



GREENEVILLE
T E N N E S S E E
PARKS & RECREATION



COMPREHENSIVE MASTER PLAN

2024-2034

Adopted: November 5, 2024



Table of Contents

I. Acknowledgement	3
II. Master Plan Purpose	4
III. Process & Timeline	5
IV. Organization Summary	7
V. Demographics	9
VI. Programs & Events	11
VII. Facility Inventory & Analysis	12
VIII. SWOT Analysis	30
IX. Community Input Survey	31
X. Future Plans & Milestones	42
XI. Project List	43
XII. Conclusion	44



Acknowledgement

Collective Effort and
Community Contribution

On behalf of the Town of Greeneville's Parks & Recreation Department I would like to express my sincere appreciation to the dedicated staff and vision committee members who played a vital role in the preparation of this master plan. Their hard work and commitment have been instrumental in seeing this plan to completion.

In addition, we extend our heartfelt thanks to the many citizens, visitors, and recreation patrons who took the time to participate in the survey, engage in community input sessions, and offered thoughtful comments. Their input has provided essential insight and direction for shaping the future of Greeneville's Parks and Recreation programming and facilities, ensuring it reflects the needs and desires of the community as a whole.

This collaborative effort truly exemplifies the belief that "It is amazing what we can accomplish together when we do not care who gets the credit." Our organization is proud of the collective spirit shown by all who were involved in this project.

Butch Patterson

Greeneville Parks & Recreation Director



Greeneville City Council

Mayor Cal Doty
Matt Hensley
Ginny Kidwell
Tim Teague
Tim Ward

Parks & Rec Advisory Board

Wayne Phillips - Chairman
Tim Armstrong
Sangela Blue
Angelo Botta
Gary Compton
Ron Day
Cal Doty
Broderick Gillespie
Don Hamilton
Tim Teague
Sarah E.T. Webster
Roger Woolsey

Vision Committee

Sangela Blue
Tim Bowman
Scott Bullington
Aly Collins
Drew Hall
Kathy Knight
Andy McCall
Brandon Norton
Cathy Osborne
Butch Patterson

Purpose of Master Plan

Identify, Guide, and Prioritize



1

Identify Opportunities for Growth Over the Next 10 Years

The Master Plan provides a strategic vision for the Parks and Recreation Department, focusing on sustainable development and the optimal use of resources over the next decade. It aims to pinpoint opportunities for growth, such as expanding facilities, introducing new programs, and enhancing green spaces, based on community needs and emerging trends.

2

Guide Decision-Making and Prioritize Resources

The plan serves as a framework for setting priorities, allocating resources, and planning future developments. By using data analysis, community input, and best practices, it ensures the department focuses on projects that deliver the greatest benefits and align with strategic goals.

3

Obtain Grant, State, and Federal Funding

A well-crafted Master Plan is essential for securing funding from grants, state programs, and federal initiatives. It demonstrates a clear vision and strategic alignment with policy goals, increasing the likelihood of financial support for new projects, facility upgrades, and community improvements.



Master Plan Process

Community Engagement and Planning

PAGE 5



Public input plays a vital role in the success of any master plan, ensuring that the Parks and Recreation department's objectives align with the community's needs, values, and priorities. The Master Planning process, which spanned approximately nine months, gathered data through various methods such as census analysis, online surveys, assessments of current parks and facilities, community input meetings, and open discussions with key stakeholders and local leaders.

The Vision Committee held its first meeting in mid-February 2024 to outline the purpose of the plan. A second meeting followed in March to review the facility analysis conducted by each committee member. In April, the committee performed a SWOT analysis of the Parks and Recreation Department, and in May, they reviewed the results of the community input survey and scheduled the first community input meeting.

The initial community input meeting was held on June 11, 2024, where participants collaborated in teams to conduct a SWOT analysis and create a list of priorities. These priorities were color-coded as green (long-term), yellow (mid-term), and red (short-term).

In July, the Vision Committee reconvened to review the results of the community input survey, discuss the feedback from the June 11 meeting, and established short, medium, and long-term goals. These goals were then incorporated into this final plan.

The final community input meeting was held on October 29th, where the draft of the master plan was reviewed prior to its presentation to the Parks & Recreation Advisory Board and the Greeneville City Council.

Master Plan Timeline

A roadmap to success

February 2024

Master Plan
Committee Formed

March 2024

Facility Analysis
Completed

April 2024

Committee SWOT
Analysis Completed

May 2024

Community Input
Survey Launched

June 2024

Conducted Community
Input Meeting

August 2024

Full SWOT Analysis &
Priorities Completed

November 2024

Adoption of
Master Plan



The Organization

Mission, Vision, and Overview

Mission

Offer recreational activities, special events, and a parks system to enhance the physical well-being of our community.

Vision

Greeneville Parks & Recreation games, practices, and activities should be a positive experience for everyone involved. Values like courtesy and respect do not interfere with the competitiveness of the game. We should all strive to lead our children by good examples. Let us be more concerned with developing character than winning a game.

Overview

The Town of Greeneville Parks & Recreation Department offers varied activities and sports for youth, as well as adults. Sports offered for children up to age 17 (or seniors in high school) include baseball, softball, basketball, and volleyball. Adult sports include softball and volleyball. Annual special events conducted throughout the year include "Spring Fling", "Christmas in the Park", and "Halloween in the Park" with a Haunted Maze. All of these events are designed and coordinated for the citizens of Greeneville to show that Parks & Recreation consists of more than just sports programming.

The department also oversees and maintains Hardin Park, which houses 4 ballfields, a swimming pool and bathhouse, 5 pavilions, 3 playgrounds (one is ADA accessible), a walking trail, and a skatepark. Next to Hardin Park is the 6-court beach volleyball complex. W.T. Daniels Disc Golf and Dog Park is located off of Whirlwind Road. Departmental responsibilities also include maintaining Veteran's Park and the downtown area greenspace. Three gymnasiums are operated for the youth basketball and volleyball programs.

The Eastview Recreation Center, located at 456 East Bernard Avenue contains 2 gyms, a Splash Pad, and the administrative offices of the department. The Parks & Recreation Department has five full-time administrative employees, including Director Harold "Butch" Patterson.

The Organization

Department Structure

Greeneville Parks & Recreation Department

City Manager

Assistant City Manager

Parks & Rec Director

Athletic Director

Maintenance Supervisor

Administrative Assistant

Program Coordinator

Crew Leader

Customer Service Representative

Maintenance Specialist

Maintenance Tech

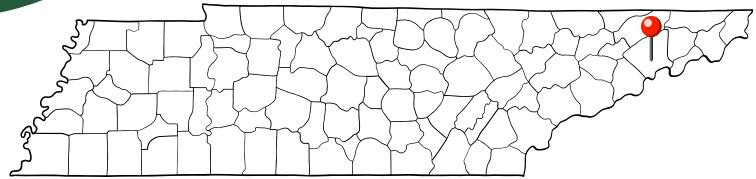
Administration
5 Full-Time Employees
Butch Patterson - Parks & Recreation Director
Tim Bowman - Athletic Director
Brandon Norton - Program Coordinator
Tammy Gregory - Administrative Assistant
Marion Everhart - Customer Service Representative

Maintenance
11 Full-Time Employees
John Darnell - Maintenance Supervisor
Billy Valentine - Crew Leader
Daniel Casteel Andrew Hillyer Jacob Hillyer
Meshach Parman Caden Ramsey John Scott
Kevin Starling Alex Watts Leslie Weems

Part-Time & Seasonal Staff
20 Gym Attendants
20 Scorekeepers
25 Aquatic Staff
50 Umpires/Referees

By The Numbers

Town of Greeneville Demographics



Population & People



Total Population

15,479 - Town of Greeneville

70,152 - Greene County

All programs and services are offered to both Town of Greeneville & Greene County residents.

2020 Decennial Census



Race & Ethnicity

Hispanic or Latino (of any race)

1,007

2020 Decennial Census



Families & Living Arrangements

Total Households

6,076

2022 American Community Survey



Income & Poverty

Median Household Income

\$46,473

2022 American Community Survey



Education

Bachelor's Degree of Higher

23.1%

2022 American Community Survey

By The Numbers

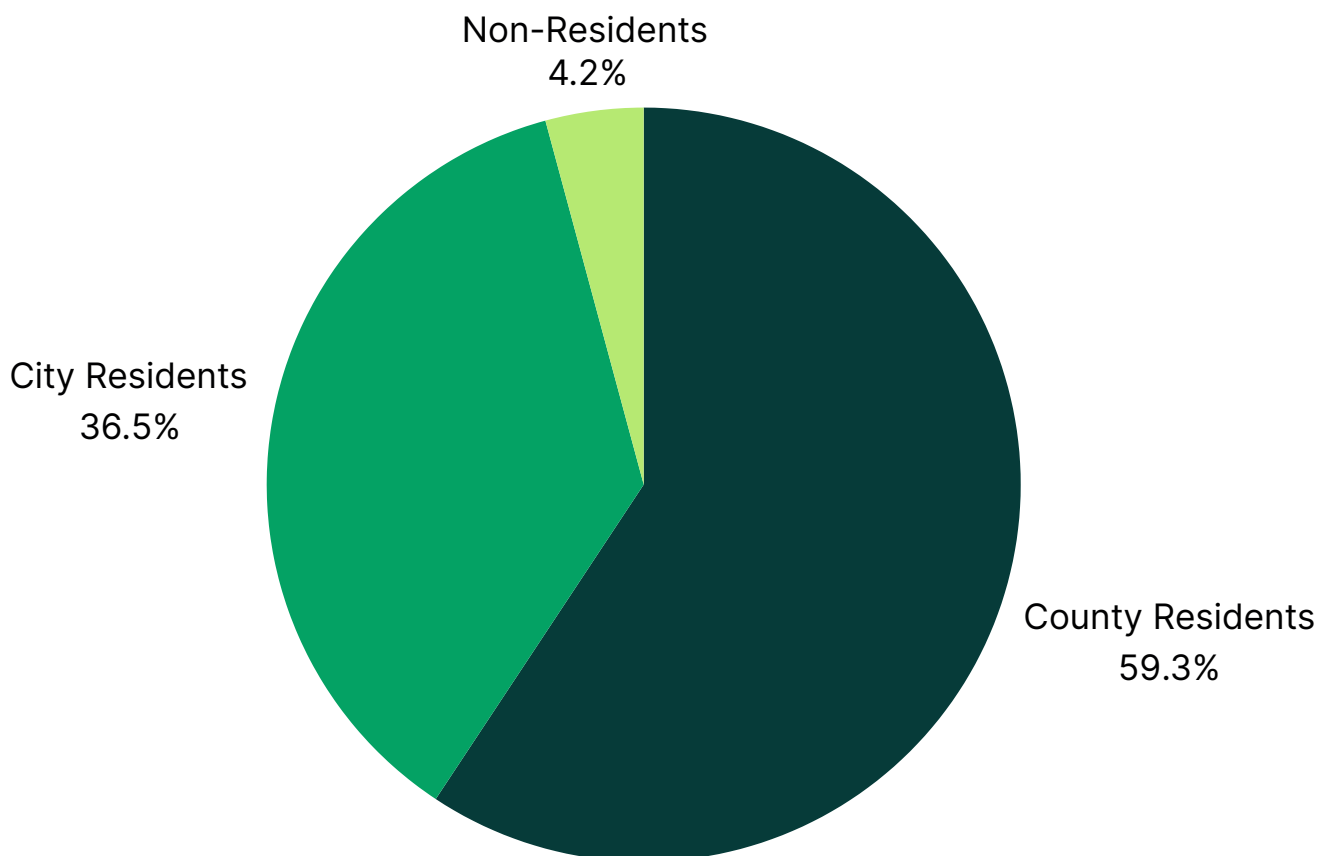
2023 Parks & Recreation Program Participation Overview

Total Participants in 2023: 3,332

Residents that reside within Greeneville City limits: 1,252

Residents that reside in Greene County outside of City Limits: 2,035

Non-residents (Neither City nor County): 145



In 2023, a total of 3,332 participants were involved in Parks & Rec sponsored sports programming, with the majority being residents of Greene County. Of these, 1,252 individuals resided within the Greeneville city limits, while 2,035 participants lived in Greene County but outside the city. Additionally, 145 participants were non-residents, meaning they did not live in either the City of Greeneville or Greene County.

Programs & Events

Athletic programs and community events offered

Athletic Programs

Youth Basketball

Youth Baseball & Softball

Fall/Spring Youth Volleyball

Adult/Coed Volleyball

Youth/Adult Beach Volleyball

Spring/Fall Slow-Pitch Softball

Sports Tournaments

Andrew Johnson Bank
Ladies Classic

NAIA Beach
Volleyball Invitational

Buddy Hawk Baseball Classic/
Tiny Day Softball Tournament

Greene Fling Spring Tennis

Greeneville Men's
Volleyball Invitational

Disc Golf Tournament

Community Events

Spring Fling Easter Egg Hunt

Snowflake Dance

Halloween in the Park

Arts in the Park at
Ginny Kidwell Amphitheater

Facility Inventory

Facilities that are maintained by the Parks and Recreation Department

1. Eastview Recreation Center

2. Hal Henard Athletic Complex

3. Greene County Tennis Center

4. J.J. Jones Memorial Park at George Clem School

5. Buddy Hawk Field/
Rance Pless Stadium

6. Dogwood Park/
Ginny Kidwell Amphitheater

7. Hardin Park/
Hardin Park Pool

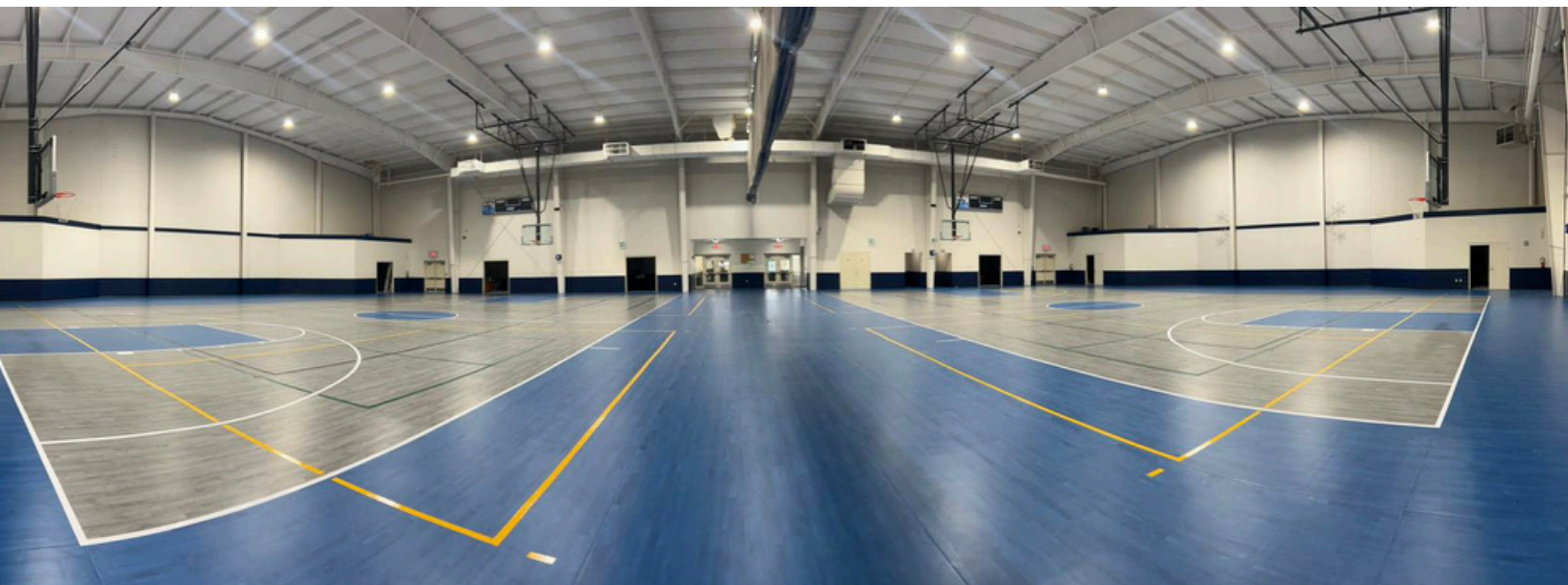
8. WT Daniels Dog Park/
Disc Golf Course

9. Forest Park/
Veteran's Memorial Park

10. Andrew Johnson Gym

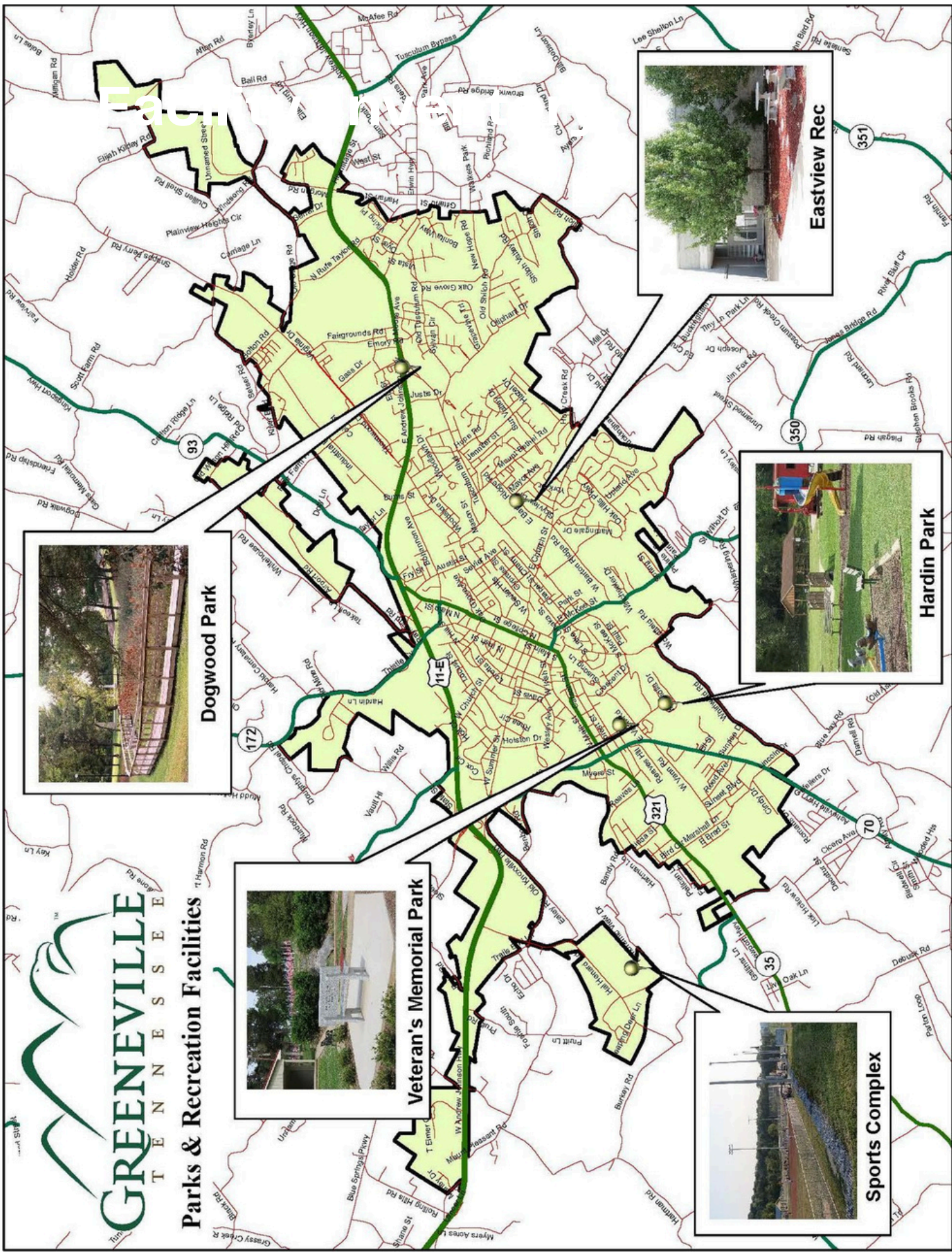
11. Neighborhood Gym/
Boys & Girls Club

12. Eastview Ball Fields





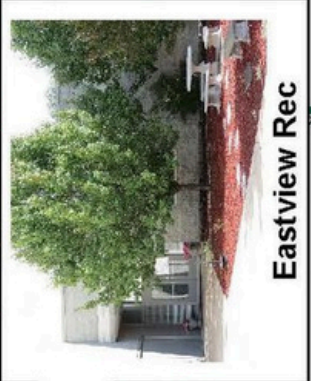
Parks & Recreation Facilities



Dogwood Park



Veteran's Memorial Park



Eastview Rec



Hardin Park



Sports Complex

Facility Analysis

Facilities rated based on their current condition



Criteria

Overall Condition: the overall condition of the park or facility

Visual Quality: the aesthetic element of the park or facility

Site Furnishings: the quality of the furnishings that exist on the site

Vandalism: the frequency of vandalism that occurs on the premises

Unhoused: the frequency of occurrence of unhoused individuals in the park of facility

ADA Compliance: the accessibility of the park or facility based on ADA standards

Key

Poor



Fair



Good



Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance



Facility Analysis

J.J. Jones Memorial Park at
George Clem School

Address: 312 Floral Street

This park is located to the left and below the George Clem School. On the upper left side of the school there is renovated basketball courts and an updated small playground area. Below the George Clem School there is a pavilion named the Walter "Gene" Maddox Pavilion along with restrooms and a walking track.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
✓	✓	✓	!	!	✓



Facility Analysis

Buddy Hawk Field/Rance Pless Stadium
(Formerly Legion Field)

Address: 1012 W. Summer Street

Enclosed baseball field with detached restrooms and concession stand area. Grandstand area is covered with metal roofing.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
!	!	!	✓	✓	✗

Goals for improvement:

Add concrete slab next to designated handicap parking area that connects to ADA ramp for accessible entrance into facility.









Facility Analysis

Locust Street Ballfield

Address: Locust Street

This youth baseball/softball field is used solely for practices.
No restrooms or pavilion at this facility.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
					

Goals for improvement:

Visually the field is in good shape, however, site furnishings, vandalism, unhoused, and ADA compliance is a concern. This facility as mentioned above has no restroom facility; however, it is only used for practice space.



Facility Analysis

Dogwood Park/Ginny Kidwell Amphitheater

Address: 206 Luther Street/1725 Lafayette Street

The park is located beside and behind Tusculum View Elementary School. The area has a covered pavilion with restrooms (on the hill), nature walking trails, a cattail pond along with a footbridge and a 400-seat amphitheater known as the Ginny Kidwell Amphitheater.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
✓	✓	✓	✓	!	✓



Facility Analysis

Eastview Ballfields (Lion's Club Field and Steve Dearstone Field)

Address: E. Barton Ridge Road

Two youth baseball fields with a centrally located concession stand, restroom facility, and ADA accessible parking.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
✓	✓	✓	✓	✓	✓









Facility Analysis

Eastview Recreation Center

Address: 456 E. Bernard Avenue

This facility houses the administrative offices for the Parks & Recreation Department. This facility has two 84x50 gymnasiums, splash pad, dressing room/restrooms with shower facilities, storage areas, a board room, concession stand area, and a covered picnic pavilion located behind the recreation center/Eastview School.







Overall Ranking of Eastview Recreation Center

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
					

Goals for improvement:

Re-paint outside boardroom door, add signage on the building to show administrative entrance vs. ballgame entrance. The parking lot needs repainting and the wall inside the gym needs repairing. Recently replaced gym flooring, a nice improvement to the facility.

Splash Pad

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
					

Goals for improvement:

Add signage to the pumphouse or onto the fence.

Facility Analysis

Eastview Recreation Center



Facility Analysis

W. T. Daniels Dog Park/Disc Golf Course

Address: 375 Whirlwind Road

This facility houses a dog park with separate fencing for small and large dogs. It also includes an 18-hole disc golf course with nature walking trails, a pavilion, and restrooms.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
✔	✔	!	✔	✔	✔

Goals for improvement:

Signage is needed at the island on Whirlwind Road and at the entrance. Add obstacle items to the dog park.



Facility Analysis

Hardin Park

Address: 602 Crescent Street

A 65-acre park that features an Olympic size outdoor pool, three playgrounds, fishing pond, covered pavilions with picnic tables/restrooms, walking path, two baseball fields, two softball fields, four tennis courts, two outdoor basketball courts, skate park and beach volleyball complex. The park is also the headquarters for the maintenance shop and maintenance staff. The maintenance area is comprised of the office and two garages and a storage facility.

Overall Ranking of the Entire Park

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
!	!	!	✗	✗	✓

Goals for improvement:

The basketball and tennis courts require attention, with plans to convert them into pickleball courts. The skatepark has concerns related to rules, requiring updated signage. Additionally, the playground equipment needs to be upgraded.



Facility Analysis

Hardin Park



Facility Analysis

Forest Park/Veteran’s Memorial Park

Address: Forest Street

Forest Park has two covered pavilions with picnic tables and restroom facilities. Veterans Memorial Park honors over 225 Greene Countians who have served in the U.S. armed forces.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
!	!	✗	✗	✗	✓

Goals for improvement:

The primary concerns are vandalism, the unhoused, and site furnishings; however, significant improvements have been made at this location over the years.



Facility Analysis

Andrew Johnson Gym

Address: 101 W. McKee Street

This facility has a gymnasium, stage area, storage areas, and restrooms with shower facilities. This facility is also home to Main Street: Greeneville, Greeneville City Employee's Credit Union, and the Greeneville/Greene County History Museum.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
✘	✘	✘	✔	✔	✘

Goals for improvement:

ADA is of high concern at this location and parking is not ideal. The plan is to vacate soon, apart from having access to the gym for a timeframe of five to six years.



Facility Analysis

Neighborhood Gym
(Known as Boys & Girls Club)

Address: 740 W. Church Street

This facility is headquarters for the local Boys & Girls Club of Greeneville & Greene County. The building contains a small gymnasium, program areas, storage areas, kitchen and games room. An outside playground area is also used by the public and the Boys & Girls Club members. The recreation department regularly uses the facility for youth basketball and youth volleyball practices.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
✘	✘	✘	✔	✔	!

Goals for improvement:

This older facility is in need of numerous updates. A recent enhancement includes the addition of parquet flooring in the gym, which has been a positive improvement.



Facility Analysis

Greeneville/Greene County Tennis Center

Address: 1209 Hal Henard Road

This facility contains six hard courts and two clay courts with a covered pavilion. Also, at the center there is a club house with indoor restrooms and a meeting area.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
!	!	!	✓	✓	✓

Goals for improvement:

The center needs updating but this property is a joint venture with the County and Greene County Tennis Association, so a determination needs to be made as to who is responsible for updating the facility and managing the facility.



Facility Analysis

Hal Henard Ballfield Complex
 (Wayne Phillips Field and Don Hamilton Field)

Address: 1345 Hal Henard Road

This facility has two multi-purpose fields with onsite concession area, restrooms, and covered pavilion.

Overall Condition	Visual Quality	Site Furnishings	Vandalism	Unhoused	ADA Compliance
✓	✓	✓	✓	✓	✓



SWOT Analysis

Strengths, Weaknesses,
Opportunities & Threats



A SWOT analysis was conducted with the Master Plan Vision Committee and during the Community Input meeting along with the Parks and Recreation Department staff to assess the department's current strengths, weaknesses, opportunities, and threats. The results will help the department leverage its strengths, address weaknesses, seize new opportunities, and mitigate risks.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Quality athletic programs• Variety of community events• Low costs• Experienced staff• Sports tournaments to attract visitors	<ul style="list-style-type: none">• Aging facilities• Lack of space to expand programs• Securing new revenue streams• Offerings for aging population• Insufficient public awareness	<ul style="list-style-type: none">• Growing population• Funding through grants• Expanding/renewing external partnerships	<ul style="list-style-type: none">• Neighboring competition• Changing population• Vandalism• Hostile fan/parent behavior• Decline in volunteers

In Conclusion

The SWOT analysis reveals that while the department has significant strengths, such as quality programs, experienced staff, and diverse events, it also faces several challenges, including aging facilities, limited space, and insufficient public awareness. However, opportunities for growth exist through a growing population, potential funding, and partnerships. Addressing these weaknesses and mitigating threats, such as competition, vandalism, and declining volunteerism, will be crucial in ensuring the department's continued success and community impact.

Community Input

Community Survey on Parks and Recreation Needs



A brief 10 question survey was launched in May 2024. The survey aimed to collect feedback from residents of Greeneville and Greene County regarding the future direction of the Parks and Recreation Department, the usage of parks and facilities, community programming needs, and desired future facilities.

Participants were asked how frequently they have used Parks and Recreation facilities in the past 12 months and their familiarity with the department's offerings. Additionally, they were prompted to select their top three favorite facilities from a list of 12 options, including George Clem Playground/Pavilion, Beach Volleyball Complex, Dogwood Park, Eastview Gym, Legion Field, Splash Pad, Hardin Park, Hardin Park Pool, Skate Park, Tennis Center, Veterans Park, and the Dog Park/Disc Golf Course.

*Full survey data is located in the appendix.

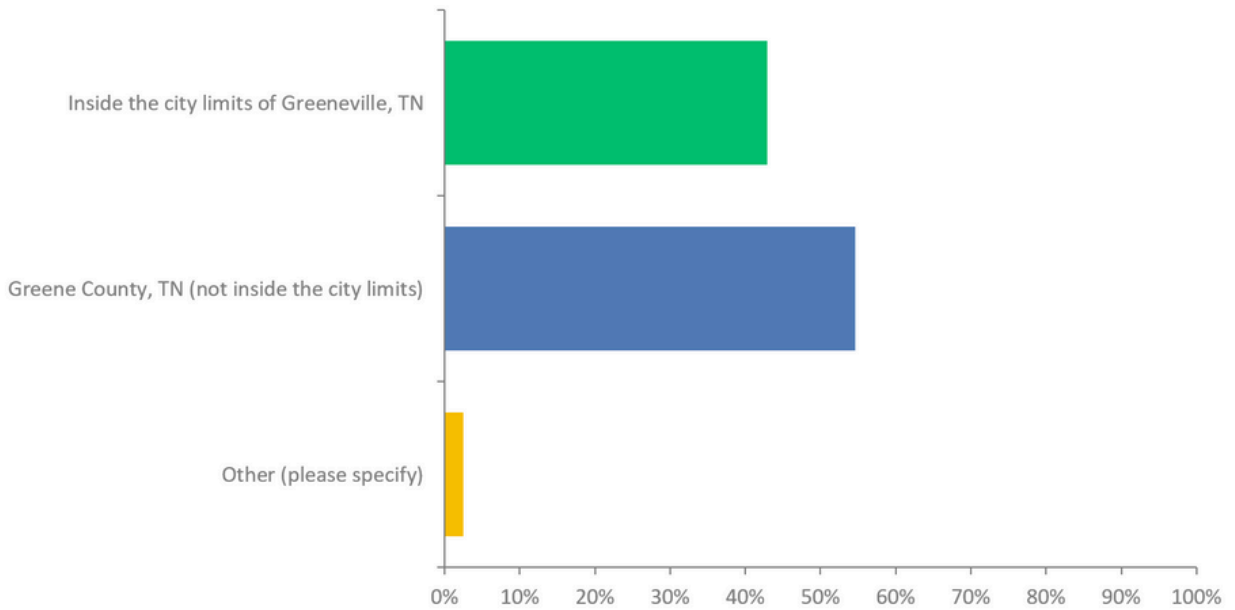
TOTAL RESPONSES
569

Survey Results

1

Q1: Where do you live?

Answered: 569 Skipped: 0

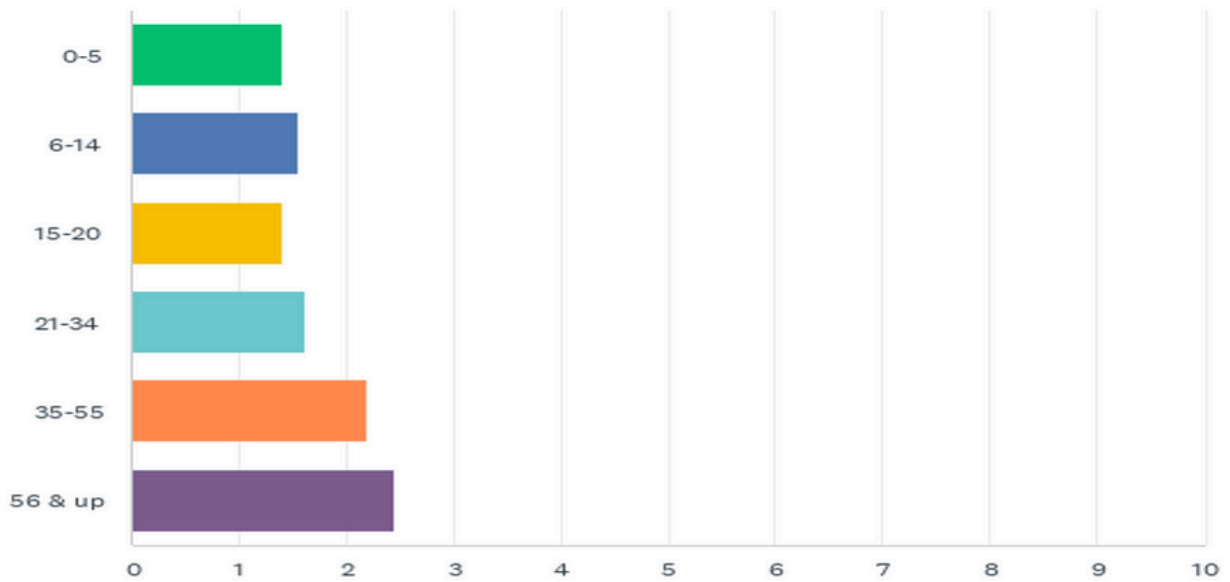


Survey Results

2

Q2: Please list the number of people by age range that live in your household?

Answered: 566 Skipped: 3

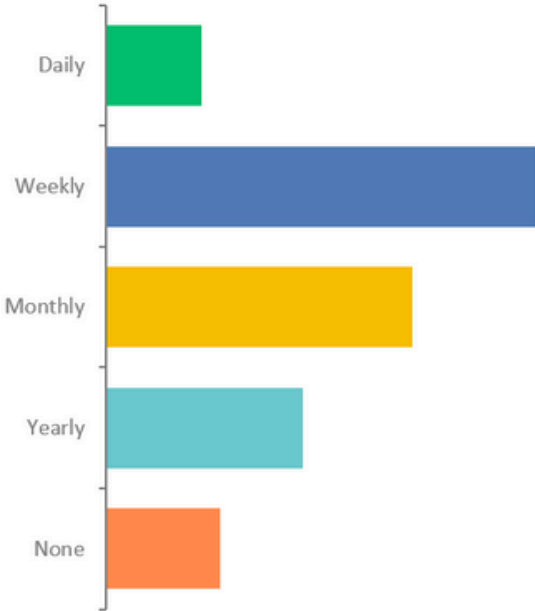


Survey Results



Q3: In the last 12 months, how frequently have you or your family participated in programming (athletics, leagues or any special event) through the Greenville Parks & Recreation and/or visited a Greenville Parks & Recreation facility (Hardin Park, Legion Field, Dogwood Park)?

Answered: 563 Skipped: 6

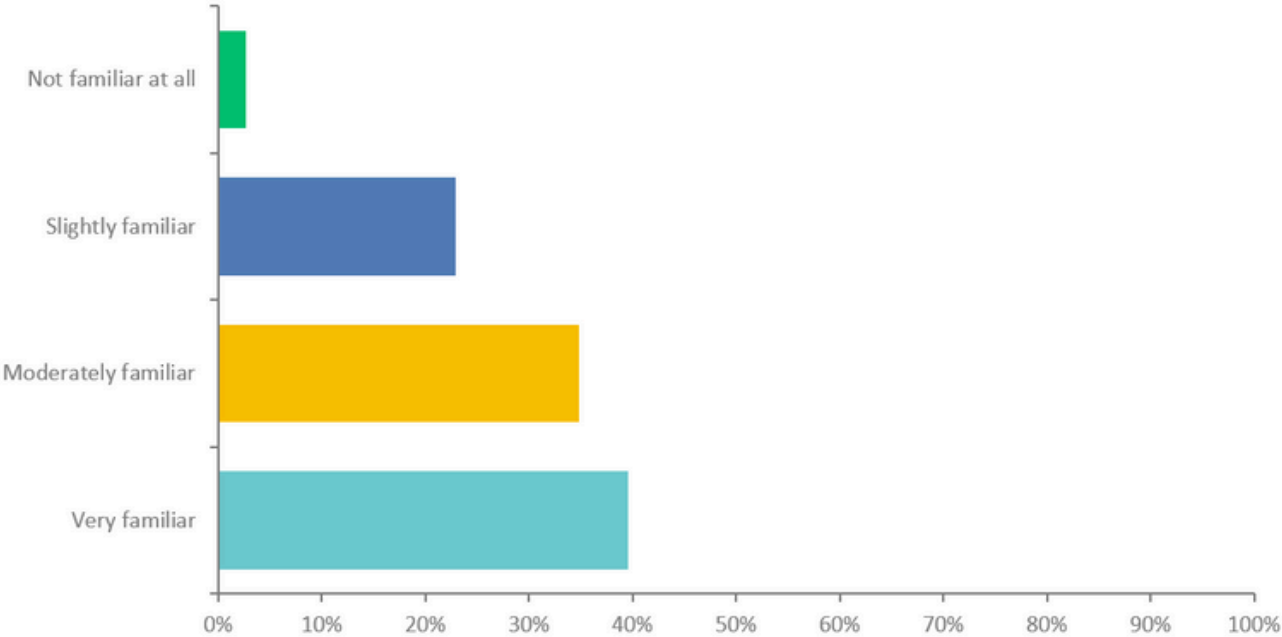


Survey Results



Q4: How familiar are you with Greeneville Parks & Recreation Department?

Answered: 563 Skipped: 6

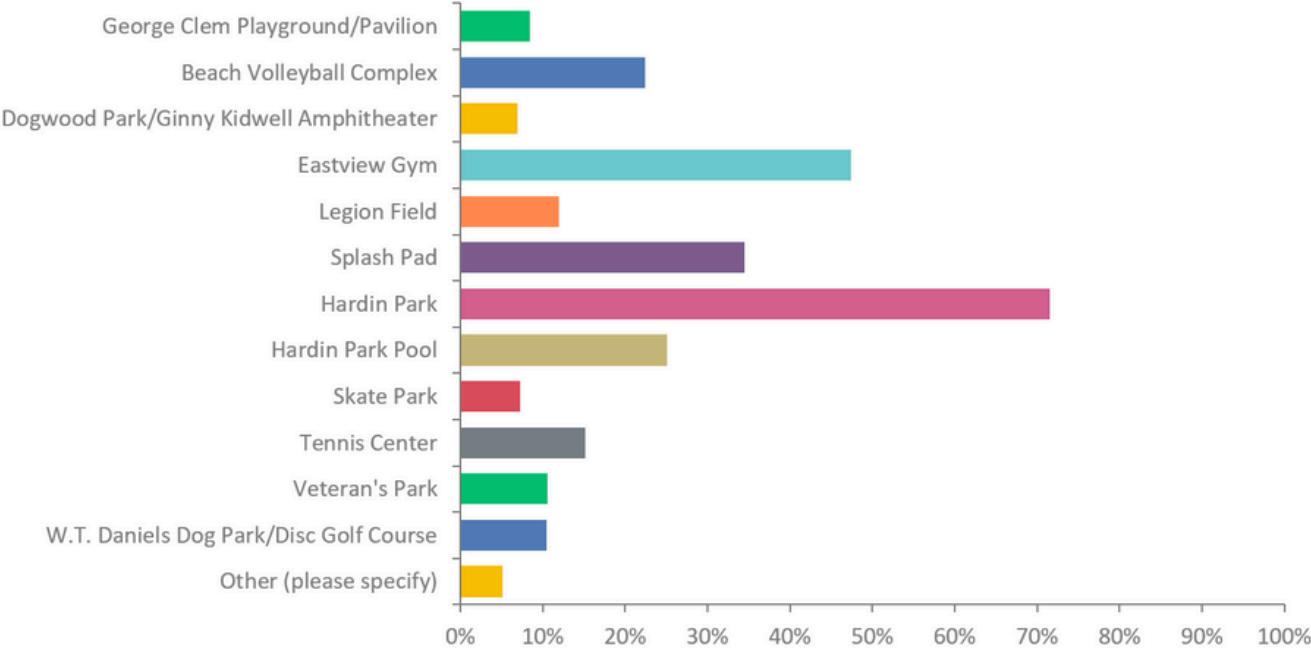


Survey Results



Q5: Which of the following are your favorite parks and/or facilities? Choose up to 3.

Answered: 566 Skipped: 3

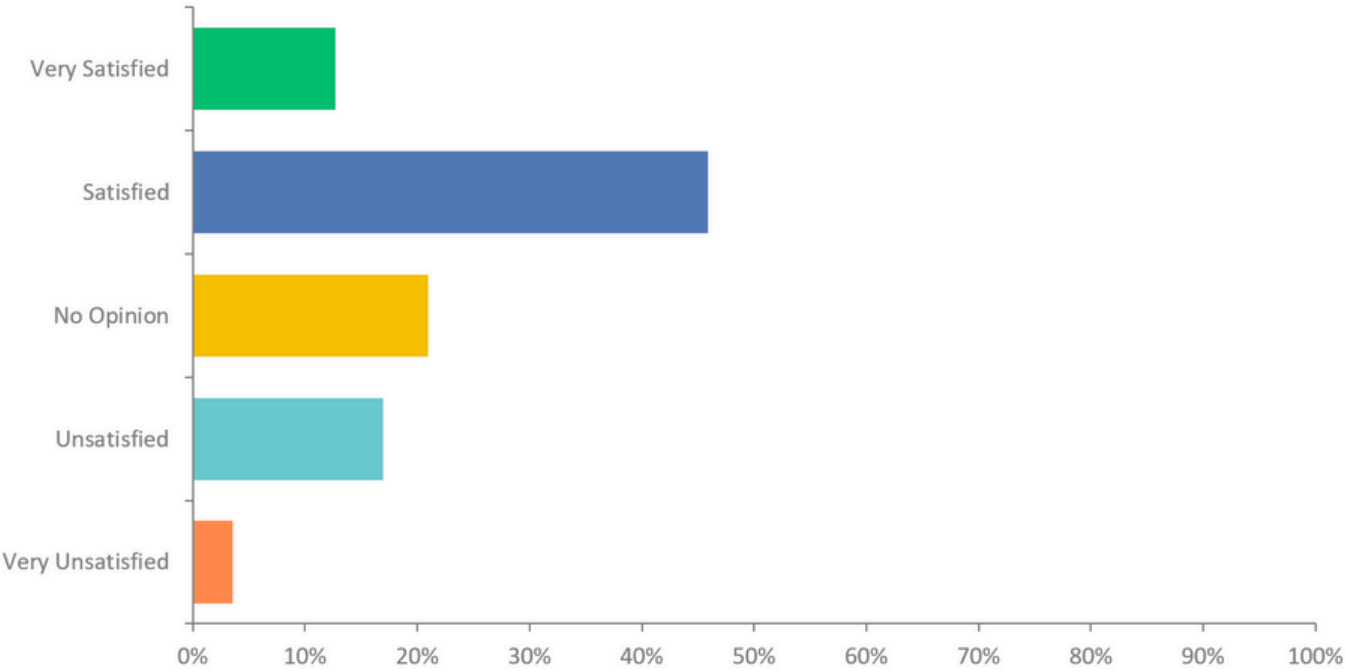


Survey Results



Q6: How satisfied are you with the current parks and recreation programs and activities in Greeneville, TN?

Answered: 567 Skipped: 2

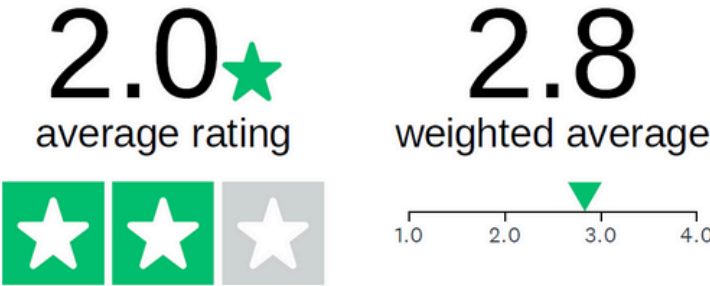


Survey Results



Q7 How would you rate the overall conditions of the park facilities in Greenville, TN?

Answered: 564 Skipped: 5



	POOR QUALITY	GOOD QUALITY	GREAT QUALITY	TOTAL	WEIGHTED AVERAGE
☆	15.43% 87	70.04% 395	14.54% 82	564	2.84

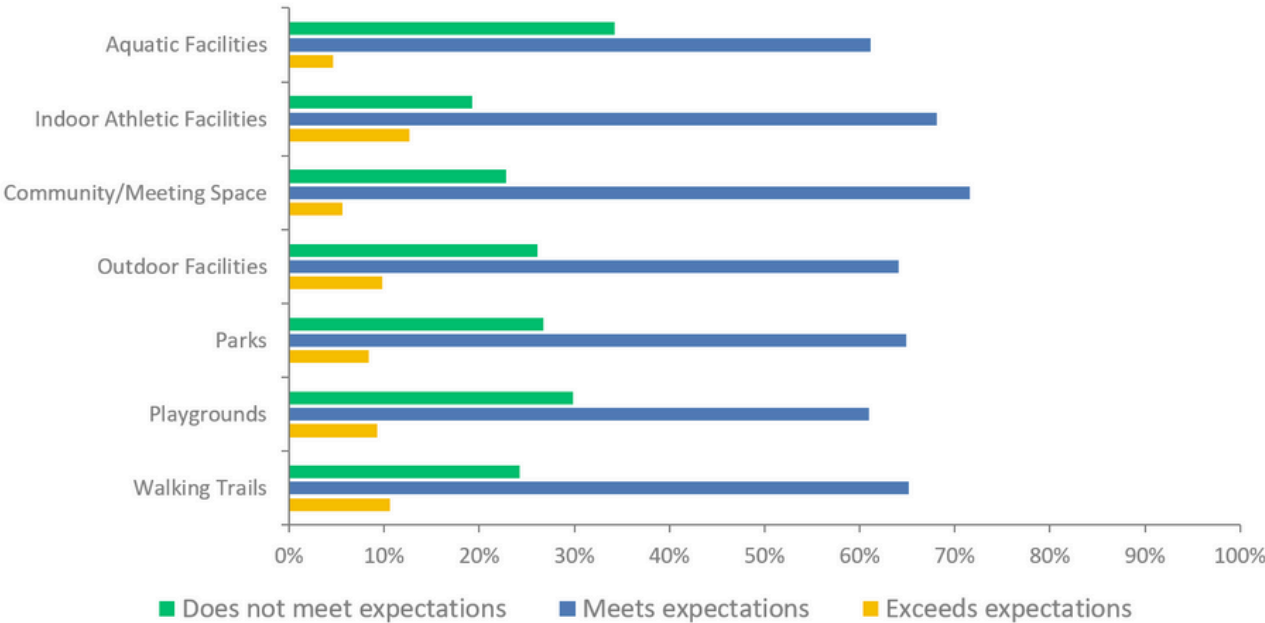


Survey Results



Q8: Overall, how well do you think the following facilities meet the needs of the community? Please check appropriate response.

Answered: 563 Skipped: 6

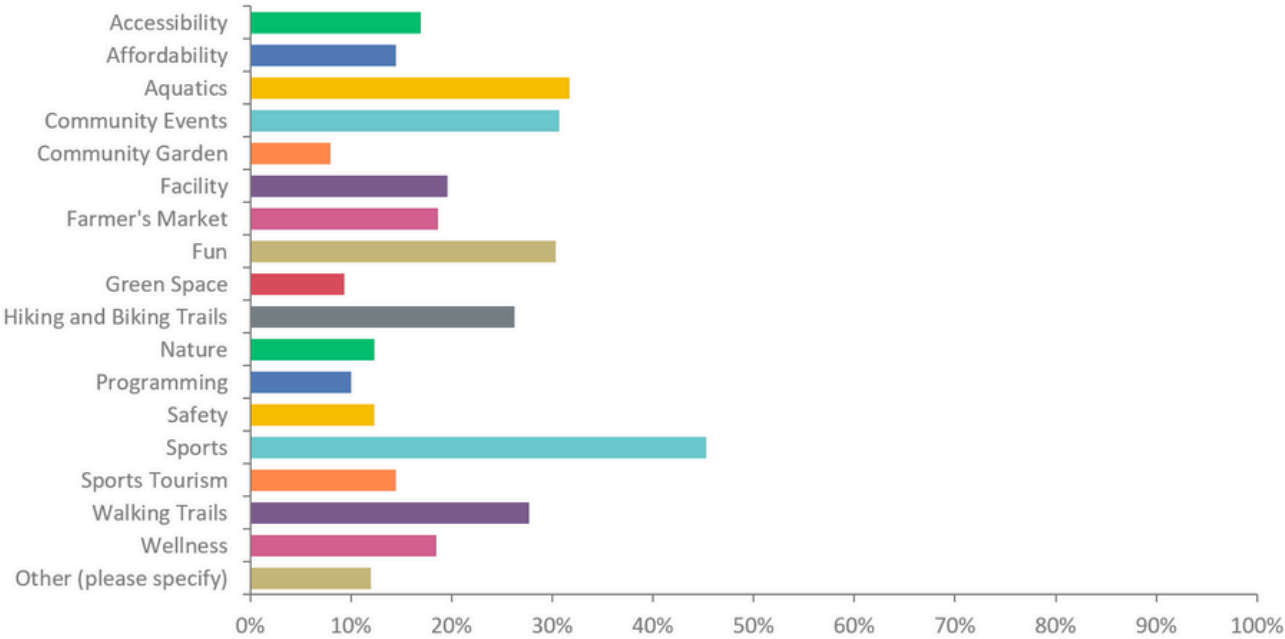


Survey Results



Q9: What do you think the focus of the Greeneville Parks & Recreation Department should be over the next 10 years. Choose up to 3.

Answered: 567 Skipped: 2



Survey Results

Question 10

PAGE 41

10

Q10 What would be the one thing you would like to see in the future for the Greenville Parks & Recreation Department?

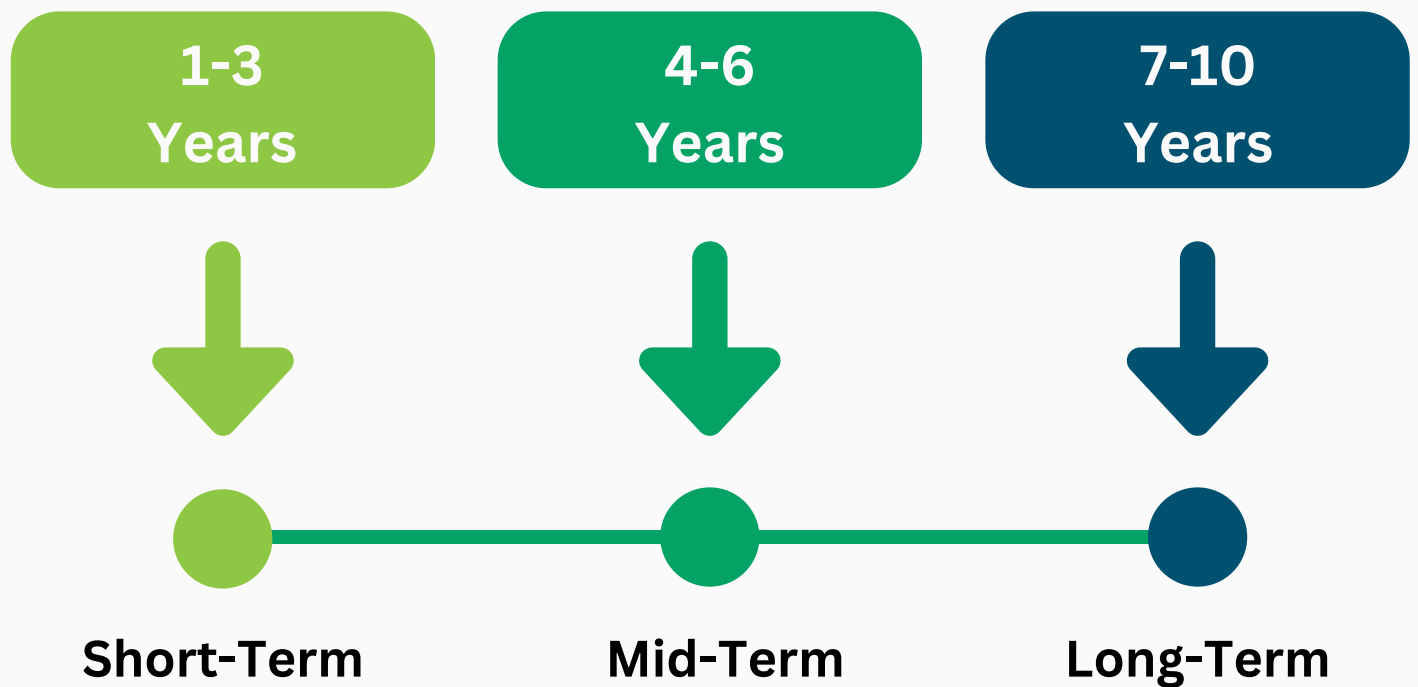
Answered: 443 Skipped: 126



Future Plans & Milestones

Implementation Strategies

To achieve the goals outlined in this plan, specific improvement projects have been identified. These projects are categorized by timeline: short-term (1-3 years), mid-term (4-6 years), and long-term (7-10 years).



Project List

Short-term, mid-term and long-term project list



Project Improvement List

Key projects determined through SWOT analysis and community feedback.

<p>Short-Term Projects to complete within 1 to 3 years</p>	<ul style="list-style-type: none">• Add Additional Facility (Multi-Purpose)• Expansion of Current Facility (East View Rec Center and Beach Volleyball Complex)• Upgrades to Playground Equipment• Hardin Park Pool Upgrades
<p>Mid-Term Projects to complete within 4 to 6 years</p>	<ul style="list-style-type: none">• Resurfacing of Basketball/Tennis Courts• Upgrades to Tennis Center once determined between all parties (GTA, Greene County, TOG)• Upgrades to Ballfields• Upgrades to Pavilions• Upgrades to Legion Field
<p>Long-Term Projects to complete within 7 to 10 years</p>	<ul style="list-style-type: none">• Creation of Another Splash Pad• Adding Additional Walking Trails• Added Features to Ginny Kidwell Amphitheater (Restrooms/Concession Stand)• Additional Features to Disc Golf course

Conclusion

Greeneville's Growth and Future Parks & Recreation Strategy

PAGE 44



Greeneville, Tennessee, is currently experiencing significant growth, a trend expected to continue in the near future. The Parks and Recreation Department plays a crucial role in fostering a thriving community, making it essential for the department to adapt and keep pace with the needs of residents. A successful parks and recreation system contributes to community development by providing economic value, health and environmental benefits, and social importance.

We conducted a thorough analysis of the Greeneville Parks and Recreation Department using data collected from various sources. This analysis allowed us to assess the current state of the department and make recommendations for improvement to better serve the residents of Greeneville. The Greeneville Parks and Recreation Department boasts beautiful parks, a wide range of programming opportunities, and a variety of well-maintained athletic facilities, providing a solid foundation for future growth. This comprehensive parks and recreation master plan serves as a roadmap for navigating improvements and expansions as well as securing grant funding.

Key findings indicate a need to expand current facilities, modernize and enhance existing equipment and outdated facilities, and broaden programming and facilities to include aging populations. Additionally, there is an intermediate need to expand the walking trail system and new outdoor opportunities to promote community health and well-being.

Furthermore, immediate actions should be taken to plan for additional facilities in rapidly growing areas of the city that are currently underserved in terms of parks and recreational offerings. Future planning must also take into account staffing and maintenance costs associated with expansions and updates.

The Greeneville Parks and Recreation Department aims to be strategically equipped to address the changing needs of the community it serves by the creation of this ten year master plan.

