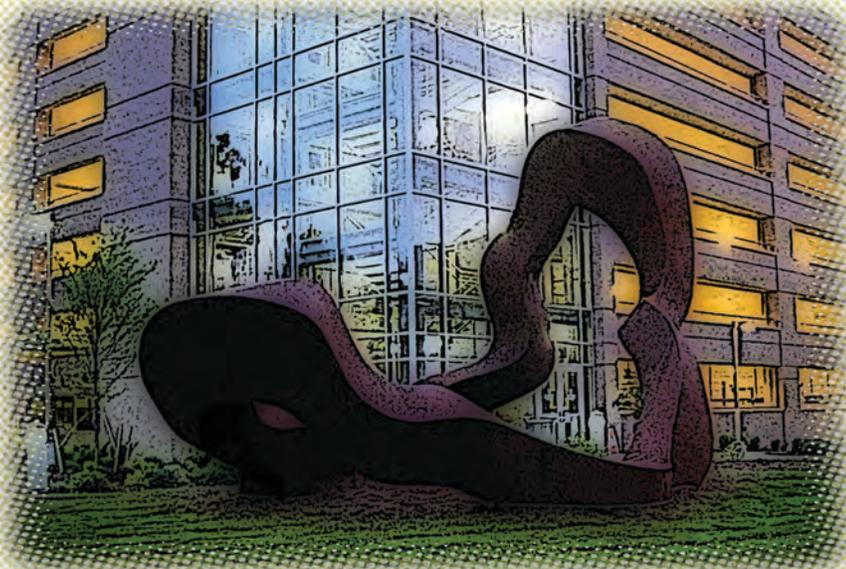


2009 ANNUAL REPORT



ASHEVILLE
Parks, Recreation
& Cultural Arts
Department



Asheville

Parks, Recreation & Cultural Arts

2009 Annual Report

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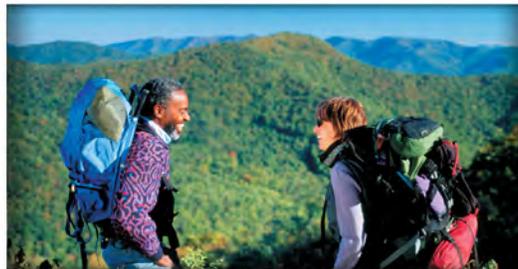


In February of 2009, the City of Asheville adopted the Parks, Recreation, Cultural Arts & Greenways Master Plan. This visionary document will help guide a course of action in the coming years, as the department strives to achieve its mission of enhancing residents' quality of life by providing diverse cultural and recreation experiences. Already, this plan has led to significant changes in the way the department prioritizes programs and projects, resulting in a more efficient, effective way of doing business.

An increasing body of evidence suggests that people who live in communities with open spaces such as parks, ball fields, nature centers, picnic areas, and campgrounds are more physically active than those living in areas with fewer recreation facilities. To this end, the department has established the goals and objectives of the Master Plan to include:

- Increasing access to recreation facilities and open space by developing a connected system of park facilities
- Improving the conditions of our existing facilities and constructing new recreation facilities along trails or public transportation routes to make them more accessible to residents
- Maintaining and creating open spaces, neighborhood parks and pocket parks in close proximity to residents' homes

With this in mind, a top project addressed in the Master Plan is the need to improve the deteriorating Reid Center, a facility that public input deemed highly desirable. I am pleased to announce that plans are underway to construct a new recreation center at Livingston Street Park to fulfill the recreational needs of this neighborhood. With a \$2.2 million dollar commitment from the City for the first phase of construction, this center will include a greenway, splash pad, and classrooms, and a gymnasium in later phases. This building will also be the City's first LEED-certified public building, firmly establishing our commitment to sustainability.



Of course, undertaking many of the initiatives called for in the Master Plan has proved challenging in the current economy. The department has had to come up with creative ways to continue to provide a high level of service, while looking for opportunities to reduce costs. Our greatest asset in meeting this challenge is the dedication of our staff and volunteers. During these trying economic times, the support we have received from community organizations has aided and inspired staff to strive toward achieving the goals set out in the Master Plan. I am grateful to work with such highly capable, committed individuals, and look forward to working with staff, volunteers, the community, and all our partners to continue to be a national leader in parks, recreation, and cultural arts.

Acknowledgements

Asheville Parks, Recreation & Cultural Arts would like to thank the various departments, divisions, community groups and volunteers who help make us successful.

Mission

The Asheville Parks, Recreation & Cultural Arts Department is dedicated to enhancing your quality of life by providing diverse cultural and recreation experiences.

Vision

To be a national leader in the Parks, Recreation & Cultural Arts profession by utilizing a qualified, professional, and dedicated staff to provide multi-dimensional, innovative recreation opportunities in a safe, nurturing environment while preserving traditional recreation values.

History

1890s – Park and recreation services began with Riverside, Montford, Aston, and Recreation parks, McCormick Field, and the Municipal Golf Course. The Parks and Playgrounds Division was created under Public Works.

1956 to 1970 – Recreation programs grew significantly, but the City relied on public schools, the YMCA, and local churches to house the programs.

1970s and 1980s – Tremendous growth in federal funding resulted in \$5.2 million (non-City) investment in construction and renovation of recreation facilities in Asheville.

1994 – First municipal recreation department to receive national accreditation from the Commission for Accreditation of Park and Recreation Agencies; re-accredited in 2004 and 2009.

2002 – Named the Gold Medal winner by the National Recreation and Parks Association in recognition of comprehensive and quality programs, services, and operations.

2005 – The City assumed responsibility for operation of the Municipal Golf Course, Western North Carolina Nature Center, McCormick Field, Aston Park, and Recreation Park.

Inventory & Facts Summary

- 50 public parks
- 4.5 miles of greenways
- 11 community centers
- 3 public pools
- WNC Nature Center
- Municipal Golf Course
- Velodrome
- Food Lion Skate Park
- Aston Park Tennis Center
- Riverside Cemetery
- McCormick Field

Programs & events

- Recreation and athletic programs for all ages
- Public art programs
- Annual production of 5 festivals/events
- Co-sponsor for over 100 additional festivals/events with 34 different event organizers

Planning efforts that connect with department activities

- Asheville Greenway Master Plan (1998, updated 2003, 2005)
- Park and Recreation 2015 Comprehensive Master Plan (1998, updated 2003)
- Public Art Master Plan (2001)
- 2025 Comprehensive Development Plan
- Wilma Dykeman Riverway Plan
- Asheville Comprehensive Bicycle Plan (2008)
- Downtown Master Plan
- Parks, Recreation, Cultural Arts, & Greenways Master Plan (2009)



Completion of the Aston Park renovation capital project

- Major improvements to Aston Park were completed in 2009, culminating years of effort that spanned every division in the department. Principal funding for the project came from the NC Parks and Recreation Trust Fund (PARTF). The features of the project included such elements as a new tennis faculty, tennis backboards, playground, trail, gazebo, and landscape materials. Representative of the collaborative efforts are:
 - Grant Application—The Administration and Planning & Development Division developed the grant proposal jointly that successfully resulted in the award of the funds.
 - Planning and Design—The Recreation and Planning & Development Divisions met with the community to discuss park design.
 - Bid Process and Contracts—The Business Services and Planning & Development Divisions worked together to develop and manage the contracts for design and construction as well as product purchases.
 - Construction—The Park Maintenance and Planning & Development Divisions worked together to implement the construction of many features of the park which included erosion control, grading, and site preparation of every feature along with some construction such as the playground and gazebo.
 - Grant Close Out—The Business Services and Planning & Development Divisions worked together to document the final accounting and paperwork to close out the grant.



Beaucatcher Overlook Park PARTF grant for land acquisition

- The department applied for and was awarded a grant from the NC Parks and Recreation Trust Fund (PARTF) for land acquisition of Beaucatcher Overlook Park. The work on this grant was a four month process involving multiple divisions of the department including: Business Services, Planning & Development, and Administration. The Legal and Economic Development departments also assisted. Prep work for the grant involved public meetings/comment, site map development, conceptual site plans, and research. The significant time dedicated to this effort aided in the successful award of the grant.

BB&T Shiloh Center renovation

- The BB&T Bank provided volunteers and money to assist in the much-needed renovation of the Shiloh Community Center. BB&T volunteers worked with Park Maintenance staff to paint the hallways, main community room, outside restroom, concession stand, and dugouts. A mural was also painted on the serving counter walls and a recycling center was purchased. Other improvements were stage refurbishing, bleacher and bench repair, and outside landscaping. BB&T also contributed new tables and chairs valued at approximately \$5,000, making BB&T's total contribution more than \$10,000 in materials and supplies.

Recreation Center at Livingston Street Park

- The design for the first phase of construction for the new center at Livingston Street Park was completed. Construction is expected to begin in early 2010. Administration took the lead on project management. Planning input was conducted by the Planning & Development Division, as well as support from Business Services, Park Maintenance, and Recreation.

Soccer field lights

- Asheville Buncombe Youth Soccer Association (ABYSA) installed and donated field lights to the John B. Lewis Soccer Complex. This came from a Buncombe County Tourist Development Authority grant. The project was coordinated by the Administration and Business Services Division, with installation conducted by Park Maintenance.



Pritchard Park community adoption

- The Downtown Area Neighborhood Residents adopted Pritchard Park, located in the heart of downtown Asheville. Volunteers scheduled seasonal entertainment in the park, helped to maintain the park by collecting litter, kept the landscaped areas in order, and added seasonal color to planters and beds. This effort was managed by the Administration, with collaboration from other divisions.

Department re-organization

- In 2009, the Senior Management Team for the department examined the operations and re-engineered the structure of the divisions to increase efficiency. Significant changes included centralizing business operations and administrative support under Business Services, transitioned to a district model in Park Maintenance, and the dissolution of the Specialized Facilities Division. Various facilities were spread out among the Recreation, Cultural Arts, and Park Maintenance divisions. Other changes with an impact beyond the department include the move of City Hall Services to the newly created General Administration Department and relocating building maintenance and permitting to the Building Safety Department.



Division Accomplishments

Restructuring

- Restructured the department, which included realigning special facilities and transitioning the Weed & Seed initiative to the General Administration Department
- Restructured administrative functions for the department
- Created the Special Projects team
- Transferred Building Maintenance to the Building Safety Department
- Transferred City Hall Services to the General Administration Department

Grants and Fundraising

- Awarded a PARTF grant to partially reimburse the City of Asheville for the land acquisition of Beaucatcher Overlook Park
- Awarded a Health & Wellness Trust Fund FIT community grant (acting as fiscal agent for the grant)
- Closed out the Aston Park PARTF grant
- Developed and delivered a presentation on funding priorities to the Asheville Parks and Greenways Foundation

Administration & Planning

- Completed Master Plan
- Improved volunteer coordination and program
- Recertified in the CAPRA accreditation
- Completed strategic planning sessions for the department divisions
- Coordinated and completed MUNIS training and conversion
- Presented department fees and charges to Recreation Advisory Board for approval



Marketing and Communications

- Redesigned department Web pages
 - Asheville Film Festival Website received 70,977 hits in 2009, down from 208,000 the previous year
 - City of Asheville Website—Asheville Parks, Recreation & Cultural Arts pages (including intranet) received 224,259 hits for the calendar year
 - Google Maps/Park Directions received over 47,000 hits
 - Bele Chere Web site received 3,936,076 hits in 2009
- Produced and distributed over 80 press releases
- Produced over 85 graphic arts projects including posters, brochures, and maps
- Planned staff events and department-wide meetings
- Conducted five board development sessions

Division Accomplishments*Greenways*

- Completed French Broad River Greenway segment between Carrier Park and Hominy Creek Park and between Amboy Road Park and Carrier Park
- Completed construction documents for Reed Creek Greenway Phase II
- Initiated Town Branch Greenway planning process

Parks and Recreation Centers

- Completed the Veterans' Memorial at Memorial Stadium
- Developed, bid out, and awarded the recreation center at Livingston Street Park final construction documents
- Completed renovations at Aston Park
- Completed Pritchard Park landscape design
- Supported Nature Center AZA accreditation efforts
- Produced Masters Park planning developments
- Coordinated Azalea Park soccer field light donation
- Supervised Oakley Police Resource Center construction planning
- Managed ARRA (American Recovery and Reinvestment Act) Stimulus Gateway and Corridor Project

Land Acquisition

- Facilitated Beaucatcher Park and Festiva land exchange
- Supported Beaucatcher Overlook Park PARTF grant for land acquisition

Parks Maintenance

Division Accomplishments*General*

- Launched a green cleaning initiative
- Switched to items with Green Seal-certified cleaning products, floor care, and hand cleaning products in all parks and public facilities
- Utilized paper products that meet EPA minimum standard post-consumer recycled content requirements

Building & Facility Maintenance

- Completed the WNC Nature Center fence debris removal and clearing project
 - Painted the interior of the Shiloh and Reid centers
 - Collaborated with BB&T to renovate the Shiloh Center
 - Oversaw the *Day of Caring* projects, including mulching a trail, entranceway and beds at Haw Creek, mulching a walking trail at Carrier Park, painting interior hallways at Reid Center, and fence cleaning and mulch removal in habitats at the WNC Nature Center
 - Coordinated maintenance at Richmond Hill, including mulched entryway, rain garden, parking lot, and first two holes of the Disk Golf course
 - Installed a new frost-free drinking fountain and a kiosk at Prichard Park
 - Installed a new frost-free drinking fountain, motion sensors for lights in restroom, and a timer for ball field lights at Martin Luther King Park
 - Collaborated with Asheville GreenWorks to donate eight outdoor recycling centers for pilot parks recycling program
 - Inspected and cleaned drainage ditch at Carrier Park
 - Changed out drains to comply with new federal and state standards at the three swimming pools
 - Achieved the target cut rate of 16 mowings/year
 - Renovated Aston Park to include grading, addition of a playground, trash cans, benches, a walking trail, pavilion, and drinking fountain
 - Coordinated the installation of lights for four soccer fields with ABYSA through a grant from Buncombe County Tourist Development Authority
 - Collaborated with a service program for women inmates, who re-mulched Richmond Hill Park, painted the interior and exterior of Walton Street Center, and painted the dugouts for several parks
-

Division Accomplishments

General

- Developed a strong arts administration internship program and have had two interns since June 2009
- Integrated WNC Nature Center staff and operations (including the Friends of the Nature Center) into the Cultural Arts Division
- Developed a new fee structure for Pack Square Park
- Became a National Partner with *Americans for the Arts on the Arts: Ask for More* campaign

Public Art

- Worked to develop a new public art ordinance, public art policy, and implementation guidelines
- Organized a public art lecture/panel discussion in collaboration with the Asheville Art Museum's *Christo and Jean Claude* event
- Collaborated with Black Mountain College Museum and Arts Center on their event/lecture with artist Kenneth Snellson



- Worked with the Public Art Board, the Pack Square Conservancy, Buncombe County, and the City Manager's office to find a location for the *Energy Loop* to meet everyone's needs
- Hosted two community meetings and developed an online survey for community input regarding the relocation of the *Energy Loop*
- Organized and supervised the re-installation of the *Energy Loop* in new downtown plaza
- Collected copyright agreement forms from artists who have artwork in the city's public art collection
- Worked with the Pack Square Conservancy, Valley Crest, and LaQuatra Bonci architects to coordinate the re-installation of Urban Trail sculptures in Pack Square Park
- Oversaw repair, restoration, and re-installation of the Flat Iron sculpture (Urban Trail Station #8)
- Oversaw repair, restoration, re-installation, and re-dedication of Art Deco Masterpiece (Urban Trail Station #7)
- Began the development of the Urban Trail audio tour



Cultural Arts

- Collaborated with Black Mountain College Museum and Arts Center on the “Black Whole” performance event at the skate park
- Collaborated with the Asheville Lyric Opera on their holiday concert and worked with them to provide Victorian carolers for the Seasonal Sizzle event
- Worked with staff on planning for a community garden program
- Worked with staff on the early phases of the new recreation center at Livingston Street Park project

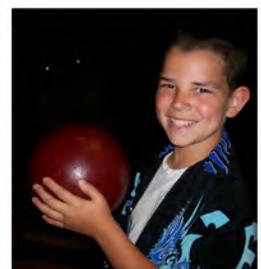


Festivals

- Reduced the Bele Chere budget by almost 50% and still had a successful, revenue-positive event that received good reviews from the public and media
- Changed the focus of the Asheville Film Festival to focus on film as art
- Collaborated with Shindig on the Green to have the July 4th celebration at MLK Park
- Continued to work with the Grove Park Inn on the second annual Seasonal Sizzle event
- Worked with the Fire Department on sending reverse 911 calls to notify the public about Bele Chere and the Seasonal Sizzle
- Produced the Memorial Day and Veterans’ Day events in collaboration with the Mayor’s Committee for Veterans’ Affairs

WNC Nature Center

- Hired the first zoo professional at the Nature Center
- Worked with staff on the plans for the quarantine and veterinary clinic for the Nature Center
- Completed and dedicated the Red Wolf habitat
- Conducted a summer program at the Nature Center
- Improved or created the following facilities:
 - Animal quarantine center
 - Small mammal exhibit and holding facility (raccoon, red fox, gray fox)
 - Food chain donor garden and mural
 - Main classroom renovation
 - Songbird garden exhibit – hummingbird garden addition
 - Maintenance tool storage facility



Division Accomplishments

General

- Recreation Division, Programs and Centers: FY09 Participation Service Units: 676,221
- Recreation Division, Programs and Centers: FY09 Volunteer Service Hours: 42,890
- Participated in the following task forces:
 - **Listening To Our Teens Task Force**—Develop planning and coordination of services that serve middle and high school age children in the City of Asheville
 - **Asheville Sports Commission Task Force**—Evaluate the need for a Sport Commission and envision the form it would take to best serve the community in supporting events that generate a positive economic impact
 - **RICH Task Force**—Identify programming and coordination to reduce gang activity in the City of Asheville
 - **Blue Ridge Parkway Foundation Kids In Parks Initiative**—Introduce children to healthy outdoor activities while providing educational and hands-on experiences with nature
 - **Aquatics Task Force**—Evaluate current aquatic capacity, investigate opportunities to improve upon existing facilities, and revisit the concept of an indoor 50-meter facility



Athletics Division

- Sponsored adult leagues: softball (two seasons), volleyball (three seasons), flag football, basketball
- Co-sponsored adult leagues: ultimate (three seasons), hockey (three seasons), rugby, lacrosse, disc golf
- Sponsored youth leagues: flag football, basketball
- Co-sponsored youth leagues: baseball (six city-wide programs), football (two city-wide programs)
- Managed athletic facilities: Azalea Park (year-round soccer leagues, ABYSA-youth, ABASA-adults), MLK Park, Memorial Stadium, Carrier Park, ASC school facilities, and Livingston, Shiloh, Montford, Charlie Bullman, RLK, Oakley, Valley Springs, West Asheville, R. Farmer, and Weaver Park ball fields
- Sponsored tournaments and events: Adult and Junior Hi-Neighbor Volleyball Tournaments, Hershey Track and Field youth event

Outdoor Recreation Program

- Introduced youth to healthy adventures by providing nine outdoor summer camps (75 attendees) and school break camps (40 attendees)
- Expanded Homeschool Adventure program for community
- Offered various Senior Treks throughout WNC to get senior adults outdoors
- Introduced multi-generational programs with combined age experiences
- Expanded the Learn-to-Ski/Snowboard program for teenagers
- Received additional grant funding to support the nationally renowned “Asheville Teens Outside” program
- Served as director of 2009 Mountain Sports Festival, which hosted approximately 15,000 competitors and visitors to Asheville, which showed an increase in attendance and a decrease in City expenses

School-age Child Care Program

- Successfully operated two state-licensed, school-age care program sites at Jones and Vance Schools in partnership with ASC
- Continued to meet enhanced licensing requirements and again achieved a four-star rating at each site for the 2008/09 school year
- Served approximately 19,000 meals through the state Child and Adult Care Food Program and Summer Food Service Program
- Program Highlights: YMI Cultural Center performances and resource instructors; Hi-tech Hi-Touch science exploration; Learn-to-Swim lessons; tennis instruction provided on-site and on-court by Aston Tennis Center; soccer instruction from ABYSA volunteers; and trail exploration and environmental education with US Forest Service



Recreation Centers

- **Burton Street Center**
 - Improved facility appearance, resulting in an increase in attendance
 - Successfully hosted first annual Senior Citizens Prom
 - Enabled youth to receive tutorial assistance in a partnership with Big Brothers/Sisters
 - Successfully implemented the 21st Century Learning Program through Weed and Seed, targeting middle and high school students by providing academic support
- **East Asheville Center**
 - Offered successful toddler and after school programs
 - Participants performed at Black History Month Celebration held at Shiloh Recreation Center
- **Harvest House**
 - Continued increase in membership, woodshop participation, travel group, and diversity of seniors served
 - Grant funds provided new equipment for woodshop, new tables/chairs, and expansion of transportation assistance
- **Montford Center**
 - Installed a new roof
 - Increased participation in the Hot August Night 5K and Afterschool Adventures programs
 - Collaborated with YWCA, Asheville Badminton, and Asheville Table Tennis Clubs to offer three new successful teen events
 - Established the Montford Advisory Board with members from the community and user group representatives
- **Oakley Center**
 - Offered successful activities that included Afternoon Adventure, Girls Only Tween Club, Tiny Tykes Festival, and holiday-themed events
 - Expanded clogging program with an average of 50+ students per class

- **North Asheville**
 - Created ongoing agreement with Youth at Jazz program for use of upstairs area (old library space)
 - Youth performed at Diana Wortham Theatre, Wolf Laurel, LEAF Festival, and various venues across the state and region
 - Currently 50+ youth in jazz band program
 - Offered jump rope program and student scholarships
- **Senior Opportunity Center**
 - Nutrition site consolidation tripled average daily participation
 - Center designated as Early Voting and AARP tax aide service site, which tremendously increased the number of people visiting the center
 - Formed Center Advisory Board from prior year's community advocacy group
 - Grant funds provided new tables, chairs, PA equipment, and room dividers for center
- **Shiloh Center**
 - Focused on youth enrichment activities, provided new experiences, and developed a sense of community among participants and staff
 - Annual Black History Month Celebration continued to be a highlight of the community



- **Stephens-Lee Center**
 - Successfully addressed security issues at Stephens-Lee with sign-in/out procedures and off-duty security officer
 - Program highlights included: Women's Health and Education Endeavors (WHEE), Women's Annual Health Day, Pickle Ball, Asheville/Buncombe County Youth Council, National Girls and Women in Sports Day, Harvest Festival, Hoop Fit
 - Hosted first Senior Games Opening Ceremony Dinner with senior program division
 - Collaborated with Big Brothers/Big Sisters to implement "Winning in Schools" program, which focuses on study skills in a fun, club-like atmosphere
- **West Asheville Center**
 - Offered uniqueness of Malvern Hills Playground program as an outdoor site, and successful ongoing Little Rascals Afternoon program
 - Collaborated with West Asheville Business Association to present annual Community Halloween event, with over 125 participants in 2008
- **W.C. Reid Center for Creative Arts**
 - Returned to recreation division, continued with an emphasis on cultural arts, and provided new programmatic opportunities during the year
 - Highlights included the creative arts program, GO Asheville, and one major youth dramatic production

Recreation Center Programs

- **Asheville-Buncombe County Youth Council**
 - A youth-led, volunteer organization, designed for teens to gain leadership experience through service learning projects
 - Offered projects that included making dinner for the ABCCM Women’s Shelter, volunteering at Manna Foodbank, painting the new “teen room” at the Stephens Lee Center, and seeking community donations to purchase equipment for the new room
- **Senior Programs**
 - Received funding to support senior programs from the North Carolina Division on Aging: Over \$30,000 in General Purpose Funds were used for new equipment and furnishings at both senior centers, along with expansion of transportation assistance
 - Increased participation at the 2009 Senior Games with a new Opening Ceremony dinner and dance held as a kick-off event



- **Summer Playground and Teen Programs**
 - Experienced an increase in participation from previous year
 - Families in need were able to apply for fee reduction
 - Nine playgrounds and five teen sites operated Monday through Friday for nine weeks
- **Therapeutic Recreation Program**
 - Experienced growth as a specialized program, with increased service delivery made possible by the addition of a full time staff member the prior year
 - Successful activities included four annual social dances for adults with disabilities, Family Fun Day (a festival to celebrate disabilities awareness), and adapted sports programs (youth and adult bowling leagues and Ted E. Tourists Adapted Baseball league for youth and teens)



Aston Park Tennis Center

- Hosted 77th Annual City of Asheville Open Tennis Championships
- Increased number of season pass holders
- Continued strong partnership with the Asheville Tennis Association to provide tennis programs for youth and adults
- Continued to work closely with WECAN and SFBNA Neighborhood Associations
- Friday Night Tennis Socials became popular monthly events
- FY09 Participation Service Units: 7,296 players
- FY09 Volunteer Hours: 500+

Asheville Municipal Golf Course

- Hosted three major tournaments – Skyview Open, Relay for Life, and Father Son/Daughter Tournament
- Hosted various other community or smaller tournaments, including Men’s and Ladies’ Association tournaments
- Partnered with local high schools to offer practice time and host tournaments
- Installed point-of-sale system in Pro Shop; refined POS system in Snack Shop
- Performed major tree removal on the back-nine area of the course with over 30 old trees removed, providing better facility maintenance and participant safety
- FY09 Participation Service Units: 45,000+ rounds of golf
- FY09 Volunteer Hours: 5,000+



Food Lion Skate Park

- Provided a wholesome place for skaters to ride in a safe haven, off the streets
- Over 125 youth campers attended summer and spring break skate camps
- Revenue and participation continued to hold steady, despite tight economy

Swimming Pools

- Learn to Swim classes reached over 450 youth
- Hosted swim meets at Recreation Park with area swim teams
- Increased attendance at Malvern Hills Park pool
- Increased overall revenue for the season
- Maintained high rate of staff retention each summer
- FY09 Participation Service Units: 44,000+ admissions
- FY09 Volunteer Hours: Malvern Hills: 82

Recreation Advisory Board

Members:

Scott Barnwell, Chair
Sara Manuel, Vice Chair
Geoffrey Ferland
Hutch Kearns
Mary Ann West
Lonnie Gilliam
Mildred Nance-Carson
Wayne Wheeler
Wanda Hawthorne

Greenway Commission

Members:

Marc Hunt, Chair
Marcia Bromberg, Vice Chair
Jim Grode
Glen Locascio
Stephen Jones
Stephanie Pankiewicz
Susan Barlow

Public Art Board

Members:

Julie Calhoun-Roepnack, Chair
Kenn Kotara, Vice Chair
Barbara Cary
Harry Harrison
Barry Pate
Robert Todd

3-Year Strategic Goals from Department Master Plan (FY 2011)

- Maximize planning effort
 - Improve administration effectiveness and transparency
 - Create management resources to increase efficiency, continuity and sustainability in critical focus areas needed in the department
 - Strengthen marketing, communications, and credibility
 - Increase the level of service and access for Greenways
 - Enhance public confidence in and appreciation for the “arts” including festivals and the WNC Nature Center
 - Strengthen the organizational structure of public and cultural arts delivery
 - Build public and organizational capacity for the arts
 - Ensure a continued high level of service in parks
 - Strategically increase recreational programming level of service
-

City of Asheville: Parks, Recreation & Cultural Arts Organization FY 2009-2010

