

## ANNUAL PROGRAM & RECREATION ACTION PLAN 2015

For Year Time Period: January 2015 – December 2015

<b>Program Attendance</b>	<b>FY12</b>	<b>FY13</b>	<b>FY14</b>
Public Interpretive	15	23	320
Group Tour	N/A	25	65
Special Events **	N/A	N/A	186
School Programs	N/A	N/A	27
Outreach Programs	N/A	N/A	378
<b>TOTAL PROGRAM ATTENDANCE</b>	<b>15</b>	<b>48</b>	<b>976</b>

<b>Recreational Amenities</b>	<b>FY12</b>	<b>FY13</b>	<b>FY14</b>
Kayak Rentals	N/A	N/A	N/A
Jon Boat Rentals	807	684	522
Aqua Cycles	N/A	N/A	72
Fishing Loaner Program	No tracking	No tracking	No tracking
Miniature Golf	2213	1585	1652
<b>TOTAL RECREATION RENTALS</b>	<b>2213</b>	<b>1585</b>	<b>2246</b>

<b>TOTAL PARK ATTENDANCE</b>	<b>2228</b>	<b>1633</b>	<b>3222</b>
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### Current Dedicated Staff, Or Available Staff for Interpretive Efforts:

- Site Manager, Ken Lalumiere
- Assistant Site Manager, Katherine Darsey
- Interpretive Ranger, Bretta Perkins – part time, shared with Jarrell Plantation
- Clerks, Tina Royals & Kimberly Miles
- Volunteers
- Campground Hosts, Volunteers upon availability

\*\*\* These programming goals will be accomplished with the current staff. The site could grow revenue and site attendance by filling a Seasonal Naturalist position.

## Top Successes of 2014

- The seasonal naturalist offered outreach programs in the community in schools and the local library to try to gain more community support.
- “Ask the Naturalist” in the Museum was offered on various Saturday’s throughout the summer. This allowed the public to see the museum in a scheduled time frame as it had not been open regularly in the past.
- In 2014 the daily programs were posted on the Georgia State Parks website and they had not been promoted online in the past.
- A GoPher Mini Golf Tournament was offered as a new event with 36 participants and \$100 in revenue.
- In FY ’14 the programs brought in \$382 in Programming Revenue, a first in many years Indian Springs.

## **Program and Recreation Goals Achieved from 2014 Plan**

### Program Goals:

- Posted photos and program updates at least once each week on Facebook. Consolidated the many pages about the park into one official page and generated 354 likes.
- Added over 100 new guests to the monthly program mailing list via the program interest sign-up sheet at the Visitor Center and Bait Shop.
- Expanded winter programming by adding Night Sky Watch and Park Nights, City Lights Hike and increased frequency of Jr. Ranger Day Camps, New Manchester History Hikes, and Native American Heritage Hikes.
- Professionals in the following fields led programs at our park this year: botany, photography, stand up paddle boarding, Native American Culture and ornithology.
- Park and Friends Group purchased 6 new kayaks and trailer, as well as replacement seats and paddles.

### Recreation Goals:

- Acquired four new Aqua Cycles and four new Stand Up Paddleboards to increase opportunities for visitors to explore the reservoir.
- Established and implemented new rental rates for all boats. Each type of vessel is unique in Active to allow for revenue tracking.

## **Program and Recreation Goals for 2015**

### Program Goal 1:

Offer a minimum 1 Special Event program per month in 2015.

### Actions needed to accomplish this goal

- Plan the Special Event schedule for all of 2015 by August of 2014. (Katherine)
- Advertise programs months in advance by: (Katherine)

- Post on GA State Parks website and online community event calendars as soon as the event dates are set by September 2014.
- Post to Facebook one month prior to each event with regular postings leading up to the event.
- Advertise with local newspapers per their deadline, between 1-2 weeks in advance.
- Post flyers at kiosks, office, posted on bulletin boards one month in advance.
- Arrange Friends volunteers to commit to each event with names and time commitments by asking 2 months prior to each event at the monthly meetings. (Katherine)

#### Program Goal 2:

Open museum first Saturday of each month, and additional dates as needed.

#### Actions needed to accomplish this goal

- Post museum opening schedule in September 2014 on Facebook, website, park office, bulletin boards, etc. (Katherine)
- Schedule park staff/volunteers to open museum (Katherine)
  - Get commitment from staff/volunteers at least 1 week in advance

#### Program Goal 3:

Create 4 new programs that correlate to Georgia Performance Standards.

#### Actions needed to accomplish this goal

- Contact Ocmulgee National Monument to see if they have any American Indian tools & weapons the park can have by September 2014. (Bretta)
- Write the pre and post visit activities, glossary, and outlines for 4 different topics for school programs by December 2014. (Katherine)
- List the newly developed programs on the GASP for Educators page by March 2014. (Katherine)
- Create the load-n-go boxes with books, equipment, outline, supplies, artifacts, etc. to go with the program outline by March 2015. (Katherine)

#### Program Goal 4:

Create & promote group program offerings (school, scout, general public), staff notebook, contract, etc.

#### Actions needed to accomplish this goal:

- Write the brochure, contract, rate sheet, calendar for group booking process by December 2014. (Ellen to email documents, Katherine)
- Begin using the new group booking process and train all staff on group booking in January 2015. (Katherine)
- Contact Dauset Trails to discuss partnership options for school field trips by November 2014. (Katherine)

- Contact school officials in the Spring of 2015 for permission to contact the Elementary school teachers in the Fall. (Katherine)

#### Program Goal 5:

Increase community outreach and involvement in park programs.

#### Actions needed to accomplish this goal

- Research local festivals and civic organizations by October 2014. (Kim)
- Contact event officials and organization leadership to see how park can be involved by October 2014. Ex. Jackson Alive, Christmas Parade (Kim)
- Create a display and load-n-go box for community events by November 2014. (Tina)
- Begin booking staff to attend community events and civic organization meetings at least 1 month in advance per their timeline. (Katherine & Kim)

### **Recreation Goals for 2015**

#### Recreation Goal 1:

Prepare kayaks and paddle boards for rent.

#### Actions needed to accomplish this goal

- Obtain dock from FDR by October 2014. (Ken)
- Build boat rack for storage near dock by March 2015. (Ken & Ted)
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#### Recreation Goal 1 Actions continued:

- Determine prices for rentals and add information on park printed materials by March 2015. (Ken, Katherine & Kim)
- Advertise the new boat rentals on Facebook and on the GASP website by April 2015. (Katherine)

#### Recreation Goal 2:

Obtain a hayride wagon through the Friends group and begin offering hayrides in the Fall.

#### Actions needed to accomplish this goal

- Discuss buying a hayride wagon with the Friends group in October 2014. (Ken & Katherine)
- Purchase trailer and have staff build seats to function as a hayride wagon by April 2015. (Ken & Ted)
- Advertise the Fall hayrides on Facebook and on the GASP website by August 2015. (Katherine)

### **Active Programs Proposed for 2015**

*Indicate those which are new events; if it is an annual event – how many years has it been offered.*

#### Special Events 2015 (Katherine will coordinate all of these)

- Thursday, January 1, 2015: First Day History Hike: Annual Event, 2<sup>nd</sup> year
- Saturday, February 14, 2015: I Love the Outdoors: Annual Event, 1<sup>st</sup> year
- Saturday, March 21, 2015: Spring Fling: 1<sup>st</sup> year

- Saturday, April 4, 2015: Easter Egg Hunt (for overnight guests only) : 1<sup>st</sup> year
- Saturday, May 23, 2015: Mini Golf Tournament: Annual Event, 1<sup>st</sup> year
- Saturday, June 15-18, 2015: Junior Ranger Day Camp: 7<sup>th</sup> year (or longer)
- Friday, July 31, 2015: Full Moon program (hike, paddle, moonrise): 1<sup>st</sup> year
- Saturday, August 29, 2015: Full Moon program: 1<sup>st</sup> year
- Saturday, September 26, 2015: Your State Parks Day Junior Angler's Fishing Rodeo and Lake Cleanup: Annual Event, 6th annual event
- Saturday, October 10, 2015: Sock Hop: Annual Event, 1<sup>st</sup> year
- Saturday, November 28, 2015: Storytime with Santa: Annual Event, 5<sup>th</sup> year

#### Required State-Wide Special Events:

- First Day Hike on January 1, 2015 – First Day History Hike
- Get Outdoors in June 2015 – June 15 - 18, 2015 – Junior Ranger Day Camp
- Your State Park Day – September 26, 2015 – Volunteer Work Day

#### Recommendations for strengthening Special Events 2015:

- Improve advertising for all events (Katherine)
  - Use Facebook, park website, flyers, local newspapers, community event calendars
- Utilize volunteer help more efficiently (Ken & Katherine)
  - Assign specific tasks to volunteers
  - Schedule program help in advance (names, dates, times)
- Make a Special Event notebook tabbed by each event to keep flyers, registration sign up details and notes after each event to make planning for 2016 easier. (Katherine & Kim)

#### Public Programming

Public Programs will primarily be offered by the Assistant Manager or Interpretive Ranger.

\*The site will pursue hiring a Seasonal Naturalist from mid-April to mid-August. If they are not available the Manager or other staff/volunteers will offer public programs in order to maintain program schedules:

- **Winter:** Public Programs are offered once a month from December – February and one Special Event each month.
- **Spring:** Public Programs are offered one day a week from March – May and one Special Event each month.
- **Summer:** Public Programs are offered 3-4 days a week from Memorial Day – Labor Day and one Special Event each month.
- **Fall:** Programs are offered one day a week from after Labor Day – November and one Special Event each month and new school group bookings in Fall of 2015.

#### School Group Goals:

- See Program Goal #3.

#### Group Program Goals:

- See Program Goal #4

#### Out Reach Program Goals:

- See Program Goal #5

#### Resource Management Issues to address with Programming (all staff conducting programs)

- Discuss problems associated with invasive species, prevention, and elimination.
- Offer prescribed burning programs one month before burns. Discuss why, how prescribed burns are conducted at all programs when applies.

Program goals to target audiences not currently engaging:

- Schedule volunteer work days to develop gardens to attract people in the local community to engage garden clubs and garden hobbyists. (Ken, Katherine & Kim)
- By keeping a consistent schedule with the museum open, the park will be able to promote being the “oldest state park in the nation” to attract history enthusiasts. (Katherine)
- See how the consistent program schedule offering attracts the African American population who is visiting for day use but not for ranger-led activities/programs. Revisit after a year to see if the programs offered should be altered. (Katherine & Kim)

Volunteer Opportunities Continued:

- February 21 – Office Cleanup: Volunteers needed to tidy the grounds around the park office. Projects include trimming trees and bushes and removing unwanted plants and debris. 8:00am-12:00pm
- March 21 – Volunteers needed to help set up and break down the Spring Fling. Volunteers also needed to run craft and game booths.
- April 18 – Global Youth Day of Service: Volunteers needed for a “Trash Mob” – collect as much trash from the grounds as you can in 30 minutes! 10:00-10:30am
- May 7 – ISSP Open House: Volunteers needed to run stations around the park and offer information to guests. 2:00-7:00pm
- June 6 – National Trails Day: Volunteers needed to clean up park trails, 8:00am-12:00pm
- July 11 – Park Beautification Day: Volunteers will landscape areas around the park. 8:00am-12:00pm.
- August 15 – Park Beautification Day: Volunteers will landscape areas around the park. 8:00am-12:00pm.
- September 26 – Your State Parks Day Junior Angler’s Fishing Rodeo and Lake Cleanup
- October 10 – Volunteers needed to assist with Sock Hop event (decorating, running booths, etc.)
- November 28 – Volunteers assist with arts and crafts at Storytime with Santa. 5:30-9pm
- December 12 – Volunteer work day – project to be determined.

## **Passive Programs Proposed for 2015**

### **Bulletin Boards/Information Kiosks**

- Renovate two bulletin boards: replace backing, Plexiglas covers, repaint, by March 2015. (Ken, volunteers)
- Update flyers each season/quarterly and the borders/decorations. (Katherine, Tina, Kim)

### **Exhibits**

- Minor changes to museum to improve guest experience (until funding is available for upgrade) including:
  - Add portable/changing displays
    - Butts County Historical Society has items – borrow temporarily (Katherine, Ken)
    - Create topic displays and change seasonally (ex: fall foliage, spring flowers, etc.) (Katherine, Tina)
  - Remove/change desk to increase space for portable displays by March 2015 (Ken, Ted)

### **Self-guided Tools**

- Improve existing trail guide, add additional information and points of interest by March 2015 (Katherine)
- Replace trail signs to correspond with new trail guide by April 2015 (Katherine, Ken, Ted)

### **Trails**

- Develop interpretive trail – label trees and interesting points along trail for passive interpretation to correspond with improved trail guide by April 2015 (Katherine, Ken, Ted)
- See “Self-guided Tools” above

### **Training**

- Canoe training (Katherine)

### **Marketing/publicity:**

- Use Facebook to promote all programs and special events. Programs and events will be posted at least 1 month prior to the event and highlighted in the 1-2 weeks leading up to the event. (Katherine)
- Market to people in the metropolitan area of Macon and Atlanta for both day visits and weekend getaways. (Katherine, Kim)
- Plan and market special events to encourage overnight stays. (Katherine, Kim, Ken)

### **Future Interpretive or Recreational Considerations:**

- Develop Hotel History Hike
  - Research locations of hotels
  - Install signs at locations including cost of room, number of rooms, etc.
- Museum renovation/improvement
  - Update information (some displays are misspelled, others are incorrect)
  - Add information (Butts County Historical Society)
- Pursue full time interpretive ranger to allow increased programming and special events
- Market Indian Springs, High Falls, and Jarrell Plantation as a unit for field trips, group programs, etc.

#### Future Interpretive or Recreational Considerations:

- Develop invasive species program.
- Discuss a Special Event that focuses on the “oldest state park in the nation” to attract more history enthusiasts.
- When the cemetery is renovated, consider ways to promote it to history buffs and attract more of that clientele.
- Discuss program ideas to attract the 19-30 year old, college-age population with 3 colleges in the surrounding area. Paddling, volunteer projects, races, etc.
- Determine where new bulletin boards should be built

#### Current Inventory of Interpretive Tools, Equipment, Reference Material & Recreational Equipment:

*Itemize all load-n-go (resource) boxes, resource books, equipment, etc. examples: -*

- Aquatic Ecology (items available, need to develop GPS program)
  - 10 aquatic nets
  - 10 butterfly nets
  - 10 insect collection cups
  - 9 Aquatic Macroinvertebrate Field Guide for Georgia's Streams
  - 4 Peterson First Guide to Insects
- 1 insect display case
- Georgia Rocks load-n-go
- Night Hike load-n-go
- Resource Management Plan (2010) – Located on park manager's computer.
- Business Plan for Indian Springs State Park (also called D15 Plan) on park webpage:  
[http://gastateparks.org/Staff/Plans/D15material/Stakeholder/Plans/IndianSpringsBP\\_FinalizedApproved\\_021313.pdf](http://gastateparks.org/Staff/Plans/D15material/Stakeholder/Plans/IndianSpringsBP_FinalizedApproved_021313.pdf)
- History of Indian Springs State Park –  
<http://www.gastateparks.org/item/67911#indiansprings>
- A Guide To The Indian Springs State Park Overland Nature Trail by Fred Parrish, Ph.D. and Joy Joyner, Assist. Superintendent – Located on assistant park manager's computer.
- The Natural Communities of Georgia by Leslie Edwards, Jonathan Ambrose, Katherine Kirkman and Hugh Nourse
- Our Mark on this Land, A Guide to the Civilian Conservation Corps in America's Parks by Ren & Helen Davis



**Programming Needs**

List needs that help to reach goals. Itemize and list estimated cost

**Supplies – Total \$2,350**

- List needs that help to reach goals. Itemize and list estimated cost. Anything we determine as a goal in this plan that has a price tag should be listed here.

																					TOTAL
1	Region 3	Indian Springs	Craft Supplies for bulletin boards, flyers, displays	\$200	5 Load-n-go boxes	\$150	Field Guides	\$250	Compass & Map kits for course	\$350	GPS unit	\$300	Display boards for museum (5)	\$50	Craft Supplies	\$200	Bulletin Board repairs – backing, paint, plexiglass	\$350	Boat rack supplies	\$500	\$2,350