGRAM

STEM • Technology • Workforce Exposure

Creating opportunities for youth to engage with emerging technology and explore STEM-related learning and career pathways.

SENIOR BODY FITNESS

Wellness • Engagement • Community

A growing program demonstrating strong resident interest in accessible wellness and social engagement opportunities.

BASKETBALL

Athletics • Youth Development • Engagement

Providing structured recreation, skill development and opportunities for youth participation.

GROWING PROGRAMS REFLECT GROWING COMMUNITY DEMAND.

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04 | PROGRAM SPOTLIGHT

ACTIVE OLDER ADULT PROGRAMMING: SENIOR BODY FITNESS

From program offering to measurable community engagement.







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TARGETED PROGRAMMING + RESIDENT FEEDBACK = OPPORTUNITY FOR SUSTAINED COMMUNITY IMPACT

04 | PROGRAM SPOTLIGHT

ACTIVE OLDER ADULT PROGRAMMING: BRIDGE

From program offering to measurable community engagement.



TARGETED PROGRAMMING + RESIDENT FEEDBACK = OPPORTUNITY FOR SUSTAINED COMMUNITY IMPACT

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04 | PROGRAM SPOTLIGHT

YOUTH PROGRAMMING: DRONE SOCCER

From program offering to measurable community engagement.







TARGETED PROGRAMMING + RESIDENT FEEDBACK = OPPORTUNITY FOR SUSTAINED COMMUNITY IMPACT

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CREATING EXPERIENCES THAT CONNECT THE COMMUNITY

Fall Festival • Thanksgiving Giveaway • Light Up Stonecrest



UP NEXT

Thanksgiving Giveaway- November 14th

UP NEXT

Light Up Stonecrest- December 5th

Successful events depend on coordinated planning, timely communication, reliable vendor relationships and strong operational support.

EVENT HIGHLIGHTS

- Follow the yellow brick road to an adventure the land of Oz
- Free hot air balloon rides
- Immersive character interactions

STRONG EVENTS NEED STRONG SYSTEMS.

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LEVERAGING PARTNERSHIPS, REVENUE & RESOURCES

Use partnerships and new revenue tools to expand impact and strengthen long-term sustainability.

STRATEGIC PARTNERSHIPS

Arabia Mountain Alliance, Flat Rock Archives, DeKalb County Schools, South River Alliance, Urban Forestry, and other Community partners

With Urban Forestry we can expand environmental education, stewardship and programming.

REVENUE DEVELOPMENT

Fee Study Approved
Cost recovery
Program & facility pricing
Parks-generated revenue

Create a more consistent framework for sustainable revenue.

EXTERNAL FUNDING

Grants
Corporate support
Sponsorships
Park activation opportunities

Leverage outside resources to expand services.

PROGRAM GROWTH

STEM
Wellness
Athletics
Environmental education

Grow strategically around community demand.

THE FEE STUDY CREATES AN OPPORTUNITY TO STRENGTHEN COST RECOVERY, WHILE PARTNERSHIPS, SPONSORSHIPS AND EXTERNAL FUNDING CAN EXPAND THE RESOURCES AVAILABLE TO PARKS & RECREATION.

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BUILDING A MORE CONSISTENT OPERATING MODEL

The goal is not more bureaucracy — it is clearer processes, accountability and service delivery.

COMMUNICATION

Establish timely and consistent communication pathways for decisions affecting Parks operations, facilities and programming.

COORDINATION

Strengthen Parks' participation in cross-departmental initiatives that affect park assets, programming and operations.

STANDARDIZATION

Establish consistent procedures for park hours, facility use, programming, events and operational requests.

COMPLIANCE

Clarify expectations, roles and escalation pathways to support consistent compliance with park rules.

CLEAR PROCESSES CREATE CLEAR ACCOUNTABILITY — AND CLEAR ACCOUNTABILITY STRENGTHENS SERVICE DELIVERY.

STRENGTHENING THE FOUNDATION FOR GROWTH

A growing service portfolio requires leadership, coordination and organizational capacity aligned to the work.

LEADERSHIP

Establish clear department-level leadership and accountability for Parks & Recreation.

OPERATIONS

Align oversight with the full scope of parks, recreation, athletics, aquatics, events and park-related initiatives.

COORDINATION

Create a clear point of accountability for communication and coordination across departments.

STRATEGY

Connect daily operations to the Parks Master Plan, CIP, Strategic Management Plan and long-term system priorities.

A GROWING SERVICE PORTFOLIO REQUIRES GROWING ADMINISTRATIVE CAPACITY.

90–180 DAY DEPARTMENTAL PRIORITIES

Move from opportunity to action through focused operational and strategic improvements.

01	**STRENGTHEN LEADERSHIP**	Clarify department leadership, accountability and decision pathways.
02	**STANDARDIZE OPERATIONS**	Advance SOPs, park hours, facility procedures and compliance protocols.
03	**IMPROVE COORDINATION**	Establish clearer communication pathways for park-impacting decisions and initiatives.
04	**EXPAND PARTNERSHIPS**	Advance strategic relationships with environmental, corporate, nonprofit and community partners.
05	**MEASURE IMPACT**	Track participation, program growth, events, partnerships, revenue opportunities and community outcomes.

RESPONSIVE TODAY • SUSTAINABLE TOMORROW • POSITIONED FOR LONG-TERM COMMUNITY IMPACT