

2024-2025 ANNUAL REPORT



*Monadnock Lookout Tower at
Cane Creek Mountains Natural Area
Photo: Nolan Carter*

PREPARED BY

*Alamance County
Recreation & Parks
December 2025*



From the Director

It is my privilege to present the Alamance Parks 2024-2025 Annual Report. This year has been one of meaningful progress and continued commitment to enhancing the quality of life for all Alamance County residents. As our community grows and the needs evolve, our department remains dedicated to providing welcoming parks, sustainable facilities and programs that foster connection, lifelong activity and enjoyment of the outdoors.

Over the past year, we advanced several major initiatives including the restructuring of Alamance Athletics allowing for an expanded variety of program offerings and increased usage of our community centers and shared use ABSS athletic facilities. A \$750,000 renovation of the athletic park at B Everett Jordan elementary school is nearing completion with a new concessions and restroom building, picnic shelter and improvements to site accessibility and drainage. We have expanded Cane Creek Mountains Natural Area with the completion of the Oak Hill Trail and with the opening of the 80' Monadnock Lookout Tower. We have delivered on our commitment to the development of the Haw River Trail by working with landowners and the Friends of the Mountains-to-Sea Trail Alamance County Taskforce.



Jamie Merchel, Alamance Parks Director

In 2024-2025 the Alamance Parks team was awarded over \$4,500,000 for future property acquisition, park improvements and trail expansions. We are grateful for the state and local grant programs and funding partners. These investments help us to expand access, enhance facilities, and deliver the highest quality outdoor spaces for the community.

None of these accomplishments would be possible without the dedication of the Alamance Parks staff and volunteers whose passion, expertise and hard work fuels our progress.

As we look ahead to 2025-2026, we remain energized by the opportunities before us with projects kicking off for accessibility improvements to Cedarrock Park, Athletic Park renovations at AO Elementary School, the completion of a 3rd phase of Cane Creek Mountains Natural Area, completion of a new paddle access along Great Alamance Creek and acquisition of +/- 760 acres in southern Alamance County that will allow us to expand the Haw River State Trail and the Mountains-to-Sea Trail to the Orange County border.

A central focus in 2026 will be updating the department's 10-year Comprehensive Master Plan. This process is vital to shaping the future recreation and parks in our county.

We are tremendously thankful to the citizens of Alamance County, County Management and our elected Leaders for your continued support and patronage.

Jamie Merchel

Table of Contents

01	Alamance Parks
02	Cedarock Park
07	Community Centers
10	Haw River Trail
13	Cane Creek Mountains Natural Area
15	Athletics
17	Programs
18	Adaptive & Inclusive Recreation
22	Public Relations & Communications
24	Alamance County Visitors Bureau
31	Textile Heritage Museum
33	Staff & Facility Information
38	Funds
39	Recreation & Parks Commission
40	Appendix A: Visitation





Alamance Parks

For 53 years, Alamance Parks has worked to improve the quality of life of Alamance County residents.

Through our parks and programs, we encourage healthy lifestyles for children and adults, offer inclusive activities for all of our citizens, and provide access to the natural world. The department, founded in 1972, offers a variety of outdoor activities and program options to the Alamance community.

Alamance Parks offers access to the outdoors through Cedarrock Park, Cane Creek Mountains Natural Area, Great Bend Park, Shallow Ford Natural Area, Saxapahaw Island Park, and trails associated with the Haw River State Trail. Cedarrock Park offers a Historical Farm restored to the 1800s time period, four miles of hiking and six miles of equestrian trails, three disc golf courses, a footgolf course, a fishing pond, picnic shelters, a playground and open play spaces. Special events and programs take place at the parks throughout the year.

Alamance Parks offers year-round youth athletics programs including baseball, tee-ball, basketball, disc-golf and volleyball. The department has a Special Olympics chapter that provides a variety of activities for children and adults with intellectual and physical disabilities in Alamance County, as well as a Visually Impaired Program offering monthly activities for the visually impaired. The Adaptive and Inclusive Recreation (AIR) Program offers inclusive programs open to all participants regardless of ability.

Alamance Parks also has two rural community centers at Pleasant Grove and Eli Whitney. Currently, programming through the centers includes open gym, fitness centers, group walks, fitness and yoga classes, bingo, pickleball, archery and more. Both centers have walking tracks, playgrounds, and athletic fields. Special events are offered throughout the year.

Through our outdoor spaces, trails, athletic programs, community centers, and special events we provide Alamance County with access to spaces and fun activities that encourage healthy lifestyles. Last year, our parks and community centers enjoyed **797,125** visitors, and our athletics programs enrolled **1,171** children. Special Olympics continues to serve **450** children and adults with intellectual and physical disabilities in the Alamance community and engage thousands of volunteers each year. Our community centers were utilized by **117,343** members of the community last year. Our staff logged a total of **23,961** program contact hours, conducted **500** total programs, and served **10,174** total participants during the 2024-25 fiscal year. Alamance Parks strives each year to expand and improve upon the opportunities and services it provides to the community.



Cedarrock Park

Alamance County's "historic nature wonderland", Cedarrock Park is a 500-acre park located in southern Alamance County.

Overview

Cedarrock Park is a 500-acre park located in southern Alamance County. This expansive nature park was established in 1972 on the historic farm of John and Polly Garrett and continues to serve the citizens of Alamance County and visitors with a wide variety of outdoor facilities. The park offers four miles of hiking trails, an equestrian barn and six miles of equestrian trails, three disc golf courses with a total of 54 holes for play, a footgolf course, a historical farm restored to the late 1800s time period, a fishing pond, a picturesque waterfall over an old mill dam, picnic shelters and gazebos, a basketball court, a volleyball court, a playground, canoe and kayak rentals as well as space for open play.

Park improvements over the past year include a new outdoor ping pong table and swinging bench located near the Cedarrock playground area as well as a 3.5' x 4.5' outdoor Connect 4 installed within the Cedarrock playground. Other park improvements include natural stone steps added to the Rock Creek Trail, repainting of the mule barn, three communication boards installed throughout the park, replacing an observation deck, and re-staining park kiosks.

Cedarrock Park hosted many events over the last year, including the annual ALCOVETS Balloon Festival, Farm-to-Table, Family Campouts, Over There & On the Homefront living history program, NC Envirothon, cross-country competitions, trail races and numerous local disc golf tournaments.

The pond was again stocked with a variety of sport fish including trout in the winter months. The fishing pass program continued to be successful, generating \$7,230.00 in revenue, and remains one of the most popular activities at the park in the winter and early spring following the arrival of trout.

Cedarrock Park

Improvement Projects

- 3.5' x 4.5' Connect Four installed within the Cedarrock playground
- Outdoor ping pong table installed just outside of the Cedarrock playground area
- The mule barn within the Cedarrock Historical Farm was repainted by a group of student volunteers from Elon University
- Natural stone steps added to the Rock Creek Trail by the Friends of Alamance Parks Trails Crew
- Installation of a bench swing just outside of the Cedarrock playground area
- Three communication boards were installed throughout Cedarrock Park in an effort to make communication of upcoming events, programs and opportunities much more visible to park guests
- Various volunteer projects occurred in Cedarrock Park throughout FY 2024-25 including power washing each park shelter, replacing an observation deck and re-staining park kiosks



Top Left: Students from Elon University volunteered to repaint the mule barn on the Cedarrock Historical Farm
Top Right: The large cement Connect Four that was installed within the Cedarrock playground
Bottom Left: The outdoor ping pong table installed just outside of the Cedarrock playground area
Bottom Right: The natural stone steps added to the Rock Creek Trail by the Friends of Alamance Parks Trails Crew

Cedarrock Park

Events & Programs

- **ALCOVETS Balloon Festival** (September 13-15, 2024): Sponsored by ALCOVETS, the Balloon Festival featured 3 days of fun at the Historical Farm. Visitors enjoyed live music, local vendors, food trucks, balloon rides, and a car show. All proceeds from the event were used to support local veterans.
- **Farm-to-Table** (October 1-2, 2024): Students from across Alamance County learned more about how food is grown and produced on a farm and ultimately brought to the family dining table. Students learned about farm animals and equipment, as well as exhibits by U.S. Forestry, beekeepers, Alamance Soil & Water Conservation, and more. Sponsored by the Alamance County Agri-Business Committee.
- **Cedarrock Family Campout** (Nov 2-3, 2024 & May 3-4, 2025): The Cedarrock Family Campout is a family-friendly campout that captures the wonder of the outdoors and the excitement of group camping. This bi-annual event included activities such as stargazing, s'more making and games.
- **Carolinas Conference Disc Golf Tournament** (March 15-16, 2025)
- **Alamance County Pro-Am Disc Golf Tournament** (April 5-6, 2025)



Top: Spectators at the ALCOVETS Balloon Festival watch as the hot air balloons prepare for takeoff.

Middle: A member of the NC Forest Service speaks to ABSS students about pinecones.

Bottom: Cedarrock Family Campout participants gearing up for dinner as they roast hot dogs.

Cedarrock Park

Events & Programs (Continued)

- **The Sneaky Pete Disc Golf Tournament** (September 27-29, 2024): Cedarrock Park hosted the 39th annual 2-day, A-Tier PDGA Disc Golf Tournament presented by Spike Hyzer. Cedarrock Park served as tournament central, player check-in and post-tournament awards were held at the park.
- **Run at the Rock** (December 7, 2024): Run at the Rock is a popular annual trail race, which offers 7 and 14-mile options through Cedarrock Park. The course begins on asphalt and open fields and then runs through the trails of the park, complete with rocks, mud, hills, and more.
- **NC Envirothon** (May 2-3, 2025): Cedarrock Park hosts this annual event for middle and high school students to compete in a quiz-bowl-style event based on knowledge of the environment and natural resources. Students, parents, and educators camped out at the park during this weekend.
- **Cedarrock Trail Run** (May 17, 2025): The Cedarrock Trail Run is a super-fun and very social springtime event where solo racers and relay teams battle it out on four, unique 5K+ loop courses. Run 5K, 10K, or Half Marathon solo or grab a friend (or two or three) to form a half marathon relay team.
- **Over There & On the Homefront** (June 7-8, 2025): This living history event enabled visitors to experience life among American and German soldiers, medical personnel, and civilians during the World War II era of 1942-1945 at the Garrett Farm.



Left: Runners competing in the 2024 Run at the Rock, an annual race hosted at Cedarrock Park.

Right: Participants in the living history demonstration known as Over There & On The Homefront, which takes place each year at the Garrett Farm within Cedarrock Park.

Cedarock Park

Facility Use

- 247 Group Shelter Reservations: Cedarock Park’s shelters are available for rent for parties, gatherings, and special events.
- 685 Day and 73 Annual Fishing Passes: The park offers fishing passes (day passes at \$5.00; annual passes at \$35.00). Revenue covers the cost of stocking the pond with a wider variety of fish.
- 144 Cedarock Park & Equestrian Campsite Rentals
- 11 Wedding Reservations for The Overlook: The Overlook is the park's newest rental facility which overlooks the old mill dam. It is an ideal location for weddings and small ceremonies.

Attendance

Month	# of Visitors
July 2024	12,082
August 2024	17,808
September 2024	21,856
October 2024	20,049
November 2024	17,708
December 2024	14,391
January 2025	7,664
February 2025	7,985
March 2025	8,488
April 2025	14,896
May 2025	17,216
June 2025	12,804
Total:	172,947

Reviews for Cedarock Park

"Cedarock Park is an absolute gem for nature lovers and outdoor enthusiasts! The park’s well-maintained trails offer stunning views of Rock Creek and rolling foothills, making it perfect for hiking, biking, and even horseback riding."

-Doug B.

"This is a great place to visit with the family. It has great walking trails, pretty views and a bunch of fun activities."

-Frank P.

"Nice, serene place. Clean bathrooms and friendly staff. Great place for a picnic or family gatherings with ample space and semi-private picnic areas."

-Amanda S.





Community Centers

Alamance Parks manages two rural community centers which provide an important venue for the citizens of Alamance County to gather and participate in activities for community, fitness, and fun.

Overview

Alamance Parks manages the Pleasant Grove and Eli Whitney Community Centers. Both community centers provide open gym hours, fitness rooms, walking tracks, and playgrounds. Facilities may also be reserved for special events and gatherings.

Pleasant Grove Community Center (PG) stands on the site of Pleasant Grove High School, built in 1922. Located in northern Alamance County, this revitalized property serves the citizens of Pleasant Grove township as a recreational and community gathering place. Eli Whitney Community Center (EW), the site of the former Eli Whitney High School built in 1923, serves citizens in the southern part of Alamance County in the Eli Whitney community. These two community centers provide an important venue for the citizens of Alamance County to gather and participate in activities for community, fitness, and fun.

Improvement Projects

Pleasant Grove Community Center

- The installation of an additional back 9 holes at the Pleasant Grove Community Center disc golf course.



Community Centers

Events & Programs

Pleasant Grove Community Center

- **Recurring Programs:** Open Fitness Center, Open Gym, Bingo
- **Meals on Wheels:** Alamance County Meals on Wheels continues to serve the community 5 days a week for seniors at this location. The program runs Monday - Friday 9:30am - 12pm.
- **Youth Center Court Basketball:** The center hosted a Center Court basketball program Jan - Feb.
- **Explore Archery:** Explore Archery sessions were hosted in the gym.
- **Chair Yoga & Cardio Drums:** These low-impact exercise activities were offered weekly on Thursdays.

Eli Whitney Community Center

- **Recurring Programs:** Open Fitness Center, Open Gym, Bingo & Potluck Lunches.
- **Pickleball:** Offered weekly on Tuesday, Wednesday & Thursday evenings.
- **Youth Center Court Basketball:** Practices and Games hosted in the gym from Jan-Feb.
- **Uncle Eli's Quilting Party & Exhibition (April 3, 2025):** This historic event has been hosted annually at EW since 1931. During the event, area residents and visitors from across the state bring quilts to display and projects to work on together. The event concludes each year with a covered-dish luncheon for participants and guests.
- **Family Pickleball (July 13, 2024):** This beginner-friendly event introduced participants to the game of Pickleball.

Summer Sports Camps

- Both community centers hosted youth summer camps. The camps were offered to youth ages 8-12 and included activities such as basketball, dodgeball, gaga ball, kickball, pickleball, archery and disc golf.



Left: Center Court Basketball participants working hard during a game at the Pleasant Grove Community Center. Right: Visitors observing some of the many quilts on display during Uncle Eli's Quilting Party & Exhibition at Eli Whitney Community Center.

Community Centers

Facility Use

- 117 PG Gym Rentals: The PG gymnasium is available for rent and is used for athletics, birthday parties, family reunions, baby showers, and occasionally weddings.
- 27 EW Gym Rentals: The EW gymnasium is available for rent and is primarily used for athletics.
- 21 PG Shelter Rentals: The shelters at PG are available for rental by groups for parties, gatherings, and special events.
- 3 PG Classroom Reservation: The classroom at PG is available by reservation for special events. Uses have included baby showers, birthday parties, and meeting space.
- 115 PG Athletic Field Reservations: The athletic fields at PG are available by reservation. These are generally used by athletic teams needing practice space.

Attendance

Month	# of Visitors Pleasant Grove	# of Visitors Eli Whitney
July 2024	4,055	5,911
August 2024	3,549	6,466
September 2024	3,633	6,789
October 2024	4,596	7,198
November 2024	4,051	6,500
December 2024	2,793	4,500
January 2025	2,783	3,741
February 2025	3,377	5,484
March 2025	4,827	6,151
April 2025	4,731	6,333
May 2025	4,293	6,311
June 2025	3,412	5,859
Subtotals	46,100	71,243
Total:	117,343	





Fish at Saxapahaw Island Park

Haw River Trail

The Haw River Trail provides public access to Alamance County's most important natural feature. The land and paddle trails allow the community to explore and appreciate the river while helping to conserve and protect it.

Overview

The planned HRT corridor extends approximately 80 miles along the Haw River from Haw River State Park on the Rockingham-Guilford County line through Alamance County to Jordan Lake State Recreational Area in Chatham County. The HRT is part of the state-wide Mountains-to-Sea Trail (MST) which allows hikers to travel across the state from Clingman's Dome to Jockey's Ridge.

The HRT is the result of an inter-agency partnership founded in 2006 and based on a Memorandum of Understanding signed by 12 governmental agencies agreeing to support and collaborate in the development of a multi-use recreational trail system along the Haw River. Within Alamance County, five partnership agencies operate and manage the trail system including Alamance County, the City of Burlington, the City of Graham, the Town of Haw River, and the Town of Swepsonville. Each agency is responsible for the operation and management of parks, paddle accesses, and trails on the land it owns.

Included in the HRT system and open to the public are 5 recreational parks, over 25 miles of hiking trails, approximately 40 miles of paddle trail, and 15 paddle accesses extending through Alamance County from Guilford County to the Alamance County-Orange County line.

The Department continues to make progress in acquiring trail easements along the river in Alamance County. With the help of the Friends of the Mountains-to-Sea Trail - Alamance Task Force, the Department oversees trail maintenance and the building of new trails throughout the year. Additionally, in 2023 the Haw River Trail was officially added to the NC State Trails network.

Haw River Trail

Improvement & Repair Projects

- Repairs made to the bridge at Longmeadow Trailhead
- Planted 7 new trees at Swepsonville River Park
- Friends of Mountains-to-Sea Trail Volunteers:
 - Improvements made along the hiking trail section along The Valley golf course
 - Constructed hiking trail north of Graham Paddle Access in partnership with a local Boy Scout troop

Programs:

- Lead “Stress Release” hike for Alamance County employees (October 18, 2024)
- Haw River Camp & Clean (May 17, 2025)

Meetings, Presentations & Outreach

- Great Trails State Conference - Winston Salem
- City Gate Dream Center
- Alamance Wellness Collaborative
- Village of Alamance Parks Board
- Presentation for Elon Fellows with Impact Alamance
- Haw River State Trail Executive Board Meetings
- Jordan Lake One Water Coalition Meetings
- Friends of the Lower Haw River State Natural Area, Board Meetings
- Piedmont Legacy Trails Steering Committee Meetings
- Burlington Graham Metropolitan Planning Organization Steering Committee
- Piedmont Legacy Trails Summit
- Piedmont Conservation Council Meetings
- Alamance County Brownfields Coalition Meetings

Reviews for Haw River Trail:

Shallow Ford Natural Area

“Excellent hiking trails for all ages. Beautifully wooded, field, and river areas for birding, hiking, fishing, and camping.”

-Brian E.

Saxapahaw Island Park

“Excellent place to go for a short hike. To put in kayaks to run the river to Union bridge and I like the hammocks. Well maintained and clean. Five stars!!!”

-Hayes H.

Great Bend Park

“One of my places to go to unwind and just enjoy nature. There’s a water fall and a couple of picnic areas to eat. Great for a hike and enjoying the outdoors.”

-Isaac L.



*Left: Alamance Parks staff planting trees at Swepsonville River Park Upper Access.
Right: Debris collection from the Haw River Camp & Clean that happened in May 2025.*

Haw River Trail

Attendance

Month	Altamahaw PA	Shallow Ford NA	Great Bend Park	Glencoe PA	Great Alam. Creek PA	Longmeadow	Sweeps. Upper	Sweeps. Lower	Sax. Mill Race PA	Sax. Lake PA	Sax. Island	Sax Mill Trail	Union Bridge PA	Graham-Hwy 54 PA	Red Slide Park
July 2024	1,744	2,676	3,434	1,984	1,432	589	5,147	2,549	2,906	2,799	2,073	4,241	696	1,977	3,868
August 2024	1,737	2,623	4,384	1,602	1,579	468	3,950	2,492	2,892	2,753	5,495	6,828	849	1,412	2,187
September 2024	1,539	3,145	4,407	1,709	1,362	677	4,211	2,657	2,192	2,747	9,029	7,475	710	1,833	3,630
October 2024	1,333	3,583	5,141	1,641	1,251	489	2,135	2,038	1,916	2,245	8,183	9,617	428	1,511	3,500
November 2024	1,137	2,699	4,108	1,256	1,031	408	1,651	1,727	932	1,466	11,351	8,652	381	1,270	2,526
December 2024	839	1,879	2,203	936	778	249	990	1,571	1,012	1,684	7,151	5,412	282	883	731
January 2025	810	1,977	2,485	1,034	750	164	596	1,695	482	1,241	2,966	4,980	257	568	1,596
February 2025	1,182	2,386	3,215	1,217	874	287	2,900	1,540	464	1,530	5,750	5,805	415	1,057	1,854
March 2025	1,809	3,923	4,468	1,719	1,297	653	3,305	2,369	1,085	3,130	12,284	9,661	582	2,452	2,947
April 2025	1,874	3,739	4,905	1,976	1,366	746	2,561	2,582	2,087	2,562	13,287	9,119	602	2,477	3,860
May 2025	1,864	3,006	4,450	2,033	1,545	528	3,549	2,869	3,147	3,147	13,317	10,227	721	2,257	3,669
June 2025	1,546	2,301	3,782	1,748	1,252	570	3,165	2,460	4,085	2,803	9,374	5,687	848	2,888	3,587
SUBTOTAL	17,414	33,937	46,982	18,855	14,517	5,828	34,160	26,549	23,200	28,107	100,260	87,704	6,771	20,585	33,955

2024-25 Total HRT Visitation: 498,824

HRT Sites = Green, HRT Partner Sites = Blue

Key:
 Alam. = Alamance
 Hwy = Highway
 NA = Natural Area
 PA = Paddle Access
 Sax. = Saxapahaw
 Sweeps. = Swepsonville





Cane Creek Mountains Natural Area

Cane Creek Mountains Natural Area is a new nature park that provides public access to Alamance County's largest state-significant natural heritage area.

Overview

Cane Creek Mountains Natural Area, Alamance Parks' newest park facility, opened in May 2020. The park is located in the Cane Creek Mountains Range, a Piedmont Monadnock range that covers much of the southwest quadrant of Alamance County. The park contains over 1,000 acres, 4 miles of streams, and plants and animals found nowhere else in the area. The range is one of four recognized Natural Heritage Areas in Alamance County and is home to the highest peak in North Carolina east of Greensboro at 987 feet.

Visitors enjoy rolling Piedmont hills, abundant creeks and streams, and some of the best views in Alamance County. Cane Creek Mountains Natural Area has quickly become one of the most popular parks in the Alamance Parks trail network. The development of the park will continue over the next several years. The Oak Hill Trailhead, which opened in May of 2023, saw the addition of the recently completed Monadnock Lookout Tower in May of 2025. The 80-foot tall observation tower provides unobstructed views of Alamance County in all directions. Construction of the next trailhead began in March of 2025 and will add around 5 miles of hiking trails to explore. The park currently offers camping facilities, wildlife observation areas and approximately 10 miles of trail.

Cane Creek Mountains
NATURAL AREA

Cane Creek Mountains Natural Area

Reviews for Cane Creek Mountains Natural Area:

"The Parks Department has done an incredible job making this a destination hike in Alamance County! The trails are well marked and are the perfect distance and rigor for a family adventure. The new observation tower is really well done and adds a whole new level of excitement!"

-Peter S.

"A wonderful and quiet place. If you like walking, this place will be suitable for you because it has several paths. It also has a tower with a breathtaking view. Seeing the forest from above is amazing. Don't miss this."

-Monica D.

"Hands down one of my favorite places in Alamance County. Here every weekend. It's beautiful and feels like you're in the wilderness just 20 mins from Burlington."

-Jeff L.



Left: The Monadnock Lookout Tower at Cane Creek Mountains Natural Area reaching just above the tree line. Right Top: The Friends of the Mountains-to-Sea Trail Alamance County Task Force standing on the cedar bridge that they built in Cane Creek Mountains Natural Area. Right Bottom: A ribbon cutting ceremony was held for the Monadnock Lookout Tower's grand opening during the Spring of 2025.

Athletics

Alamance Parks offers a range of athletic programs for pre-school through middle school aged children. In our Youth Athletics Program young athletes have the unique opportunity to explore a variety of sports through our sports sampling approach.

Overview

Alamance Parks athletics division manages three athletic complexes located at A.O. Elementary School, B. Everett Jordan Elementary School, and E.M. Holt Elementary School. These facilities host a variety of athletic activities throughout the year including the local club leagues, Alamance Athletics programming and third party rentals/events.

Facility Updates

B. Everett Jordan Elementary:

- A number of additions and upgrades were put in place including a new picnic shelter, new bleacher seating, new restroom facilities, new sidewalks and additional accessible parking spaces installed as well as a variety of dugout improvements.

Altamahaw-Ossipee Elementary:

- New field lighting added to the lower field
- Old fence removal/site clearing and cleanup

Club Affiliation

Alamance Parks continues to collaborate with local municipal recreation departments and youth sports organizations to support opportunities for youth tackle football and a club baseball and softball league.

Alamance County Metro Football League (8u, 10u, 12u)

Sport	Teams	Players	Games
Football	15	378	44

2024-2025 participating organization included: City of Mebane, City of Gibsonville, Town of Green Level, Alamance Civitan Club*, Hawfields Civitan Club and Northern Alamance Athletic Club*

*Practices and home games were hosted at various Alamance Parks facilities.

Alamance County Club League - Baseball, Softball, T-Ball (6u, 8u, 10u, 12u, 14u)

Sport	Teams	Players	Games
Baseball	23	276	139
Softball	4	48	26
T-Ball	4	48	12
Total:	31	372	177

2024-2025 participating organizations included: Alamance Civitan Club*, Hawfields Civitan Club, Northern Alamance Athletic Club* and Lakeview Civitan Club

*Practices and home games were hosted at various Alamance Parks facilities.

Athletics

Alamance Athletics (Alamance Recreation and Parks Department)

Sport	Participants
Baseball/Softball	213
Basketball	221
All Other Sports	478
Total:	912

The Alamance Parks Athletics Program exists to provide recreational athletic opportunities to the residents of Alamance County. Our program encourages kids to try multiple sports, fostering a love for physical activity and helping them develop a broad range of athletic skills. By participating in different sports, children can discover their passions, enhance their motor skills, and build social connections in a fun and supportive environment.

During FY 2024–25, Alamance Athletics experienced a notable increase in female participation across multiple sports programs. Female athletes represented 23% of participants in baseball and softball and 26% in basketball, reflecting growing interest and engagement in traditionally male-dominated sports. In all other athletic offerings, including archery, female participation reached an impressive 36%, highlighting the expanding opportunities and appeal of diverse programming. Increased involvement of girls in youth sports is vital, as it fosters leadership skills, builds self-confidence, and encourages teamwork and resilience. These programs also support long-term physical and mental health, empowering young female athletes to develop healthy habits and strong foundations for success both on and off the field and court.



Top Left: Introduction to Sports participants practice their throwing skills by throwing water balloons at Athletics Director Guil Johnson.

Top Middle: Baseball participants listen as their coach gives them pointers on catching techniques.

Right: A Center Court Basketball participant strikes a pose while taking a break from fun on the court.

Bottom: One of the volleyball groups practicing their passes before advancing to matches.

Programs

Overview

During FY 2024–25, Alamance Parks offered a wide variety of programs designed to engage the community and encourage active, outdoor recreation for all ages. A new program, Youth Sports Palooza, was introduced, giving children the opportunity to try multiple outdoor sports in a fun, no-pressure environment, including kickball, soccer, wiffleball, disc golf, and more. Alongside new offerings, popular favorites returned, such as the annual Alamance Adventure Race and the biannual Cedarrock Family Campout. Alamance Parks also hosted self-led Easter Egg Hunts at three park locations, allowing visitors to trade found eggs for an Alamance Parks swag bag. Together, these programs reflected a successful year of family-focused programming that brought Alamance County residents together to play, explore, and create lasting memories.



Top Left: An Alamance Adventure Race team visits Alamance Fine Arts Academy to win more points in the race!
Top Right: Lanterns and flashlights cast a glow inside of tents at the Cedarrock Family Campout.
Bottom Left: A park visitor shows the Easter egg she found during the 2025 Alamance Parks Easter Egg Hunt.
Bottom Right: A game of kickball takes place during the 2025 Youth Sports Palooza.



Adaptive & Inclusive Recreation

Alamance AIR (Adaptive & Inclusive Recreation) offers recreational programming for people of all abilities through Special Olympics Alamance County, The Visually Impaired Program (VIP), and Adaptive & Inclusive Recreation Programming.

Special Olympics

Alamance Parks offers a diverse Special Olympics program providing children and adults who have intellectual disabilities the opportunity to train and compete in Olympic-type sports. Special Olympics Alamance County (SOAC) is one of the largest volunteer-driven sports organizations in Alamance County and is sponsored by local government, industries, businesses, clubs, churches, and private contributions. The program is managed through Alamance Parks by the Adaptive and Inclusive Recreation Coordinator and is a chapter of Special Olympics North Carolina.

SOAC offers local sports tournaments involving Alamance Burlington School System students, as well as eight and twelve-week training programs ending with tournaments and competitive events at the State level.



Adaptive & Inclusive Recreation

Special Olympics Programs

The Department offered the following activities to our local participants during the 2024-25 year:

SOAC Sports	# Athletes	#Volunteers
Equestrian	7	14
Bocce	11	23
Bowling (Fall)	31	67
Soccer (Fall)	14	50
Swim (Fall)	12	4
Forsyth County Bocce Invitational	7	2
ABSS/SOAC Bocce Tournament	133	13
SONC SO GOOD (Fall)	4	0
SONC Equestrian Tournament	6	14
SONC Fall Tournament	6	4
Basketball	17	37
Bowling (Spring)	25	62
Soccer (Spring)	13	70
Swim (Spring)	12	4
SONC SO GOOD (Spring)	2	0
ABSS/SOAC Basketball Skills Day (ES)	82	51
ABSS/SOAC Basketball Tournament (MS/HS)	153	16
Spring Games	334	422
SO SE US Swim Invitational	6	4
SONC Summer Games	10	6



Top Left: Christoph Hauke at the SONC Equestrian Tournament
 Top Right: Jackie Gerner at the SONC Fall Tournament (Bocce)
 Bottom Left: Megan Alexander, Charles Richardson, and Isaiah Alston at the SONC Summer Games (swim)

Adaptive & Inclusive Recreation

Unified Champion Schools

Unified Champion Schools pairs traditional students with Special Olympics Athletes. They not only compete together but spend time at school developing community relations and participating in a variety of activities together. Official Unified Champion schools include:

- The Hawbridge School
- Southeast Alamance High School
- Southern Alamance High School
- Walter M. Williams High School
- Western Alamance Middle School
- Woodlawn Middle School

Visually Impaired Program (VIP)

Alamance Parks provides monthly activities for over 30 visually impaired Alamance County residents.

2024-25 activities included:

- Ice Cream Party
- Putt-Putt Tournaments
- NC State Fair
- Adaptive Archery
- Jordan Lake Boat Tour
- Movies
- Holiday Party at Cedarrock Park
- Bowling
- Adaptive Painting and Spring Crafts
- Picnic in the Park (City Park)



Top Left: Jason Witherspoon and Tony Ferrita practicing adaptive archery

Top Middle: Vernon Richmond and Mackenzie Barrier bowling

Top Right: Viney Lambert, Teresa Farrington, and Christine Oldham enjoy the Jordan Lake Boat Tour



Bottom Left: VIP Participants at Painted Grape doing adaptive painting

Bottom Right: VIP Participants winning second place at the Rowan County VIP Mini Golf Tournament

Adaptive & Inclusive Recreation

Adaptive & Inclusive Recreation Programming

In March of 2022, Alamance Parks launched new Adaptive and Inclusive Recreation Programs. These programs are open and inclusive to all people and strive to provide recreation services for individuals of all abilities, operating from a strengths-based perspective.

Programs offered in 2024-25 Include: Chair Yoga with Ralph Scott Lifeservices, Family Footgolf and Family Pickleball.

Fundraising Efforts

AIR Alamance Basketball Tournament (3/29/2025) - Alamance Parks, Alamance County Sheriff's Department, Burlington Fire Department, Elon University Sigma Pi, Elon University Kappa Delta, Graham Fire Department, Mebane Fire Department, North Carolina State Highway Patrol and other community built teams were joined by SOAC Athletes for this AIR programming fundraiser. The event was a success and raised over \$700 for the program.



Top Left: Mackenzie Barrier teaching chair yoga to the Ralph Scott StarPoint Day Program participants

Bottom Left: Mackenzie Barrier and Dan Moravec teaching pickleball at the Family Pickleball Clinic

Top Right: Sydney Hariston participating in the 3-point competition at the Alamance AIR Basketball Tournament



Public Relations & Communications

Alamance Parks employees attend community events & fairs as part of its public outreach efforts. The department also communicates with the public through a variety of media outlets.

Overview

Alamance Parks employees attend community and local business events and wellness fairs as part of its public outreach efforts and its staff members participate in various community coalitions. The department and the Haw River Trail also communicate with the public through a variety of media outlets: monthly e-newsletters, the Alamance Parks and Haw River Trail websites, Facebook and Instagram Pages, locally distributed print flyers, radio advertising, press releases and more.

Public Relations Events & Committees

- **Alamance County Agri-Business Committee:** Alamance Parks staff served on this committee, which promotes agricultural education and promotion in Alamance County. The Agri-Business Committee sponsors the annual Farm-to-Table event, held at the Cedarrock Historical Farm.
- **Alamance Wellness Collaborative:** Alamance Parks collaborated with other jurisdictions to improve health and wellness in the greater Alamance community.
- **ALCOVETS Balloon Festival:** Alamance Parks staff distributed park and program information during the 3-day event.

Public Relations & Communications

Communications

- The Alamance Parks and Haw River Trail websites are continually updated to reflect current information and improve usability. Programs and community events are routinely updated and reflected on website calendars.
- RecDesk, our website for facility rentals and program registrations, is routinely updated and utilized for event and athletic sign-ups.
- Alamance Parks continues to advertise events and programs through additional calendars and platforms including newspaper advertisements, boosted Facebook and Instagram posts, use of Facebook event pages and more.
- The Alamance Parks newsletter was distributed on a monthly basis via Mailchimp, print, and hosted online through the website.
- The Cedarrock Park and Haw River Trail Facebook and Instagram pages are routinely managed with event and program announcements, as well as photos from the parks and trails and relevant information and articles.
- Flyers are designed and distributed for all department events and displayed in the Cedarrock Visitor Center as well as around other Alamance Park facilities. Press releases are provided to local news outlets and the Alamance County Visitors Bureau for events and programs.
- Outdoor banner advertising is displayed throughout the county to promote upcoming programs, athletic seasons and events.
- Cedarrock Park brochures are available in all NC Welcome Centers.
- Alamance Parks and Haw River Trail branded t-shirts, hats, and stickers are available for purchase at the Cedarrock Park Visitor Center, The Textile Heritage Museum Gift Shop and other local businesses.

Online Engagement

Online Communication Platform	Engagement Status
Alamance Parks e-Newsletter	6,729 subscribers
Alamance Parks Facebook Page	10,337 followers
Haw River Trail Facebook Page	2,983 followers
Alamance Parks Instagram	1,975 followers
Haw River Trail Instagram	2,281 followers
Cedarrock Park Google Review	4.8 star rating
HRT - Shallow Ford Natural Area Google Review	4.7 star rating
HRT - Great Bend Park Google Review	4.6 star rating
HRT - Saxapahaw Island Park Google Review	4.8 star rating
Cane Creek Mountains Natural Area Google Review	4.9 star rating





Alamance County Visitors Bureau

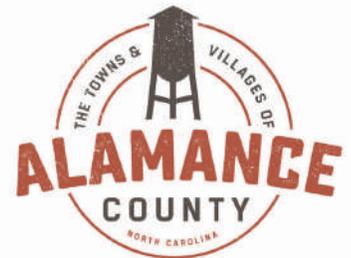
The Visitors Bureau's mission is to attract and serve visitors by collaborating with community partners and, in turn, positively impacting our tourism economy and building awareness of our community and tourism assets.

Overview

An Interlocal Agreement between the Tourism and Development Authority (TDA) and Alamance County (September 2016). The TDA is authorized to promote travel and tourism through the Alamance County Visitors Bureau as established under the authority of local legislation of the NC General Assembly by the Alamance County Board of County Commissioners. Alamance County shall oversee the personnel responsibilities and issues related to staff. The CVB is assigned to report to the Recreation and Parks Department. Under this structure, the bureau receives direction from the Tourism and Development Authority. Full agreement is available on file.

Alamance County Tourism

The primary objective of the Visitors Bureau is to elevate the tourism economy in Alamance County. To do so, the main goal is to increase visitor engagement and overnight accommodations throughout our area through marketing efforts which include cooperative marketing, advertising, social media, and earned media. Towards this objective, the bureau collects data from various sources which highlight market segments, data analyzation including behavior/demographics, and media monitoring, to name a few.



BURLINGTON • MEBANE • ELON
GRAHAM • SAXAPAHAW

The bureau also collects data on occupancy and sales tax revenue. Please refer to the following charts for a snapshot of the 2024-2025 progress towards these goals.

Alamance County Visitors Bureau

Occupancy Stats 2021-25

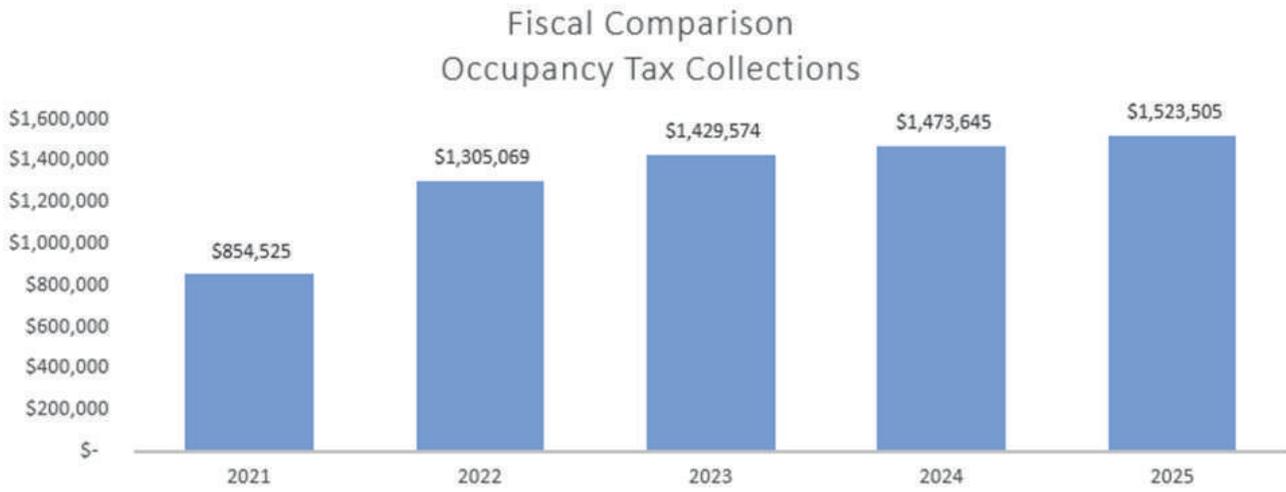


Figure 1. Alamance County Occupancy Tax Collections.



Figure 2. Reporting Source: Oxford Economics-Tourism Economics
Figures are funded, contracted, and released by Visit North Carolina.

Spending Growth Rate Comparison: Alamance County 4.2%, Piedmont 5.1%, and State 3.1%.
Reporting: Visit NC, August 2025

Alamance County Visitors Bureau

Visitor Stats

Visitor Stats	
Guidebook & Literature Distribution	12,000+
Website Visits	89,208
Page Views	235,897
Partner Listing Hits	58,587
E-Newsletter Subscribers	10,875
Out of Market Visitors*	7.2M

*The number of people that visit the market but do not live or work in it. Visitors who pass through the market but do not stop in it, like car drivers, are excluded from this count.

Source: Placer Labs

2024 Tourism

In 2024, North Carolina ranked 5th in the nation for domestic visitation with approximately 40 million person-trips.

The following information relates to the Piedmont: Eighty-four percent (84%) of visitors traveled for leisure purposes, while 12% came to conduct business. Most travelers visited during the summer and winter. The average visitor party was 2.5, with 30% of travel parties including children under the age of 18. The average visitor party trip expenditure was \$783. In-state travel parties spent on average \$386 and out-of-state parties spent \$841.

The top states of origin for visitation to Alamance County other than NC, were VA, SC, GA, NY, and MD. The top in-state origin markets were Greensboro/Winston-Salem, Raleigh/Durham, Charlotte, Greenville, and Wilmington.

As provided by Placer Labs data, over 674K overnight trips were identified in Alamance County. This includes those staying in hotels/vacation rentals and private homes. This overnight data is for a visitor whose home location is at least 50 miles away.

Alamance County Visitors Bureau

Marketing and Social Media

The Alamance County Visitors Bureau has distributed over 12K Visitor Guidebooks. Our website continues to provide users with information on our community partners as users search events, consider itineraries, and plan a future visit. In addition, our website resulted in over 970K interactions. Our social channels have also experienced an increase in engagements and followers: Facebook (60%) / (24%) & Instagram (63%) / (4%).

We continue to see an increase in interest in activities and attractions surrounding recreation, history, arts, and retail/dining, with over 2M views across our social platforms. Results like these are supported by our New Business Highlights, as well as the development of highly successful reels and posts, including those for the opening of the Monadnock Tower at Cane Creek Mountain and the opening of the Pickleball Complex in Burlington,

During FY 2025, media mentions across the county consisted of 1,554 mentions with Mebane receiving the greatest coverage of 596 mentions followed by Graham, Saxapahaw, Burlington and Elon. Media mentions included outlets such as Yahoo News, Newsbreak, Spectrum and numerous regional and national print, digital and broadcast sources, such as the following: Lynchburg Living Magazine, Coastal Virginia Magazine, and Our State Magazine.

We also sponsored content in Travel, Taste and Tour, Carolina Traveler, Destination Magazine, NC Field and Family, Style Blueprint and Group Tour Magazine.

Our monthly newsletter subscription has grown to 10,875 contacts, with an open rate of 46%.

We continue to share information with our partners to highlight partner and industry related updates, as well as marketing opportunities, media monitoring, and website marketing. Partners who participated in the available cooperatives included: Alamance Arts, The Wildflower on Front, Tru Hotel, Hampton Inn Burlington, and Things Above.



Alamance County Visitors Bureau

Marketing and Social Media (Continued)

Our marketing plan continues to include advertising in local and regional publications, on digital platforms and broadcast. Outlets included Our State, Visit NC, Group Travel Media (History & Heritage), Chapelboro.com/WCHL radio, Travel Taste & Tour, NC Heritage Guide, Alamance Crossing, Carolina Traveler, Alamance Chamber, Carolina Country, Business NC, Outside Magazine, Relocation Magazine, Raleigh Magazine, Tanger Outlets, Burlington Sock Puppets, Lamar (Billboard), Destination Magazine and the O’Henry Magazine. We also had the opportunity to have partners leverage their marketing dollars using our Small Surprise Spotlight series with WCHL/Chapelboro.com.

In addition, we leveraged funding by collaborating with Visit NC to develop video promoting our area, partnered with Sojern, one of the leading global travel marketing platforms to deliver content and convert travelers to direct bookings, and utilized Spectrum to deliver messaging and awareness on Alamance County.



Facebook – VisitAlamance • Instagram - @visitalamance • Twitter - @visitalamancenc



Campaigns

During the year, we introduced the following campaigns which included partnering with Outdoor NC and onboarding as a Trail Town Community, establishing the Alamance County America 250 NC Committee to begin planning America 250 NC events, and the NC Ale Trail by Rail.

Alamance County Visitors Bureau

Campaigns (Examples)

Outdoor NC 2025 Trail Town Guide



Our office secured a \$10,000 grant through America 250 NC, to assist in the promotion and development of an America 250 kickoff event to be hosted in March 2026 at the Alamance Battleground, along with funding to create signage at the Snow Camp Outdoor Theater highlighting the underground railroad.

Print/Digital Ads



Alamance County Visitors Bureau

Tourism Grant Distribution

The Alamance County Tourism Development Authority (TDA) established the annual Tourism Reimbursement Grant Program in July 1998. The TDA designates a portion of the occupancy tax collected for tourism grants.

The objective of the program is to stimulate the tourism economy within Alamance County. The program is provided to assist any tourism related non-profit organization, with events, projects and developing programs which will encourage travel into Alamance County. The organization's office must be in Alamance County and/or have a board comprised of at least 50% Alamance County residents.

The following partners were awarded funds of \$57,669.68 to be used for promotion and marketing purposes in FY25: Animal Park, Alamance Arts Council, Alamance Parks, City of Mebane, Textile Heritage Museum, and the Downtown Mebane Development Corporation.

Sponsorships & Collaborations

Over the past year, attendance at industry tradeshows and meetings included NC Sports, AENC (Association Executives of NC), Visit NC, Downtown Mebane Development Corporation, Mebane Business Association, NCTTC, Alamance Chamber and New Leaf Society. Additional organizational memberships include NCAS, NCTTC, NCMA, MBA, NCSA, Destination International, ABA and US Travel Association. Participation during National Tourism Week representing Alamance County at state welcome center events.

We continued as a season sponsor for the Burlington Sock Puppets and the Mebane Dogwood Festival.

Sponsorships also included our partnering with Visit NC/EDPNC for the Travels with Darley: Revolutionary Road Trip series, airing on PBS, and our partnership with the NC Brewers Guild in the development of the NC Ale Trail by Rail.

In addition, we sponsored Fishing University's television program hosted on the Outdoor Channel and CBS Sports.

The TDA also presented a \$1,500 academic scholarship to one Alamance County high school senior who would be continuing their education with a focus on hospitality. The 2025 recipient was Zoe Dean, attending Western Carolina University.

Our CVB, in partnership with Alamance Parks and Burlington Recreation & Parks, secured the Tim Selinske US Masters Disc Golf Championship, scheduled for May 2027.

Looking Ahead

We remain committed to promoting Alamance County as a premier destination for leisure, history, and recreation. With strategic partnerships, innovative campaigns, and community engagement, we will continue to grow our tourism economy and enhance visitor experiences.



An aerial view of the Textile Heritage Museum, the Superintendent's house and the newly restored water tower.

Textile Heritage Museum

The Textile Heritage Museum, Inc. shares the fascinating history of the textile industry in Alamance County and North Carolina.

Overview

The Textile Heritage Museum, Inc. was established in 2002 by a group of passionate volunteers dedicated to preserving the history of the southern textile industry. The museum, which opened in March 2004, was created out of the original company store and office building. The Textile Heritage Museum preserves and interprets the heritage of the North Carolina textile industry from its workers to the tools they used, the fabrics they produced, the communities they built and lived in, and the cultural and economic prosperity that stemmed from the achievements of these bygone generations. The museum continues to grow having purchased the house of the superintendent in 2019 which is now available for touring. This unique museum continues to become an invaluable historical and cultural resource for North Carolinians and others interested in America's early industrial heritage.



Glencoe Mill Village

The Glencoe Mill Village Historic District established on October 5, 1999, contains 48 brick and wood buildings and 6 contributing structures built between 1880 and 1882. This exceptional historic textile community listed on the National Register of Historic Places is defined by three distinct significant features; a manufacturing and commercial complex, a hydroelectric power system, and a residential community. The industrial complex includes a three-story Italianate-style brick factory, a wheel house, Picker house, Napper house, Dye house, finishing room, cotton warehouses, a company store and administrative offices, and a machine repair shop, now the offices of the Alamance Parks Northern Division and visitor orientation lobby. The power system includes the visible mechanical inner-workings in conjunction with a spectacular flowing mill dam across the Haw River.

Today, the village has been enhanced with the Textile Heritage Museum, the Haw River Trail system, the Exploratory Park sponsored by the Alamance Partnership for Children, and the Preservation Salvage Shop managed by Preservation Burlington. The 41 colorfully restored mill houses are inhabited by private residents where originally mill workers and their families subsisted and helped build a notable textile industry in Alamance County.

Textile Heritage Museum

Alamance Parks Partnership

Since May 2018, the Alamance Parks Department has partnered with the Textile Heritage Museum, Inc. (501-C-3 non-profit), to provide leadership to increase visitation and community support of this unique and priceless historic resource for Alamance County and North Carolina. Preservation Burlington has also become more involved in the support of Historic Glencoe with the Preservation Salvage Store located in one of the former mill buildings.

Special Events & Exhibitions

- **Textiles & Tar Heels Heritage Celebration (10/26/2024):** October is the official month of celebration of Textile Heritage throughout the Carolinas. The Textile Heritage Museum hosted its annual celebration in Historic Glencoe featuring living history demonstrations, artisans, children's activities and live music.
- **Christmas by Candlelight in Historic Glencoe (12/26/2024):** The museum and the Glencoe Village neighbors invited visitors to enjoy a Christmas atmosphere in Historic Glencoe with holiday refreshments, caroling, museum and house tours.
- **Glencoe Founder's Day Celebration (4/26/2025):** This event celebrated the beginning of plaid fabric production in Glencoe Mills in April 1882. Artisans, living historians, children's games, tours, live music, and a food and drink truck were on site. The event was also supported by the Preservation Burlington Salvage Shop and Alamance Partnership for Children.
- **Old North State History & Culture of the Old North State Lecture Series (July - October 2024 & May - June 2025):** This educational lecture series was held in Historic Glencoe on the second Tuesday of the Spring-Fall months and has featured interesting topics such as the history of bluegrass music, mill town baseball, public schools in the mill village, and landmarks and points of interest along the trail.



Left: The North Carolina State University Archaeology Team conducted a study and dig of the Superintendent House grounds in the Glencoe Mill Village. The study was performed in May - June of 2025.

Right: The Old North State History and Cultural lecture series has been quite successful with some fascinating topics including a presentation on the history of Glencoe Cotton Mills and the Holt family by Dr. Sam Powell, museum founder and president of the board of directors.



Staff & Facility Information

Alamance Parks works to improve the quality of life of Alamance County residents. The Alamance Parks Administrative Office and Visitors Center is located at Cedarrock Park.

Overview

Alamance Parks welcomed new team members Chase Parish; Grants and Communications Coordinator in June 2024 and Micheal Scott; Parks Superintendent in January 2025. All Alamance Parks staff continued to participate in various training and continuing education experiences relevant to their job roles, including classes, webinars, workshops and conferences.

Staff Training & Continuing Education

Classes & Workshops

- Placer AI Marketing Training
- Excavator Training
- Leadership Institute
- Supervisor & Manager Training
- Athletic Ballfield Lighting Training
- Project Ledger Training
- Duke Nonprofit Management Grant Writing Workshop
- Budget Transfers/Amendments Workflow Training
- Basic Soil Mechanics for Trail Building Training
- Parks & Recreation Performance Management Training
- Certified Interpretive Host Training
- Pesticide Safety

Conferences

- Piedmont Legacy Trails Summit
- NCRPA Director's Conference
- SONC Leadership Conference
- Park Ranger Institute
- Recreation Resources Service LeadHERship Conference
- Great Trails State Conference
- NCRPA Conference

Staff & Facility Information

Full-Time Staff Contact Information

Position	Name	Phone	Location
Director	Jamie Merchel	336-229-2229	CRP I
Programs Superintendent	Jason Witherspoon	336-570-6288	CRP I
Parks Superintendent	Michael Scott	336-229-2379	CRP I
Athletic Director	Guil Johnson	336-570-6761	CRP I
Office Manager	Dianne Neese	336-229-2410	CRP II
Trail and Open Space Coordinator	Nolan Carter	336-229-2380	CRP I
Grants and Communications Coordinator	Chase Parrish	336-229-2230	CRP I
Adaptive & Inclusive Recreation Coordinator	Mackenzie Barrier	336-570-6760	CRP I
Cedarock Park Manager	Terry Isley	336-570-6759	CRP II
Park Technician II	Caesar Escalante	336-570-6759	CRP II
Park Technician I	Derrick Campbell	336-570-6759	CRP II
Park Technician I	James Church	336-570-6759	CRP II
Community Center Manager	Dan Moravec	336-270-5124	PG/EW
Historic Properties Superintendent	John Guss	336-270-6374	Glencoe
Northern and Southern Parks Manager	Dusty Cantley	336-270-5124	Glencoe
Park Technician II	Ernie Hayes	336-270-5124	Glencoe
Park Technician II	Joe Teague	336-570-6759	CRP II
Park Technician II	Kyle Decker	336-570-6759	CRP II
Park Technician II	Zach Lamb	336-570-6759	CRP II
Park Technician I	Zack Tucker	336-270-5124	Glencoe
CVB Director	Grace VandeVisser	336-570-1444	CVB
Visitors Services Representative	Reed Northcott	336-570-1444	CVB

Email Format for Staff

first.last@alamancecountync.gov

Department Email Address

recinfo@alamancecountync.gov

Location Key

CRP I: Cedarock Park Administrative Office

CRP II: Cedarock Park Visitors Center

PG: Pleasant Grove Community Center

EW: Eli Whitney Community Center

Glencoe: Glencoe Office

CVB: Alamance County Visitors Bureau

Staff & Facility Information

Main Facility Addresses

Alamance County Visitors Bureau

200 S. Main St. (*Mailing address: PO Drawer 519)

Burlington, NC 27216

Ph: 1-800-637-3804 or 336-570-1444

Fax: 336-524-6528

Cane Creek Mountains Natural Area - Pine Hill Trailhead

5075 Bass Mountain Rd.

Snow Camp, NC 27349

Ph: 336-229-2410

Cane Creek Mountains Natural Area - Oak Hill Trailhead

5545 Bass Mountain Road

Snow Camp, NC 27349

Ph: 336-229-2410

CRP I (Administrative Offices)

Cedarrock Park

3916 R. Dean Coleman Rd.

Burlington, NC 27215

Ph: 336-229-2410

Fax: 336-229-2411

CRP II (Park Office & Visitors Center)

Cedarrock Park

4242 R. Dean Coleman Rd.

Burlington, NC 27215

Ph: 336-570-6759

Eli Whitney Community Center (EW)

4110 E. Greensboro-Chapel Hill Rd.

Graham, NC 27253

Ph: 336-229-2410

Glencoe Office

2320 Glencoe St.

Burlington, NC 27217

Ph: 336-229-2410

Staff & Facility Information

Main Facility Addresses (Continued)

Great Bend Park

350 Greenwood Dr.
Burlington, NC 27217
Ph: 336-270-5124

Pleasant Grove Community Center (PG)

3958 N. NC Hwy 49
Burlington, NC 27217
Ph: 336-270-5124

Saxapahaw Island Park

5550 Church Road
Graham, NC 27253
Ph: 336-229-2410

Shallow Ford Natural Area

1955 Gerringer Mill Rd.
Elon, NC 27244
Ph: 336-270-5124

Swepsonville River Park

2472 Boywood Road
Graham, NC 27253
Ph: 336-229-2410

Paddle Accesses

Altamahaw Paddle Access

2996 N. NC Hwy 87
Elon, NC 27244

Glencoe Paddle Access

2348 Glencoe St.
Burlington, NC 27217

Great Alamance Creek Paddle Access

2229 S. Main St.
Graham, NC 27253

Saxapahaw Lake Paddle Access

6096 Jordan Dr.
Graham, NC 27253

Saxapahaw Mill Race Paddle Access

6079 Swepsonville-Saxapahaw Rd.
Graham, NC 27253

Swepsonville River Park Upper Access

2472 Boywood Road
Graham, NC 27253

Swepsonville River Park Lower Access

2698 Boywood Road
Graham, NC 27253

Union Bridge Paddle Access

7525 Old Greensboro Rd.
Chapel Hill, NC 27516

Staff & Facility Information

Athletic Parks

A.O. Athletic Park

2832 N. NC Hwy 87

Elon, NC 27244

Ph: 336-570-6760

B. Everett Jordan Athletic Park

5827 Church Rd.

Graham, NC 27253

Ph: 336-570-6760

E.M. Holt Athletic Park

4751 S. NC Hwy 62

Burlington, NC 27215

Ph: 336-570-6760

Facility Hours

Cedarock Park, Haw River Trail & Cane Creek Mountains Natural Area

November-March: 8am-6pm

April: 8am-8pm

May-August: 8am-9pm

September-October: 8am-8pm

Cedarock Equestrian Center

Closes one hour prior to Cedarock Park.

Pleasant Grove & Eli Whitney Community Centers

Hours vary based on programming, please refer to the website.

Alamance County Visitors Bureau

Monday-Friday: 8:30am-5pm

Textile Heritage Museum

Tuesday-Saturday: 9am-5pm

Closed most major and government holidays

Funds

Overview

Alamance Parks collects revenue through facility fees and program fees. Other sources of additional incoming funds include donations/sponsorships and grant awards. The department routinely applies for grants to support the development of its parks, trails, rural community centers, and other facilities and programs.

Revenue:

Facility & Program Fees

Facility Fees	Revenue 2024-25
Shelters	\$7,590.00
Campsites	\$5,064.00
Gyms, Ballfields & PG Classroom	\$6,745.00
Fishing Passes	\$7,230.00
Program Fees	Revenue 2024-25
Program Fees	\$15,418.00
Athletics*	\$8,760.00
Total:	\$50,807.00

Donations/Sponsorships

Division	Donations/Sponsorships 2024-25
Cedarock Park	\$3,903.50
Haw River Trail	\$1,984.00
Disc Golf	\$2,560.00
Special Olympics	\$16,025.00
Archery	\$600.00
Cane Creek Mountains Natural Area	\$200.00
Total:	\$25,272.50

Grant Awards

- \$329,525 from Complete the Trails Program for the future property acquisition of Alston Quarter.
- \$4,000,000 from the NC Land and Water Fund for the future property acquisition of Alston Quarter.
- \$78,000 from Recreational Trails Program for paddle and land trail improvements along the Haw River State Trail.
- \$8,720 from the NC Amateur Sports Grant for new baseball and archery equipment.

Recreation & Parks Commission

Overview

The Recreation and Parks Commission serves as the advisory body for Alamance Parks. The Commission advises the department and serves the department and citizens of Alamance County. It is composed of nine citizen volunteers and one representative from both the Alamance-Burlington Board of Education and the Alamance County Board of Commissioners.

Meetings are held on the 3rd Tuesday of every month at 12:30pm or 6:00pm; location varies. Please visit the Alamance Parks website for meeting agendas, past minutes, and a meeting schedule.

2024-2025 Members

- Ms. Lisa Wolff, Chair
- Mr. Peter Dahl, Vice Chair
- Mr. Bill T. Lashley/Mr. Ed Priola, County Commissioner
- Dr. Charles Parker, Board of Education
- Mr. David Woody
- Ms. Kelly Ronnow
- Mr. Mike Dunning
- Dr. Harold Kernodle
- Mr. Thomas Purcell
- Mr. Lee Isley
- Ms. Elizabeth Read



Appendix A: Visitation

Overview

Alamance Parks collects visitation statistics for all of its major facilities on a monthly basis. Visitation numbers are determined using vehicle rollover counters and a formula that translates these numbers into an approximation of total visitors. The following section takes a look at visitation patterns over the past seven years for Alamance Parks as a whole, Cedarrock Park, the Haw River Trail (including both those portions maintained by Alamance Parks and the combined total of those managed by both Alamance Parks and partner organizations), and the community centers (including both Pleasant Grove and Eli Whitney, as well as combined totals). Please refer to the following abbreviations key:

Key

AP = Alamance Parks

CRP = Cedarrock Park

HRT AP = Haw River Trail, managed by Alamance Parks

HRT Partner = Haw River Trail, managed by partner municipalities

HRT All = combined Alamance Parks and partner-managed Haw River Trail facilities

PG = Pleasant Grove Community Center

EW = Eli Whitney Community Center

Community Center All = combined Pleasant Grove and Eli Whitney facilities

THM = Textile Heritage Museum

FY = fiscal year

Percent (%) Increase = the percent increase is calculated by finding the difference between the data points of interest over time and dividing that difference by the first data point

Appendix A: Visitation

Alamance Parks

The following data summarizes visitation to Alamance Parks facilities as a whole, including Cedarrock Park, the Haw River Trail, Cane Creek Mountains Natural Area, and the Community Centers. The total number of visitors in FY 2016-17 was 533,269 and has since risen to 797,125 (Figure 1). This represents a 49% increase in annual visitation over the past nine years. Overall usage peaks in use during the spring and very early summer, with visitors tapering off over the hottest months and into colder weather (Figure 2).

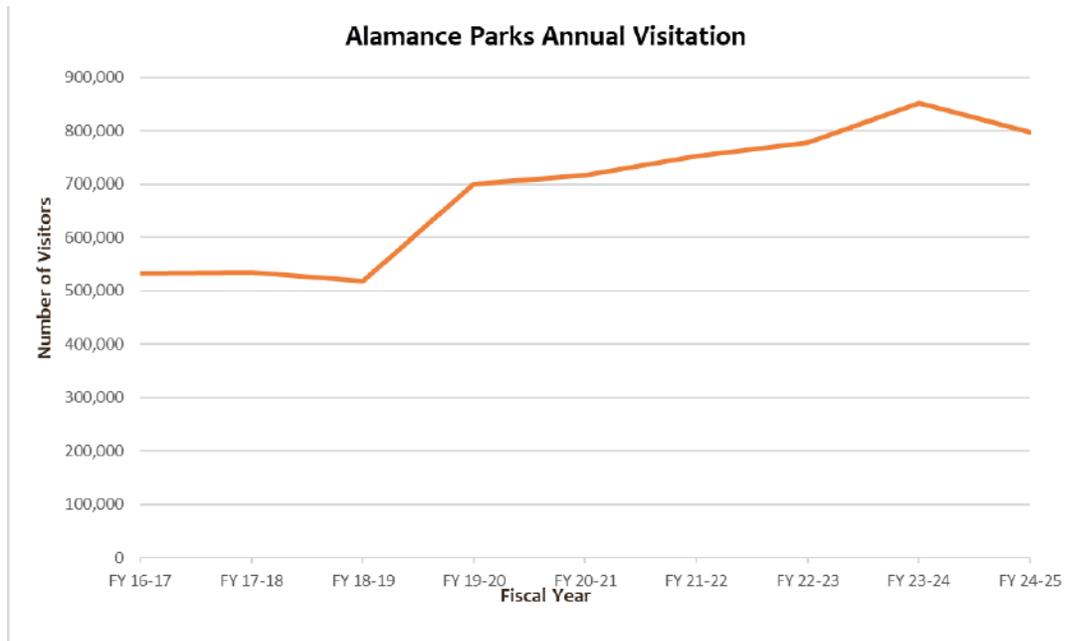


Figure 1. Total annual AP visitation each fiscal year from FY 2016-17 to FY 2024-25

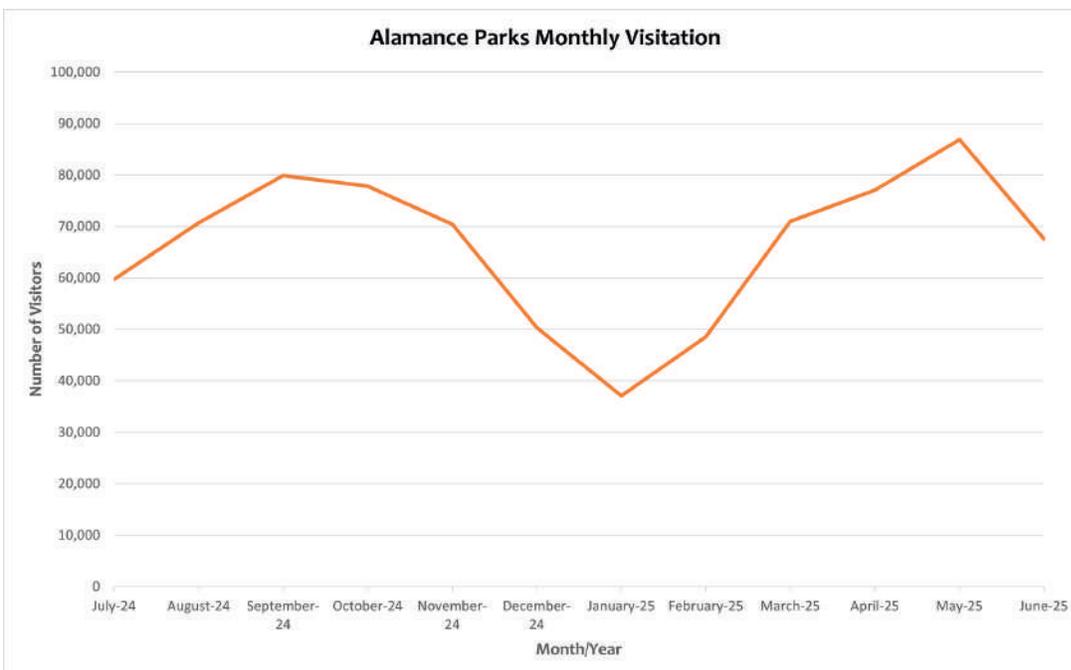


Figure 2. Monthly visitation trends at AP facilities for FY 2024-25

Appendix A: Visitation

Cedarock Park

The following data shows the visitation trend for Cedarock Park over the past nine years. Cedarock Park's annual visitation for FY 2024-25 was 172,947 (Figure 3). Monthly visitation trends show a peak in the late Summer months as the temperatures begin to lower and CRP hosts the Balloon Festival, then picking back up again with the arrival of Spring weather. (Figure 4).

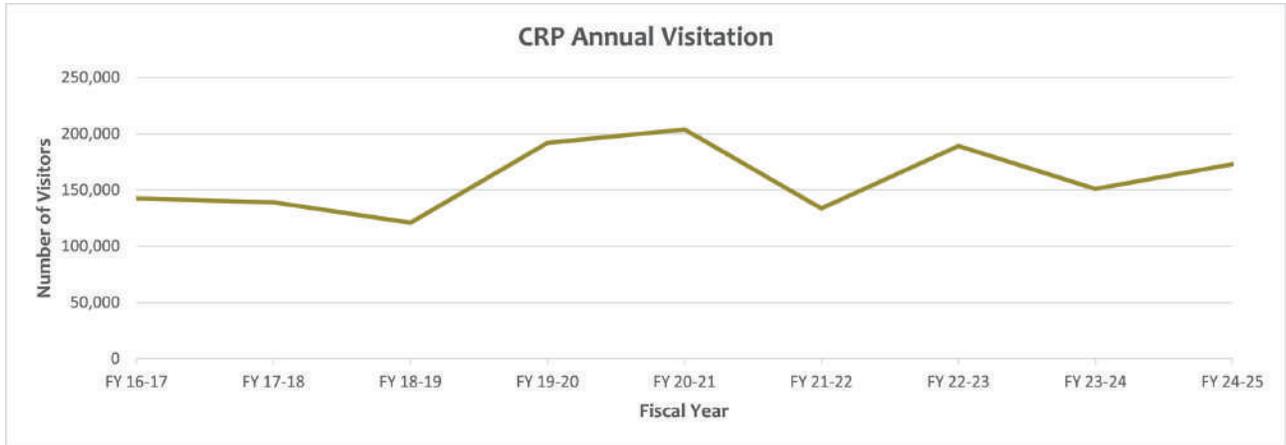


Figure 3. Total annual Cedarock Park visitation each fiscal year from FY 2016-17 to FY 2024-25

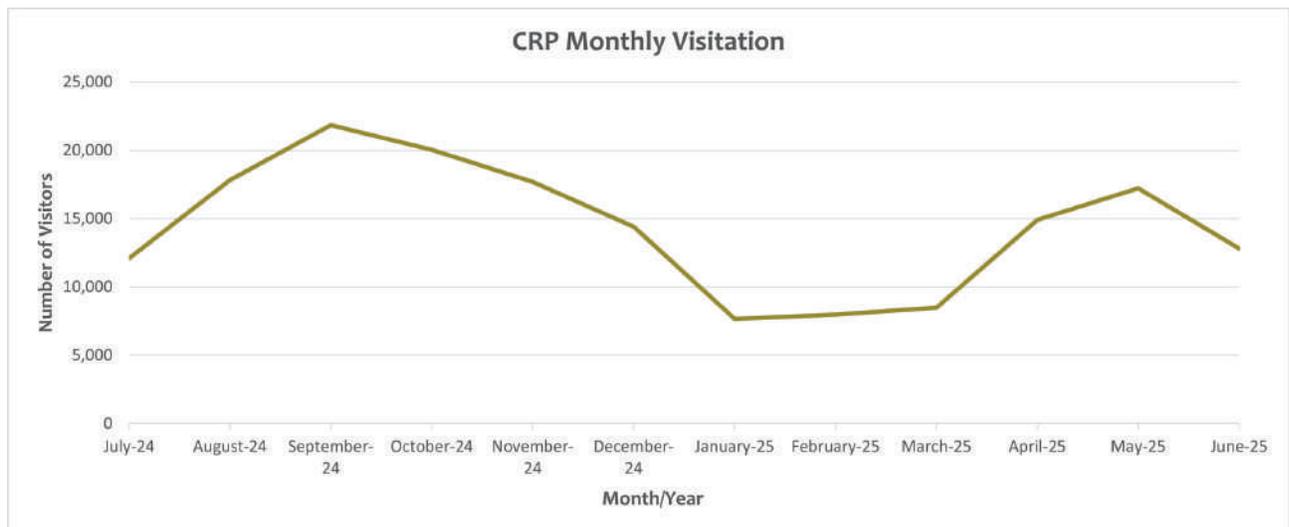


Figure 4. Monthly visitation trends at Cedarock Park for FY 2024-25

Appendix A: Visitation

Haw River Trail

The following graphs show annual and monthly visitation to the Haw River Trail. HRT land and paddle access points and parks are maintained by both Alamance Parks and other HRT partners. The data is presented both as a total for all HRT sites in Alamance County, and broken down by sites managed by AP.

The Haw River Trail combined annual visitation in FY 2016-17 was 301,908. It has risen to 498,824 for FY 2024-25 (Figure 5). This represents a 65% increase in visitation over the past nine years. Monthly visitation trends show a slight decline in the Winter, but steady visitation year-round (Figure 6).

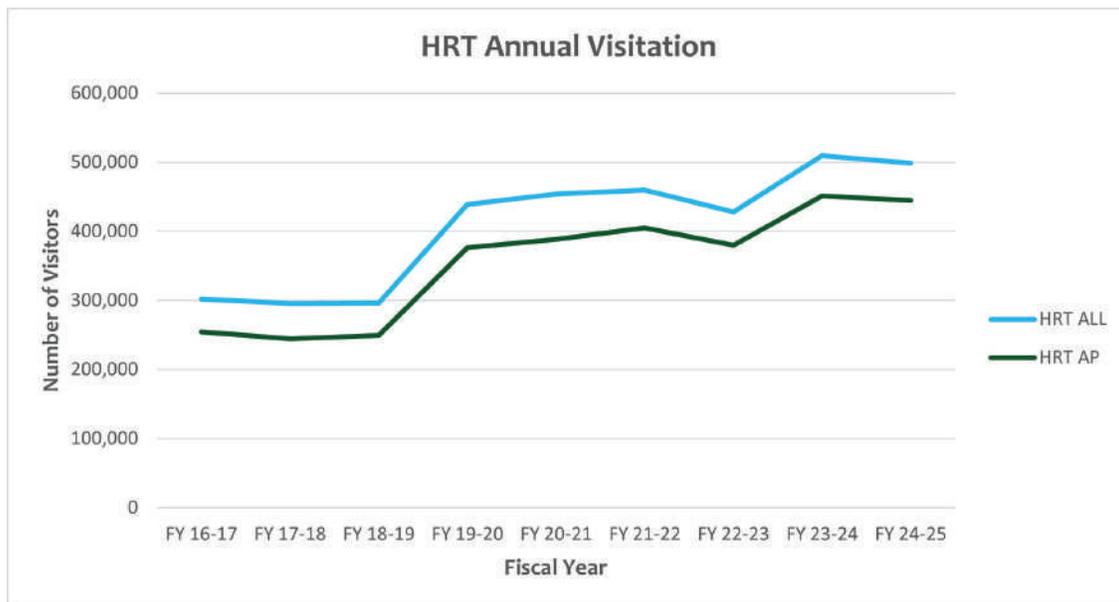


Figure 5. Total annual HRT visitation each fiscal year from FY 2016-17 to FY 2024-25

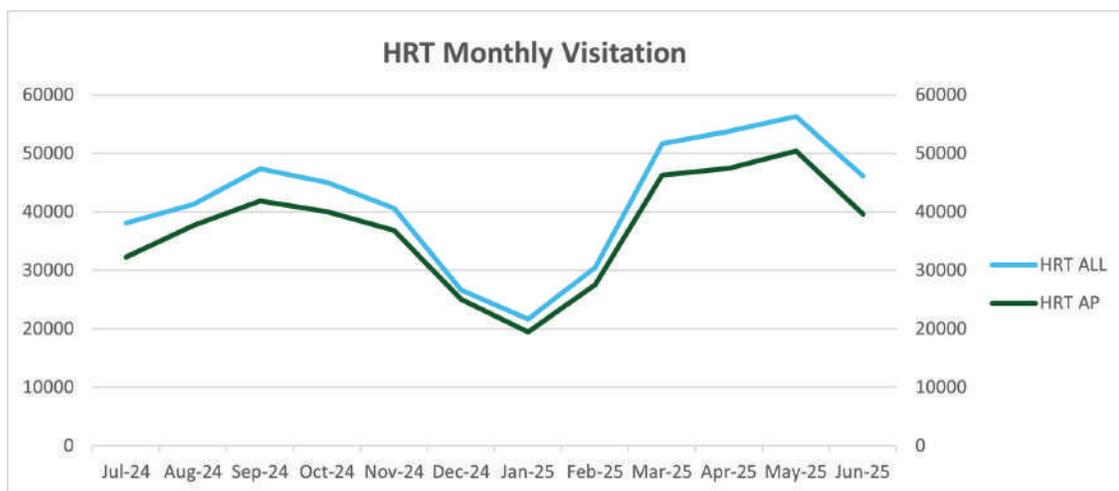


Figure 6. Monthly visitation trends for the HRT for 2024-25

Appendix A: Visitation

Community Centers

The following data explores visitation to the rural Community Centers operated by Alamance Parks, including combined totals for both Community Centers and data specific to Pleasant Grove Community Center and Eli Whitney Community Center for FY 2018-19 through FY 2024-25 (Figure 7). **Note: Due to an error in recording, Community Center visitation prior to 2018 has been omitted.*

Throughout FY 2024-25 there is a trend of steady, year-long visitation at both Community Center locations (Figure 8).

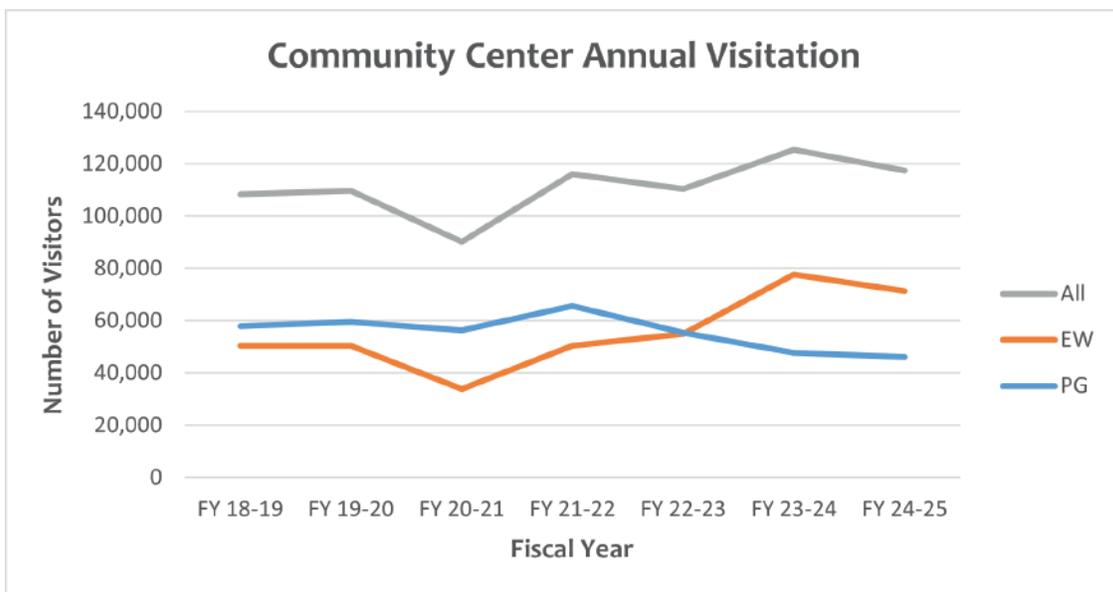


Figure 7. Annual visitation trends for the Community Centers each fiscal year from FY 2018-19 to FY 2024-25

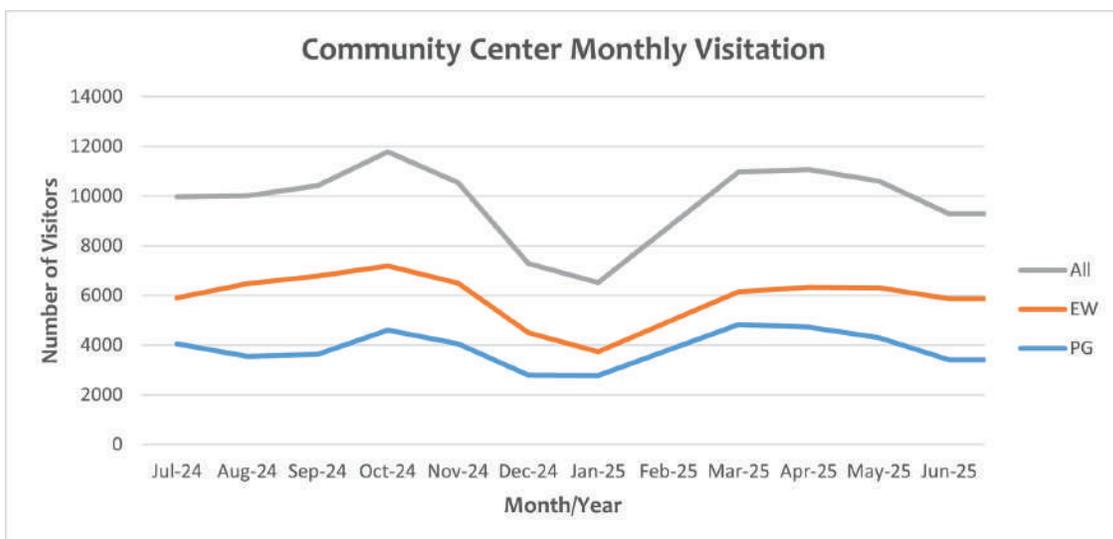


Figure 8. Monthly visitation trends for the Community Centers since July 2024

