



Issue 80

[www.parksrec.com](http://www.parksrec.com)

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### New Fitness Area For Springbrook Park

The Parks & Recreation Commission has voted to spend \$12,780 from Alcoa's capital improvement budget to install new outdoor fitness equipment just off the walking trail near the Springbrook Rec Center. Designed by Game Time Company, the equipment, shown in the graphic below, will provide users a well rounded fitness experience. People of all fitness levels and abilities will be able to make use of the six stations.



### Soccer Registration Is Open Now For Ages 4 - 16

**Youth Spring Soccer** registration for boys and girls ages 5 - 16 and **Soccer For Fun For 4 Year Olds** will begin January 30 and will go through Friday, March 3 unless filled earlier. Cost is \$60. and includes a game jersey. Payment for optional team pictures is \$15. in advance and can also be paid at registration. The cost will increase to \$18. on photo day. Games are tentatively scheduled to begin April 1 for 6 weeks.

Soccer For Fun will be played at the Everett Athletic Complex and Youth Soccer games will be played at the Everett Athletic Complex and Pearson Springs Park. You may register online or in person at the Parks & Recreation Office. Click here [www.parksrec.com](http://www.parksrec.com) for complete details, rules and registration. Late registration when space is available will incur an extra charge of \$5.00

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### The Blount Partnership Honored For Supporting Parks & Rec

Parks & Rec is proud to announce one of our Community Partners, **The Blount Partnership, was recently awarded The Tennessee Recreation and Parks Association Four Star Benefactor Award.** This award recognizes an individual, organization or company that has donated a significant gift to a parks and recreation agency for the purpose of enhancing the quality of life in their community. The gift can be a financial contribution, tangible equipment/property, a product or in-kind service and must be a minimum value of \$5,000. The Blount Partnership is the sole economic development agency for Blount County with a goal to ensure our community continues to enjoy a robust economy and opportunities to live an unrivaled quality of life.

Supporting Parks & Rec for over 20 years, the Blount Partnership last year provided financial support for the Smoky Mountain Classic Softball Tournament, other athletic events and the Halloween Spooktacular Extravaganza. They also helped Parks & Rec to secure hotel rooms for tournament officials and generated publicity by including Parks & Rec events in their Community Calendar, newsletters and membership emails. We are pleased the Blount Partnership has been recognized with this state award and look forward to continuing our work with them on future projects which benefit the citizens of Blount County. *Pictured above: Tourism Director, Kim Mitchell, receives the TRPA 4 Star Benefactor Award on behalf of the Blount Partnership from Parks and Recreation Commission Chairman, Andy White.*

### Parks & Rec Receives State Award For Marketing ★★★★★

The Tennessee Recreation and Parks Association has also awarded the annual **Four Star Award For A Departmental Marketing Campaign** to the Parks & Recreation Commission. TRPA recognized Parks & Rec for developing, with a very limited budget, excellent marketing strategies to enhance and promote health and recreation in our community.

Some of these strategies included a redesign of the web site with more efficient navigation and a fresher look. It has an on-line registration system for programs and pavilion reservations. This online system has resulted in a revenue growth for one year of \$23,000. Publishing an annual report and monthly newsletters which has enhanced community awareness of Parks & Rec and our accomplishments. The local schools, the *Daily Times* and the Chamber of Commerce remain valuable partners in promoting our programs at no cost to us through flyer distribution, community calendars, newspaper ads and the bi-annual program tabloid. Making use of Facebook and other social media has also proved to be a successful addition to our marketing strategy. Information boards in the parks promote our programs to park and trail users. We are proud of this state recognition of our efforts and the work of 2016 Marketing Team: Missey Wright, Kelly Forster, Tisha Welshan and Teresa Becker.

983-9244



### Two Special Olympics Events Coming Soon

Area 15 will be represented at the Tennessee Special Olympics Winter Games by Brad Davis and Robby Ellis. Both Robby and Brad are independent adult athletes. Robby will compete in the Speed Skating and Brad in Alpine Skiing. The games will be held at Ober Gatlinburg, February 5-7. We extend our best wishes and good luck to Robby and Brad in his competition.

The Area 15 Special Olympics Basketball event will be held on Wednesday, February 22 at Heritage High School. Opening Ceremonies will begin at 9:30 a.m. Thanks goes to Heritage High School for their continued support of this competition by providing facility support.