2024 Annual Report

Recreation and Parks



Black Mountain
Recreation & Parks

Mission

The department, in partnership with our citizens and with respect to our environment, will provide community-based recreation programs, wellness opportunities, facilities, and services to enrich the quality of life in Black Mountain.

Reach

Facebook:

- 6,100 followers
- 32,356 reached

Instagram:

- 2,331 followers
- 5,400 reached

Website:

- 9,292 recreation page views
- 11,799 lake tomahawk page views
- 9,620 black mtn pool page views
- 4,248 park rhythms page views
- 2,949 facility rental page views

WNCW:

- 100,000 weekly listeners

The Valley Echo:

- 4,000 facebook followers
- 1,493 Instagram followers

Black Mountain News:

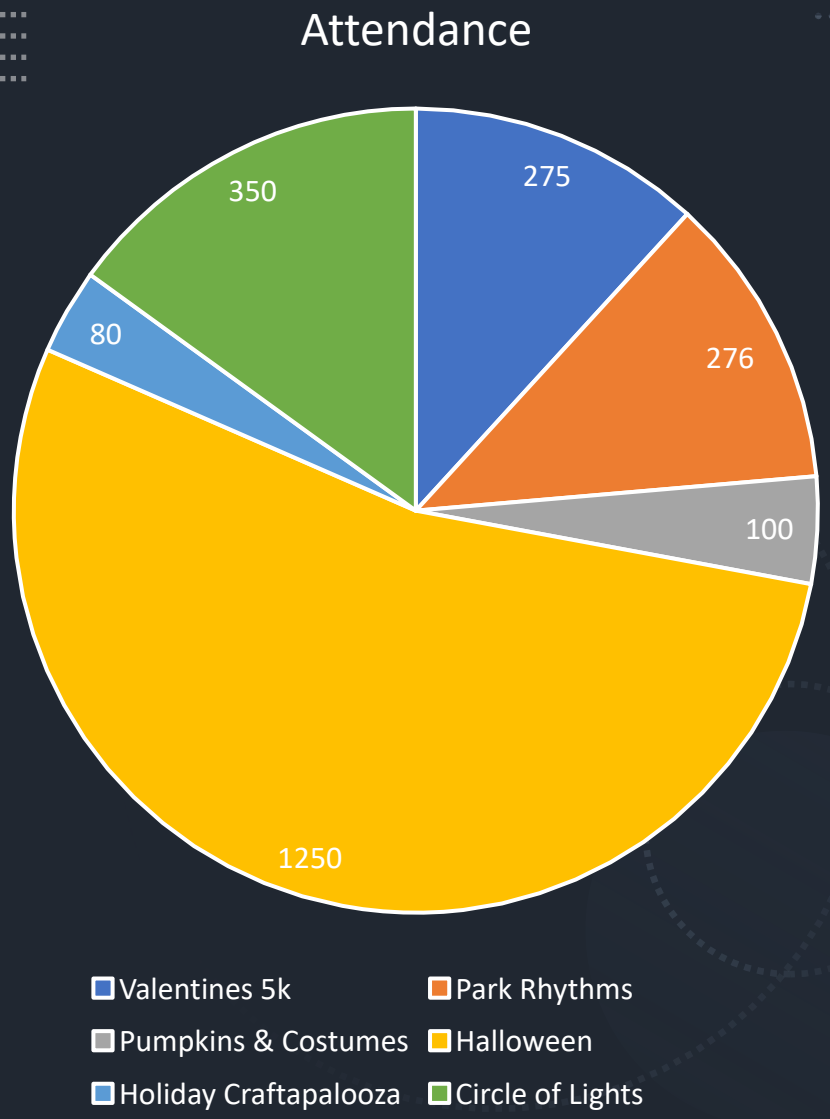
- 7,200 facebook followers

AVL Today:

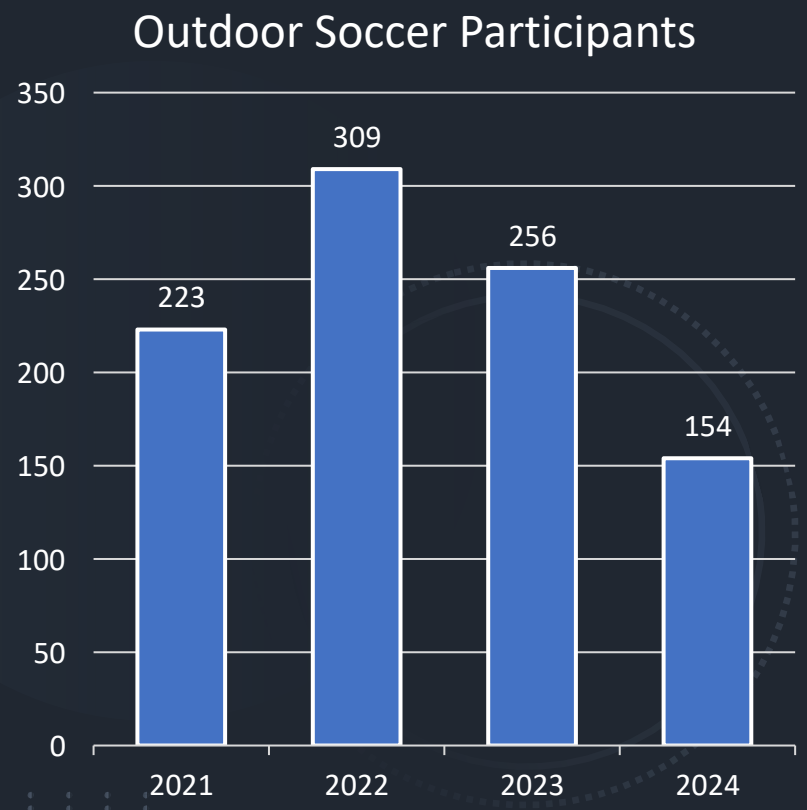
- 644,000 followers
- 1 million subscribers

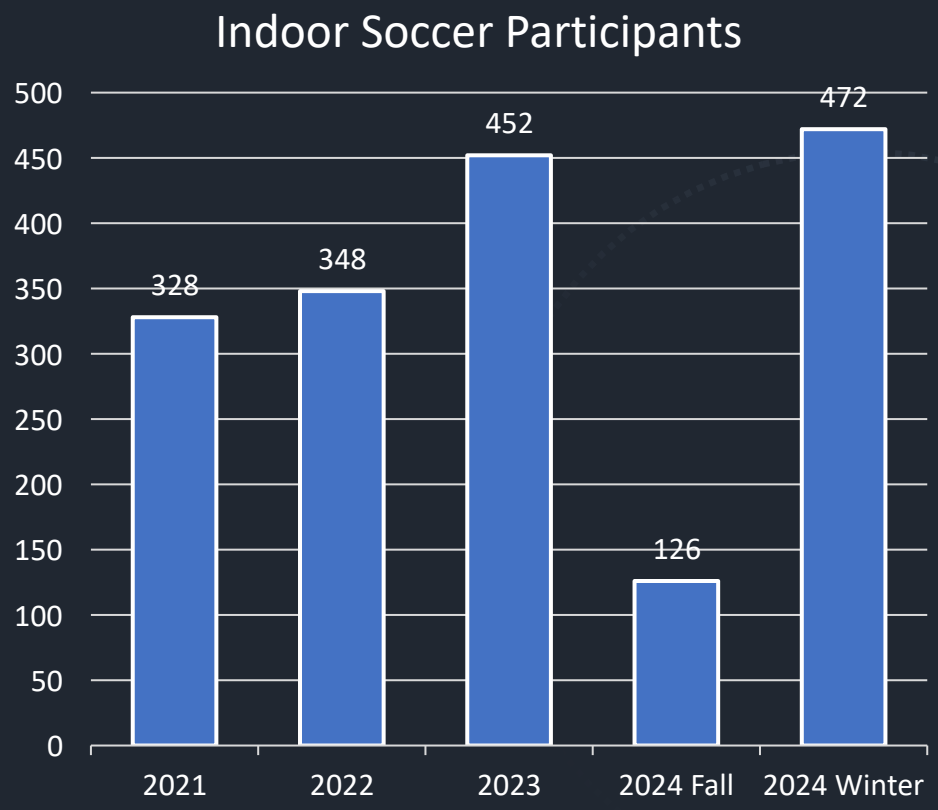
Events

- Valentine Greenway Challenge 5k/10k
- Park Rhythms (6-week avg.)
  - 2 weeks cancelled due to inclement weather
  - 2 weeks moved indoors due to inclement weather and baseball tournament
- Pumpkin painting & costume giveaway
- Halloween (town square)
- Holiday Craftapalooza
- Circle of Lights (town square)



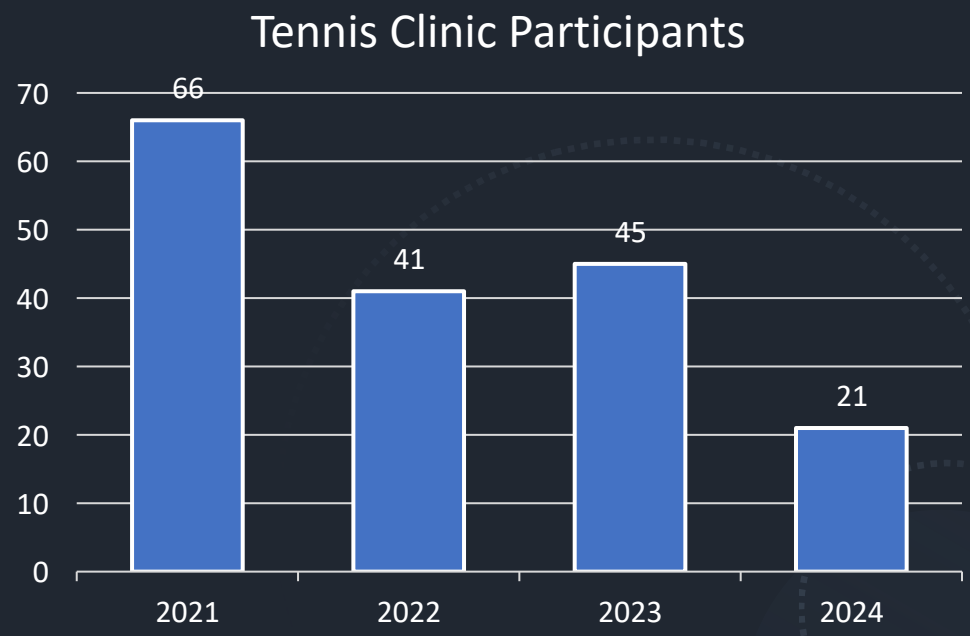
Youth Sports





Youth Sports





Outdoor Programs

**All programs capped at 15 participants each*

Cabin Fever Defeater Series (12 programs) (Jan-Feb)

- **Indoor rock climbing, hikes, riverbank clean-ups, trail workdays**

Spring Ascension Series (14 programs) (Mar-April)

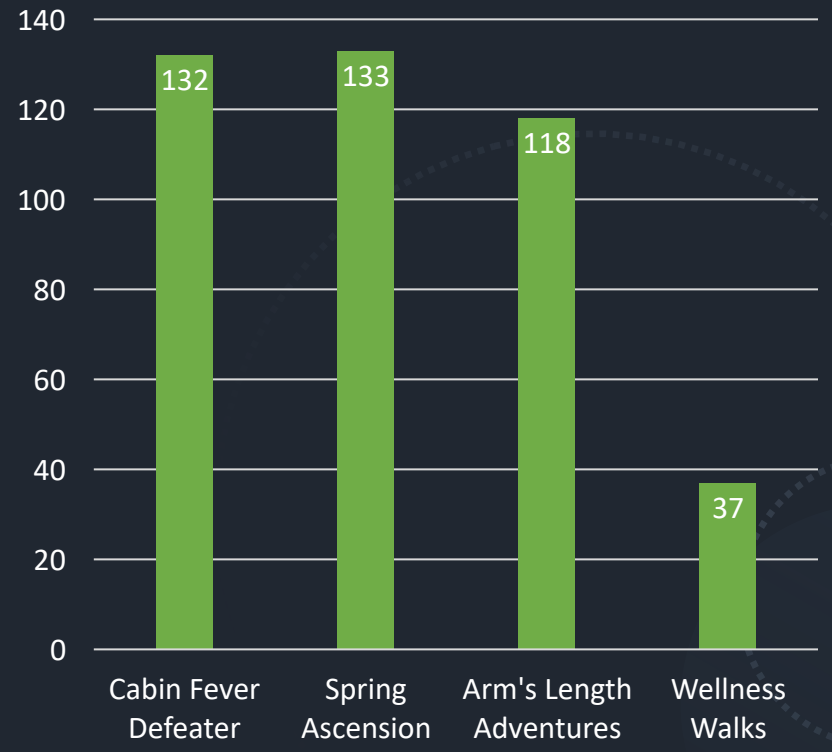
- **Trail workdays, hikes, river clean-ups, geology hikes, mushroom walks**

Arm's Length Adventure Series (9 programs) (Aug-Sept)

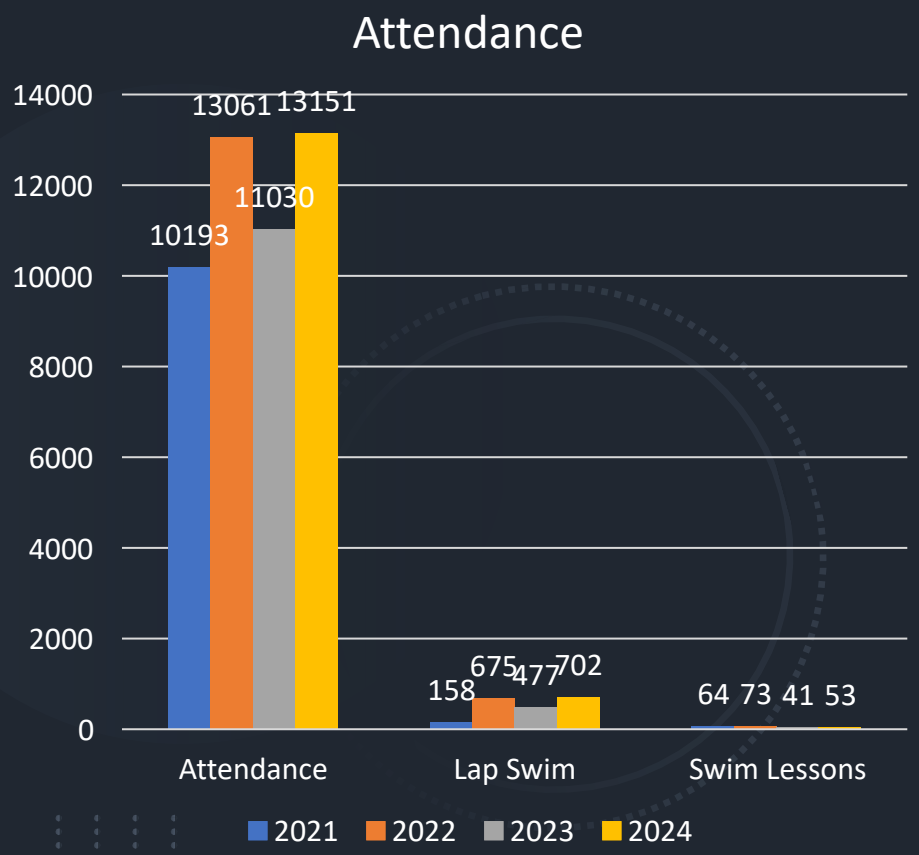
Hikes, river clean-ups, astronomy walks, geology hikes

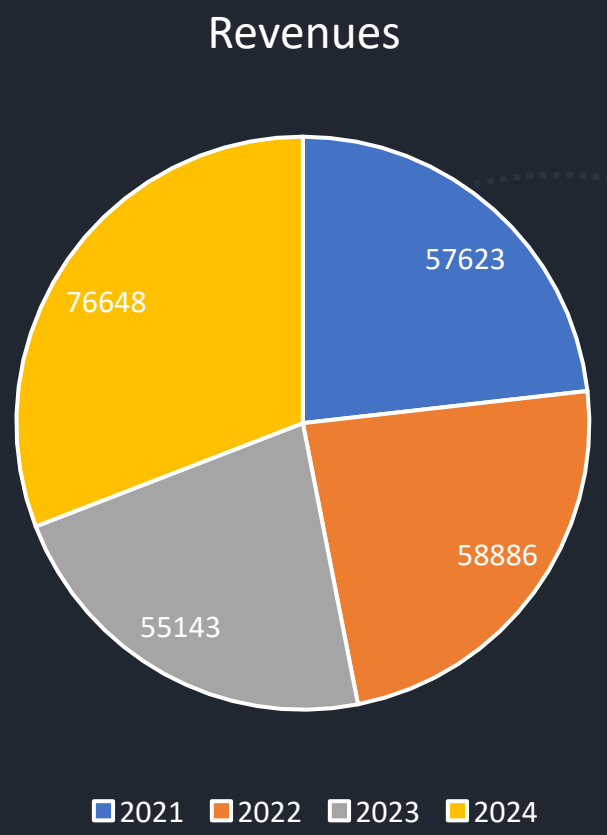
Fall Peaks Hiking Series (cancelled) (Sept-Nov)

Weekly Wellness Walks (7 programs)(Oct-Nov)

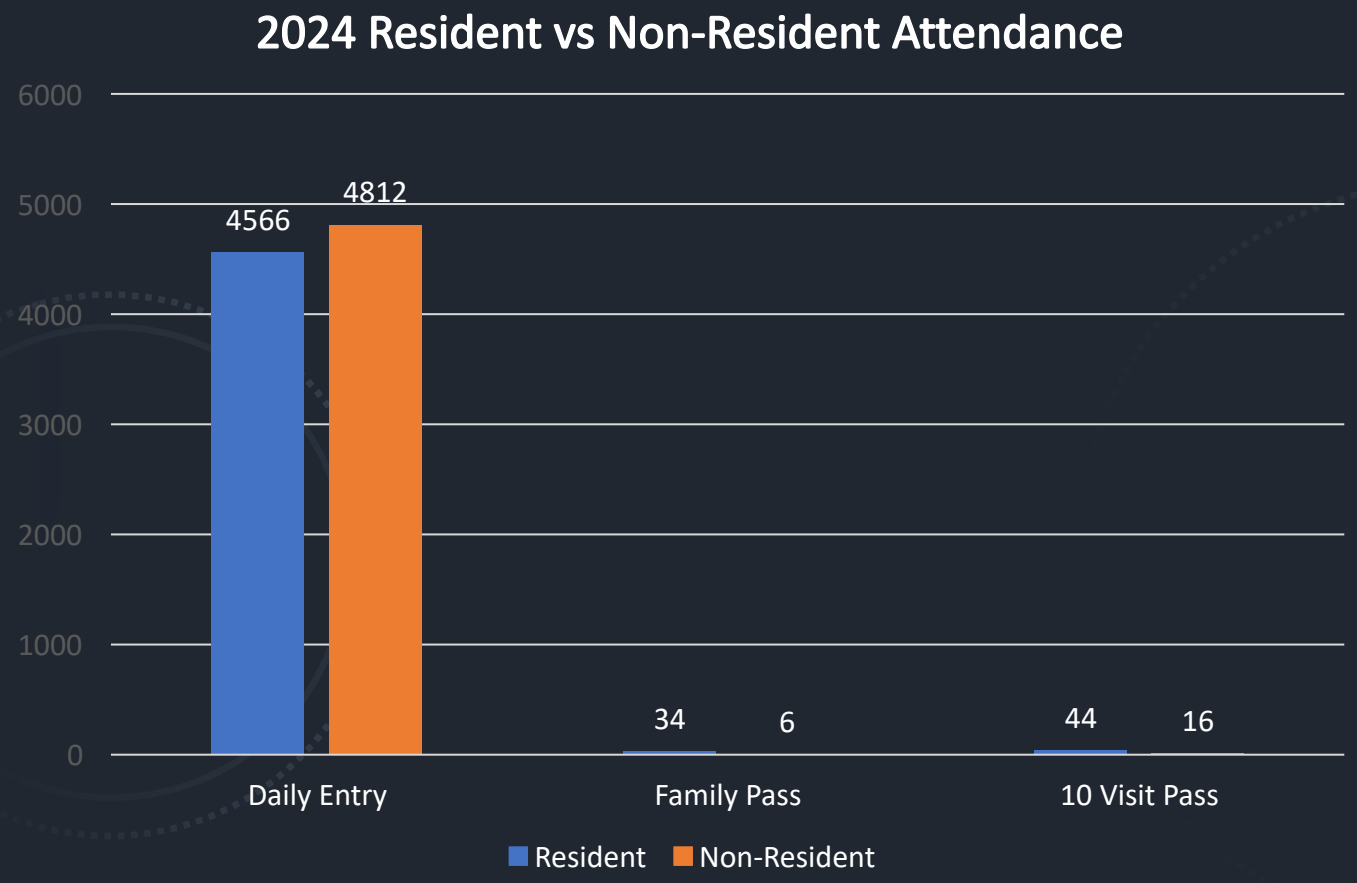


Pool


Attendance
14000
12000
10000
8000
6000
4000
2000
0
10193
13061
11030
13151
158
675
477
702
64
73
41
53
Attendance
Lap Swim
Swim Lessons
2021
2022
2023
2024


Revenues
57623
58886
55143
76648
2021
2022
2023
2024

Pool


2024 Resident vs Non-Resident Attendance
6000
5000
4000
3000
2000
1000
0
4566
4812
34
6
44
16
Daily Entry
Family Pass
10 Visit Pass
Resident
Non-Resident

Camps

Black Mountain Summer Camp

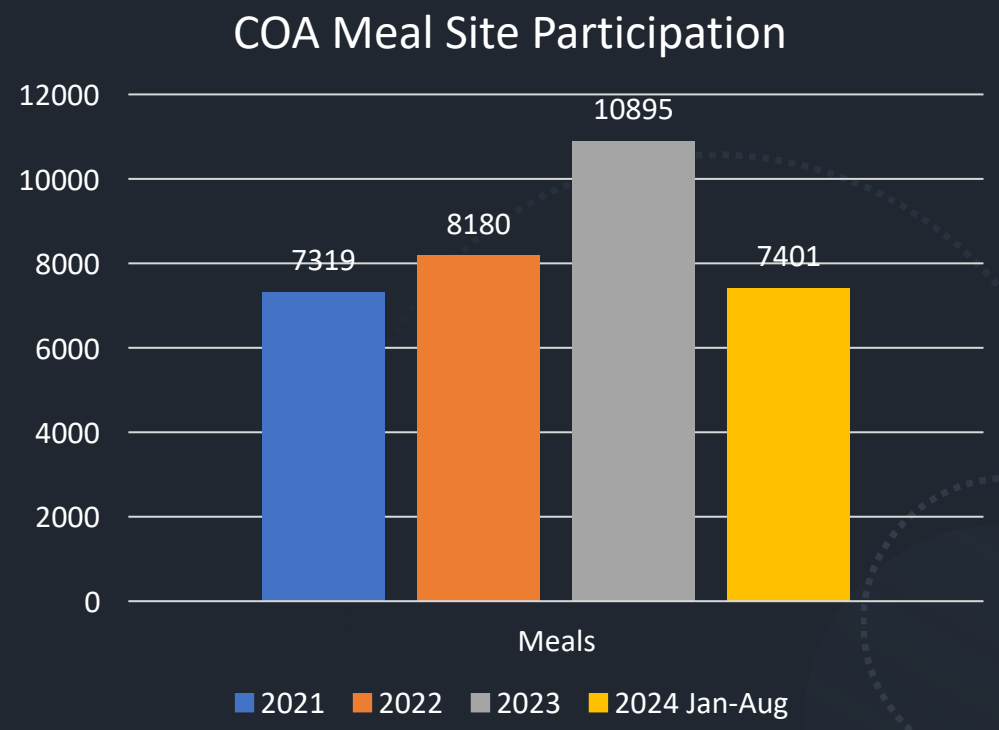
- **6 weeks: 69 campers (K-5th); 47 on wait list**
  - **75% of attendees are Valley residents**
  - **Arts and crafts, field trips, games, community service, outdoor recreation**

Tennis Camp (Hosted by BMTA)

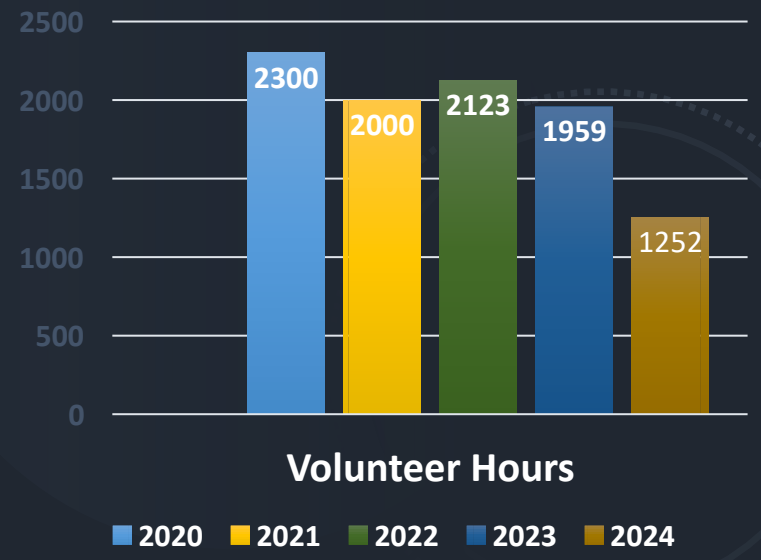
- **Ages 7-14**
- **26 participants, 11 volunteers**

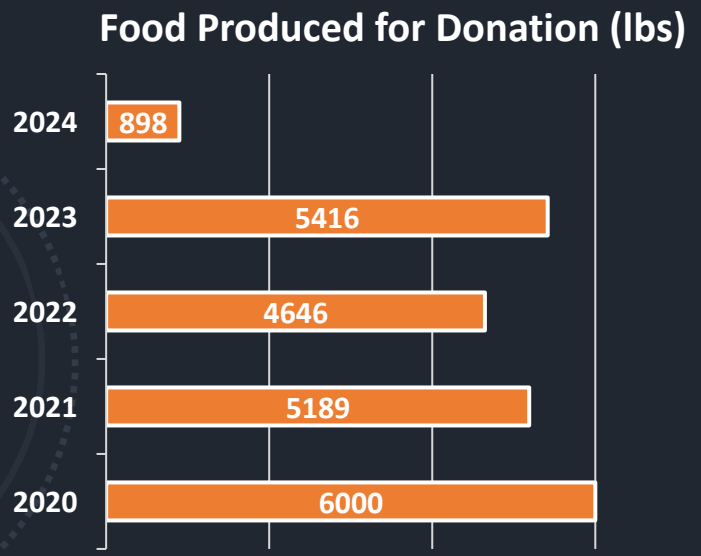
Active Aging Adults

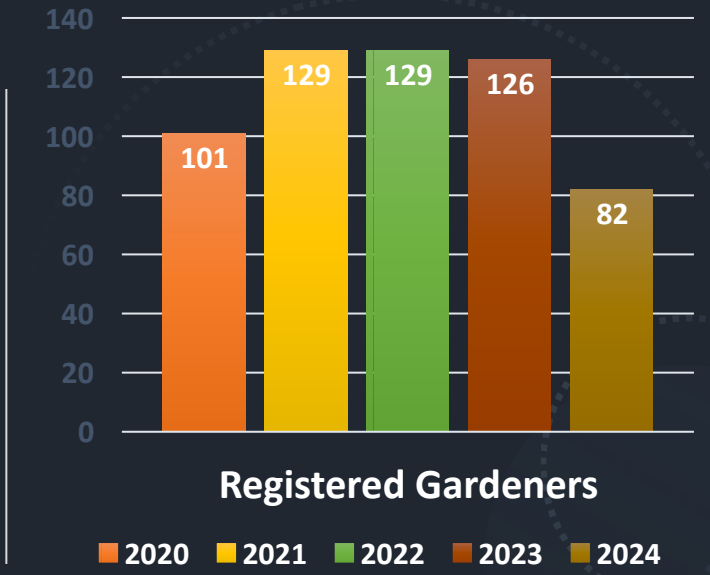
- AARP tax assistance program
- Annual volunteer appreciation
- Van Clan day trips
  - Lunch outings & day trips filled up w/ wait list
- Meal-site is the largest out of 4 in Buncombe County



Community Garden

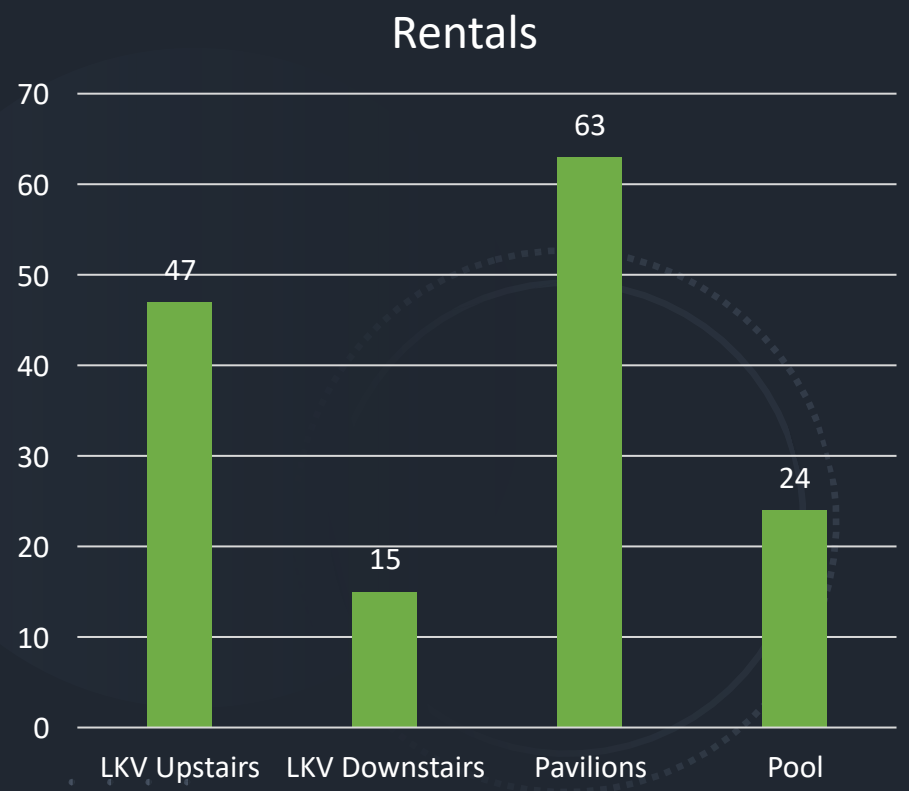


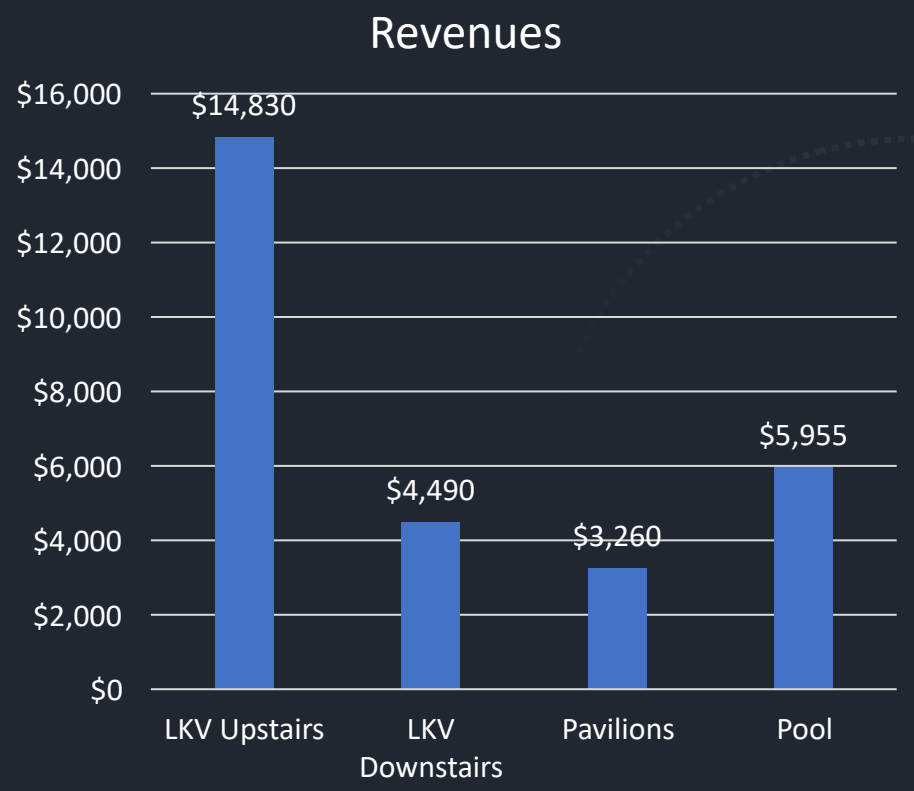




Facility Rentals

**Jan-Aug*





Partnerships

YMCA Blue Ridge Assembly
- Indoor rock climbing

Christmount
- Trail workdays
- Mushroom walks

G5 Trail Collective
- Assist with trail workdays

NCDOT
- Litter sweeps

Owen High School
- Tennis Courts (tennis camp)

Black Mountain Primary School
- Multi-purpose field (outdoor soccer)

Black Mountain Greenways & Trails
- 5K race

Friends of the DRJWCG
- Various supporting roles

Partnerships

Warren Wilson

- Provides volunteers for the DRJWCG
- DRJWCG hosts classes

Bounty and Soul

- DRJWCG food donations

Owen Babe Ruth

- Baseball & softball supported by TOBM
- Tournaments

Owen Warhorse Youth Football & Cheer

- Practice space at Veterans Park

Questions

Black Mountain
Recreation & Parks