

# A Tourism Plan for the Town of Camillus Park



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SUNY ESF  
Syracuse, NY

January, 2017

# TABLE OF CONTENTS

INTRODUCTION.....	3
Resources in the park:.....	3
Resources in the community: .....	3
Positive attributes: .....	4
Issues and concerns: .....	4
FOCP ideas for the park: .....	5
Vision.....	5
Goals for the Town of Camillus Park:.....	6
Interpretive theme.....	6
PARK SETTING ASSESSMENT .....	7
TRAILS ASSESSMENT.....	12
PARK SIGNAGE ASSESSMENT .....	15
PARK INTERPRETIVE MATERIALS ASSESSMENT.....	19
MARKET GROUPS AND MARKETINGASSESSMENT .....	20
PROMOTING THE AREA.....	23
TRANSPORTATION ASSESSMENT.....	26
PARKS AND PUBLIC AREASASSESSMENT .....	29
NEARBY ATTRACTIONS & EVENTS ASSESSMENT .....	33
WORKING WITH LOCAL BUSINESSES.....	38
WORKING WITH LOCAL NOT-FOR-PROFIT- ORGANIZATIONS.....	44
WORKING WITH GOVERNMENT AGENCIES.....	47
EMERGENCY SERVICES & VISITOR SAFETY ASSESSMENT.....	50
ORGANIZATION STRUCTURE AND STAFFING ASSESSMENT .....	55
GRANTS AND FUNDING SOURCESASSESSMENT .....	59
MONITORING AND EVALUATION ASSESSMENT .....	62
RECOMMENDATIONS.....	64
REFERENCES .....	89

## **ACKNOWLEDGEMENTS**

The students and faculty of the FOR 476/676 Ecotourism and Nature Tourism class at SUNY ESF wish to thank the following for their assistance with this project and dedication to the Town of Camillus Park:

Mary and Joe Flynn

Eric Bacon

Members of the Friends of Camillus Park

Liz Beebe and volunteers of the Camillus Erie Canal Museum



# INTRODUCTION

## **Introduction**

Camillus Park is located in the Town of Camillus in Onondaga County, NY. The park was established in 1954 and is used extensively by residents of the community and visitors. The park consists of 35 acres of land, providing a variety of facilities and opportunities for both active and passive recreation. Special events are also held on the park's grounds, making the park an important gathering place for the community.

During the Fall of 2016, the Friends of Camillus Park reached out to the SUNY College of Environmental Science and Forestry Ecotourism and Nature Tourism class to work on a tourism plan specifically for Camillus Park. The Friends of Camillus Park gave a tour of the park to the class, pointing out important features of the park and areas of concern. The Director of the Town of Camillus Parks and Recreation Department and President of the Friends of Camillus Park have joined the class in facilitated discussions in order determine resources in and around the park, issues and concerns with the park, and future ideas to possibly implement. Through these interactions, the class was able to create a report containing an assessment and recommendations for the park to be used by both the Friends of Camillus Park and the Town of Camillus Parks and Recreation Department. The results of these facilitated discussions are presented below:

## **Resources in the park:**

- Splash Pad
- Picnic area & pavilion
- Nature – trail system
- Restrooms
- Pickle ball area
- Playground
- Two side fields
- Beautiful habitat/forest
- Drainage area –gully & small creek
- Unique native species
- Some signage
- Wildlife
- Neighborhood trail connection (access for residents)
- Space for events
- Parking
- Little library (door problem)

## **Resources in the community:**

- Octagon house (museum)
- Restaurants, lodgings, gas stations
- Large volunteer pool
- Fire station
- Parks (sports facilities, trails, etc...)
- Libraries

- Stores
- Erie Canal
- Sportsman's club
- Other clubs (youth groups, Rotary, meet-up groups (walking))
- Churches
- Multiple use trails (tow path, Camillus Unique Area)
- Camillus Unique Area (DEC)
- Medical Center
- Community support for parks & recreation
- Gillie Lake (Veteran's Park)
- Schools & school facilities
- Senior housing & center
- Kayak launch of Munro Park

**Positive attributes:**

- Child friendly
- Something for all ages & interests (versatile park)
- Learning atmosphere (library & events)
- Topography
- Gathering place -- for fundraising events, community get-togethers, lunch stop, health reasons, text stop, solitude, game sites (geo cache, Pokémon)
- Size (large park in middle of residential area)
- Location (central location in town)
- Large bird population (vultures, owls, woodpeckers)
- Diverse forest (snags for birds & wildlife)
- Neighbors

**Issues and concerns:**

- Vandalism
- Lack of diversity of vegetation existing understory
- Neighbor perceptions of forest management
- Need for trail markers & signage
- Maintenance of trails (not a concern but needs to continue)
- Ticks
- Incorrect name of road on Google (Camillus Park Rd. on Google – Camillus Pool Rd. on road sign)
- Need for directional sign on Camillus Pool Rd.
- Unlined parking area – aesthetics & new pavement
- Pickle ball court – smooth pavement needed, safety hazard due to proximity of parking
- Need for more picnic tables (20-25 existing) & benches (8 now near Splash Pad)
- Need for recycling receptacles
- Potential need for compost facility on site
- Need for shade trees around Splash Pad (need to consider tree type and drainage concerns)

- Drainage issues around Splash Pad
- Non-functioning water pumps (potential hazard)
- Vehicle access to pavilion is a problem
- Restore area near pavilion – too many social trails, no leaf litter
- Illegal parking near Splash Pad
- Restrooms – old block building, poor ADA compliance, poor plumbing, poor appearance
- Picnic pavilion – plans to move it and replace bathroom
- Funding needed
- Volunteers needed
- Bike station needed
- Large parking area (good for visitors and bad for run-off)

#### **FOCP ideas for the park:**

- Dog park
- Bridge over gully & new trail (perimeter trail extension)
- Trail markers
- Benches along trail
- Shade trees near Splash Pad
- Food truck
- Bocce Ball court
- Pickle ball court resurfacing
- Larger kiosk
- Interpretive signs along trail
- Wildlife cameras to reduce vandalism
- Planting native plants
- Reconfiguring parking areas
- Educational deer plot
- Events for fundraising and to promote local businesses
- Park Facebook page (expand existing one)
- Press releases for local newspaper
- Improved lighting needed near parking lot (already good near Splash Pad)
- Low-level lighting along one of the trails (evening events)
- Rain garden in parking area

#### **Vision**

In the next ten years, through collaborations between the Town of Camillus, the Friends of Camillus Park, and local residents, the Town of Camillus Park will:

1. Expand its use as a community gathering place through park revitalization, events, and promotions.
2. Offer activities, educational programs, and facilities for all ages throughout the year.
3. Provide enhanced access and connections with neighboring areas.

4. Be a showcase for the Town's Park Master Plan.
5. Be home to well maintained and enhanced park facilities and infrastructure.
6. Exemplify healthy park resources for use by both wildlife and visitors.

**Goals for the Town of Camillus Park:**

1. To become a community gathering place through appropriate and improved infrastructure development.
2. To attract visitors of all ages through activities, educational programs, and facilities throughout the year.
3. To enhance access and connections between local residents and recreational opportunities.
4. To secure funding and volunteer support for implementation of the Park's Master Plan and recommendations herein.
5. To maintain and enhance park facilities and infrastructure.
6. To improve the health of the park's natural resources for both wildlife and visitor use.

**Interpretive theme**

*"The Town of Camillus Park is a gathering place that connects local residents and visitors with nature and community, serving as the backyard for all."*

# PARK SETTING ASSESSMENT

## **Introduction**

In 2012, The Friends of Camillus Park, a Not-For Profit, 501(c)(3) group, joined the Town of Camillus Parks and Recreation Department in advocating for the revitalization of Camillus Park. One of the main goals of the Friends of Camillus Park is to revitalize the resources in the park by implementing certain ideas discussed in the Town of Camillus Parks and Recreation Five-Year Master Plan. This Master Plan was created by a committee of volunteers, chosen by Camillus Parks and Recreation Director, Eric Bacon. The committee was organized to give a wide representation of the Town of Camillus, in order to provide a range of fair input to the Master Plan (Town of Camillus).

According to the Friends of Camillus, the first focus of implementing the Master Plan is revitalizing the forest, trails, and other resources in the park. The Friends of Camillus Park is a group of dedicated individuals who are working hard to improve the park setting for the community of Camillus.

## **Background**

**Location.** The Town of Camillus is located in Onondaga County, about eight miles west of the City of Syracuse, in Central New York. Camillus is bordered by the Town of Van Buren to the north, the Town of Marcellus to the south, the Town of Elbridge to the west, the Town of Geddes to the east, and the Town of Onondaga to the southeast. The Town of Camillus is located in the Onondaga Watershed, which flows into Lake Ontario. The soils for the Town of Camillus tend to be moderately deep and moderately to well-drained (Soil Conservation Service & Cornell Cooperative Extension, 1973). Camillus Park consists of 35 acres of forested and open- space land. It is centrally located in the Town of Camillus, just north of West Genesee Street, and less than a mile south of State rt. 5. The park is surrounded by residential homes on all four boundaries. To the west of the park is Winding Way, which allows access to the park through Winding Way Trail. To the south of the park is Pool Rd, main access point to the park, which is accessed off West Genesee St.





**Figure 1.** Location of Camillus Park within the Town of Camillus (Google, 2016).

**History.** Before Camillus Park was a park, it was private land owned by Florence Munro, who used the land for farming. In 1952, Munro donated the land to Onondaga County for recreational purposes. In 1953, the Town of Camillus gained permission from the county to convert the 35-acre parcel into a county park for use by the community of Camillus and surrounding areas. The park was originally used for recreational and leisure activities such as picnicking and hiking. In 1958, a pool was installed in the park. The pool remained until 2010, when Camillus taxpayers voted (a 3-1 margin) that the pool be removed from the park ([Town of Camillus](#)). Two years after the removal of the pool from Camillus Park, the Friends of Camillus Park (FOCP) was formed in an effort to revitalize the park and provide an enjoyable recreation and leisure setting. With support and assistance from the Camillus Parks and Recreation Department, the Town of Camillus, the State of New York, and FOCP has worked to implement the current management plan for Camillus Parks and Recreation, and to add some of their own ideas to enhance recreation in the park (personal communication with Mary Flynn, 2016).

**Present uses.** Currently, Camillus Park has multiple recreational uses, including picnicking, grilling, walking/running on trails, wildlife observing, Splash Pad use, dog walking, and pickle ball. During the summer months, the Splash Pad at Camillus Park receives a large amount of use from families bringing their children. The Splash Pad is open from 10 am to 8 pm daily during the summer months (Flynn, 2016). The park is dog friendly, as long as dogs are kept on a leash. There are multiple trails scattered throughout the forested area in the park, allowing visitors to walk or run on designated paths. According to the head of the Friends of Camillus, Mary Flynn, in 2016 the Friends group organized a one mile run throughout their trails; they plan on doing this again in 2017. A pavilion and multiple picnic tables, along with grills for cooking, provide

opportunities for visitors to gather and have a picnic. FOCP group also organizes pickle ball games in the parking lot of the park.

**Park facilities and structures.** Camillus Park contains a mix of forested and rural land. The forest consists of large hardwood trees, such as maple, beech, oak, ash, and black cherry. The forest structure can be identified by having little to no understory, and a mature overstory. The lack of understory in the forest is mainly caused by the consumption of saplings by deer. However, this provides opportunities for recreation such as wildlife viewing and trail recreation. There are four designated trails in the park currently, and multiple other un-designated “social” trails. There is one maintenance road in the park that allows visitors direct access to the open-walled pavilion. There are 40 picnic tables in the park, 16 grills, and 25 benches (Town of Camillus). Multiple water pumps extrude out of the ground, but are currently out of service. Towards the western boundary of the park (near Winding Way) is a ravine with a creek running through it. When it rains, this ditch collects the run-off water from Winding Way. In addition, a storm-water drain runs parallel to the parking lot on the southern edge of the park.

In the rural section of the park is the Splash Pad, a “Little Library” where people can drop off and pick up books, a large parking lot, an open grass field, and two buildings. The Splash Pad consists of a circular, fenced in, concrete area with multiple fountains and water guns; it is only open during the summer months. There is also a playground located next to the Splash Pad. The area adjacent to the northern side of the Splash Pad has problems related to poor drainage following storm events.

The parking lot is located in the southern end of the park, and is paved. Currently, there are no parking lines on the surface. To the west of the parking lot, at the southwestern corner of the park, is a large open grass-field. There are two buildings in the park. One is a blue, one-story, metal storage building owned and used by the Camillus Parks and Recreation Department. The other is a 53’x 24’ one-story storage/restroom building (CNY Land Surveying, 2012). This building is old, has poor plumbing, and is not ADA accessible. Both of these buildings can be seen in Figure 2. The Master Plan currently includes a plan to build a new and improved restroom building and pavilion.



**Figure 2.** Parks and recreation building (left). Restroom/storage building (right)



**Figure 3.** One of the trails in Camillus Park.

As seen in Figure 3 above, the ground is very open throughout much of the forest in the park. The soil in this picture is highly compacted due to high human use. Wood chips are currently used on trails to minimize soil compaction and erosion.

**Infrastructure.** Joe Flynn had mentioned that the electricity to the restroom building at Camillus Park is serviced through underground cables from the Parks and Recreation Maintenance Building. This electricity powers the internal lighting for the restroom building. The sewage and water systems of the park are from town of Camillus sources. Currently, the Park has limited lighting, one street light, several Splash Pad lights units and Maintenance Building external lighting.

**Use classification for Camillus Park.** Camillus Park can be classified into two main categories according to the Recreation Opportunity Spectrum (ROS): roaded natural and rural. This is depicted in Figure 4, with green as rural and pink as roaded natural. In order to be classified as a roaded natural area, the landscape must have a natural structure, such as forests, grasslands, or wetlands. “Within Roaded natural areas, human impacts are apparent; trails, roads, and limited buildings exist; rustic facilities for resource protection and human comfort are present; synthetic materials are inconsistent.” (Clark and Stankey, 1979). Also, in these areas motorized vehicles (including cars) are permitted. Rural areas will have a mix of natural and synthetic landscapes. There are multiple signs of human impacts in these areas such as trails, mowed areas, paved areas, roads, and distant buildings. In Camillus Park the parking lot, along with the mowed field, the Splash Pad, two buildings, and road are what classify the green section in Figure 4 as rural.



**Figure 4.** Recreation opportunity spectrum for Camillus Park.

### Summary

Camillus Park is a significant asset to many residents in the Town of Camillus. The Friends of Camillus Park and the Town of Camillus Parks and Recreation Department are working towards revitalizing the Park to enhance the visitor experience, as well as the longevity of resources in the park. There are currently multiple plans for revitalization in the Five-Year Master Plan for Camillus Park. These goals were developed by the Camillus community board, to represent the town as a whole. The blend of semi-natural landscapes and rural areas make Camillus Park a unique place in the Town of Camillus. It provides multiple recreational opportunities to visitors through its many facilities, trails, and structures. The park's convenient location near the center of Camillus is an advantage to attracting people to the park. Being a semi-natural area, the park can be used as a quiet place for people looking to relax and unwind. The multiple picnic tables and pavilion make the park a prime gathering and picnic area in the town. The abundance of resources and location of Camillus Park are important assets to consider when making decisions to revitalize the park.

# TRAILS ASSESSMENT

## **Introduction**

The trails in Camillus Park are visited mainly by the local community. The visitors vary in ages from the young to the elderly. Camillus Park consists of three main trails that vary in gradient and difficulty. There is also a trail that loops around most of the existing perimeter intersecting each trail at different points. A map of existing trails is included in Figure 5.

## **Trail attributes**

The trails have mostly smooth transitions with minimal uneven areas. There is one choke point where the trails intersect. The trails are short to medium length and all under one mile. They are mostly wood-chipped with the maintenance trail as well as the beginning of the entry trail by the Splash Pad having small pebbles. The drainage is mainly good with a few areas vulnerable to pooling. The trails are well kept with minimal litter and safe in general.

The main concerns for the trails include:

1. Numerous hazard trees along the trails.
2. Problems with erosion near the bridge on the Winding Way Trail (Figure 6). Specifically, the trail near Winding Way is sloped towards the rock retaining wall crossing the ditch, which is causing erosion along the boulders lining the path and is undercutting the soil beneath the boulders. Furthermore, the drain at the bottom of the hill near the rock wall easily clogs with leaves during the fall, preventing the flow of water into the drain during storm events and forcing the water to run over the trail causing erosion.
3. Potential visitor falling hazard on the Winding Way Trail on either end of the existing guardrail near the drainage gully.
4. Lighting for a portion of the trail could be considered to enhance evening use.

## **Visitor groups**

The trails are accommodating to varied levels of interests such as families with children as well as the elderly. For visitors with disabilities, there is one trail that is wheel chair accessible. The trails are also used by mountain bikers, hikers, school groups, and wildlife viewers.

## **Summary**

The trails in Camillus Park have easy access, are in fair to good condition, and maintained well. There is some erosion and hazard trees that need to be addressed. The trails welcome regular visitors from the community such as families, the elderly, individuals, and dog walkers. Overall the trails are in good condition and provide an important recreational service to the community.

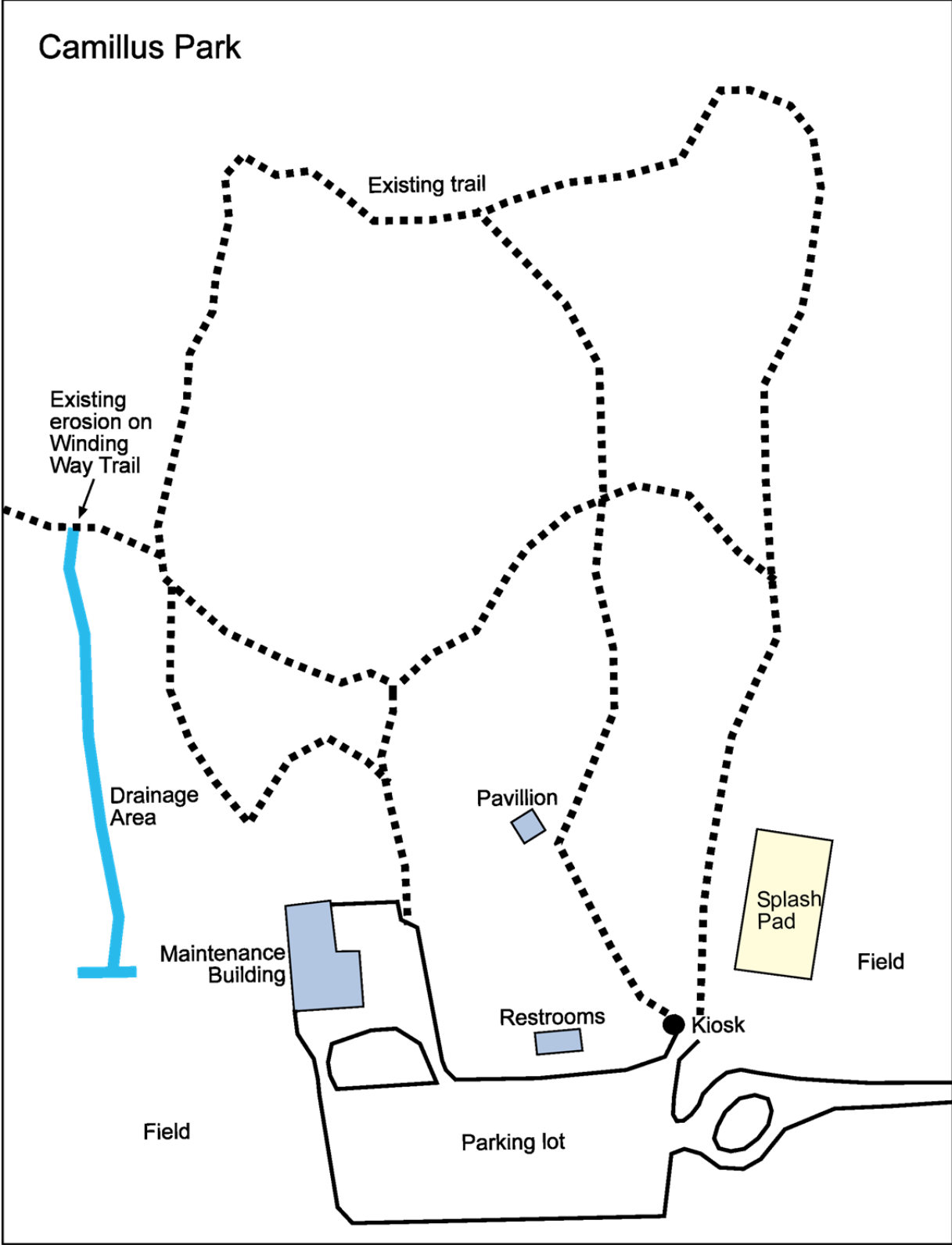


Figure 5. Map of existing trails within the Town of Camillus Park.



Figure 6. Trail erosion on the Winding Way

# PARK SIGNAGE ASSESSMENT

## Introduction

The current signage in Camillus Park is limited. This class project cooperated with Friends of Camillus Park in order to evaluate the present status of signage and then provide the FOCP with reasonable recommendations. After the field trip and a brief introduction, the general assessment on park signage follows.



**Figure 7.** Directional sign on W. Genesee St. near Camillus Park. (From <https://csgrotary.org/2016/04/06/csg-rotary-sponsors-camillus-park-sign/>)

## Positives of current signage

1. There is a sign on West Genesee Street (Fig. 7), a Trailhead sign (Fig. 8), and a Splash Pad Rules sign (Fig.9). These signs are well designed and easy to read. Their location is appropriate to attract visitors and offer them helpful messages.





**Figure 8.** Trail map at the entrance of the forest.



**Figure 9.** A sign at the Splash Pad.

2. Camillus Park possesses abundant natural resources. All of the natural resources could be an excellent source of information for interpretation. The different plant species in the park could provide inspiration for a signage and interpretation programs.



**Figure 10.** Natural resources in Camillus Park.

3. There are many recreation and relaxation facilities for visitors, such as pavilions, the Splash Pad, and picnic equipment (Figures 10-12). The facilities are suitable for tourism, and are also important to consider when planning signs in order to enhance visitors' satisfaction with the park (Fig. 10).



**Figure 11.** Play equipment.



**Figure 12.** Pavilions.



**Figure 13.** Warning signs for vehicles.



**Figure 14.** A sign at the pedestrian entrance.

## Negatives

1. Camillus Park currently doesn't have interpretive signs. The existing signs are for orientation and rules and regulations rather than educational purposes (Figures 13 and 14). During most of the hiking experience, many visitors have a need to understand the natural resources around them. Unfortunately, they don't have a convenient and interesting way to learn about this type of information.

2. There aren't any directional signs and markers at trail intersections to assist visitors with finding their way through the park. This lack of signage creates a problem in particular for first-time visitors who could easily get lost (Fig. 15).



**Figure 15.** Trail intersections. (From <http://www.camillusrecreation.com/>)

### **Summary**

There is no interpretative system in Camillus Park. Many parks in North America emphasize interpretation and could be used to generate ideas for interpretation in Camillus Park. However, the current situation shows that Camillus Park, has many tourism facility needs as well as the development of a comprehensive interpretation program comprising staff, signage, internet, and brochures.

# **PARK INTERPRETIVE MATERIALS ASSESSMENT**

## **Introduction**

Interpretation seeks to create a connection between the natural world and the public. It is important for any given park to possess interpretive components, as it instills stewardship and value for park resources by helping audiences discover the meanings and significance associated with those resources (Bacher et al., 2007). Many different materials such as brochures, wayside exhibits, promotional websites, and guided programs can be considered interpretive because they all have one ultimate objective: connecting the visitor to the park.

## **Current interpretation at Camillus Park**

Currently, there is no interpretation being done in Camillus Park. The park signage is non-interpretive, and there are no interpretive brochures readily available to guests or interpretive programs being held. While the park itself is lacking in interpretive materials, the Friends of Camillus Park has constructed a website that showcases the natural history of the park as well as information about the park as it currently stands.

**Website.** The website designed by Friends of Camillus Park is an excellent interpretive tool due to its attractive photographs and small concentrations of text. The simplicity of the website as far as navigation is important, as this appeals to visitors and makes the website accessible to all age groups. The main page provides multiple links that enable the visitor to explore park events, park history, the Five-Year Plan, and information about the Friends of Camillus Park. There are highlighted links for information on how to become a member of FOCP which is an exceptional tool to make the visitor feel more connected to the park itself. Contact information and membership details are readily available to visitors on the homepage.

## **Summary**

Camillus Park is presently lacking in interpretive materials at the park, but does have a website that encompasses opportunities for the visitor to digitally connect to the park. The natural resources at Camillus Park along with the Friends of Camillus Park website allow for a stepping stone in enhancing the interpretation that the park has to offer.

# MARKET GROUPS AND MARKETING ASSESSMENT

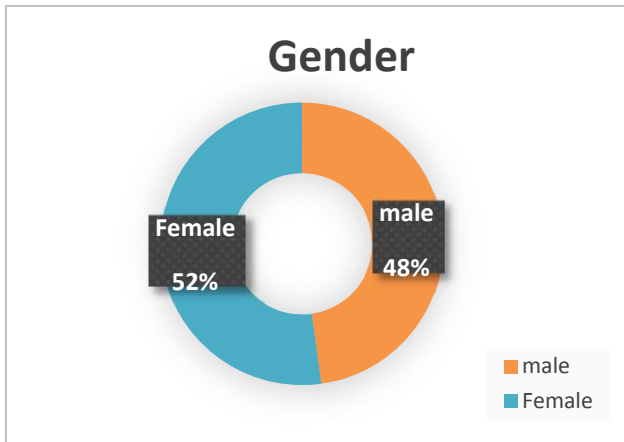
## **Introduction**

This marketing assessment describes local resident population demographics and identifies existing and potential visitor markets for Camillus Park. Since the Town of Camillus has abundant resources including various recreation facilities, strong community support and interest for participating in local recreational events and activities, Camillus Park could become not only a great community park (gathering place) for local residents in the Town of Camillus but also a recreational park for visitors from surrounding areas such as the rest of Onondaga County. This marketing assessment is based on the US Census 2010 data.

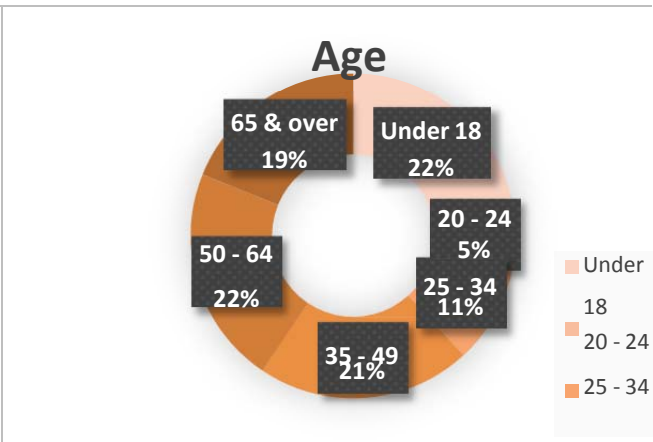
## **Resident demography**

Local residents in the Town of Camillus are the main visitor groups currently using Camillus Park and will most likely continue to use it in the future. The population demographics are useful for identifying residents' recreational needs, recreational interests, and specific target and market groups.

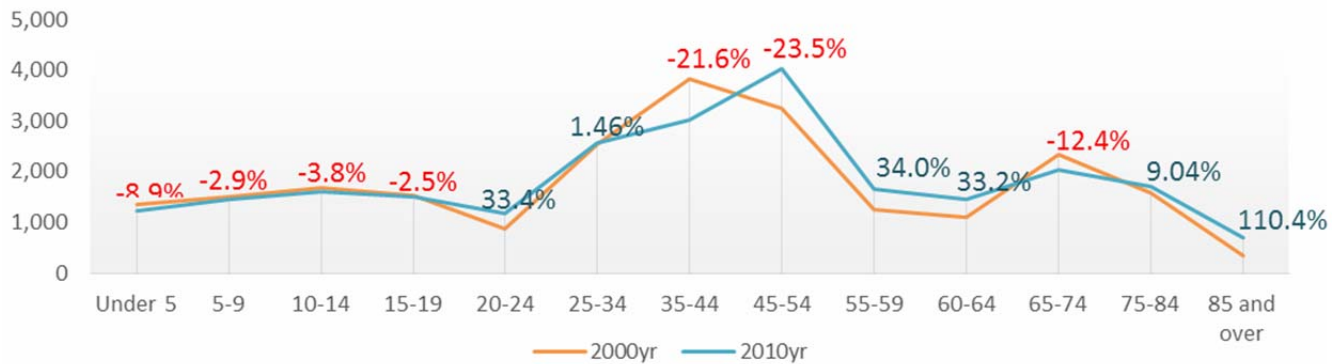
According to the 2010 National Census, the Town of Camillus has a population of 23,642 (U.S. Census Bureau, 2010). The senior population has continuously increased; 19% of the town's population is 65 years or over. The majority of residents (53%) are females (Figure 16). The changes in population by age from 2000 to 2010 show that there were decreases in the percentage of school age children with the median age being from 55 to 64 years, and the 75 years and older group has increased (Figure 17). Moreover, traditional family households decreased in number while senior households increased (U.S. Census Bureau, 2010).



**Figure 16.** Population of the Town of Camillus by gender.



**Figure 17.** Population of the Town of Camillus by age.



**Figure 18.** Changes in population by age from 2000 to 2010.

### Where visitors are from

It can be expected that visitors to Camillus Park will primarily come from Onondaga County. In general, the population is slightly decreasing and is aging. The countywide population has moved from urban areas to towns and villages.

### Visitor groups

**Family groups.** The 2010 Census records indicate that 6,753 households with adults and children reside in the Town of Camillus, NY. Families are a highly suitable market for the Town of Camillus Park because of the diversity of facilities suited to different age groups.

**Community groups.** One of the potential resources of the Town of Camillus is the variety of community organizations that provide recreation opportunities. These community groups could be potential visitor markets (Table 1). Potential market groups could include the: Camillus Geddes Rotary Club, Camillus Optimist Club, Town Shop, Senior Center and Church Groups.

**Student groups.** School groups and other organizations for children could be also considered one of the primary potential markets for the park (Table 1). The West Genesee School District, located in the Town of Camillus, has six schools: West Genesee High School, Camillus Middle School, West Genesee Middle School (only a few blocks from Camillus Park), East Hill Elementary, Onondaga Road Elementary, Split Rock Elementary, and Stonehedge Elementary. There are also several school districts surrounding the Town of Camillus including West Hill Central School District, Marcellus Central School District, Jordan Elbridge Central School District, Solvay Union Free School District, and Holy Family School District.

**Senior citizens.** The senior population makes up a large proportion of the town population and is increasing. A 2011 Town survey found that there was a demand for organized senior activities. Senior citizens are a critical existing and growth market for Camillus Park (Table 1); adding facilities that cater to senior citizens’ needs could increase park use. Their needs include active older adult activities, such as, Pickleball, Bocce Ball, and exercise stations.

**Visitors from other attractions.** The Town of Camillus has various regional attractions with easy access. The community offers many parks and recreation places including: Bicentennial Park, the Erie Canal Park, East Hill Ski Area, Munro Park, Veteran’s Memorial Park at Gillie Lake, Scenic Hills Park, Reed Webster Park, West Colony Pointe Park, Warner’s Park, Optimist Field, and Shove Park. In addition, other attractions are, the Octagon House, Sims Store Museum, and the Martisco Station Railway Museum.

**Table 1.** Existing, growth, and potential markets of Camillus park.

<b>Market group</b>	<b>Existing</b>	<b>Growth</b>	<b>Potential</b>
Local residents (families with children)	√	√	
Community groups			√
Students groups			√
Senior citizens	√	√	
Visitors from other attractions’			√

**Summary**

This assessment identifies the primary visitors to Camillus Park as local residents. The senior population in the Town of Camillus is increasing and families with children remain stable. The Camillus community can expect to see continued demand for active older adult and family activities.

# PROMOTING THE AREA

## Introduction

Effective promotion is crucial to increasing an area's visitation while maintaining its current visitor base. The Town of Camillus and its surrounding areas employ a wide variety of promotional techniques. Key promotional materials include web pages, Facebook sites, and brochures. The materials assessed in this section are produced and distributed by the Friends of Camillus Park, Town of Camillus, Onondaga County, and Greater Camillus Chamber of Commerce.

## Promotional techniques and materials

A diversity of promotional materials and techniques are utilized by Camillus Park, the Town of Camillus, and Onondaga County. Brochures are circulated by all three entities. The Friends of Camillus Park (FOCP) has a brochure that highlights its organization and Camillus Park itself. The Greater Camillus Chamber of Commerce produces a Directory and Buyers' Guide which contains limited information on parks, schools, and libraries, but extensive information relating to local businesses. Onondaga County distributes multiple visitors' guides which include seasonal tourism guides as well as six others, including a County Parks Guide, an Antiquing Guide, and a Destiny USA guide (Table 2).

Web pages exist in some form for all three entities. The Friends of Camillus Park has a website which contains historic information about Camillus Park, as well as an outline of their Five-Year Plan (Friends of Camillus, 2016). The Town of Camillus Parks and Recreation Department has a website which devotes a full page to Camillus Park. It contains trail maps and detailed trail information, as well as the hours and location of the park (Town of Camillus Parks and Recreation, 2016).

However, the address provided is inaccurate, and leads potential visitors about 0.2 miles down the road from Camillus Park. The Town of Camillus website has a recreation page which lists the town parks, but it provides the same inaccurate street address (Town of Camillus, 2016). Onondaga County has a well-designed website which includes comprehensive information on its parks and recreational opportunities in the area (Onondaga County Parks, 2016).

Social media is utilized in various forms by Camillus Park, the Town of Camillus, and Onondaga County. Facebook location pages exist for "Camillus Park," "Town of Camillus Park," and "Camillus Park Splash Pad" (Table 2). None of the pages have profile pictures or any pertinent information at all. However, these pages serve as forums for community members and park visitors to share their experiences at the park. These Facebook pages are not currently being utilized for promotion, but a page does exist for the Friends of Camillus Park which is currently being promotionally utilized (Table 2). This Facebook page is updated periodically, informing group members of upcoming events and happenings at the park. One limitation of this page is that it has only 314 followers. It is a public page, which means all of its posts can be viewed by anyone, but the posts are only appearing on the newsfeeds of 314 individuals. A Facebook location page exists for "The Town of Camillus," but is not maintained. The Town of Camillus Parks and Recreation Department, however, updates its Facebook page frequently with relevant recreation opportunity information (Table 2). Lastly, both Onondaga County and Onondaga County Parks maintain Facebook pages that are frequently updated (Table 2).



Other promotional materials employed by these three entities include guidebooks, wayside signs and kiosks, newsletters, and billboards. Guidebooks can be found on Trial Advisor for all three entities. A kiosk exists in Camillus Park, but needs updating. The Friends of Camillus Park periodically sends out newsletters to an email list. Onondaga County has some promotional billboards. All of these promotional materials serve to draw visitors to Camillus Park and its surrounding areas, specifically Onondaga County.

**Table 2.** Promotional materials currently used in the Camillus Park, the Town of Camillus, and Onondaga County.

<b>Promotional Materials</b>	<b>Camillus Park</b>	<b>Town of Camillus</b>	<b>Onondaga County</b>
Brochures	Friends of Camillus Park has park brochure	Chamber of Commerce puts out a Directory and Buyers' Guide	Seasonal visitors' guides available as well as six others
Websites	Friends of Camillus Park website has historic info and Five-Year Master Plan	Town of Camillus Parks and Recreation Department Town of Camillus also has recreation page	Strong website has comprehensive info on 13 county parks and recreational activities
Facebook	Facebook pages exist for: "Camillus Park" "Town of Camillus Park" "Camillus Park Splash Pad" Friends of Camillus Park	Facebook pages exist for: The Town of Camillus Parks and Recreation	Facebook pages exist for: Onondaga County Onondaga County Parks
Guidebooks	Trails.com Limited info on Trip Advisor	Trip Advisor	Guides available from the county by request Trip Advisor
Wayside Signs or Kiosks	One Exists, but needs updating	Not found	Not found
Newsletters	Sent out periodically to email list	Not found	Promotional newsletters not found
Billboards	Not found	Not found	I Love New York, Parks and Recreation

Both the Syracuse Convention and Visitors Bureau and the Greater Camillus Chamber of Commerce promote tourism in this region. Both agencies utilize websites for promotional efforts. The Greater Camillus Chamber of Commerce’s website has a wealth of information, including an event calendar which features Camillus Park events and fundraisers (Greater Camillus Chamber of Commerce, 2016). However, this website is somewhat difficult to navigate and is mainly utilized for business promotion.

The Syracuse Convention and Visitors Bureau has an elaborate and informative website (Visit Syracuse, 2016), but Camillus Park is not featured. The Syracuse Convention and Visitors Bureau utilizes various forms of social media including Facebook, Instagram, and Twitter. The Greater Camillus Chamber of Commerce does not use social media. An informative visitor’s guide can be downloaded from the Syracuse Convention and Visitors Bureau website. The Greater Camillus Chamber of Commerce circulates a Directory & Buyers’ Guide. Both agencies send newsletters via email. All of these promotional efforts serve to bring visitors into the area.

**Table 3.** Promotional materials currently used by the Syracuse Convention and Visitors Bureau and the Greater Camillus Chamber of Commerce.

<b>Promotional Materials</b>	<b>Syracuse Convention and Visitors Bureau</b>	<b>Greater Camillus Chamber of Commerce</b>
Websites	Elaborate and informative website	Basic information available
Social Media	Facebook, Instagram, Twitter	None
Guidebooks	Visitors’ Guide can be downloaded online	Directory & Buyers’ Guide
Newsletters	Email newsletter	Monthly newsletters available online; highlight commerce

**Summary**

Many entities and agencies promote Camillus Park and its surrounding areas. The Town of Camillus and the Friends of Camillus Park successfully utilize websites, Facebook, and brochures to meet their promotional goals. Onondaga County and the Syracuse Convention and Visitors Bureau have strong promotional materials for their parks and recreation and tourism departments. This establishes the Syracuse area, which includes the Town of Camillus, as a hotspot for tourism and recreation. In order to promote Camillus Park to a broader audience, it needs to capitalize on the existing promotional materials that exist for these surrounding areas. However, there is certainly room for improvement, specifically in technological promotion. Improving this area of tourism promotion (i.e., websites and social media) may help the park communicate with a larger audience, bringing more visitors into Camillus Park.

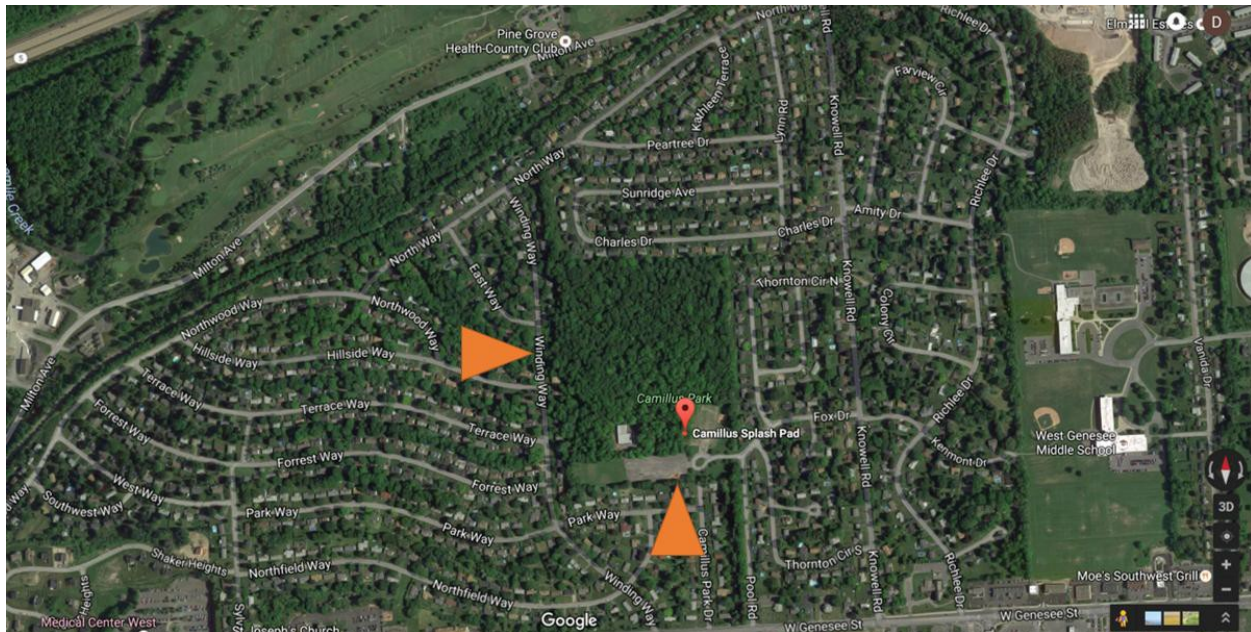
# TRANSPORTATION ASSESSMENT

## Introduction

Camillus Park is a community park located in the Town of Camillus, 10 miles west of Syracuse, New York. New York State is considered to have a humid continental climate. The climate of the Town of Camillus has an average frost-free season of 168 days from April 28 to October 13 (National Gardening Association, 2016). The park itself is in a residential neighborhood and has multiple natural and human-made attractions.

## Transportation routes

Camillus Park is located off of West Genesee Street at Pool Road and less than one mile from New York State Route 5, the main route to Syracuse, NY. Main transportation to the park is by motor vehicle. However, the park can be accessed by biking, walking, and bus. There are twelve parks in the Camillus area that are all accessible by vehicle. There are two public access points to Camillus Park: the main entrance off Pool Road and an entry trail located off Winding Way (Figure 20).



**Figure 20.** Map of Camillus Park and surrounding areas. Orange arrows indicate public entry points. Source: Google Maps.



**Figure 21.** Image of the main entrance to Camillus Park from Pool Rd. Photo: Devin Hansen

Camillus Park's main access point (Figure 21) is via Pool Rd. which connects to West Genesee St. West Genesee St. is the main thoroughfare for Camillus. A green wooden sign with yellow lettering is located on West Genesee St. indicating Pool Road entrance to the park (Figure 22). The town, as well as commercial and local businesses, are found along West Genesee St.

The parking lot is roughly 400 feet long by 150 feet wide (Figure 21). It provides access to the Parks and Recreation Department Maintenance building, as well as the rest rooms and Splash Pad. Currently, it is not lined to delineate a parking pattern, which may cause parking issues during times of high visitor use.



**Figure 22.** View of the West Genesee St. and Pool Rd. intersection (facing west). Source: Google Street View.

### **Potential for travel**

**Car.** The majority of visitors to Camillus arrive by vehicle. The main access to the park is via West Genesee St. to Pool Road. West Genesee St. is a busy thoroughfare, and caution must be taken when using this route due to congestion and potentially unsafe road shoulders for pedestrians (Figure 22).

**Bicycle.** Access using a road bike is limited to the main entrance via Pool Rd. There are no designated bicycle routes to the park. However, the shoulders of West Genesee St. are sufficient for bicycling to the park. West Genesee St. has a high volume of traffic; caution should be taken when cycling on the shoulder of this road.

**Hiking/Walking.** Camillus Park can be accessed by foot traffic from the surrounding neighborhood by walking, using the access points on the west side and south side of the park. There is no access to the park from the neighborhood to the north or northeast section. Students from West Genesee Middle School often use the park as a “pass through” on their way home from school.

### **Summary**

Transportation to Camillus Park is relatively simple using major transportation routes. New York State Route 5 and West Genesee St. are the two major routes that visitors from outside Camillus will use to get to the park. There are no signs directing visitors from the New York State Route 5. There is ample parking for cars and larger vehicles such as vans and buses. For local access, the entry points into the park are key as a residential neighborhood surrounds the park. Signage within the residential area is limited. The central location of the park makes it a prime area for foot traffic connecting the east and west sides of the neighborhood. There is no access to the park on the northern and eastern sides of the park.

# PARKS AND PUBLIC AREAS ASSESSMENT

## Introduction

The Town of Camillus has a total of twelve parks and recreation areas within its limits, all of which are visited throughout the year by the people of Camillus and the surrounding areas. These parks and public areas are all under the management of the Town of Camillus Parks and Recreation Department (Town of Camillus Parks and Recreation, n.d.). Each park or area is unique. In the following paragraphs, is a description of each park in the Town of Camillus, its brief known history, and the negative and positive attributes of each.

## Parks

**Veteran's Memorial Park at Gillie Lake.** Veteran's Memorial Park at Gillie Lake is located on Gillie Brook Rd.; it totals 77.47 acres (Town of Camillus, 2012). This park was purchased from Larry Halloran in the mid-1990s. Mr. Halloran built Gillie Lake in 1963 and operated his property as a private recreational destination for the community (Eric Bacon, personal communication, November 17, 2016).

This park currently has a one- room restored school house available for touring. It also has a Farm Museum located in a barn that used to be a part of the Halloran farm, and that contains antique farm equipment. True to its name, the park includes a Veteran's Memorial overlooking the lake. Some acreage in this park is leased for agriculture production. This park includes several other facilities and attractions as well (Town of Camillus, 2012).

In addition, the park has a seasonal beach, a fishing dock, three picnic shelters, a playground, and a walking trail. The facilities are in good condition, as are the three parking areas. This park includes 36 picnic tables, 23 grills, 29 benches, and 25 trash receptacles. An important asset of this park is that it is the only one in the town with a bike rack. An important event held in this park is the annual concert and fireworks at the end of June. One of the negative aspects of this park is the bath house; this facility could use some updates. Another negative attribute is the limited signage around the park (Town of Camillus, 2012). There is currently an entrance sign to the park, but signage could be used for the other facilities such as the trails and museum.

**Warners Park.** Warners park is located on Newport Rd. and is 13.16 acres in total (Town of Camillus, 2012). This land was donated to the Town of Camillus in the 1900s (Eric Bacon, personal communication, November 17, 2016). This park's facilities include a picnic shelter, a playground, a canoe launch, and access to the Erie Canal trail. There are 11 picnic tables, eight grills, six benches, and seven trash receptacles.

The canal access in the park is an important asset because it is used often by walkers, runners, and bikers. This access also provides a canoe launch (Town of Camillus, 2012). This trail access offers a route to other destinations as well, such as Erie Canal Park. The different options for recreation are one of this park's positive attributes. One of the negative attributes of this park is the condition of the facilities. The picnic tables are old, and the playground area is also in poor condition. Another facility that could be improved is the canoe launch (Town of Camillus, 2012).

**Erie Canal Park.** The Erie Canal Park is one of the larger parks in the Camillus area, totaling 405.88 acres. Located on DeVoe Rd, this park is run and maintained by the Camillus Canal Society. There are several facilities in the park including: Sims Store Canal Museum, a Steam Engine exhibit, the aqueduct, canal way trail, picnic tables and a picnic shelter. The Sims Museum was originally the Sims Store on the Erie Canal when it was used as passage across New York State (Camillus Erie Canal Park, n.d.). In 2008, the aqueduct in the park underwent restoration, which was completed in 2009. Other attractions, such as the Sunday boat tours and dinner cruises are also offered. This park uses the canal and aqueduct as a source of historical education. There are restrooms available in the Sims store and seasonal porta-potties available. This park is one of two parks in the Town of Camillus that allows dogs, which is a major attraction to many people. Although the parking area is in good condition, it is small for such a large park. This park has access to 13 miles of trails, and links to Reed Webster Park and Warners Park through this trail system (Town of Camillus, 2012). Although signage is extensive in this park, it could be updated. The Erie Canal Park is successful in attracting the public through its facilities and activities.

**Reed Webster Park.** Reed Webster Park is only 14.17 acres in size and is located on Warners Rd. (Town of Camillus, 2012). This park is a former landfill owned by the Honeywell Corporation. The Town of Camillus signed a fifty-year lease with Honeywell for this area in 1976 (Eric Bacon, personal communication, November 17, 2016). This park has a simple but dated park entrance sign, and includes two baseball/softball diamonds, a pavilion, a restroom facility, a tennis court, playground facilities, soccer goals, and large parking areas. There are also four picnic tables, one grill, two benches, and several trash receptacles.

The park offers many different settings for recreation due to the multi-use open space. A positive attribute of this park is that the Erie Canal Trail can be accessed across the street from this park. Negative attributes in this park include the baseball/softball diamond which is in fair-poor condition and the parking lot which has many pot holes (Town of Camillus, 2012). There are also no restroom facilities, which causes problems for park users during ball season.

**Bicentennial Park.** Bicentennial Park is located on Genesee St., outside the Town Municipal Building and is 5.22 acres in size (Town of Camillus, 2012). This park was established in 1976. The current Municipal Building was originally the Fairmount School, which was used before the area was centralized into the West Genesee School District (Eric Bacon, personal communication, November 17, 2016).

This park's facilities include a playground, large open space, basketball court, soccer field, and gazebo. This park has two benches and one picnic table. One of the attractions to this park are the free concerts on Wednesday nights during the month of July. There are also two benches and one picnic table. This park is outdated compared to the other parks located in the Town of Camillus. The baseball/softball field is no longer used, has been abandoned. The restrooms are only accessible in the Municipal Building during operating hours. This park is also lacking in signage; there are no entrance signs or interpretive signs (Town of Camillus, 2012).

**East Hill Ski Area.** The East Hill Ski Area, a unique park located on Blackmore Rd. near East Hill Elementary; it is 13.6 acres in size (Town of Camillus, 2012), was established in the 1960s

(Eric Bacon, personal communication, November 17, 2016). These facilities are run by the not-for-profit Camillus Ski Association, and the operation of the facility is done completely by volunteers. This operation allows people to stay local to participate in winter events and keeps the prices of winter sports low (Camillus Ski Association, n.d.).

The park has a few facilities including a warming hut built in 2011, a pavilion, and a lift. There is park lighting available for night time use. The hill is an attraction in the summer and winter months for recreation activities. During the summer, the hill top view offers a nice view of the town, and during the winter it serves as a place for skiing, snowboarding, and tubing. During the snowy season, the park offers ski and snow boarding lessons at a reasonable price. Although there is a small parking lot available, it is unpaved (Town of Camillus, 2012). The park also lacks signage.

**Munro Park.** Munro Park is a smaller park (3.8 acres in size); it is located on First St. in the Village of Camillus. This park consists of two conjoined parcels: one is owned by the Village of Camillus and the other by the Town of Camillus. It is the only park within the limits of the Village of Camillus (Town of Camillus, 2012).

The facilities in the park include a playground, basketball court, two baseball/softball fields, and canoe launch. Munro Park has four picnic tables, three grills, four benches, and eight trash receptacles. The park has many attributes; its open space can be used for multiple recreational activities, the park's grills are in good condition, and the stone dust trail travels along the creek. Some of these facilities need to be updated; for example, the basketball courts could be repainted. The park also needs entry signs and better signage at the canoe launch (Town of Camillus, 2012).

**Optimist Field.** Optimist Field is 16.5 acres in size and is located on Milton Ave. (Town of Camillus, 2012). This park is a former landfill, and the baseball field was built by the Camillus Optimist Club, spearheaded by George Mezey (Eric Bacon, personal communication, November 17, 2016). The only facility in the park is a baseball/softball diamond, which is older in infrastructure. The park also includes two benches and two trash receptacles. The outfield needs to be leveled, and the benches need work. The parking lot is also rough, and the whole park could use more signage (Town of Camillus, 2012). The park does include a wooded area, which could be considered an asset for recreation activities.

**Scenic Hills Park.** Located on Carol Lane, Scenic Hills Park totals 2.57 acres (Town of Camillus, 2012). This park considered a "tot lot" when the Scenic Hills subdivision was built in the mid-1900s; the Town of Camillus received the property in lieu of parkland development (Eric Bacon, personal communication, November 17, 2016).

This park includes a picnic shelter, a basketball court, and some playground equipment. It also includes three picnic tables and one trash receptacle. The playground is in poor condition, and the basketball court needs resurfacing. Although the park could use some upkeep, it is a well-lit park (Town of Camillus, 2012).



**Shove Park.** Located off of Slawson Dr. and is 30 acres in size, this park was donated to the Town of Camillus by Benjamin Shove in the 1960s. Shove Park Ice Arena is located inside this park and was renovated in 1999/2000, while other updates were completed in 2007. The Camillus Figure Skating Club and the Camillus Youth Hockey Association rent out and use this facility (Town of Camillus, 2012). This park has many facilities and opportunities for recreation.

This park includes a picnic shelter, three baseball/softball fields, batting cages, three playgrounds, an indoor ice arena, a stream, a small gorge and hiking trail, and a hilltop field. There are several picnic tables, ten grills, many benches, and 20 trash receptacles. It has education/interpretive signage for certain plants and trees in the area. There are also restrooms available in the indoor ice rink facility. The playgrounds are in great condition. The park could use more signs for the buildings, the entrance, and the unmarked trail through the gorge (Town of Camillus, 2012). The area could also use more and updated parking.

**West Colony Pointe Park.** West Colony Pointe is a park located on Belle Isle Road; it is 1.3 acres in size (Town of Camillus, 2012). The Town of Camillus received this property in lieu of parkland development fees (Eric Bacon, personal communication, November 17, 2016). This park consists of a fenced-in area with a playground, three picnic tables, and some open space. This park's infrastructure is old and outdated. West Colony Pointe Park has only street parking available, with no signage to label the park (Town of Camillus, 2012).

**Camillus Park.** Located on Camillus Pool Rd. and has a total of 35 acres (Town of Camillus, 2012). This park area was donated by Florence Munro in 1952 under the request that it be preserved as conservation land and a place open for public enjoyment (Friends of Camillus Park, n.d.). Today the park's management is helped by the Friends of Camillus Park, created in 2012.

This park offers a playground, splash pad area, picnic area, pavilion, restroom, and trail system. The playground was installed in 2010 and is in good condition. There are 40 picnic tables available in total, 16 grills, and 25 benches (Town of Camillus, 2012). This park is only one of two parks in the Town of Camillus that allows dogs. Although there are restrooms available, they are degraded and the park lacks adequate signage.

## **Summary**

In total, there are 617.76 acres of park land in the Town of Camillus. There are many attractions in the parks. Many of the parks offer open multi-use recreation areas, while some parks have unique attractions such as East Hill Ski Park's ski area. Although there are unique attributes in the parks, they also have similar attractions. For example, nine parks have a playground. Out of the twelve parks, only nine have entry signs (Town of Camillus, 2012). There are only six parks that offer bathroom facilities, and some are in poor condition. Bike racks are also lacking; there is one in only one of the twelve parks (Town of Camillus, 2012). In the twelve parks are eight baseball/softball fields used by the Camillus Softball and Baseball Association during their seasons; some of the fields are in poor condition (Town of Camillus, 2012). One of the most important attributes of the Town of Camillus Parks is the Erie Canal Way Trail, which starts near Reed Webster Park and continues through to Port Byron (Town of Camillus Parks and Recreation, n.d.). Despite the similarities and differences between these parks, they are an important attraction to the residents of Camillus and the surrounding areas.

## NEARBY ATTRACTIONS & EVENTS ASSESSMENT


### Introduction

This section of the report is dedicated to assessing the attractions and events within the town of Camillus, NY. The tables below include events that are easily accessible online as these are the ones most likely to be found by visitors and the residents of Camillus. The amount and variety of attractions within the town itself, and in the surrounding areas (Syracuse, NY, Onondaga County, and other suburbs) were assessed, and those determined to be the most significant were summarized in the tables below.




**Table 4.** Public events in Camillus & Onondaga County, NY.

Event	Contact Information	Experience Provided
Apple Festival	5330 Rowland Road Lafayette, NY 13084 (315) 677-3498 October 8th (9 AM-6 PM) & 9th (9 AM-5 PM) <a href="http://www.lafayetteapplefest.org">www.lafayetteapplefest.org</a>	<ul style="list-style-type: none"> <li>• Apples &amp; cider</li> <li>• Hundreds of craftsmen</li> <li>• Games &amp; rides</li> <li>• Kountry Kitchen</li> </ul>
Camillus Farmer's Market	4600 West Genesee Street Syracuse, NY 13219 Tuesday's, June 7th-October 4th (3-7 PM) gbcfm13027@gmail.com <a href="http://www.gbcfarmersmarket.com/camillus-market">http://www.gbcfarmersmarket.com/camillus-market</a>	<ul style="list-style-type: none"> <li>• Farm fresh local produce</li> <li>• Unique, handmade baked goods</li> <li>• Specialty foods and crafts</li> <li>• Guest chef demonstrations</li> <li>• Children's activities</li> <li>• Presentations on nutrition, gardening, &amp; fitness</li> </ul>
Halloween Party	5801 Newport Road Camillus, NY 13031 Saturday, Oct 29th (6-8 PM) <a href="http://villageofcamillus-ny.gov/index.php/newsevents-side">http://villageofcamillus-ny.gov/index.php/newsevents-side</a>	<ul style="list-style-type: none"> <li>• Free cider, donuts, popcorn, &amp; candy</li> <li>• Costume contest</li> <li>• Best jack-o-lantern contest</li> </ul>
Holiday Open House at the Wilcox Octagon House Museum	November 19-20 Noon-4 PM 5420 West Genesee Street Camillus, NY 13031 (315) 488-7800 <a href="http://www.octagonhouseofcamillus.org/index.html">http://www.octagonhouseofcamillus.org/index.html</a>	<ul style="list-style-type: none"> <li>• Holiday raffles</li> <li>• Fresh baked goods</li> <li>• 1856 Kitchen dining</li> <li>• Artisan Crafts &amp; Gifts</li> </ul>
Towpath Day	Camillus Erie Canal Park 5650 DeVoe Road, Camillus, NY (315) 488-3409 <a href="http://www.eriecanalcamillus.com">http://www.eriecanalcamillus.com</a>	<ul style="list-style-type: none"> <li>• Homemade food &amp; crafts</li> <li>• Bluegrass music</li> <li>• Apple pickers</li> <li>• Boat &amp; wagon rides</li> <li>• Ice cream, games, and mule petting</li> </ul>


**Table 5.** Attractions in Camillus and Onondaga County.

Attraction	Contact information	Features	Photo
Camillus Erie Canal Park	5650 DeVoe Road, Camillus, NY (315) 488-3409 Seasonal Hours, Saturday (12-4 PM) year-round <a href="http://www.eriecanalcamillus.com">http://www.eriecanalcamillus.com</a>	<ul style="list-style-type: none"> <li>• Erie Canal history</li> <li>• National heritage corridor</li> <li>• Sims store museum</li> <li>• Steam engine exhibit</li> <li>• Boat ride tours</li> </ul>	 <p>Source: <a href="http://eriecanalmuseum.org/about/">http://eriecanalmuseum.org/about/</a></p>
Erie Canal Museum	318 Erie Boulevard East Syracuse, NY 13202 (315) 471-0593 Monday-Saturday (10 AM-5PM) Sunday (10 AM-3 PM) <a href="http://www.eriecanalmuseum.org">www.eriecanalmuseum.org</a>	<ul style="list-style-type: none"> <li>• Last remaining weigh-lock building</li> <li>• Interpretive information on the history and regional impact of the Erie Canal system</li> </ul>	 <p>Source: <a href="http://eriecanalmuseum.org/about/">http://eriecanalmuseum.org/about/</a></p>
Everson Museum of Art	401 Harrison Street Syracuse, NY 13202 (315) 474-6064 Sunday, Wednesday, Friday (12-5 PM) Thursday (12-8 PM) Saturday (10 AM-5 PM) <a href="http://www.everson.org">http://www.everson.org</a>	<ul style="list-style-type: none"> <li>• First museum to:</li> <li>• Dedicate itself to the collection of American art</li> <li>• Have a permanent collection of ceramics</li> <li>• Collect video art</li> <li>• Home to ~11,000 works of art</li> </ul>	 <p>Source: <a href="http://farm3.static.flickr.com/2658/3718099391_1758681c35.jpg">http://farm3.static.flickr.com/2658/3718099391_1758681c35.jpg</a></p>
Martisco Railway Museum	CNY NRHS 5085 Martisco Road Marcellus, NY contact@cnynrhs.org Sundays (1-5 PM, May-Oct) <a href="http://www.cnynrhs.org/Martisco.html">http://www.cnynrhs.org/Martisco.html</a>	<ul style="list-style-type: none"> <li>• Restored former NY Central Railroad station (constructed 1870)</li> <li>• Listed on the National Register of Historic Places</li> <li>• Authentic railroad station &amp; exhibits</li> </ul>	 <p>Source: <a href="http://www.cnynrhs.org/Martisco.html">http://www.cnynrhs.org/Martisco.html</a></p>

**Table 5 (continued).** Attractions in Camillus and Onondaga County.

Attraction	Contact information	• Features	Photo
<p>Movie Tavern</p>	<p>180 Township Boulevard Camillus, NY 13031 (315) 758-1678 <a href="http://www.movietavern.com/locations/syracuse/">http://www.movietavern.com/locations/syracuse/</a></p>	<ul style="list-style-type: none"> <li>• Restaurant &amp; Movie theater experience</li> </ul>	 <p>Source: <a href="http://www.syracuse.com/storefront/index.ssf/2015/05/movie_tavern_syracuse_cost_men.html">http://www.syracuse.com/storefront/index.ssf/2015/05/movie_tavern_syracuse_cost_men.html</a></p>
<p>Museum of Science &amp; Technology</p>	<p>500 South Franklin Street Syracuse, NY 13202 (315) 425-9068 Tuesday-Sunday (10 AM-5 PM) <a href="http://www.most.org">http://www.most.org</a></p>	<ul style="list-style-type: none"> <li>• Hands-on science and technology museum</li> <li>• All ages</li> <li>• Silverman Planetarium</li> <li>• Only domed IMAX theater in NYS</li> </ul>	 <p>Source: <a href="http://www.syracuse.com/flags/venues/most2.jpg">http://www.syracuse.com/flags/venues/most2.jpg</a></p>
<p>Rosamond Gifford Zoo</p>	<p>1 Conservation Place Syracuse, NY 13204 (315) 435-8511 10 AM - 4:30 PM <a href="http://rosamondgiffordzoo.org">http://rosamondgiffordzoo.org</a></p>	<ul style="list-style-type: none"> <li>• Among top 10% of zoos in the country</li> <li>• Home to ~700 animals on 43 acres</li> <li>• Engaging experiences, exceptional animal care, and conservation education</li> </ul>	 <p>Source: <a href="http://oswegocountytoday.com/wp-content/uploads/2013/08/travel-Zoo.jpg">http://oswegocountytoday.com/wp-content/uploads/2013/08/travel-Zoo.jpg</a></p>

**Table 5 (continued).** Attractions in Camillus and Onondaga County.

Attraction	Contact information	Features	Photo
Shove Park	Town of Camillus Parks & Recreation 1 Shove Park Drive Camillus, NY 13031 (315) 487-3600 <a href="http://www.camillusrecreation.com">http://www.camillusrecreation.com</a>	<ul style="list-style-type: none"> <li>• Gathering spot for community</li> <li>• Ice rink (public skate &amp; skating lessons)</li> <li>• Artificial turf</li> <li>• Box lacrosse, baseball, &amp; softball</li> <li>• Athletic tournaments</li> <li>• 10,000+ visitors</li> </ul>	 <p>Source: <a href="http://taylor-architects.com/images/shove1.gif">http://taylor-architects.com/images/shove1.gif</a></p>
Wilcox Octagon House	5420 West Genesee Street Camillus, NY 13031 (315) 488-7800 Hours: Sundays (1-5 PM) <a href="http://www.octagonhouseofcamillus.org/index.html">http://www.octagonhouseofcamillus.org/index.html</a>	<ul style="list-style-type: none"> <li>• One of the few remaining octagon houses in the country</li> <li>• Listed on the National Register of Historic Places</li> </ul>	 <p>Source: <a href="http://1.bp.blogspot.com/_GeCkY8lh_jQ/U1vYCsanK1I/AAAAAAAAkVs/CkV9X-tcqtI/s1600/Camillus_NY_Octagon_Hse_photo_S-Gruber_2014+(5).JPG">http://1.bp.blogspot.com/_GeCkY8lh_jQ/U1vYCsanK1I/AAAAAAAAkVs/CkV9X-tcqtI/s1600/Camillus_NY_Octagon_Hse_photo_S-Gruber_2014+(5).JPG</a></p>
Veterans Memorial Park at Gillie Lake	Town of Camillus Parks & Recreation Sands Road Camillus, NY 13031 (315) 487-3600 <a href="http://www.camillusrecreation.com">http://www.camillusrecreation.com</a>	<ul style="list-style-type: none"> <li>• Information and monuments veterans in the Battle of the Bulge, WWI &amp; WWII, Korean War, Revolutionary War</li> <li>• Man-made lake, swimming, fishing, playgrounds, pavilion</li> </ul>	 <p>Source: <a href="http://camillusparksrec.wixsite.com/camillusrecreation/gillie-lake?lightbox=image13a6">http://camillusparksrec.wixsite.com/camillusrecreation/gillie-lake?lightbox=image13a6</a></p>

**Summary**

Camillus, NY, and Onondaga County especially, have a significant variety of attractions and events for local residents. Many of the attractions and events within the town of Camillus are centered on the parks and local history due to its unique location. Once a stop along the Erie Canal, Camillus offers many sites and events that focus on this feature. Other than canal features, most other resources are commercial (shops, plazas, chains, etc.). Being so close to the city of Syracuse, NY, is a significant advantage to this suburban town. There are many museums and interesting public attractions. There does not appear to be a central program online for visitors or residents to find all of the events in the town. Local attractions such as the Octagon Museum and Camillus Erie Canal Park do host public events that are often related to their history. However, more events and attractions can be found in Syracuse and the surrounding areas.

## WORKING WITH LOCAL BUSINESSES

### Introduction

Camillus Park has recently worked with three local businesses. Luber Associates, Inc. sponsored the Trail to Splash Run held in May, 2016. Willow Health and Wellness Center took part in promoting the Trail to Splash Run. Although there was some miscommunication, the Friends of Camillus Park took over part of the promotional aspects of that project. The local Camillus Lowes has also recently donated and installed benches around the Splash Pad.

Camillus Park is currently underutilizing local businesses as a resource, and there are no active attempts to collaborate with these businesses. However, this allows Camillus Park a lot of room for improvement. Camillus has a large variety of local businesses that could allow for a mutually beneficial working relationship with Camillus Park; these are listed in Tables 6-9.

**Table 6.** Local businesses related to fitness, recreation, and well-being.

<b>Local Business</b>	<b>Description</b>	<b>Products/Services</b>	<b>Contact Information</b>
Annette Barry Fitness	Online health and fitness coaching	Fitness motivation, clean eating tips, and promotion of a healthy lifestyle.	Annette Barry Phone: 315-415-3722 Email: <a href="mailto:abfitdog@gmail.com">abfitdog@gmail.com</a> <a href="http://www.annettebarryfitness.com">www.annettebarryfitness.com</a>
Camillus Cross Fit	Health and fitness facilities and programs	Allows people to reach their personal goals, providing the greatest possible workout experience, ensures safety.	Chad Amidon Phone: 315-488-0910 Email: <a href="mailto:chad@camilluscrossfit.com">chad@camilluscrossfit.com</a>
Camillus Kayak Shop	Kayak, Stand Up Paddle Board, Rentals and Lessons	Kayak and paddleboard rentals, lessons, gift certificates, and delivery services.	Kathy Kitt Phone: 315-672-8439 Email: <a href="mailto:kathykitt@gmail.com">kathykitt@gmail.com</a> <a href="http://www.camilluskayak.com">www.camilluskayak.com</a>
Camillus Massage Therapy	Massage office that focuses on physical well-being	Massages (ranging from 30-120 minutes), couple's massages (60 or 90 minutes), and TuA yoga (60 or 90 minutes).	Christopher Hess Phone: 315-552-0552 Email: <a href="mailto:camillusmassage@gmail.com">camillusmassage@gmail.com</a> <a href="http://www.camillusmassage.com">www.camillusmassage.com</a>
Creative Healing Art	Healing through creative outlets	Art therapy, addiction counseling, individual counseling, couples counseling, group therapy, and court ordered supervision.	Diana Luscombe Phone: 315-729-3454 Email: <a href="mailto:creativehealingart@live.com">creativehealingart@live.com</a> <a href="http://www.healingartcounseling.org">www.healingartcounseling.org</a>

**Table 6 (continued).** Local businesses related to fitness, recreation, and well-being.

<b>Local Business</b>	<b>Description</b>	<b>Products/Services</b>	<b>Contact Information</b>
Camillus Winter Sports Association	Winter sports association	Tubing, skiing, snowboarding, rentals, and lessons.	Andrew Arbital Phone: 315-487-2778 Email: <a href="mailto:alarbital@gmail.com">alarbital@gmail.com</a> Steve Scholz Phone: 315-487-6830 Email: <a href="mailto:sscholz386@gmail.com">sscholz386@gmail.com</a> <a href="http://www.camillusskihill.com">www.camillusskihill.com</a>
Fitness After 50	Health club	Facilitate growing stronger as you grow older, motivational seminars.	Fred Wilson Phone: 315-559-1662 Email: <a href="mailto:fitnessafter50@gmail.com">fitnessafter50@gmail.com</a> <a href="http://www.fitnessafter50.com">www.fitnessafter50.com</a>
Pine Grove Health & Country Club	Health and fitness club	Provides the necessary support and facilities to get fit and connect with people.	William Szczech Phone: 315-672-8107 Email: <a href="mailto:pinegrovecc@gmail.com">pinegrovecc@gmail.com</a>
Preventative Medicine Associates	Health care provider	Physical exams, early bone density test, and in-house lab.	Kelly Shackleton Phone: 315-487-8109 Fax: 315-487-5680 Email: <a href="mailto:kelly@preventative-med.net">kelly@preventative-med.net</a> <a href="http://www.preventative-med.net">www.preventative-med.net</a>
Tearney's Martial Arts & Fitness	Martial arts and fitness center	Variety of martial arts and fitness programs with specific age curriculum.	Greg Tearney Email: <a href="mailto:greg.tearney@gmail.com">greg.tearney@gmail.com</a> Judy Tearney Phone: 315-487-8724 Fax: 315-701-0354 <a href="http://www.tearneyskarate.com">www.tearneyskarate.com</a>



**Table 7.** Local restaurant businesses and recreational clubs.

<b>Local Business</b>	<b>Description</b>	<b>Products/Services</b>	<b>Contact Information</b>
The Brasserie	Bar and restaurant	Small plates, craft beers, local wines, and quality liquors.	Michele Roesch Phone: 315-487-1073 Email: <a href="mailto:roeschm218@aol.com">roeschm218@aol.com</a> Nora Roesch Phone: 315-436-0846 Email: <a href="mailto:noraroesch@aol.com">noraroesch@aol.com</a> <a href="http://www.brasseriecny.com">www.brasseriecny.com</a>
Buffalo Wild Wings	Sports bar	Food, beer, cocktails, and sports.	Brian Adydan Phone: 315-708-0161 Fax: 315-708-0170 Email: <a href="mailto:535@buffalowildwings.com">535@buffalowildwings.com</a>
Camillus Country Club	Country club	Golf course, bar, and grill.	Jivi Govender Phone: 315-672-3770 Email: <a href="mailto:info@camilluscountryclub.com">info@camilluscountryclub.com</a> <a href="http://www.camilluscountryclub.com">www.camilluscountryclub.com</a>
Camillus Elks Lodge	A building, that provides a place where people can gather together	Programs the help children grow up healthy and drug-free; scholarships, state projects, hoop shoot, drug awareness, Elks veterans service commission, community investments program, American essay contest, soccer shoot, etc.	Red Flaherty Phone: 315-672-3106 Fax: 315-672-8480
Cams New York Pizzeria	Pizzeria	Food, drinks, and catering.	Tony Calascibetta Phone: 315-487-2261 Fax: 315-303-5309 Email: <a href="mailto:tonycnyp@gmail.com">tonycnyp@gmail.com</a> <a href="http://www.camspizzeria.com">www.camspizzeria.com</a>
Inn Between Restaurant	Restaurant	Food and drink.	Chris Cesta Phone: 315-672-3166 Fax: 315-672-5408 Email: <a href="mailto:chefchris@a-znet.com">chefchris@a-znet.com</a> <a href="http://www.inn-between.com">www.inn-between.com</a>
Local 315 Brewing Co	Microbrewery	Craft beers.	Daniel Matthews Email: <a href="mailto:DFMathewsiii@aol.com">DFMathewsiii@aol.com</a> Josh Mersfelder Phone: 315-468-2337 <a href="http://www.local315brewing.com">www.local315brewing.com</a>

**Table 7 (continued).** Local restaurant businesses and recreational clubs.

Nick's Pizzeria	Pizzeria and deli	Food and drink.	Nick Affinito Phone: 315-672-5344 Email: <a href="mailto:nickaffinito@gmail.com">nickaffinito@gmail.com</a>
The Wildcat – Camillus, LLC	Pizzeria	Food, drink, sports, and live music.	Dan Thome Email: <a href="mailto:dan@wildcatpizzapub.com">dan@wildcatpizzapub.com</a> Heather Thome Phone: 315-487-2222 Fax: 315-487-2208

**Table 8.** Local businesses related to animals and pet care.

<b>Local Business</b>	<b>Description</b>	<b>Products/Services</b>	<b>Contact Information</b>
Camillus Animal Clinic	Provides veterinary services for animals in the Town of Camillus and surrounding areas	Pet wellness and vaccination programs to prevent illnesses, animal medical services for diagnosing and treating health conditions, pet surgery including spay and neuter, pet dental cleanings and treatment, breeding, preventative, surgical, and more.	Kerrienne Otto Mazanek Email: <a href="mailto:camillusanimalclinic@centralny.twcbc.com">camillusanimalclinic@centralny.twcbc.com</a> Adon Mazanek Phone: 315-672-3139 Fax: 315-672-7480 www.camillusanimalclinic.com
Fairmount Animal Hospital	Veterinarian	Wellness visits, sick visits, laser therapy, diagnostics, surgery and dentistry, pharmacy and nutrition, and boarding.	Suzanne Behrens Losito Email: <a href="mailto:fah@fairmountanimal.com">fah@fairmountanimal.com</a> Eileen Fatcheric-Burns Phone: 315-468-3446 Email: <a href="mailto:dclary@fairmountanimal.com">dclary@fairmountanimal.com</a>
Idle Paws	Dog treat provider	Healthy snacks for dogs.	James P. McMahon Email: <a href="mailto:jim@idlepaws.com">jim@idlepaws.com</a> Sue Okoniewski Phone: 315-488-3721 Email: <a href="mailto:sure@idlepaws.com">sure@idlepaws.com</a> www.idlepaws.com

**Table 9.** Miscellaneous businesses.

<b>Local Business</b>	<b>Description</b>	<b>Products/Services</b>	<b>Contact Information</b>
Camillus Ads	Advertisement website and newsletter	Advertisement services for businesses/products in emails, newsletters, and on the website.	Dave Gardner Phone: 315-559-2784 Email: <a href="mailto:davegardner@camillusads.com">davegardner@camillusads.com</a> <a href="http://www.camillusads.com">www.camillusads.com</a>
Colorful Inspirations	Art and décor shop	Silk floral arrangements, wreaths and topiaries, commercial décor, soaps, lotions, etc.	Diane Smith Phone: 315-415-0924 Email: <a href="mailto:dmr@twcny.rr.com">dmr@twcny.rr.com</a> <a href="http://www.colorfulinspirations.com">www.colorfulinspirations.com</a>
Cylinda B Photography	Photographer	Engagements, weddings, high school seniors, children, family, dog, landscapes/personal work.	Cylinda Battaglia Phone: 315-935-3663 Email: <a href="mailto:info@cyvindabphotography.com">info@cyvindabphotography.com</a>
Daniluk Farm, LLC	Farm and stables	Boarding, lessons, training, and showing.	Len Daniluk Phone: 315-672-5186 Email: <a href="mailto:ldaniluk@twcny.rr.com">ldaniluk@twcny.rr.com</a>
Learn As You Grow Inc.	Early education center	Education services provided to infant, toddler, preschool, and prekindergarten children.	Joshua LaGrow Email: <a href="mailto:josh@learnasyougrowccc.com">josh@learnasyougrowccc.com</a> Colleen Kavanaugh Phone: 315-468-9077 Fax: 315-468-9079 <a href="http://www.learnasyougrowccc.com">www.learnasyougrowccc.com</a>
Sam Rao Florist, Inc.	Florist	Floral arrangements for every occasion.	Joy Flood Phone: 315-488-3164 Fax: 315-488-3167 Email: <a href="mailto:jflood@samraoflorist.com">jflood@samraoflorist.com</a> <a href="http://www.samraoflorist.com">www.samraoflorist.com</a>

**Summary**

Camillus Park has formed very few working relationships with local businesses recently and is not utilizing all of the resources the park and community has available. This leaves room for improvement; Friends of Camillus Park has the potential to work with many of the numerous businesses in the Town of Camillus. Communication will be a key component as Camillus Park moves forward to develop new working relationships with these businesses.

## WORKING WITH LOCAL NOT-FOR-PROFIT-ORGANIZATIONS

### Introduction

Many partnerships with local not-for-profits within Onondaga County, NY could be formed to help the Friends of Camillus Park achieve its goals. The following tables list multiple organizations and agencies with potential for future partnerships. The tables are separated based on type of organization. Tables 10-13 list 501 (c)(3) not-for-profits, several of which are highly promising for partnerships.

**Table 10.** Health, exercise, and well-being organizations.

Name	Mission	Contact Information
Cancerconnects Inc.	Organizations that provides cancer patients and survivors with connections to community resources, support and guidance.	Address: 5008 Brittonfield Parkway P.O. Box 2010 East Syracuse, NY 13057 Phone: 315-634-5004 Email: cancerconnects@gmail.com
Ability Fitness Inc.	This organization aims to provide individuals with disabilities access to free personal trainers, equipment, and a healthy gym environment.	Address: P.O. Box 2125 Syracuse, NY 13220 Phone: 315-506-2463 Email: nfo@ability-fitness.org
YMCA of Greater Syracuse	Aims to nurture the potential in children through promoting healthy living and social responsibility.	340 Montgomery St., Syracuse, NY 13202 Phone: 315-474-6851
Camillus Swim Club Inc.	Competitive swim team for all ages and levels.	Club President: Edward Smith Email: esmith@smithsovik.com

**Table 11.** Citizen, youth, and community groups.

<b>Name</b>	<b>Mission</b>	<b>Contact Information</b>
Building Men Program Inc.	An organization that offers support to young men of Syracuse by building character through leadership opportunities.	Hughes School, 345 Jamesville Ave Syracuse, NY, 13210 Phone: 315-440-4357 scsdbuildingmen@gmail.com
Boys and Girls Club of Syracuse	A youth development agency that promotes full potential for the younger population in Syracuse.	2100 E. Fayette Street Syracuse, NY 13224 Phone: 315-425-1965
Boy Scouts of America 373 Longhouse Council	The mission of the Boy Scouts of America is to teach moral and ethical lessons to male youth.	Longhouse Council 2803 Brewerton Rd. (US Rte. 11) Syracuse, NY 13211 Phone: 315-463-0201
Citizens Campaign for the Environment	Aims to educate citizens about policies and actions to protect and manage land and water resources, wildlife and public health.	2000 Teall Ave suite. 204, Syracuse, NY, 13210, US
West Genesee School District PTA and PTO	Local PTA & PTO at West Genesee Schools.	Superintendent Dr. Chris Brown, 300 Sanderson Rd Camillus, NY 13031-9621 315-4874562
Atlantic States Legal Foundation Inc.	A not-for-profit that provides technical, legal, and organizational services.	658 W. Onondaga St. Syracuse, NY 13204 Phone: 315-476-7441
Arc of Onondaga Foundation	An organization that aims to allow disabled individuals to achieve their fullest potential.	600 South Wilbur Avenue - Syracuse, New York 13204 – Phone: 315-476-7441
Central New York Community Foundation	This organization receives, manages, and distributes money for charitable not for profits.	Mr. Peter A. Dunn 431 E. Fayette St., Ste. 100 Syracuse, NY 13202 Phone: 315-422-9538
By His Spirit Ministries	This organization aims to decrease teen crimes by promoting the welfare of teens and adults in Syracuse and the surrounding areas.	By His Spirit Ministries at Greater Love In Christ Church 2026 Midland Ave. Syracuse, NY 13205

**Table 12.** Animal-related organizations.

<b>Name</b>	<b>Mission</b>	<b>Contact Information</b>
Bernard’s Beagle Rescue Inc.	A small beagle rescue that searches for suitable adoption households.	Email: <a href="mailto:bbrescue@roadrunner.com">bbrescue@roadrunner.com</a>
Central New York Cat Coalition Incorporated	Volunteer organization to provide safe and comfortable homes for homeless cats.	Address: P.O. Box 6182 Syracuse, NY 13217 Phone: 315-298-CATS
Animal Alliance of Greater Syracuse	This not-for-profit aims to eliminate homeless pets within the greater Syracuse area	Address: P.O. Box 94 Liverpool, NY 13088
Central New York Society for the Prevention of Cruelty to Animals	An organization that rescues animals in need, provides safety and food before adoption.	Phone: 315-454-4479 Email: <a href="mailto:mail@cnyspca.org">mail@cnyspca.org</a>
Central New York Shetland Sheepdog Club Inc.	Specialty club based on breeding Shetland Sheepdogs.	President: Dennis Smith Email: <a href="mailto:adiameshelties@gmail.com">adiameshelties@gmail.com</a>

**Table 13.** Miscellaneous organizations.

<b>Name</b>	<b>Mission</b>	<b>Contact Information</b>
American Harp Society Central New York	The largest national organization of harpists in the United States.	Email: <a href="mailto:NewYorkRD@harp society.org">NewYorkRD@harp society.org</a>
Central New York Personal Computer Users Group Inc.	Provides unbiased information to the public through a newsletter, monthly meetings, classes, and workshops.	P.O. Box 6444 Syracuse, NY 13217 Phone: 315-876-9423
Baltimore Woods Nature Center	A not-for-profit that tries to connect people to nature through nature based education.	4007 Bishop Hill Road Marcellus, NY 13108 Phone: 315-673-1350 Email: <a href="mailto:info@baltimorewoods.org">info@baltimorewoods.org</a>

**Summary**

There are many different organizations; near the Town of Camillus and Onondaga County, the majority of not-for-profits in Onondaga County are focused on youth development and animal rescue and protection. Collaboration with these organizations could increase community involvement, reduce costs, and create strong community relationships for future projects in the Town of Camillus Park.

# WORKING WITH GOVERNMENT AGENCIES

## **Introduction**

Camillus Park is currently managed by the Parks & Recreation department of the Town of Camillus. The park is also affiliated with other departments of the Town of Camillus as well, including the assessor, code enforcement/building inspector, comptroller, and town clerk offices. The parks department has been working with state and federal agencies to apply for grants and assistance to fund projects in Camillus Park.

**Local government.** The Town of Camillus manages Camillus Park, along with the other 11 town parks, through the Department of Parks and Recreation. Their responsibility is to oversee any kind of construction in the park, along with programs and events. Other offices of the Town of Camillus are also involved in the management of Camillus Park as shown in Table 14.

**County government.** The Onondaga County government may offer some help in management activities. The County Office of the Environment performs management activities to protect natural resources such as water, forests, and soil. They also have climate control plans to reduce greenhouse gasses (Onondaga County, 2016).

The Onondaga County Department of Water Environment Protection funds programs like the Save the Rain Program which helps protect Onondaga Lake and its tributaries from peak flow during storms by adding rain barrels, converting empty lots to water retention lots, and planting thousands of trees. They also fund the Suburban Green Infrastructure Program which supports the development of green infrastructure and storm water mitigation techniques on public property within the Onondaga County sanitary sewer district but outside of the City of Syracuse. Green infrastructure technologies include rain gardens, bio retention, dry wells, underground infiltration systems, green roofs, porous pavement, tree plantings, tree trenches, planter boxes, cistern systems, and added green space (Onondaga County, 2016).

**State government.** At the state government level, grants become a viable option for funding. State agencies may also provide other forms of assistance with park management for specific issues. The New York State Department of Environmental Conservation (NYS DEC) and the New York State Department of State offer grants for solid and hazardous waste, water protection, environmental cleanup, wildlife protection, land and forest protection, environmental justice, sportsmen education, and climate change (NYS DEC, 2016). They also work closely with not-for-profit and volunteer groups like the New York State Urban Forestry Council to assist communities and municipalities in need through various programs.

Funds received in the past have been awarded by State Senator John DeFrancisco. He has also promised another \$100,000 grant to be awarded to Camillus Park in 2017 to enlarge the playground.

Any construction operations result in soil disturbance on one acre or greater must consider storm water runoff through a State Pollutant Discharge Elimination System (SPDES) permit for storm water discharges from construction issued by the NYS DEC (NYS DEC, 2016). This might apply to future renovations in Camillus Park such as the parking area.



**Table 14.** A list of departments within the Town of Camillus along with their respective responsibilities and involvement with Camillus Park (Town of Camillus, 2016).

Department of the Town of Camillus	Responsibilities	Relation to Camillus Park
Assessor	<ul style="list-style-type: none"> <li>• Setting and maintaining assessments.</li> <li>• Retaining and updating inventory records.</li> <li>• Processing and storing deeds on all transfers and administering exemptions on over 10,000 parcels.</li> </ul>	<ul style="list-style-type: none"> <li>• Needs to be aware of any added structure for records.</li> <li>• Needs be aware of assessment for future monitoring.</li> </ul>
Code Enforcement/Building Inspector	<ul style="list-style-type: none"> <li>• Building permits.</li> <li>• Construction inspections.</li> <li>• Zoning information provision.</li> <li>• Code compliance inspections.</li> <li>• Code violation investigations.</li> <li>• Fire safety inspections.</li> <li>• Flood zone information (FEMA maps)</li> </ul>	<ul style="list-style-type: none"> <li>• Any and all structures need to be in compliance with town zoning and code.</li> </ul>
Comptroller	<ul style="list-style-type: none"> <li>• Receives and disperses all funds received from sources such as taxes, user fees, grants, state aid, and interest payments, as well as processing all accounts payable vouchers for payment.</li> <li>• Financial record keeping of all town funds and improvement districts, interacting with lending institutions to obtain funds for capital projects, interface with outside auditors, facilitate bond payments, and prepare and submit monthly and annual financial reports for the local and state governments.</li> </ul>	<ul style="list-style-type: none"> <li>• Any money received through taxes, grants, or state aid will come through the comptroller.</li> </ul>
Parks and Recreation	<ul style="list-style-type: none"> <li>• Organizes park management and facilities.</li> <li>• Organizes programs and events.</li> </ul>	<ul style="list-style-type: none"> <li>• In charge of management activities.</li> </ul>

**Federal government.** Although federal agencies offer grants, they are usually highly competitive. While financial assistance can be solicited, most of the assistance will come from local, regional, and state agencies (Table 15).

**Table 15.** A list of federal and state grants, with the respective eligible parties, deadline, and government agency (NYS DEC, 2016).

<b>Program Name</b>	<b>Eligible Parties</b>	<b>Deadline</b>	<b>Awarded by</b>
Municipal Waste Reduction, Recycling	Municipalities	Continuous	NYS DEC
Water Quality Improvement Projects (WQIP)	Municipalities, Not-for-profit	Closed	NYS DEC
New York State DEC/EFC Wastewater Infrastructure Engineering Planning Grant (EPG)	Municipalities	Closed	NYS Environmental Facilities Corporation
Aquatic Invasive Species Spread Prevention Program	Municipalities, Not-for-profit, Other	Closed	NYS DEC
Water Quality Management Planning (604(b)) Projects	Not-for-profit, Other	Closed	NYS DEC
Environmental Restoration Program	Municipalities, Not-for-profit, Other	Continuous	NYS DEC
Technical Assistance Grants	Municipalities	Continuous	NYS DEC
Urban Forestry Grants	Municipalities, Not-for-profit	Closed	NYS DEC
New York State Conservation Partnership Program	Not-for-profit	Closed	Land Trust Alliance
U.S. Forest Service Competitive Allocation Request for Proposals (CARP)	Municipalities, Not-for-profit, Other	Closed	USFS (Federal)
Environmental Justice Community	Not-for-profit	Closed	NYS DEC
Climate Smart Communities Grant Program	Municipalities	Closed	NYS DEC

**Summary**

The Onondaga County government offers programs that help local communities and municipalities protect natural resources. The New York State government offers a wide variety of grants for environmental and natural resource protection to municipalities, not-for-profit organizations, and others. By utilizing these government resources, the Town of Camillus can potentially obtain financial resources for management activities and recommendations.

# EMERGENCY SERVICES & VISITOR SAFETY ASSESSMENT

## Introduction

Emergency services located near the Town of Camillus Park are important to consider for the safety of visitors and to develop an emergency plan for community events. Local emergency and repair services are easily accessible from the park and offer a wide range of coverage.

Ambulance, fire, and police stations are all located within the town and offer quick response to emergencies at the park. Likewise, hospitals and urgent care facilities are relatively close to the park. Numerous car service stations are in the Town of Camillus and immediate surrounding area. Bicycle repair shops are only available in the City of Syracuse, but are still relatively close. Safety within the Town of Camillus Park is also essential for visitors well-being in the park.

## Emergency services

**Ambulance services.** The Town of Camillus Park relies on the Western Area Volunteer Emergency Services (WAVES) ambulance service. WAVES is stationed only five minutes from the park and can provide emergency services as well as first aid and CPR training courses. Table 16 lists the contact information for WAVES.

**Table 16.** Ambulance station near the Town of Camillus Park.

Name	Phone	Address	Distance from park	Time from park (minutes)
WAVES Ambulance	315-487-1212	202 Bennett Rd. Camillus, NY 13031	1.7	5

**Fire departments.** There are two fire departments within three miles of the Town of Camillus Park. Even though the Fairmount Fire Department is closer to the park, the Camillus Fire Department is the primary service for emergencies in the park area. Table 17 lists the contact information for the fire departments near the Town of Camillus Park.

**Table 17.** Location and contact information for fire departments near the Town of Camillus Park.

Name	Phone	Address	Distance from park	Time from park (minutes)
Camillus Fire Department	315-672-9207	5801 Newport Rd. Camillus, NY 13031	2.9	7
Fairmount Fire Department	315-487-5811	4611 W Genesee St. Syracuse, NY 13219	1.9	5

**Police departments.** The Camillus Police Department has jurisdiction over the Camillus area including Camillus Park. It is located across the street from the Fairmount Fire Department. Table 18 lists the contact information for the Camillus Police Department.

**Table 18.** Location and contact information for the Camillus Police Department.

<b>Name</b>	<b>Phone</b>	<b>Address</b>	<b>Distance from park</b>	<b>Time from park (minutes)</b>
Camillus Police Department	315-487-0102	4600 W Genesee St. Syracuse, NY 13219	2.0	6
Western Area Ambulance WAVES	315-487-1212	202 Bennett Road, Camillus, NY, 13031	<1.0	3

**Hospitals.** There are numerous hospitals available to Camillus Park visitors, all of them are within a 15-minute drive to the Park. The absence of a hospital in the Town of Camillus is not ideal, but area hospitals are relatively close and can provide more inclusive emergency services than an urgent care facility. With the combination of urgent care facilities and ambulance services very near to the park and the more extensive care hospitals in Syracuse, there is enough coverage to accommodate any emergencies in the park. Table 19 is a full list of the major hospitals in the City of Syracuse.

**Table 19.** Hospitals available to the Town of Camillus Park visitors.

<b>Name</b>	<b>Phone</b>	<b>Address</b>	<b>Distance from park</b>	<b>Time from park (minutes)</b>
Crouse Hospital	315-470-7111	736 Irving Ave. Syracuse, NY 13210	10.6	17
St Joseph's Health Center	315-448-5111	301 Prospect Ave. Syracuse, NY 13203	9.9	18
Syracuse VA Medical Center	315-425-4400	800 Irving Ave. Syracuse, NY 13210	10.9	19
University Hospital	315-464-8633	550 Harrison St. #128m Syracuse, NY 13202	10.2	14
Upstate Medical University	315-464-4450	750 E Adams St. Syracuse, NY 13210	10.4	15
Upstate Medical @ Community General	315-492-5011	4900 Broad Rd, Syracuse, NY, 132015	6.5	10

**Urgent care facilities.** While the closest hospital is at least 15 minutes away, there are multiple urgent care facilities as close as three minutes away from the park. These facilities could provide faster care in situations that do not require a visit to the hospital. Table 20 lists the contact information for the urgent care facilities near the park.

**Table 20.** Urgent care facilities near the Town of Camillus Park.

<b>Name</b>	<b>Phone</b>	<b>Address</b>	<b>Distance from park</b>	<b>Time from park (minutes)</b>
Family Care Medical Group	315-488-0996	436 Hinsdale Rd. Camillus, NY 13031	1.5	5
Five Star Urgent Care	315-350-3305	3504 W Genesee St. Syracuse, NY 13219	3.1	10
Immediate Care West	315-488-6393	5700 W Genesee St. Camillus, NY 13031	1.0	3

**Animal hospitals.** The Town of Camillus Park is often visited by people walking their dogs. If an emergency arises where a dog may need immediate care, there are two facilities dog owners could use in the Town of Camillus. Table 21 lists these options and their contact information.

**Table 21.** Animal hospitals available to the Town of Camillus Park visitors.

<b>Name</b>	<b>Phone</b>	<b>Address</b>	<b>Distance from park</b>	<b>Time from park (minutes)</b>
Camillus Animal Clinic, PC	315-672-3139	31 Main St. Camillus, NY 13031	1.8	5
Fairmount Animal Hospital	315-468-3446	4101 W Genesee St. Syracuse, NY 13219	2.4	8

**Car service stations.** The Town of Camillus offers a wide variety of car service stations within three miles of the park. The stations listed in Table 22 cover services from regular vehicle maintenance to emergency glass repair; some will provide rental vehicles while cars are being serviced. With a combination of private garages and corporate repair centers, there is a station that could provide any service required by a park visitor.

**Table 22.** Location and contact information for car service stations in the Town of Camillus.

<b>Name</b>	<b>Phone</b>	<b>Address</b>	<b>Distance from park</b>	<b>Time from park (minutes)</b>
AutoZone	315-708-0076	3908 W Genesee St. Syracuse, NY 13219	2.4	8
Dunn Tire-Camillus	315-410-8600	3690 Milton Ave. Camillus, NY 13031	1.7	5
M Warren & Son Garage	315-487-6834	340 Germania Ave. Syracuse, NY 13219	2.5	6
Mavis Discount Tire	315-728-2686	5332 W Genesee St, Camillus, NY 13031	0.5	3
Mr Tire Auto Service Centers	315-488-2971	300 North Onondaga Rd. Camillus, NY 13219	2.7	9
Northside Collision Camillus	315-484-4448	509 Hinsdale Rd. Camillus, NY 13031	1.6	5
Pete Kitt's Automotive Sales & Service	315-487-2630	101 Bennett Rd. Camillus, NY 13031	0.8	8
Safelite AutoGlass	877-664-8932	3528 W Genesee St. Syracuse, NY 13219	2.8	10

**Bicycle repair shops.** There are many visitors who pass through the Town of Camillus on bicycles. With the connection of bicycle paths to other parks in the area, providing information about repair shops is important. The Town of Camillus does not have any repair shops; cyclists currently have to travel to the City of Syracuse for repairs. However, there are three high quality bicycle repair shops in Syracuse that are available to Town of Camillus Park visitors via a short car ride. Table 23 lists the contact information for the bicycle repair shops in Syracuse.

**Table 23.** Bicycle repair shops available to Town of Camillus Park visitors.

<b>Name</b>	<b>Phone</b>	<b>Address</b>	<b>Distance from park</b>	<b>Time from park (minutes)</b>
Advance Cyclery	315-449-2453	118 Seeley Rd. Syracuse, NY 13224	12.1	17
Mello Velo Bicycle Shop & Café	315-307-3104	556 Westcott St. Syracuse, NY 13210	11.8	18
Syracuse Bicycle	315-446-6816	2540 Erie Blvd. E Syracuse, NY 13224	12.1	12

**Park safety**

Safety within the park is another factor to consider. However, the list of rules posted outside the Splash Pad are comprehensive and include items such as “All children must have supervision at all times,” “Children under 10 must be accompanied by an adult,” and “Vacate the premises when there are any signs of thunder, lightning or severe weather.” This sign also states to call 911 in the event of an emergency and lists the Camillus Parks and Recreation Department phone number.

The lack of trail markers could cause visitors to get lost and have difficulty exiting the park. Pet safety is essential for the many dog walkers that use the park. Having a leash regulation in place should prevent issues of lost or hurt pets from arising. Finally, lighting in the parking lot and along the trails is poor. The parking lot has no overhead lighting which could allow crime to occur during dark hours.

**Summary**

The Town of Camillus has a wide variety of emergency services that provide diverse services necessary for park visitors. Services not available directly in the town of Camillus can be found in the greater Syracuse area. There are some safety concerns within the park that directly impact visitors, however, with current signage and visitors who obey the rules, there should not be many problems encountered in the park. Overall, the Town of Camillus Park is a very safe place to recreate.

# **ORGANIZATION STRUCTURE AND STAFFING ASSESSMENT**

## **Introduction**

The Town of Camillus created a five-year plan to improve its existing parks in a cost effective manner. Through this plan, the Friends of Camillus Park was created (Town of Camillus, 2016, p. 4). For the assessment of Camillus Park's organization and structure, the different entities responsible for the wellbeing of the park were examined: the Town Board, Parks and Recreation Department, and the Friends of Camillus Park. Information was gathered from the Five-Year Plan, the websites of the Park Department and the Friends of Camillus Park, as well as interviews with Eric Bacon and Mary Flynn, (Director of the Parks and Recreation Department and Executive Director). The interviews provided the necessary information to evaluate the roles and responsibilities of the individuals working in Camillus Park, as well as the benefits and limitations of the structure.

## **Relationship between the organizations**

The Town of Camillus Park is run by a couple of organizations that operate in a hierarchical system. The Town Board oversees the Parks and Recreation Department and the Friends of Camillus Park. The Town Board gave the Parks and Recreation Department the authority to create a volunteer organization to help with the creation of the Five-Year Plan and assist in raising funds for park improvement. Although the Friends of Camillus Park is a separate entity, it must work with the Park and Recreation Department and receive permission from it for any development efforts (E. Bacon, Table 26, personal communication, October 22, 2016).

## **Parks and Recreation Department**

The Parks and Recreation Department is a department of the Town that is responsible for taking care of the parks. Its responsibilities include: managing construction, maintenance of the facilities, running events, writing grants, and dealing with any issues concerning the parks. The staff of the Parks and Recreation Department is broken down into eight different positions, each with different responsibilities (Table 24; E. Bacon, Personal communication, October 22, 2016).



**Table 24.** Park and recreation position and responsibility.

<b>Name</b>	<b>Position</b>	<b>Responsibility</b>
Eric Bacon	Director	Overall operation.
Sara Young	Typist	Office organization, including accounting, and public relations.
Tricia Bacon	Senior Center Coordinator	Any and all senior citizens' activities.
Dave Vermilya and Debra Ancillotti	Teen Center Coordinators	All teenager programs.
Dan Klaczko	Park Mechanic	Keeping equipment operating properly.
Bob Jones, Chris Paoli, Zach Desormeau	Park Laborers	Maintaining the park per the directive of the park foreman.
Rich Homeyer	Recreation Supervisor	Programs, scheduling, and general athletic field maintenance.
Don Klaczko	Park Foreman	Management of daily park maintenance in collaboration with the director.

### **Friends of Camillus Park**

The Friends of Camillus Park is a 501(c)(3) volunteer organization acts as a bridge between the community and the government. Its main goal is to ensure the completion of the projects in the Five-Year Plan and revitalize the park. The organization takes on many responsibilities such as running fundraising events, grant writing, and assisting with attaining necessary funds for the parks projects (Friends of Camillus Park, 2016a). It also is responsible for introducing new ideas, running events, planning for new facilities, and maintaining the park's trails. Lastly, it is responsible for educating, managing, and recruiting members. The Friends of Camillus Park is broken down into two sub management groups (Tables 25 and 26). The Executive Team is responsible for maintaining, fundraising for, and improving the park, while the Membership Group is in charge of some events, as well as educating and communicating with the members. Although there are two teams, the same volunteers fill the positions for both, except that the Executive Director of the Executive Team is Vice President of the Membership Group and the President of the Membership Group is the Vice President of the Executive Team. The Executive Team and the Membership Group were originally designed to have different representatives in each organization; however, due to lack of volunteers, the officers of both management groups currently overlap (M, Flynn, personal communication, October 27, 2016).

**Table 25.** Executive team position and responsibilities

<b>Name</b>	<b>Position</b>	<b>Responsibility</b>
Mary Flynn	Executive Director	The spokesperson for the organization, making sure events are followed through, marketing, soliciting, working with and getting volunteers, trail maintenance, grant writing, creating events work with the park director.
Mary Luber	Vice President	Assist the Executive Director.
Richard Ballard	Treasurer	Manages the funds of the Friends of Camillus Park.
Lori Gleason	Secretary	Writes minutes and distributes the minutes to the membership through email.
Jim Gleason	Director	Assist the Executive Director.

**Table 26.** Membership group position and responsibilities

<b>Name</b>	<b>Position</b>	<b>Responsibility</b>
Mary Luber	President	Chairs the membership meetings and manages the tailgate events in the park.
Mary Flynn	Vice President	Assist the President.
Richard Ballard	Treasurer	Manages the funds of the Friends of Camillus Park.
Lori Gleason	Secretary	Writes minutes and distributes the minutes to the membership through email.

### **Volunteering**

All members of the Friends of Camillus Park are volunteers. The directors of the Executive Team and the Membership Group manage the volunteers. New members often decide to join the Friends of Camillus Park after seeing the improvements in the park made by the members or learning about the organization through the Executive Team. The Membership Group recruits people, provides information, and communicates with the volunteers via email or membership

meetings. On the Friends of Camillus Park's web page, there is an option to join and become a paying member; however, it is currently ignored (Friends of Camillus Park, 2016b). The Parks and Recreation Department would like to revive it, but the Friends of Camillus Park leader believes there is no purpose for having a paid membership as there is no benefit given to the paying members. There are many opportunities for volunteer work. Members can plan and execute events, and help with trail maintenance and park clean up days. Other than Executive Committee and the Membership Group, most volunteers assist only with specific events. The executive team sometimes recruits volunteers from local businesses to build new infrastructure such as park benches. Despite the many accomplishments of these members, the number of members is small. Many of the same volunteers hold multiple positions of responsibility and usually the same people assist with the events (M. Flynn, personal communication, October 27, 2016).

### **Limitations of the park**

The major limitation of Camillus Park is the lack of resources; specifically, money and volunteers. Camillus has many parks other than Camillus Park, and many organizations, such as ice-skating and basketball, that compete for the town's resources. Each organization and park is competing for financial assistance, and therefore never receives enough. The second limitation is the limited number of volunteers. Although the town has very dedicated and hard-working community members, there are relatively few volunteers. Furthermore, the volunteers fulfilling the higher roles with a lot of responsibility are often in a couple positions. Thereby, a very few people are doing the majority of the work. With such a small number of people, the majority of the volunteers are overworked and the group as a whole is lacking skills and new ideas. Furthermore, they are lacking an efficient way to recruit members and are not using the paid membership page to its full potential. Lastly, there is no position or department within park management that is responsible for safety.

### **Summary**

Camillus Park is meeting the goals of the Five-Year Plan and revitalizing the park through the collaboration of the Parks and Recreation Department and the Friends of Camillus Park. Both the Parks and Recreation Department and the Friends of Camillus Park are filled with dedicated people continually improving the park. Without these dedicated people, the necessary innovations could not be completed. However, there are very few of these individuals and not enough resources. The Parks and Recreation Department has a limited number of resources which are assigned to Camillus Park as well as 12 other Town Parks. Adding to this problem, the Friends of Camillus Park does not have a fully developed system of recruiting volunteers. Going forward, issues of burnout, and lack of dedicated people and resources may occur, which could affect revitalization efforts.

## GRANTS AND FUNDING SOURCES ASSESSMENT

### Introduction

Camillus Park relies heavily on local tax dollars, grants, and donations to operate. Obtaining the funds needed to maintain and improve Camillus Park is done through the hard work of the Town of Camillus Parks and Recreation Department, and the Friends of Camillus Park. The funding that the Parks and Recreation Department receives goes primarily toward park equipment, utilities, and supplies, while the funding that the Friends of Camillus Park receives goes primarily toward park events and fundraisers (Table 27).

**Table 27.** Grants and funding sources.

<b>Funding/Grants used by Camillus Park</b>	<b>Source of Funding/Grant</b>	<b>Amount of Funding/Grant Annually</b>	<b>What funding was used for</b>	<b>Contact information</b>
Local tax dollars	Town, Parks & Recreation	~\$1.2 million	Operating budget (salaries, fuel, equipment, utilities and supplies)	Town of Camillus 4600 West Genesee Street, Syracuse, NY 13219 Phone: 315-488-1335
State and Municipal Facilities Program (SAM) Grant	New York State	\$100,000	Construction of the park's new splash pad	New York State c/o DASNY 515 Broadway, Albany, New York 12207 Phone: 518-257-3000
Friends of Camillus Park Fundraisers	Donations	Varies	Expenses involved in supporting park events	Mary Flynn (Executive Director, Friends of Camillus Park) 208 Pear Tree Dr., Camillus, NY 13031 Phone: 315-491-8702
Rotary and local corporate grants	The Camillus Solvay Geddes Rotary Club	\$100-\$2,000	Specific projects and general funding	The Camillus Solvay Geddes Rotary Club Post Office Box 432 Camillus, New York csgrotary@gmail.com
Sponsorship from local businesses	Local sponsors (ex: National Grid)	\$100 per sponsor	Camillus Park events	Various Sources

**Table 27 (continued).** Grants and funding sources.

<b>Funding/Grants used by Camillus Parks</b>	<b>Source of Funding/Grant</b>	<b>Amount of Funding/Grant Annually</b>	<b>What funding was used for</b>	<b>Contact information</b>
State Funded Grant	Senator John DeFrancisco	\$100,000	The general fund of Camillus Park	Office of Senator John DeFrancisco Address: 333 E Washington St # 800, Syracuse, NY 13202 Phone: 315-428-7632
Membership Fees/Member donations	Members of Camillus Park	~\$5,000	Used by the Friends of Camillus Park for park events, membership to the Camillus Chamber of Commerce, t-shirts to sell, etc.	Mary Flynn (Executive Director of the Friends of Camillus Park) Address: 208 Pear Tree Dr, Camillus, NY 13031 Phone: 315-491-8702

Annually, the Town of Camillus Parks and Recreation Department’s overall budget is approximately \$1.2 million (Eric Bacon, personal communication, October 24<sup>th</sup>, 2016). A majority of the department’s budget comes from local tax dollars, and much of the money is used to operate the department and the parks. Most of the operating budget is used towards the payrolls of the Camillus Parks and Recreation staff, as well as the seasonal and part-time staff (for example, the people who operate programs on behalf of the Parks and Recreation Department such as, lifeguards, summer day camp staff and park laborers). However, the money in this budget also pays for equipment, utilities, fuel and supplies (Eric Bacon, personal communication, October 26, 2016). A rough estimate of the operating budget is \$1.4 million and is broken down as follows:

Personnel/Salaries	\$717,000
Equipment	\$100,000
Contractual (utilities, etc.)	\$150,000
Supplies	\$216,500
Recreation Programming	\$216,500

For capital projects, the park relies primarily on grants. A majority of the grants received are either from the State or Federal government. An example of a capital project is one of the park’s newest editions, the Splash Pad. This facility cost approximately \$500,000 to construct. \$100,000 of this came from a State and Municipal Facilities Program Grant and the remainder came from local tax dollars.

In addition to the Camillus Parks and Recreation Department, the Friends of Camillus Park raises money for the park. The Friends of Camillus Park is a 501(c) (3) not-for-profit organization that is separate from the Town of Camillus. It funds most of the park's events, and currently, its treasury contains \$5100 (Mary Flynn, personal communication, November 14, 2016). To gather funding for the park, the FOCP relies heavily on fundraising and donations. It receives personal donations that range anywhere from \$10 to \$1000, and this money goes directly into the FOCP general fund (Flynn, Mary, personal communication, October 27, 2016). These funds are used to buy items for fundraising supplies such as printing materials, hiring bands, refreshments, tee-shirts, etc. The Friends of Camillus Park also receives grants. They received a state-funded grant for \$100,000 that was issued through the office of Senator John DeFrancisco. They also receive smaller grants, such as the one they received from the Camillus Solvay Geddes Rotary Club. The Club gave the Friends \$2,000 to have a sign made for the park. It also donated \$500 towards FOCP's general fund.

As well as receiving grants, the Friends also gather funding through local sponsorships. For example, National Grid sponsored their volunteer day. They usually receive around \$100 per sponsor. Membership fees are also a source of funding for the Friends (Mary Flynn, personal communication, November 14, 2016). The fees are deposited into the general fund and are used to cover the costs of park events, Greater Camillus Chamber of Commerce membership fee, purchase t-shirts to sell to members, etc.

As for future funding, presently, Eric Bacon, the Director of Camillus Parks and Recreation, is working on two additional SAM Grants worth \$200,000 total for the construction of a new playground that they hope to build next summer (Eric Bacon, personal communication, October 26, 2016). The parks department has been verbally awarded these grants but not yet received them. FOCP is planning to use money that it recently raised to pay for a new bocce ball court in the park.

### **Summary**

Through local tax dollars, grants, fundraising events, clubs, sponsors, and the generous donations of local residents Camillus Park is able to thrive and grow. The funding received through the work of the Town of Camillus Parks and Recreation Department and the FOCP allows the park to be maintained, and to add new features that enhance the park and its opportunities for visitors.

# MONITORING AND EVALUATION ASSESSMENT

## **Introduction**

Monitoring and evaluation are vital components in assessing, planning and preserving a natural space. Without the information provided from these plans, it is unclear how to best prepare for programs, events, or daily numbers of visitors and how they impact the resource. While many strategies towards a successful evaluation plan may exist, particular components should be focused on, depending on the location and type of area. A local community park like Camillus, has a low degree of monitoring of its natural resources due to size. Monitoring of visitors, on the other hand should be frequent due to high use by local residents. Critical factors such as adequate staffing and budget must exist to accomplish these goals. An effective monitoring and evaluation plan must be all inclusive, provide room for improvement and growth, and ensure that specific goals and objectives of management are met.

**Facilities.** Camillus Park currently has some evaluation plans in place. The Town of Camillus Park Master Plan includes a “Recreation Resources/Existing Conditions” chapter that highlights community assets and facilities in the town (Town Board and Master Plan Committee, 2011). The Master Plan contains an evaluation form for each park in the Town that lists a park facility, the number of facilities in that park, the condition, and additional notes. The evaluation form for Camillus Park includes features like the playground, picnic tables, and swimming pools. The additional notes on the form include aspects such as operation of the facility or questionable conditions.

The Master Plan also includes a list of public and private facilities within the Town of Camillus. Comprised of local amenities such as Camillus Middle School and East Hill Ski Lodge, the list simply states the name, location, and an explanation of the facility (Town Board and Master Plan Committee, 2011).

**Natural resources.** Camillus Park currently has no monitoring plan in place for its natural resources. There is no system responsible for measuring and monitoring resources in the park such as water, wildlife, and native flora. In order to best manage a natural area and sustain it for future use, a plan is needed to monitor these crucial aspects of the resource base. The Town of Camillus would benefit overall from improving its monitoring of all its natural resource base.

**Visitor use.** Camillus Park currently has no plan in place for monitoring its visitor use. There is no system for recording and keeping track of visitor numbers or participation during the year. There is a general estimation of volunteers which helps for certain events, but no discrete count in numbers. The Town of Camillus Parks Department currently has limited staffing which inhibits its ability to hire a team to provide the proper monitoring of programs and events.

**Needs analysis.** One action that the Town of Camillus took was to survey residents in 2011 on their preferred recreation needs (Town Board and Master Plan Committee, 2011). This survey was utilized to provide the town with information about which facilities were more central to the community and its people than others. Online and in-person surveys were conducted to gain knowledge on what facilities and amenities were most important to the individual and what they

suggested the town works on. Receiving this knowledge from the respondents is beneficial in knowing what facilities needs to be monitored in the future.

### **Summary**

While developing and implementing a strategic monitoring and evaluation plan may prove difficult at first, it is essential to maintaining not only the integrity of the land, but the visitor experience as well. The existence of the current evaluation plan proves Camillus Park's awareness of that aspect of management, but its development could be significantly improved with the right materials, time, and effort. The absence of a monitoring system suggests future unpreparedness and could be detrimental to the resources of the area. Observing, recording and measuring information pertaining to visitor numbers and participation, and natural resource management will become extremely helpful to the park. Monitoring and evaluation, while seemingly laborious, is an incredibly important component to ensuring a stable, healthy, and resilient space for both natural wildlife and visitors. Given the goals and objectives in the Master Plan, the Town of Camillus should consider evaluating its natural resources and facilities, and monitoring the well-being of its significant features.



## RECOMMENDATIONS

This chapter provides recommendations based on the six goals for the Town of Camillus Park. These recommendations are prioritized from most to least important within each goal.

### **Goal 1: For the Town of Camillus Park to become a community gathering place through appropriate and improved infrastructure development.**

***Monitor visitor feedback.*** To ensure that visitors are getting the most out of their experience, a feedback survey should be implemented. This survey can be conducted online, or through a comment card that visitors can fill out during events at the park. This survey should be simple, and concise, and gauge visitor opinions and perspectives on their park experience. For specific programs, this survey would provide staff and/or volunteers with constructive feedback on their performances as well. No one is more brutally honest than the public, and giving local residents the chance to speak up and voice what they are happy or unhappy about will promote a better relationship between visitors and management. This survey would run year-round, using end of the year staff meetings to discuss and analyze visitor feedback and any needed subsequent actions.

***Develop a photo monitoring system.*** Photo monitoring is an effective way to visually see the before and after differences in park facilities and resources following development efforts. It is important to conduct pre and post development monitoring to gauge what changes have made positive or negative impacts. "Photovoice" is a photo monitoring method that combines photography and social action. Essentially, it allows participants to represent their community's voice and express their perspectives by highlighting areas of concern. Photographs are interpreted, analyzed, and used as a basis for helping explain a particular issue the community wants to address. By allowing visitors and users to participate in photo monitoring, Camillus Park could receive highly useful information as to what its visitors perceive about the park and possible areas of improvement.

***Promote "gathering place" idea for Camillus Park.*** With its large open fields, wide trails, and ample parking, Camillus Park is an ideal location to host events; however, promoting these facilities is needed to attract visitors and enhance the park's identity as a "gathering place" for the Town of Camillus. Creating a reservation tool on the Town's website to reserve the field and pavilion for events would help promote the idea of the park as a community gathering place. Events could include craft fairs, farmers' markets, or seasonal festivities like dog sled pulling or haunted walks. Hosting farmers' markets or art fairs where local artisans can display their crafts will also boost community moral.

**Goal 2: To attract visitors of all ages through activities, educational programs, and facilities throughout the year.**

***Focus on potential and growth visitor markets.*** Camillus Park could enhance its visitor base by focusing on its two existing markets with the potential to grow (i.e., families with children and seniors), as well as on the potential markets (i.e., those that are not currently utilizing the park to a great extent) of community groups and student groups. The recommendations below provide some suggestions for focusing on these groups.

***Expand Town of Camillus events.*** Organizing town-wide events and attractions could positively affect the Town of Camillus as it provides entertainment for residents. Making such events annual could create a high rate of return for visitor to the town's many parks. Possible events in the town include events held at multiple venues and parks throughout the town such as a winter festival, long-distance run, egg hunts for Easter, or an "I Spy" game or "treasure hunt." These town-wide events could also help to bring the parks together if an event is held between multiple parks. The planning of these events will require long-term implementation, but could result in a positive increase in park and attraction attendance.

***Host community festivals, events, and fairs in Camillus Park.*** Hosting community festivals, events, and fairs in the park would provide an opportunity for park staff to work with local businesses to enhance the already strong sense of community within the Town of Camillus. Camillus Park could rent out tables to local businesses for events or ask for donations at entry into the fair or festival to raise income. The park would provide a location for businesses to come together and sell and promote their goods and services. Suggested events: free weekly concerts, Greenmarket, Arts & Culture Fair, Fall Fest and other seasonal festivals, and Annual Camillus Blast to celebrate each year's opening of the Splash Pad.

***Attract school groups.*** Development of educational programs and recreational opportunities for youth and school groups in association with the West Genesee Central School District and other nearby school districts can help build strong connections to student groups. In addition to the development of environmental activity programs that utilize the park's resources (e.g. large bird populations, diverse forest habitats, and wildlife), creating and offering guided tours such as nature walks or environmental education programs can attract school groups. This connection between parks and schools could be helpful to increase use by students and youth and to offer educational opportunities for students. Furthermore, programs can be used to recruit young volunteers from local schools and youth groups. Students from nearby schools can adopt programs that incorporate monitoring and stewardship of the park. Observing changes in the land throughout the seasons, monitoring plants within the park, identifying and learning about tree species, and analyzing how humans interact with nature, are all examples of appropriate program ideas for nearby schools. Adding educational features to the park by posting QR codes for educational internet sites near trees or other park resources, or installing educational signage, would make it easier for teachers to communicate educational information to students during visits by school groups. These programs could instill stewardship values in students, and encourage young residents to visit the park more frequently with their families.

***Build connections with other attractions.*** Camillus Park is located in the center of town where it provides easy access for locals and links to other destinations. Regional tour plans will help link the park to other destinations within the area such as the Camillus Erie Canal Park, Octagon House, and other community parks. Collaborative promotions and events could be developed, such as nature trail tours and bicycle trail tours. These connections will bring a large number of people to the park and neighboring attractions.

***Create partnerships with local education not-for-profit organizations.*** Creating partnerships will help citizens learn about and appreciate the natural environment. Increasing the knowledge of park resources by park visitors will help maintain visitor interest and will likely result in return visits. Additionally, such partnerships can educate about policies and actions citizens can take to protect and manage land and water resources, wildlife, and public health both within and outside of Camillus Park. Local not-for-profits include Friends of Camillus Park, Citizens Campaign for the Environment, and Baltimore Woods Nature Center.

***Create partnerships with local health and wellness not-for-profit businesses and organizations.*** Initiating a relationship with local businesses and organizations focused on fitness and health will broaden the marketing potential for Camillus Park, increasing visitor physical health beyond the gym, and allowing individuals to exercise outside in nature. Partnering with regular fitness businesses and organizations will increase potential visitor turnout for events held at Camillus Park such as three mile runs and bike races. Partnering with health centered organizations will help educate visitors about the importance of being outside and staying active. Local not-for-profits include Ability Fitness Inc., Arc of Onondaga Foundation, YMCA, and Cancerconnects Inc. Some local businesses suited for this type of relationship are Annette Barry Fitness, Camillus Cross Fit, Fitness After 50, Pine Grove Health & Country Club, Tearney's Marital Arts & Fitness, Creative Healing Art, Pine Grove Health & Country Club, Preventative Medicine Associates, and Willow Health & Wellness Center.

***Create partnerships with local youth and young adult not-for-profit organizations.*** Creating relationships with local youth and young adult centered groups will get the children and teenagers more interested in learning about and protecting the natural environment. Furthermore, as young children develop an interest in the park, they will be more likely to return with their families, increasing visitor turnout and general awareness about Camillus Park. Relationships with organizations working with at risk young adults has the potential to help those in need and educate about the importance of nature to a slightly older crowd. Local not-for-profits include Camillus Middle School Parent Teacher Organization, By His Spirit Ministries, Building Men Program Inc., Boys and Girls Club of Syracuse, Boy Scouts of America, Girl Scouts of America, and the YMCA of Greater Syracuse

***Create partnerships with local animal not for profit organizations.*** Establishing new partnerships and working relationships with animal rescue and adoption centers would bring in a wide variety of visitor groups of all ages including local and outside individuals, thereby increasing awareness and importance about Camillus Park. This partnership should focus on pet adoption events held in Camillus Park, allowing visitors to view the animals up for adoption in a

natural setting, or event creating special events such as a pet adoption parade. This partnership also allows for appreciation of animals in natural settings. Local not-for-profits include Central New York Society for the Prevention of Cruelty to Animals, Bernard's Beagle Rescue Inc., Animal Alliance of Greater Syracuse, and Onondaga Bird Observatory.

***Collaborate with local childcare businesses to incorporate environmental education into the park.*** Environmental education can start at any age. Camillus Park could work with local child care businesses and local schools to establish an environmental education program within the park. The park could hold educational programs and field trips for these child care businesses to take advantage of while the business monetarily supports or promotes the park's programs. Suggested businesses and organizations include Learn As You Grow, Inc., and the YMCA.

***Create partnerships with musical not-for-profit organizations.*** Partnering with music centered organizations has the potential for summer musical festivals in Camillus Park or the surrounding areas. Creating such a partnership would allow for individuals to become interested in nature and music simultaneously, while increasing general awareness about the park. Local not-for-profits include American Harp Society of Central New York, Syracuse Children's Chorus, and Musical Associates of Central New York

***Create partnerships with legal and financial not-for-profits organizations.*** Establishing relationships with legal and financial organizations will potentially allow for more funds and valuable information about technical, legal and organizational services regarding environmental issues. This relationship can potentially increase park restoration and management through such funds and legal advice. Local not-for-profits include the Central New York Community Foundation, and the Atlantic States Legal Foundation Inc.

### **Goal 3: To enhance access and connections between local residents and recreational opportunities.**

*Revitalize the Friends of Camillus Park website.* The Friends of Camillus Park website, if refreshed, can be a strong promotional asset to Camillus Park. The website is currently somewhat unintuitive, which presents the Friends of Camillus Park with a tremendous opportunity for growth. The website's color scheme, theme, and overall design could be updated to look more appealing to the visitor. Pictures should be updated and added to showcase elements of the park that will entice visitors to visit the park. The page can be revitalized with a website like WordPress.com, which allow users to build webpages, with no experience necessary. Ideally, the help of an intern could be used to make these website changes. Content of the website should also be expanded to include the following:

- **Up-to-date events page or interactive calendar of events.** The current events page on the website is blank. A calendar would be useful here, and could easily be added using WordPress.
- **Membership page.** Although the FOCP website already includes a membership page, it is suggested that the website provide more information about being a member to encourage people to sign up. The website needs to specify how long the membership lasts and why it is beneficial to become a member. Including a list of member benefits (such as receiving a newsletter and member-only events) is also suggested.
- **"Volunteer now" page.** It would also be helpful to add a page that outlines how visitors can get more involved with the park. This page should explain volunteer opportunities, the internship experience, and how one can join the Friends of Camillus Park.
- **"Who we are" page.** This web page should list contact information and responsibilities of each Park and Recreation Department staff member, as well as the volunteers on the Friends of Camillus Park's Executive Team and Members Board.
- **Online gift shop.** A gift shop page could be a new source of income for Camillus Park, and also a great way to support local artists and products. The gift shop could include park merchandise, such as t-shirts, pins, and patches, as well as items that reflect the natural environment of the park and are made by local artists. A gift shop coordinator would need to be identified to coordinate the sales made through the "gift shop."
- **"Contact Us" page.** This section would enable visitors to contribute questions, comments, concerns, or suggestions.
- **Link for signing up for newsletter.** The Friends of Camillus Park currently sends out an email newsletter periodically; however, there is no obvious way for interested visitors to subscribe to this list. Adding a widget onto the website that allows visitors to sign up for the newsletter electronically can broaden the audience for the newsletter and allow crucial park information to reach more potential visitors.
- **Links to other social media websites.** Setting up Instagram and Twitter accounts and linking them to the FOCP website is relatively simple to do. Frequent posts on these accounts are likely to bring in younger visitors. Photos of the beautiful park setting would be a great promotional tool when gathered on an Instagram account. Updates concerning events, volunteer opportunities, programs, and park happenings can be posted on a Twitter page, where they might be seen sooner by those who use the app. Instagram and Twitter accounts can be managed by an intern.

- **Links to the park’s Facebook accounts.** Multiple Facebook accounts exist for “Camillus Park,” “Town of Camillus Park,” “Camillus Park Splash Pad,” and “Friends of Camillus Park.” When potential visitors are looking for information on the park, they come across one of these pages first which could cause a problem since these pages don’t provide much helpful information. These pages should have profile pictures, cover photos, and critical information about the park. They should also be linked to the Friends of Camillus Park page, as it is already updated frequently.

With a just few updates, the Friends of Camillus Park website can serve as a key promotional tool for the park.

***Create an emergency information document.*** With numerous people leading community events within the park, it is necessary to have an emergency procedure in place or a document that lists resources available during emergency scenarios. This document should include all resources listed in the emergency assessments section of this report. The resources assessed only include those nearest to Camillus Park, but further research could be done to include the entire area surrounding all parks managed by the Camillus Parks and Recreation Department. This would create a unified document for all the parks to use. A Camillus Parks and Recreation Department employee or a Friends of Camillus Park member should be listed as a contact in the case of facility emergencies at the park. For all medical emergencies, medical authorities should be listed as the primary contacts. The document should be made available to the public to ensure that community members who want to organize an event can access it. A link to a PDF of the document should be posted on the “Events calendar” page of the website.

***Correct outdated park location on websites.*** The address of the park is incorrect on The Town of Camillus website and the Town of Camillus Parks and Recreation Department website. These should be updated to reflect the correct address of the park.

***Utilize events as promotional tools.*** Expanding upon Camillus Park’s event repertoire creates many opportunities for promotion. Events such as farmer’s markets, outdoor movie nights, outdoor concerts, and puppy parades, can serve to bring new visitors into the park. It is crucial that these events be properly promoted. Events should be advertised on the Town of Camillus website calendar, the Friends of Camillus website calendar, and the Friends of Camillus Facebook, Twitter, and Instagram pages. Events can also be promoted on fliers posted throughout the community and circulated through local schools. These events are an opportunity to bring people into the park from outside the community, so they should also be advertised more broadly by reaching out to Onondaga County to request that events be advertised on their recreation website as well.

***Redevelop or redesign Town of Camillus event site.*** Develop a single, easy to access and use website for local businesses & organizations to share approved events, or efforts could be focused on making the current town website more user friendly and visually appealing. The website should be structured so that if someone were to search “events in Camillus” they would be directed to this site and be able to see upcoming events. Either of these would allow for residents within the town and nearby areas to easily find events that are open to the public.

***Increase postings of events by Camillus Park on other public sites.*** Currently the park is only sharing events on the Friends of Camillus Park Facebook page and website. To reach new and broader audiences, the park needs to advertise on public sites such as a central website for Town of Camillus events. This effort will attract more people from outside of Camillus including people from Syracuse and the surrounding suburbs.

***Work with OPRHP and/or I Love NY.*** If the Town of Camillus can establish itself as a hub for Erie Canal History, while Camillus Park can be included as a secondary destination for visiting families. Camillus is situated about halfway on the Erie Canal and is rich with industrial history. Camillus Park can be promoted along with this and attract families who may want to visit the splash pad during the summer. The Town of Camillus and Camillus Park can develop a page on Erie Canal history and other attractions in Camillus, including Camillus Park, for I Love NY's annual tourism publication.

**Goal 4: To secure funding and volunteer support for implementation of the Park's Master Plan and recommendations herein.**

***Volunteer recruitment plan.*** Develop a plan that provides a standardized and efficient procedure for recruiting volunteers. This plan could help increase and diversify the number of volunteers for events, programs, and management positions.

- **Identify community likes and dislikes.** Determine what the local community would like to see at the park, what current aspects of the park they like and don't like, and what are their capabilities and time availabilities. Utilize surveys and town meetings to gain insight into the perspective of community residents. Use a free online site for surveys such as Survey Monkey and in-person surveys conducted in Camillus Park if possible (online surveys may exclude particular groups of individuals such as the elderly, so using alternative survey methods is recommended).
- **Improve public image.** Build the public image of the FOCP by increasing awareness of the group through flyer distribution, social media promotion, building connections with local businesses and organizations, and holding events. Improving public image should establish the credibility of the Friends of Camillus Park and attract more volunteers.
- **Identify potential volunteers.** Research potential organizations and groups that are available and willing to volunteer. Reach out to the nearby attractions, organizations, non-for-profits, and businesses. Identify potential relationships of these groups to the park, as well as the relevant interests, skills, and resources of each potential volunteer or group. Tools that may be helpful to recruit include: The National Council of Nonprofits, Volunteer Match, and Volunteer Hub.
- **Establish the roles and responsibilities of the volunteers.** Determine the type of volunteers based on the needs of the park, as well as the needs, skills and interests of the community. A detailed list of all the volunteer opportunities, roles, and responsibilities that are available to community members should be developed. Some of the possible volunteer positions could include coordinators and committee members for single events, short projects, and long-term projects; park clean-up volunteers; student volunteer opportunities; and internships. Creating a "Volunteer Now!" link is recommended for the FOCP website to list these opportunities, and to aid in attracting potential volunteers.
- **Reach out to targeted groups.** By using the information gathered in the previous steps, the Friends of the Camillus Park could have the ability to determine the volunteers needed, which group of potential volunteers would be appropriate, how to contact them, and how to encourage them to participate. For more advice, visit [http://www.samhsa.gov/sites/default/files/volunteer\\_handbook.pdf](http://www.samhsa.gov/sites/default/files/volunteer_handbook.pdf)

***Park membership enhancement.*** Currently, through the Friends of Camillus Park, individuals and families can become members of FOCP for a small fee. Although the membership fees do



serve as a source of income for the park, there is room for improvement regarding the memberships themselves. First, people can sign up for a membership on the Friends of Camillus Park website, but the website says very little about what membership entails; only the cost is identified. Second, paying members should receive unique benefits such as:

- Free Friends of Camillus Park merchandise such as t-shirts, hats, water bottles, etc.;
- Discounted prices on renting out park facilities, equipment, and entrance fees for fundraising events;
- Early notification and priority registration for events;
- Member exclusive events and membership appreciation events;
- Discounts on sold items, and program and event fees.

In addition to these benefits, if the members donate additional funds to the Friends of Camillus Park, donor names could be engraved in bricks that will eventually create a pathway in the park. This revitalization of the paid membership web page could bring additional funds to the group and provide incentives for more members to join. Visit the Hudson River Park webpage for a good example: <https://www.hudsonriverpark.org/support-the-park/friendship>.

***Create a college internship program.*** The Friends of Camillus Park should develop a summer college internship program to lessen the responsibilities of the Friends of Camillus Park. An intern could be useful for bringing in new ideas and new skills. Several possible intern responsibilities include working on and overseeing education efforts, volunteering in local schools, trail and plant maintenance, event coordination, and social media promotion. The internship could provide college credit and experience to the student, and may encourage him/her to continue to help the park after the internship. To ensure high quality interns, a stipend of \$2,500 to \$4,000 for the summer is recommended. Apply to grants in order to pay the intern.

***Develop an ecological internship high school program.*** Develop a summer “internship” program for high school students where students can design and implement projects to revitalize the park. Along with teaching education and management skills to the students, the program could help the Friends of Camillus Park achieve its goals by having the student’s complete projects such as trail building, planting, and other endeavors. These high school students would be invaluable resources for revitalizing the park. The internship should draw in more volunteers and members, as these interns can reach out and promote the park to their families and friends. Visit the Friends of Van Cortland Park’s website for an example of this type of internship: <http://vancortlandt.org/education-programs-friends-van-cortlandt-park/internships/>

***Create partnerships with community organizations.*** Surrounding Camillus Park is an abundance of organizations that could work with the Friends of Camillus Park. By partnering with these organizations, Camillus Park could delegate some of its work to other groups, gain more resources, new ideas, and perspectives, and build its network. These partnerships have the potential to attract more members to the Friends of Camillus Park, increase the number of people who visit the park, and provide additional financial and volunteer resources from community clubs and organizations. Some of these organizations could include local religious groups, girl scouts, cub scouts, environmental groups, community centers, and clubs in the nearby high schools and universities. Ways to reach out include:

- **Contact organizations.** Contact the organization through email or via phone. This is important tool to build a network. By introducing the Friends of Camillus Park and inviting the organization to have a tour of the park or offer to hold that organization's events at the Park is a good way to build connections and interests.
- **Tailor the events.** Use the information provided by the recommended Volunteer Recruitment Plan to create an event suited to the interests of other organizations.
- **Volunteer at other group events.** Like the Friends of Camillus Parks, many other groups are short of resources and need volunteers. By having representatives of the Friends of Camillus Park contribute to other events, the organization will be more likely to aid the Friends of Camillus Park. More importantly, it will help the organization publicize its name and create a secure network.

***Redistribute the responsibilities of the Friends of Camillus Park management.*** Restructure the responsibilities, roles, and positions of the Executive Team and the Members Board. This restructuring should ensure that the functions and responsibilities are appropriate for each member and not burdensome. Encourage each volunteer to only have one position on either the Executive Team or the Members Board. The Friends of Camillus Park should:

- Identify all of the responsibilities pertaining to all positions
- Meet with the Parks and Recreation Department to determine if all of these roles are appropriate for the Friends of Camillus Park
- If some of the responsibilities are not suitable for the current position, or that position has too many responsibilities, redistribute the role to other positions such as the internship program or create new positions
- Publish new functions and responsibilities on the centralized "Who we are" webpage on the FOCP website.

***Recruit volunteers for new FOCP roles.*** Currently, board members with the FOCP often have several roles within the organization at the same time. By implementing recommendations designed to increase the pool of potential volunteers, there will be a larger group of dedicated volunteers to assist with new leadership roles in the organization. First, it is recommended that a leader be identified for each new project or event planned by the Friends of Camillus Park; this will prevent existing board members from being overburdened by new efforts. Second, safety of park visitors will always be a concern for the FOCP. It is recommended that a position be created within the FOCP dedicated to visitor safety. Adding this additional role will ensure that a suggested safety plan is followed. This person could oversee the implementation of the plan, in accordance with health and safety regulations, before major events, and could also oversee the removal of the numerous hazard trees in the park.

***Applying for grants.*** In the past, grants have been a great source of funding for Camillus Park, enabling the implementation of specific projects. It is recommended that the Director of the Camillus Parks and Recreation Department, Eric Bacon, continue to apply for grants. Some recommended grants include: State and Municipal Facilities Program (SAM) grants, Local Park and Outdoor Recreation (LPOR) grants, and the Let's Play Imagination Playground and Rigamajig grants, offered through Dr Pepper, Snapple, and KaBOOM to encourage creative

play. All of these grants are offered throughout 2017 and would give Camillus park the opportunity to fund some of the proposed ideas mentioned in this report.

***Expand on sponsorship opportunities by cohosting events.*** Camillus Park should cohost events with local businesses that can provide monetary support in exchange for promotion through the park. The park could also work with local businesses that can help coordinate and run events if that particular business lacks the means to provide monetary support. Local businesses could also offer discounts or prizes for those that participate to encourage a more successful event. Suggested events that would be suitable for this include fun runs or 5K runs, Dog Walk Fundraiser, Camillus Christmas Lights Show, and a Camillus Park Halloween Howl. Local businesses that could potentially benefit from this working relationship include The Brasserie, Buffalo Wild Wings, Camillus Animal Clinic, Cams New York Pizzeria, Fairmount Animal Hospital, Idle Paws, and Inn Between Restaurant.

***Food vendors.*** When seasonally appropriate, especially during the summer, it is recommended that Camillus Park permit food vendors, such as ice cream trucks and other food trucks, to sell goods to visitors. During the summer, especially around the Splash Pad and children's play areas, there are likely to be many hungry families willing to buy food and treats to eat. The park could receive a percentage of the profits made by the vendors in exchange for the use of the parking area by the vendors.

## **Goal 5: To maintain and enhance park facilities and infrastructure.**

***Develop directory signs at all trail intersections in Camillus Park.*** To prevent visitors from getting lost on the trails, trail markers and directional signs should be used at all intersections of trails (Figure 22). Those directory signs could include distance to the next spot, time of walking at a usual pace, and direction (Figure 23). Materials for such directory signs should be wood or plastic, but it mainly depends on park's budget.

***Trail markers.*** There are a few types of trail markers as well as directional signs that could be implemented for the Camillus Park trails. The existing trailhead kiosk identifies the names of the trails and uses a color coded scheme that could be used for the trail markers as well. There are a few types of markers that are traditionally used. Blazes are colored plastic discs that are nailed to trees using aluminum nails (see Figure 24). However, this type of marker can harm the tree, there is also the possibility of vandalism with people trying to remove the markers causing further harm. Blazes can be painted on the tree although this requires the bark being sanded or scraped off and that area is then painted (See Figure 24). This type of marker requires regular maintenance as the markers fade due to weathering.

***Add and remove trail sections.*** It is recommended that two new trails be added in Camillus Park:

1. A creek trail that follows the gully on the west side of the park. This trail will connect the open field in the southwest corner of the park to the existing trail system, providing a longer hiking experience and taking advantage of the scenic elements of the gully along the western end of the park. It is recommended that the appearance of the drainage culvert be improved by stacking boulders around it.
2. A pavilion trail that connects the pavilion to the existing trail system and the rest room. At present, there is not clear path connecting the pavilion with the restroom building, which causes visitors to walk all over the area between the two, trampling potential seedling and compacting the soil, making seedling growth difficult. This trail would channel visitor travel. Lining the trail with logs is recommended.

In addition, it is recommended that a short, existing trail segment (see blue dashed line in Figure 23) be removed. This trail segment is unnecessary and contributes to the existing fragmentation of the forest ecosystem in the park.

***Extend guardrail near the Winding Way gully.*** While there is a railing on the Winding Way trail near the gully, it does not protect visitors from the dangers along that entire section. The railing should be extended to meet the guardrail on the roadside. This will prevent visitors from falling down the steep embankment. On the east side of the railing, the embankment is still steep. Vegetation should be planted as a living barrier to hold the trail material in place and keep visitors away from the gully (Figure 23).

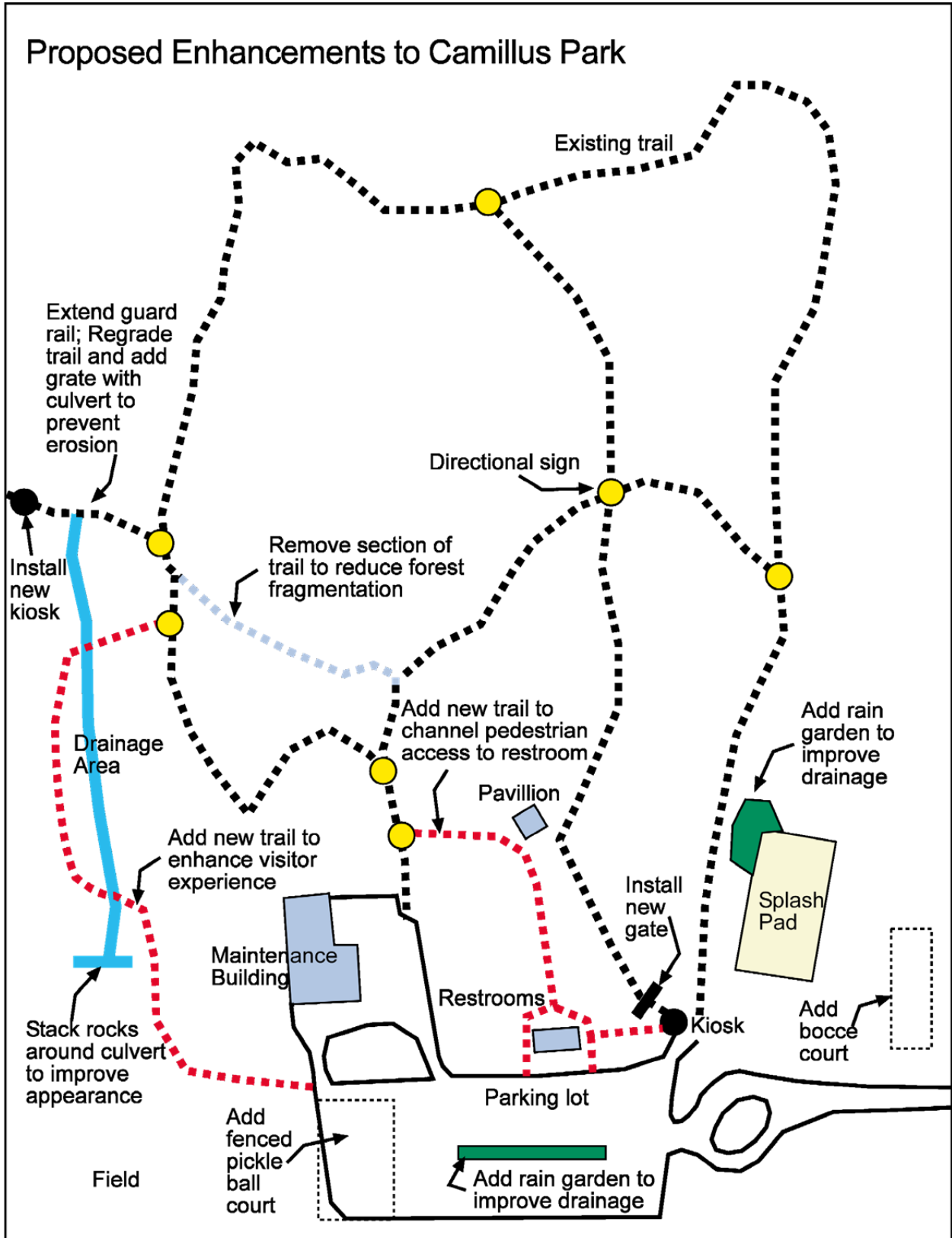


Figure 22. Map of recommended facilities in Camillus Park.



Figure 23. Example of directional signage.



Figure 24. Examples of trail markers.

***Use grass field on southwest boundary of the park for events and activities.*** Maintain the mowing of the grass field in the southwestern corner of the park (Figure 23). Use this plot to host events, vendors, and activities (such as soccer, kickball, or softball). A couple of soccer goals could be placed in this field to allow for opportunities for recreation for kids in the neighborhood.

***Add a bocce ball court near the Splash Pad.*** Regulation size for bocce courts are 91 ft. by 13 ft. However, any size court will make do according to Backyardbocce.com. The surface of the court is usually composed of stone dust, dirt, clay, grass, or another artificial surface. Because 91 ft. may be too long for the desired bocce court area in Camillus Park, it is recommended that the court be 60 ft. by 12 ft. Boards of wood can be installed into the ground as a court edging material. Figure 26 shows an example of court dimensions that could be used in Camillus Park.



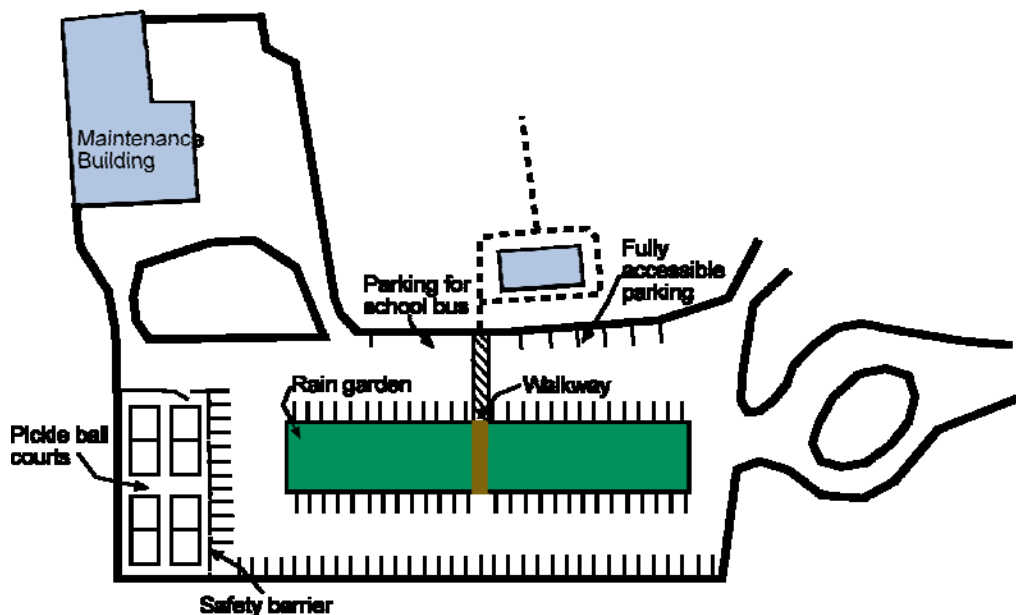
- Length-60 feet
- Width-12 feet
- Foul line for throwing-10 feet from end line
- Center court line-30 feet from end line

**Figure 25.** Bocce ball court dimensions for Camillus Park (“Court Dimensions”).

***Re-pave the parking lot to reduce drainage problems during storm events.*** The current dimensions of the lot are roughly 400 feet x 180 feet. Repaving the parking area with a permeable type of pavement is recommended. This type of pavement would be porous enough to allow water to drain off of the parking lot during storm events, while still enabling snowplowing. It is recommended that the parking lot be kept in a rectangular shape to enable plowing in the winter time as well as visitor access for winter-time activities (the current Master Plan calls for a wavy parking lot perimeter which would make plowing difficult). Lining the parking lot would also help fit more cars during high use events such as festivals.

**Install rain gardens to eliminate drainage problems.** Rain garden are useful in providing a "sink" for rain water during storm events, as they provide a scenic garden element. It is recommended that a landscape architect be consulted to design these rain gardens. Two rain gardens are recommended in Camillus Park:

1. Create a rain garden through the middle of the parking lot that is home to native plant species and acts as a sink for rainwater (Figures 26).
2. Install a raingarden near the northwestern corner of the Splash Pad (Figure 22) to eliminate the drainage problem there. This raingarden would provide a visual and sound buffer between Splash Pad users and those seeking a quieter experience on the hiking trail.



**Figure 26.** Possible location in parking area for a rain garden.

**Add four pickle ball courts to the parking area.** The typical pickle ball court is 20 feet by 44 feet in size. The west end of the parking lot could easily accommodate four pickle balls courts (Figures 22 and 25). It is strongly recommended that a barrier be constructed around the courts to protect participants from motor vehicles using the parking lot. These courts would encourage participate by seniors currently engaged in pickle ball in the park, but in a safer court setting than is currently available. When installing vehicle barriers and the courts, it is important to maintain the access of heavy equipment/vehicles to the Parks and Recreation maintenance building. Also,



access to the southwestern grass field must be maintained to the north of the courts for events and vendors using the field for festivals and events.

**Skateboard and bmx bike area.** One age group that Camillus Park does not currently cater well to is the teenager group. Figure 27 shows the possible layout for the parking lot in the park if a skateboard park were added in. This area can be kept a smooth surface for skates, skateboards, and rollerblades and could be converted into an outdoor ice rink in the winter (Figure 28). If this idea is implemented, a narrower rain garden would be needed. It is recommended that a civil engineer be consulted to design this facility.

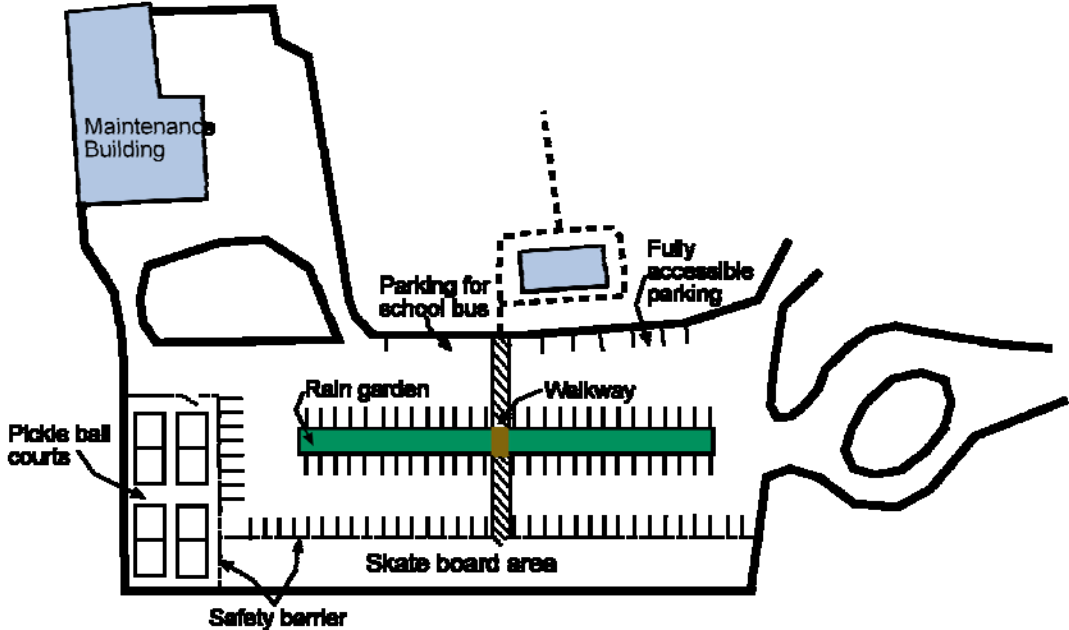


Figure 27. Possible location for a skate board park.

**More lighting in parking lot and near pavilion/picnic areas.** Trail lighting, combined with sufficient lighting in the parking lot, would deter crime from occurring, make visitors feel safer, especially for those who might be in the park during dusk and evening hours. The addition of light posts and at least two more street lights in the parking area would provide for more visibility at night. Also, small trail lights along the trail from the parking lot to the pavilion are recommended for visitors using the picnic pavilion after dusk. These lights could be continued along the trail to the Winding Way access to enable pedestrian travel through the park in the evening. During the winter months, when the sun sets at 5:00 p.m., these lights would be beneficial to visitors and people traveling through the park. These lights could either be solar powered or electric.

**Install a gate at the trail head.** The trail entrance near the splash pad is currently wide enough to easily allow car traffic to reach the picnic pavilion. According to the Town of Camillus Parks Department, car use of this road is not permitted. Gating the entrance would limit access by motor vehicles (Figure 22). The gate could be opened to enable access to the pavilion by disabled individuals or for emergency purposes.

**Bathroom building in Camillus Park.** Although it is in working condition, the bathroom in Camillus Park is old, looks dilapidated, and is not fully accessible. Two possibilities exist for the bathroom: (1) completely replace the existing structure with a larger structure (recommended due to the potential increase in visitation from the Splash Pad); or (2) refurbish the existing structure (note: ADA accessible stalls and features would need to be added to the restroom, as would new plumbing and lighting).

**Waysides.** Because personal interpretive materials (interpretive staff, programs, etc.) can be costly, it is important to consider non-personal interpretive materials that can be installed in the park for long-term educational benefits. Waysides aid in forming a connection between the visitor and the resource. In the Camillus Park setting, waysides could be used to draw focus to different aspects of the park such as the Splash Pad or the various plant species along the trails. An example of a wayside is included in Figure 28. Some potential waysides include:

- **The history of Camillus Park.** This interpretive sign could be placed near the Pavilion and briefly discuss the history of Camillus Park.
- **The forest habitat.** The second interpretive sign should be placed along the trail system. It could discuss forest ecology (in simple terms), as well as the causes for the lack of understory vegetation in Camillus Park.
- **Rain garden.** This third interpretive wayside would be placed near the rain garden proposed for the northwestern corner of the Splash Pad. It would give visitors information about how rain gardens function.



**Figure 28.** An example of an interpretive wayside sign (source: <https://emilydamstra.wordpress.com/2012/09/15/interpretive-sign-illustrations-forest/>).

As for the manufacturer of the waysides, there are two separate options which mainly depend on the overall budget of Camillus Park. If the park manager plans to employ a skilled team to create, manage, and implement the entire project, the project would be costly. For example, Taylor

Studios (<http://www.taylorstudios.com/>) is used by Beaver Lake Nature Center for their exhibits and signs. Beaver Lake Nature Center is having them design and produce many signs. The entire budget for the project is close to \$800,000. However, if the park staff develop the contents of the sign and just plan to have the sign company manufacture them, the potential costs for sign panel and display would be approximately \$500 to 1,500 each, depending on the type of display and materials selected for the sign panel.

***Install a kiosk at the Winding Way entrance.*** The addition of a kiosk with a trail map at the Winding Way entrance would help eliminate confusion for visitors who are unfamiliar with the park. The kiosk could also be utilized as advertisement for upcoming events happening at the park, encouraging visitors to return and to pass the information along to friends and family. If needed, two kiosks could be produced at the same time to reduce production costs: one for the Winding Way entrance and one to replace the existing kiosk currently located near the Splash Pad.

***Build a new pavilion, where the current one is, with enclosed walls.*** This will require the removal of the current pavilion and construction of a new one. This new pavilion will be an enclosed structure, and should have a natural look to it (e.g. stones and logs used for construction). Inside the pavilion would consist of multiple picnic tables and a fire place for use in the winter. This pavilion could not only be used as a gathering place for visitors, but as a meeting place for the Friends of Camillus and other groups. An idea of what the pavilion could look like can be seen in the photos below (Figure 29).

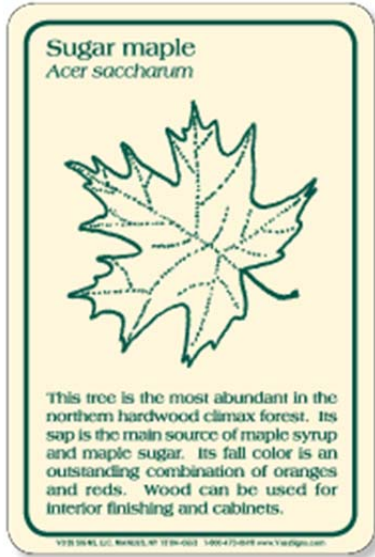


**Figure 29.** Enclosed pavilion from Green Lane Park in Montgomery County, PA (Montgomery County, Pennsylvania).

***Paint the Parks and Recreation building a more natural color.*** Use a color that blends in to the natural environment of Camillus Park, such as tan, brown, or green, to repaint the Parks and Recreation maintenance building. Currently the blue color stands out, which is not desired for visitors.

***Purchase tree identification signs.*** There are abundant forest resources in Camillus Park, such as three main species of maple tree, oak tree, and hickory tree. Small, ready-made tree tags (Figure 30) can be purchased for all kinds of tree species. A website called Voss Signs

(<http://www.vosssigns.com/products/>) provides a variety of ready-made tree identification signs for about \$5 per sign. These small signs could be placed throughout the Camillus Park trail system. A strong sign post and underground anchor is recommended to prevent sign theft.



*Signs designed by artist Jackie Lawniczak.*

**Figure 30.** Tree identification signs (from <http://www.vosssigns.com/product/tt-16/#>).

**Identify a park access on the northern boundary of Camillus Park.** There are two official access points into Camillus Park, the main entrance and the entrance located on Winding Way Rd. (Figure 31). There is not an official entry into the park on the northern boundary. It was observed that the park is used as a through fare for local residents traveling by foot from the east side of Camillus to the housing located west of the park. To facilitate the foot traffic to the resident’s north of the park, another access point is suggested.



**Figure 31.** Map of the entrance points into Camillus Park. Note: The middle school on the east side of the park and the residential areas located on the west and north of the park. Map was created using Google Maps.

***Apply for the Environmental Protection Fund.*** This state grant is for parks, preservation, and heritage. Complete a Consolidated Funding Application for Camillus Park through the New York State Office of Parks, Recreation, and Historic Preserves. Propose a plan for funding the plantation of understory plants and shade trees, trail and drainage ditch construction, directional and interpretive signs, pickle ball courts, porous pavement parking lot, and rain gardens. These features would enhance the hydrology of the landscape and allow for water to be channeled more efficiently, while beautifying the park further. This will have to be completed next application cycle since this cycle is closed.

***Improvements to parking lots in Town of Camillus Parks.*** Many of the existing parking lots in the Town of Camillus parks are uneven and need to be repaved or repaired. The parking areas in the parks could be improved in most cases. For example, East Hill Ski Area's parking lot needs to be paved, Optimist field's parking is very rough, Reed Webster's parking has many pot holes, and Scenic Hills Park only has on-the-street parking. There are some exceptions; the Erie Canal Park's parking area is in good condition. Another improvement that could be made to the parking areas, besides leveling them, is to line the lots. Lined parking can also make the parking areas more appealing and accommodate more cars during special events.

***Apply for the Suburban Green Infrastructure Plan (SGIP).*** This is an Onondaga County grant, awarded to municipalities in the Onondaga County Sanitary Sewer District. Complete a SGIP application for Camillus Park including a plan description, proposed green infrastructure enhancements, operations and maintenance requirements, and cost estimate. Create a drainage plan to present and propose installing a porous pavement parking lot, plantation of understory plants, rain barrels, and rain gardens in poorly drained areas. This could reduce peak flows during heavy rain events, provide a new parking lot, give an understory dimension to the wooded area, and enhance the landscape visually and hydraulically.

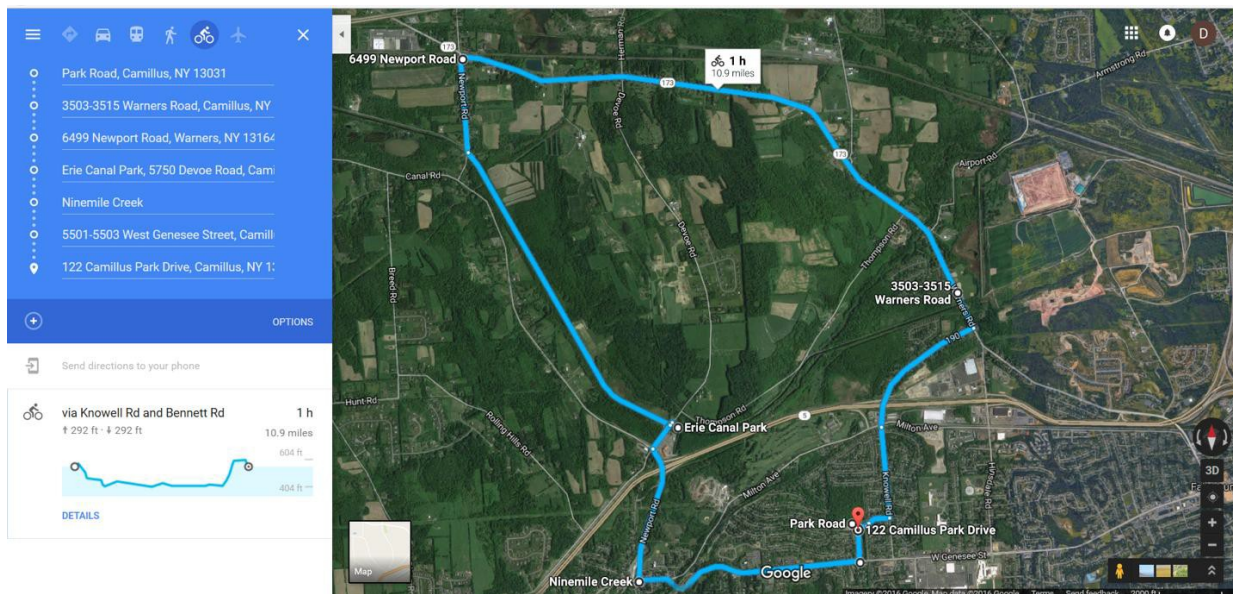
***Increase signage in the Town of Camillus Parks.*** Out of the twelve parks in the Town of Camillus, only nine have existing entry signage. Besides entry signs, the parks are also lacking in interpretive signs, directional signs, and facility signs. Not every park is lacking signage; for example, the Erie Canal Park has ample signage in all categories. Entry signage is the most essential, especially for the parks that do not have entry signs. Creating a universal sign for the parks could save money and be visually appealing to the people attending parks in the Town of Camillus. Many of the current parks signs are the old yellow and brown sign style, and could be updated to a new style. A simple sign identifying the park's name would be adequate for every park. This recommendation could improve the visual appeal to the parks and create a universal connection between the twelve parks.

***Install and/or update bathroom facilities throughout the Town of Camillus Parks.*** Bathroom facilities in the twelve parks are out of date in many cases. In some cases, there is also a need for these facilities in many of the parks. East Hill Ski Area, Munro, Optimist Field, Scenic Hills, Warners, and West Colony Pointe Parks do not have restrooms or porta-potties available. This creates a great inconvenience for the people that visit the parks, such as the Camillus Softball and Baseball Association. The Master Plan cites these groups' discontent with the lack of restroom facilities in the parks they use during their season (Town of Camillus, 2012). These groups are a major user of the parks, and it would be in the best interest of Camillus to keep them

involved with these parks. Having bathroom facilities in every park would increase the value of the visitors' experience.

***Baseball/Softball Fields in the Town of Camillus Parks.*** The baseball and softballs fields in the Town of Camillus are highly used by the Camillus Softball and Baseball Association. They have over “750 players between the ages 6-18 years old with 99% being Town of Camillus residents” (Town of Camillus, 2012). All of the available baseball/softball fields in the Town of Camillus are used by this not-for-profit. The growth of this group has been increasing over the last three years and is expected to continue (Town of Camillus, 2012). In 2010, the group had to use three fields outside of the Town of Camillus; if the fields are not kept and improved, the group may need to go elsewhere for facilities (Town of Camillus, 2012). Several of these fields need the outfields leveled, dug outs updated, and benches updated. The field in Bicentennial Park has been abandoned and is no longer in use. The baseball/softball facilities are important to the Town of Camillus community and should be kept up regularly.

***Bike route among parks in the Camillus area.*** There are twelve parks located in the Camillus community. To facilitate bicyclists, bike stop areas could be designated in some of the parks, particularly those parks with bike stations and water. Camillus Park has a central location that is a suitable starting and ending point for a 10-mile bike route loop. Caution should be taken when planning routes to include roads with a shoulder large enough to accommodate a cyclist safely. Signage can be placed along the route to direct cyclists, and a map of the bike stop areas can be presented on the Camillus Park website. An example of a route that cyclists could use is shown in Figure 32.



**Figure 32.** Bicycle route that connects five parks in the Camillus area with the Erie Canal trail. The map was created using Google maps.

***Install a bicycle repair station in Camillus Park.*** Since the Town of Camillus does not have a bicycle repair shop, it is recommended that Camillus Park invest in a small public bicycle repair station. This will benefit Camillus residents as well as those using the bicycle route

recommended in this document. The cost would roughly be \$1,000, depending on the model, and replacement parts are easily available if the tools are damaged. With a pump and basic tools, a public bicycle repair station would be beneficial to all cyclists in the Town of Camillus.

**Contact State Officials to apply for Recreational Trails Program.** This is a federal program through the Federal Highway Administration that awards funds to the state Department of Transportation to develop and maintain trails along with trail facilities. In the application for this grant, propose the installation of bike racks and a bike pump station along with directional and interpretive signs along the trails in Camillus Park. Including directional signage for the 10-mile bike route suggested in Figure 32 is also recommended. Adding bike facilities would attract more bikers and a diverse age demographic. It would also open options for a bike route in the Town of Camillus.

**Inserting bicycle racks in all Town of Camillus Parks.** Currently there is only one park with a bicycle rack in the Town of Camillus and that is Veterans Memorial Park at Gillie Lake. The Town of Camillus Parks Master Plan suggests an increase in bicycle racks in all the parks because of the green movement (Town of Camillus, 2012). The implementation of bicycle racks is important for cyclists, and for children who use bicycles as a source of transportation. Installing bicycle racks could increase the appeal of parks, and is a simple improvement. There are many bicycle rack options that could be implemented depending on the amount of money the Town of Camillus is willing to spend. There are the typical traditional ‘Grid Bicycle Racks’ that vary in price, but can be found for \$200 (Global Industrial, n.d.). There are also newer styles that can be installed, which may be more visually appealing. The simple bike rack style would still be an improvement to all the parks infrastructure.

**Goal 6: To improve the health of the park's natural resources for both wildlife and visitor use.**

***Compile a forest management plan for the park's woodlands.*** A forest management plan (including a forest inventory, hazard tree identification, and suggestions for shade tree planting in the splash pad area) would provide a good foundation for future projects in the park. Completing this type of plan would require the assistance of a local college or forest consultants. If hiring a consultant is needed, one potential source of funding is the Urban Forestry Grant Program, a New York State cost-share program that requires that funds awarded be matched by local resources. When applying for this grant, request assistance with tree inventory and planting. This grant cycle is not currently open, so a request to be put on the contact list will need to be sent to the NYS DEC.

***Return area between pavilion and rest room to a more natural condition.*** Currently the soil in the area between the pavilion and rest room is showing signs of compaction and has no layer of organic matter to protect it. To bring this area back to a healthier condition, two changes are recommended:

(1) **Install a trail to connect the bathroom building with the pavilion to channel visitor movement.** This will encourage visitors to walk on the path rather than walking wherever they want through this area (Figure 22).

(2) **Stop the removal of leaf litter.** Leaf litter is an important addition to the soil. Removing it prevents the addition of nutrients to the soil, which prevents seedlings from sprouting.

***Prune and remove high risk trees and limbs.*** Hire a forester, or bring in a forest ecology/silviculture class from SUNY ESF, to assess and remove high risk trees and branches. Currently, there are many large trees in the forest area of Camillus Park (Figure 33). By removing the trees and branches that could potentially fall and injure visitors, not only a safer environment be created, but the forest ecosystem would also benefit by opening the canopy to let in sunlight and enable sapling growth. The materials from the harvested trees could be used for trail maintenance or to line the edge of the trails to encourage visitors to stay on the trail. Those trees that provide wildlife habitat and are not directly on the main trails should be left standing, but only after careful consideration of their potential risk to visitors.



**Figure 33.** Example of a hazard tree in Camillus Park.



***Maintain the trails with fresh woodchips annually.*** Continue maintenance of the trails by adding fresh woodchips each year. The addition of fresh wood chips would help to maintain the integrity of the soil as well as prevent erosion on the trails. Hazard trees removed from along the trails could be converted into woodchips for the trails.

***Monitor visitor use.*** Visitor numbers should be recorded and monitored in order to provide the best experience for visitors and to prevent degradation of the forest resource. During programs and events at the park, volunteers can be responsible for recording the number of participants that enter the event area. Likewise, volunteers or staff can be responsible for full counts of visitors in the park on random days; these counts can be used to estimate visitor use over the course of a year. Management can then regularly check trends in their visitor numbers for weekends, holidays, and special events. Through monitoring, the park can better prepare for events based on past trends, improving visitor experiences at the park. The park will be able to better manage its natural resources with these numbers in mind. Another strategy would be monitoring the number of cars parked in the parking lot. A count of cars would provide an indication of visitor numbers. Volunteer counters or mechanical car counters (e.g., RedStorm, which counts cars using a pair of sensors that sense the cars direction of travel) can be used to collect parking lot data.

***Monitor natural resource impacts.*** There are many methods for monitoring natural resource impacts in a park setting that could be considered for Camillus Park. Identifying indicators and standards for an area can be used for taking preventative measures against negative natural resource impacts. Indicators (i.e., factors that identify the condition of site characteristics) could be set for specific environmental conditions such as trail width, depth of trail erosion, percentage of ground cover, number of social (i.e., undesignated) trails, and presence of hazard trees near trails. A quantitative measurement of these indicators is called a standard; this is the acceptable criterion for the indicator. For example, if trail width is an important indicator for Camillus Park, a trail width standard could be set at 4 feet. Trail sections wider than 4 feet would need to be repaired to bring them back within the standard. Identifying indicators and setting standards helps maintain the integrity of the natural resources, and provides visitors coming to the park with a more natural experience. Developing indicators and standards can be a highly technical task with required knowledge of data analysis and sampling; however, for a small scale park like Camillus, simple measurable indicators could help management quantitatively analyze their resources and sustain their use for a long time.

***Monitor visitor stewardship.*** Surveys should be given out to visitors to evaluate their perspectives on natural resources. Questions on the survey could ask visitors their opinion on many different factors, including the cleanliness of the park, the condition of the forest, did they pick up litter during their visit, and the behavior of other visitors. Responses to these surveys could be evaluated by staff in order to gauge visitors' experiences in the park setting. In addition, participation in programs held at the park that focus on resource management, environmental stewardship, or outdoor education should be recorded and included in the analysis of visitor stewardship. The benefit of this type of monitoring is that staff will become more aware of their visitors' beliefs about the park and how to best manage them in the future.

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