

A.J. Jolly Park Master Plan

Five-Year Update

Prepared by the Jolly Park Community Development Council for the Campbell County Fiscal Court

JOLLY PARK COMMUNITY DEVELOPMENT COUNCIL

CAMPBELL COUNTY | KY

January 2021

The Jolly Park Community Development Council expresses its sincere appreciation to the many volunteers and staff who have assisted with the preparation of this master plan five-year update. We especially want to acknowledge the dedication and commitment of the following individuals and organizations who have given their time and talent to the master planning update process.

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Kentucky Division of Forestry
Northern Kentucky Horse Network
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SECTION 1 – INTRODUCTION

A. GENERAL OVERVIEW

Campbell County has a rich recreational heritage with A.J. Jolly Park serving as a core facility for public recreation. Established in 1961, A.J. Jolly Park is one of the oldest and largest county parks in the State of Kentucky at just over 1,000 acres. Centrally located in the Park is its beautiful, 200-acre, man-made lake. Surrounding the lake is a variety of quality recreational opportunities, including the award-winning A.J. Jolly Golf Course, Campbell County Environmental Education Center, and facilities for the Northern Kentucky Horse Network. This incredibly scenic park provides many amenities prized by the residents and visitors of Campbell County. One of the newest landmark attractions is the Joseph J. Stapleton Pavilion, providing a stage for all sorts of music, entertainment and children's programs, with the beautiful lake as its backdrop. Two large shelters near the lake provide excellent spots for a family reunion, birthday celebration, small wedding, company picnic, class reunion or other celebrations. Several smaller picnic shelters are available for rent as well. Playgrounds, sports fields, a boat ramp with courtesy dock, a separate boat dock for kayaks, canoes and stand up paddle boards, fishing piers, horse trails, and miles of walking/bicycle paths and nature trails are amenities offered at A.J. Jolly. Camping options include primitive sites, improved sites (water and electric), group campsites, an equestrian campground, as well as the latest addition, yurts. The Park is open from early March through late November. Lake access is available year-round.

A.J. Jolly Park is located in Campbell County, just off US 27 south of Alexandria, and is owned and operated by the County. In 2013, the Jolly Park Community Development Council (CDC) formed a 501(c)3 corporation. The CDC is comprised primarily of residents of Campbell County, with a vision for A.J. Jolly Park to become a place that provides the residents of Campbell County and beyond with recreational options that currently do not exist at other parks in our region. Many of the more popular parks throughout the state of Kentucky and in nearby states share similar physical attributes; however, those attributes have not been fully developed and integrated into a recreational program at A.J. Jolly Park.

The mission of the Jolly Park Community Development Council and the Campbell County Fiscal Court is to help develop A.J. Jolly Park and Golf Course into a thriving, sustainable, high quality regional tourism destination that is well-planned, managed, and funded according to the needs and values of the surrounding community. This five-year update of the 2015 master plan is an important step in achieving this mission.

B. PLANNING PROCESS

The master plan update process was initiated by the Jolly Park CDC under the endorsement of the Campbell County Fiscal Court in 2019. As part of this master plan process, the CDC has sought to inventory conditions, assess needed improvements, garner a consensus of practical and desirable improvements and balance these items with the assets of the Park.

Public Opinion – Recognizing that A.J. Jolly Park is a preferred park for the residents of Campbell County, public surveys were conducted throughout the planning process by the Fiscal Court and Park staff, as well as surveys at Park events by the CDC. Similar surveys were completed as part of the countywide Parks and Recreation Master Plan completed in 2002 and the 2015 Park Master Plan.

Definition of Goals and Objectives – Utilizing the information gathered from public feedback, a series of guiding principles were defined and endorsed by the CDC.

1. Identification of Park Assets – A general condition and use assessment was a vital part of the planning process. This inventory included:

- Historical overview of the Park
- Summary of the Park's infrastructure including its natural resources, golf course, land use restrictions, operations and maintenance
- Details of existing Park facilities by major area

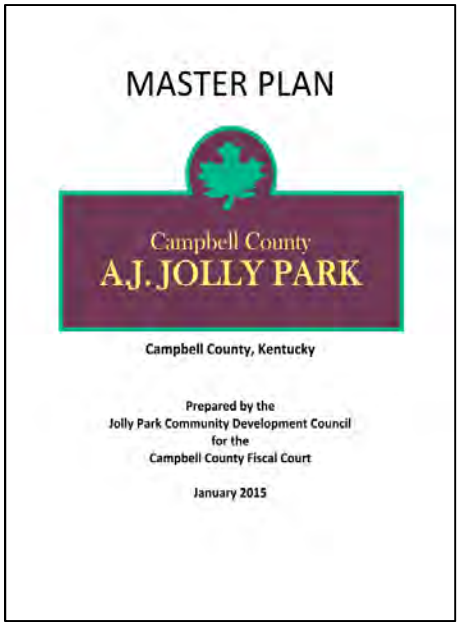
2. Park Development Plan – The desired improvements to the Park were identified by area. Major capital improvements require further refinement, including relevant financial feasibility analyses to be completed as the conceptual opportunity matures.

3. Promotion/Funding – Recognizing that interest in the Park is vital to its continued success, an overarching promotion and funding program was initiated as part of the master plan process. It was widely recognized that based upon budgetary constraints, significant improvements to the Park would require public/private partnerships, donations, fund raising and grants.

4. Implementation Schedule – Inspired by the personal commitment of the members of CDC, several improvements were initiated during the development of the 2015 Park Master Plan, including facilities and trails to support equestrian activities and the Joseph J. Stapleton Pavilion. Other remaining major improvements are phased based upon complexity and anticipated funding opportunities.



Facilities to make A.J. Jolly Park a regional attraction could include a spray ground, a large destination playground, a lodge/restaurant/ banquet center, large picnic shelters, walking trails, team building exercises and similar unique facilities.
Park Master Plan (2002)



2015 Park Master Plan

C. GOALS AND OBJECTIVES

The Parks and Recreation Master Plan completed in 2002 identified the need to develop facilities to make A.J. Jolly Park truly a regional attraction.

The members of the Campbell County Fiscal Court and Jolly Park CDC continue to endorse this overarching theme. Below is a list of guiding principles, which support this theme and serve as the goals and objectives for the development of this five-year master plan update.

PRINCIPALS OF DEVELOPMENT

- Maintain quality visitor experiences without depleting resources;
- Ensure a balanced emphasis on indoor and outdoor opportunities;
- Integrate space, services, and facilities whenever possible;
- Partner with other agencies whenever possible;
- Designate areas to preserve wildlife;
- Look to the citizens of Campbell County for their input into this process;
- Utilize knowledge from other parks used in a positive way by their local community;
- Utilize the expertise of other organizations such as Fish and Wildlife, Division of Forestry, and Conservation District;
- Provide a high priority to the enhancement of the natural resources (land and water);
- Consider how projects will impact present use of the Park and its facilities;
- Development shall not negatively impact water quality of lake;
- Development shall be supportive of current facilities by adding to park experiences and/or benefitting the surrounding community's quality of life;
- Development shall not adversely affect surrounding community;
- Development shall be designed to enhance the natural beauty of the Park.

D. HISTORY OF PARK

In the late 1950's, the State of Kentucky was pushing to expand and improve its park system due to a growing concern that not enough land was being set aside for public use. During this time, County Judge/Executive Andrew Jordan (A.J.) Jolly, Jr., and Commissioners James Clark, Jake Martz, and Maynard Heck formed the Campbell County Public Parks Corporation as an agency of the Campbell County Fiscal Court to aid in the development and financing of public parks. While the Parks Corporation began its search for a public park site, county officials lobbied the State for funding. One possible source of funding was a $100 million bond issue the State had on the ballot for voter approval; $10 million of which was targeted for park projects. A site was identified six miles south of Alexandria and acquisition of land began after the Parks Corporation sold two thirty-year bond issues for a total of $875,000 for land acquisition and development costs. Original site plans called for an 18-hole golf course, a 150-acre lake, playfields, a bathing beach and lake front land for cottages. The plan called for a park of at least 750 acres. The Parks Corporation acquired approximately 803 acres. In November 1960, the State bond issue passed, but most of the funding went to create six new state parks. However, the State did agree to construct an earthen dam to create the lake on the land acquired by the Parks Corporation.



1961 Park Master Plan

Groundbreaking ceremonies for the Park were held April 16, 1961 and the first nine holes of the golf course opened on June 28, 1962. A bridle path and stable for horses were also built and ready for use. The remainder of the Park opened for public use in 1963 as the Campbell County Public Park. Further additions included a shelter house, sand beach, dock, marina, baseball diamonds, tennis courts, basketball courts, volleyball, shuffleboard, picnic area, campground and 150 lots for summer homes.

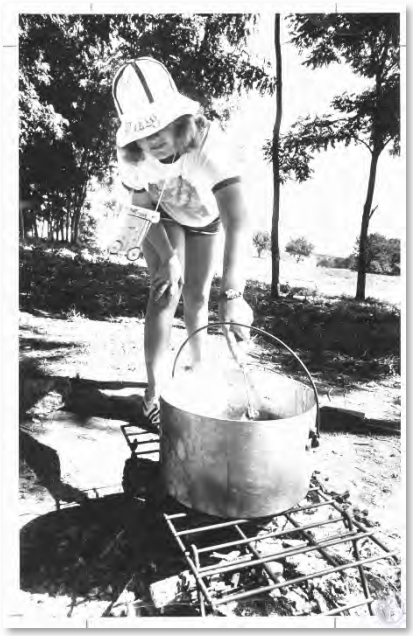
Due to financial constraints in the late 1960's, the Park began charging admission on weekends and holidays. In spring 1973, a park expansion plan was announced and later that same year, the Fiscal Court voted to rename the "Campbell County Public Park" to "A.J. Jolly Park" in honor of the former County Judge/Executive who had spearheaded the drive to establish the Park.



In 1983, the State rebuilt the spillway of the dam. During this time, the County built a temporary dam so lake levels would remain up and summer activities and the irrigation system for the golf course, still under construction, could continue. The dam was raised five feet and a new bridge was put in place across the spillway.

Use of the beach area for swimming was discontinued in the late 1980's, due in part to Health Department regulations related to the geese in the swim area. An effort was made to research adding a pool, but it was considered cost prohibitive when operation and debt service costs exceeded expected revenues. Over the years, several efforts were undertaken to develop a resort hotel with meeting rooms, but none were successful. Additional acreage has been added to the Park over time through a series of private donations and land acquisitions.







Over the last ten years there has been a concerted effort by several entities, including the Campbell County Fiscal Court, the Northern Kentucky Horse Network, the Campbell County Cooperative Extension Service, and the Jolly Park Community Development Council, to improve the assets and facilities of A.J. Jolly Park. Highlights of those improvements and additions include, but are not limited to, the following items:

- Equestrian/RV Campground/Horse Barn and restrooms.
- Remodeled Ranger Station. Joseph Stapleton Pavilion and renovation of natural amphitheater area facing it to include revised drainage and added walking trails around it.
- Kayak/Canoe Launch dock.
- New courtesy dock at boat ramp.
- Group camping shelter.
- Storage area by Ranger Station to enclose firewood and rental equipment.
- Kayak, canoe and stand-up paddle board rentals. Bike rentals. Pickle ball striping on tennis courts and paddle/ball rentals.
- Paved parking near Ranger Station.
- Renovation of Golf Course Clubhouse including new restrooms and updated concession and pro shop.
- Tree planting program at AJ Jolly Golf Course.
- New Private Picnic II rentable group picnic shelter with playground equipment, large grill and fire pit.
- Gate for seasonal parking at boat ramp for safety and enhanced security.
- Repaved tennis and basketball courts.
- New campground restroom and revamped existing restrooms with new paint and epoxied floors.
- Repaved Park Road and improved storm drainage.
- Installed 2 rental Yurts in campground.







As of 2020, the A.J. Jolly Park and Golf Course consists of approximately 1,000 acres of land, which includes a 200-acre lake. Existing opportunities to utilize the land and water resources for recreational purposes include fishing, boating, camping, horseback riding, walking/hiking, golf, a variety of sports fields/courts, and playground and picnic areas. The Park is also home to four prominent features:

A.J. Jolly Golf Course – A scenic, award-winning 18-hole golf course nestled against the banks of the Park's lake. This course has a lively combination of holes, featuring water, woods, and natural contours, to create a challenging round of golf for even the most seasoned veteran. The course consists of 6,235 yards of golf from the longest tees for a par of 71. A two-story clubhouse boasts a panoramic view of both the Course and Park.



Campbell County Environmental Education Center – Encompassing over 50 acres, this Center offers educational and passive recreational services. Visitors experience field, forest, and wetland habitats, along with numerous educational opportunities highlighting natural features of the Park. The Center has two main walking trails: the Interpretive Trail, which traverses along the backwaters of the Park's lake, and the Homestead Trail, which travels a forested loop trail.



Northern Kentucky Horse Network – A partnership between the Campbell County Fiscal Court and the Northern Kentucky Horse Network allows for preservation of land and development of an extensive horse trail system. The Park offers approximately 20 miles of trails and an equestrian RV campground, complete with a 24-stall horse barn.



Joseph J. Stapleton Pavilion – Through donations from area businesses, private donors and the overarching generosity of the Joseph J. Stapleton family, the construction of a 30X50 outdoor pavilion was completed in the summer of 2014. This pavilion, highlighted with a scenic backdrop of the lake, serves as the focal point for an emerging outdoor event center within the Park.



E. OPERATIONS / MAINTENANCE

The County Parks Department consists of one full-time director assigned exclusively to the Parks and up to eleven part-time/seasonal personnel who staff the Ranger Station during the park season. A.J. Jolly Park, Morscher Park Sports Complex and Pendery Park are maintained by the County's Facilities and Fleet Department, which consists of five full-time staff (who also maintain all other Fiscal Court facilities and properties) and up to eight seasonal staff assigned to the parks during the season. The Park's annual budget of approximately $726,000 covers seasonal staffing, park maintenance and operations. Although equipment and resources are cross-utilized, A.J. Jolly Golf Course maintains a separate daily operations and maintenance plan.

Park facilities routinely maintained by park staff include but are not limited to:

Landscaping	Signage and kiosks	Pedestrian, bike and horse trails
Campsites	Parking lots	Tennis, pickleball, basketball courts
Shelters	Playgrounds	Trash receptacles, picnic tables, grills
Restrooms	Fishing docks	Boat ramp and dock
Benches	Trash collection	Entrance station and gates
Disc golf	Sports fields	Maintenance garage
Concessions	Equestrian barns	

The Park Rangers provide seasonal monitoring and security. The Campbell County Police Department provides security support to the park staff as part of their overall service to the County.

The County partners with regional and state conservancy agencies for lake, watershed and riparian area maintenance. Active partnerships, which include maintenance dedicated to specific areas of interest, exists with the Northern Kentucky Horse Network, Campbell County Environmental Education Center, Campbell County Knothole and the Licking Valley Girl Scouts Council.

The Park Rangers also manage the reservation and rental of park facilities, campsites and the rental of kayaks, stand up paddle boards (SUP), paddle boats, canoes, and bicycles. Quality community events are key to establishing and maintaining the vitality of the Park. As such, Park staff are involved in numerous community events each year ranging from sporting activities to community celebrations. A sampling of these events includes:

- Festival on the Lake
- Bluegrass Music Festival
- Kentucky Dragonboat Races
- Spooktactular Halloween Event
- Jolly Thursdays

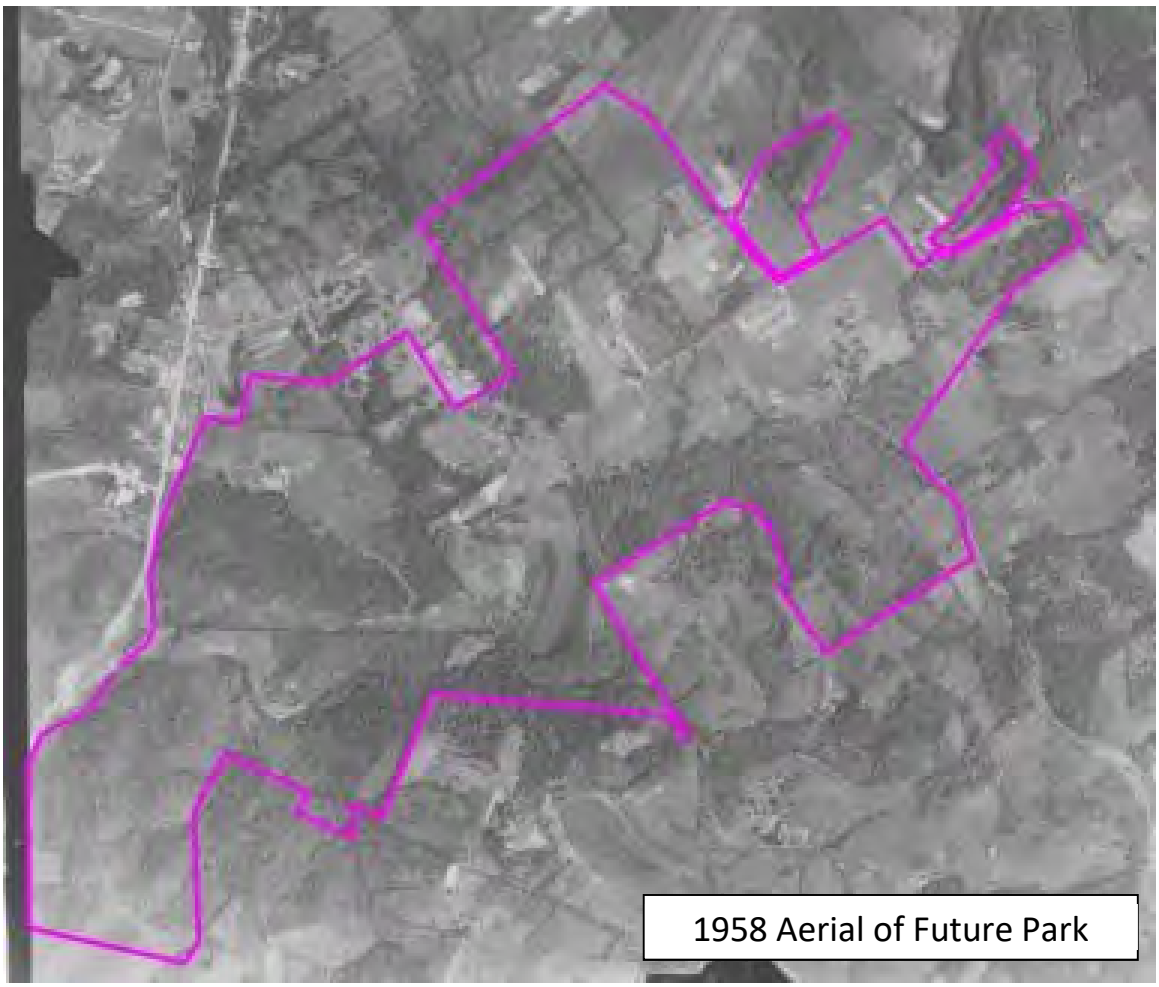
In addition, Park staff assist with activities sponsored by the Northern Kentucky Horse Network, Campbell County Environmental Education Center, Campbell County Public Library, Campbell County Knothole, Campbell County Girls Softball, Campbell County Youth Soccer, Licking Valley Girl Scouts Council, and the Jolly Park Community Development Council.

SECTION 2 – IDENTIFICATION OF PARK ASSETS

In 1958, the original park property was largely farmland. Today, the focal point of A.J. Jolly Park is its 200-acre lake surrounded by an abundance of natural vegetation. Surrounding the lake are three major areas, each with its own unique entrance.

A.J. Jolly Park
A.J. Jolly Golf Course
Campbell County Environmental Education Center

The management of these areas is largely independent due to their specific use. However, each shares a highly cooperative maintenance team, which is subject to the County's limited resources.



1958 Aerial of Future Park

A. PARK INFRASTRUCTURE

Current opportunities to utilize the land and water resources for recreational purposes include: fishing, boating, kayaking, canoeing, stand-up paddle boards, camping, playgrounds, picnic areas, horse trails, walking/hiking trails, biking, bike rentals, golf, disc golf, as well as a variety of sport fields and courts, which accommodate soccer, softball, baseball, tennis, basketball, pickleball and volleyball.

The condition of the lake and natural resources along with each major geographic area of the Park were assessed as part of this five-year master plan update. Major concerns or features that were outdated and/or require improvements beyond normal operational and maintenance were identified as areas of potential improvement. Alternatives for improvements are presented in Section 3.

Memorable restoration and improvement projects completed during the development of this master plan are noted throughout the document.



The lake and natural resources of A.J. Jolly Park include a rich variety of soils, plant, animal, and aquatic life. Individuals representing the Kentucky Department of Fish and Wildlife Resources, Campbell County Conservation District, and Campbell County Cooperative Extension Service review the natural resources of A.J. Jolly Park and opportunities to improve these resources (water/lake, wildlife, woodlands etc.) are shared with the Jolly Park Community Development Council.

Lake Conditions

The centrally located 200-acre lake offers significant assets to both the Park and Golf Course. It serves as a focal point of natural beauty, recreation, and water habitat. Three Jolly Lake testing projects were completed by the Campbell County Cooperative Extension Service in partnership with Northern Kentucky University, Thomas More

University and the Jolly Park CDC. Both physical and chemical parameters of the lake and its tributaries were evaluated. General lake observations and recommendations include:

- Water depth ranges from very shallow in the fingers of the lake (due to siltation) to 25-30 feet deep in open waters
- The lake is often turbid (muddy water conditions) due in part to a large population of common carp
- Turbidity is being addressed by an annual removal of common carp by representatives of the Dept. of Kentucky Fish and Wildlife and Thomas More University
- Limited cover and food supply are needed for a complex fish population desired by fishing
- Largemouth bass, catfish, saugeye and panfish are present but two dominant fish species, common carp and gizzard shad, are dramatically reducing other fish populations
- Bank access to the lake is limited in many locations
- Oxygen and nutrient levels require rebalancing
- Wetlands and natural vegetation around the perimeter need improvement
- The ADA fishing pier needs improving
- Educational information is maintained on the kiosk (near the boat dock) concerning lake/fishing conditions and regulations and water quality report from 2017



On January 14, 2014 the KY Department of Fish and Wildlife, along with members of the Jolly Park CDC and volunteers from the community completed a major habitat restoration project to improve the fishing and recreational opportunities.



Later in 2014, Lowe's Heroes installed an informational kiosk to update Park attendees about the lake.

The Kentucky Department of Fish and Wildlife Resources (KDFWR) monitors the lake and samples populations annually to collect information on the species of fish. Regulations are in place regarding the harvest of specific fish from the Park's lake.

In 2014, an informational kiosk was installed near the boat ramp to highlight fishing regulations and lake conditions. Special thanks to Lowe's for their contributions of material and labor.

Wildlife Conditions

The natural resources (water, food, and shelter) at A.J. Jolly Park have contributed to an abundant wildlife population common to woodland and wetland settings. However, similar to the fish population, an over population of Canada geese was a concern for overall park resources, safety and sanitary conditions.

The Cooperative Extension Service and Campbell County Parks and Recreation Department collaborated with the KDFWR to design, implement, and evaluate a Canada goose hunting program that allowed for the management of what was a large residential goose population. The program worked extremely well with limited harvest of geese.

Forestry Conditions

Management of the overall forestry at the Park has had little structure over the years. In the woodland areas, invasive species threaten the woodland health. A variety of conditions has resulted in reduced vegetation and trees in active recreation areas of the Park and along the lake shoreline. In all, the Park needs a forestry stewardship plan and a landscape plan to improve management of the woodland resources and increase the recreational opportunities in woodland areas.

B. EXISTING PARK FACILITIES BY AREA

Area A – Boat Ramp, Lake Access, Recreation Courts

Area A encompasses approximately 23 acres of land and is bordered by the Park entrance drive and the lake. The area provides some of the most dramatic views of the lake. Existing amenities include: the welcome center/ranger station, boat ramp and courtesy dock, kayak, canoe, SUP dock, tennis-pickleball-basketball-volleyball courts, disc golf course, walking/biking paths, informational kiosks and a RV SaniStation.

Due to the need to maintain year-round lake access, the boat ramp entrance during the off-season is accessed outside of the Park's main entrance. The boat ramp parking area and a limited amount of short-term parking is also outside of the entrance. While these parking areas are open year-round, uncontrolled access when the Park is open has resulted in use by some to avoid paying Park entrance fees. In-season boat ramp access and trailer parking are through the Park's main entrance. Annual or daily pass fees cover the cost of parking.



Visibility by Park Rangers from within the welcome center/ranger station are limited by its current configuration. The concession area on the interior is extremely limited and park information posted on the exterior is not in a pedestrian friendly location. Directional and monument signage to the Park on the main highway (US 27) is in the process of being improved.

The lake shoreline is experiencing erosion problems due to a decrease in vegetation. Natural attrition of trees throughout Area A has resulted in a decrease in the amount of shade. Shade trees are important since this area serves as the staging area for many of the Park's events.



Area A has become the primary area for hosting annual festivals, educational programs sponsored in conjunction with the Campbell County Public Library, along with other educational, recreational and entertainment events. The completion of the Joseph J. Stapleton Pavilion facilitated the area's transformation into the hub for the Park's major events.

Concerns for Area A include:

- Condition of the Park's main entrance
- Functionality of the welcome center/ranger station
- Boat ramp condition
- Boat/trailer parking access and condition
- Shoreline erosion
- Insufficient parking for events
- Lack of amenities for events, including restrooms
- Location and condition of recreation courts
- Decreasing landscaping and foliage
- Connectivity to the existing trail system
- Drainage and utilities
- Security
- Sanitary Force Main



*The **Joseph J. Stapleton Pavilion**, dedicated August 17, 2014, was completed due to the generosity of the Stapleton Family Trust, Cutter Construction, Messer Construction Co., Cardinal Engineering, and numerous private donors.*

Area B – Youth Sports Fields, Scout Camp, Private Picnic Shelters

Area B encompasses approximately 52 acres of land and is bordered by Racetrack Road (SR 824), and the lake. This area is outside of the main entrance to the Park. The Girl Scouts of Kentucky Wilderness Road have a lease for the use of Camp Whippoorwill for group camping. The Ray Beiting Sports Complex provides soccer and baseball fields, but use is limited due to poor drainage conditions. The area also includes the Park's two largest rentable picnic shelters featuring lake views and playground equipment in a somewhat secluded setting.



The lake shoreline is experiencing heavy erosion problems in Area B, particularly at the point. The large picnic shelters and Camp Whippoorwill share restroom facilities. A walking/biking path borders a portion of Area B and connects to the Environmental Education Center.

Concerns for Area B include:

- Limited number of sports fields
- Poor field conditions
- Insufficient parking
- Lack of playground equipment
- Shoreline erosion
- Lack of concessions and restrooms near sports fields
- Insufficient directional signage to Park amenities, including rentable picnic shelters

Area C – Family Picnic, Park Maintenance



Area C encompasses approximately 33 acres of land and is bordered by the Park entrance road, the lake, Race Track Road, and private property. This area serves as the primary family picnic area, including several picnic shelters, playgrounds, restrooms, youth practice fields, walking/biking path, and disc golf course. Parking is limited near the shelters and playground.

While the lake shoreline provides access to fishing, the water levels are shallow and experience siltation problems. Although a few large trees exist that are enjoyed by recreational climbers, the attrition of many trees in Area C has created a large open field attractive to wildlife. This open field has also served as the primary parking area for large events.

The Park's maintenance building and a water rescue facility and boat storage are located in the far eastern portion of Area C and have direct access to Race Track Road (SR 824).

Concerns for Area C include:

- Decreasing foliage and shoreline erosion
- Fishing access
- Insufficient parking for shelters and events
- Condition and number of playgrounds (ADA)
- Security
- Maintenance access
- Type of recreational amenities
- Connectivity and limited trail system
- Increase quantity of restrooms
- Condition of existing restrooms
- Quantity and type of picnic shelters
- Condition of ballfields

Area D – Equestrian Camping, Wetlands

Area D encompasses approximately 33 acres of land and is bordered by Race Track Road, the lake and private property. Flatwoods Road runs through this area and provides access via Race Track Road. The area includes a small campground with restrooms and RV SaniStation. Through a partnership with the Northern Kentucky Horse Network, a horse barn with stalls was added to the campground and connections to an extensive equestrian trail system were established.



The area south of Flatwoods Road consists of steep slopes and is heavily wooded. Private homes, located just outside of the Park's boundary, are accessed via Flatwoods Road.

Concerns for Area D include:

- Aging condition and location of RV SaniStation
- Shoreline erosion
- Condition of the wetland and natural habitat

Area E – Wetland Habitat, Youth Practice Field

Area E encompasses approximately 13 acres of land and is bordered by Race Track Road and private property. Much of this area is a wetland and/or heavily wooded. While Race Track Road separates the area from the main portions of the Park, the wetland connects to the main lake under the roadway bridge. A small youth practice field is in the southern portion of Area E. This field is also used for overflow parking during major events at the Park.



Concerns for Area E include:

- Youth practice field is isolated from main portion of Park and other sports fields
- Insufficient parking for sports field patrons
- Condition of the wetland and natural habitat
- Lack of access to the wetland for recreation and educational use

Area F – Lake Front (limited access)

Area F encompasses approximately 23 acres of land and is bordered by the golf course and the lake. The majority of this area is heavily wooded. There are no existing park amenities on this site. Limited access is available via Eagle View Road but requires crossing the golf course.



Concerns for Area F include:

- Maintaining its natural beauty
- Limited access due to crossing the golf course
- Need for additional lake event staging areas

Area G – Campground, Fishing, Trails, Equestrian Day Use

Area G encompasses approximately 109 acres of land and is bordered by the lake, Flatwoods Road and private property. The majority of this area is heavily wooded with topography challenges due to the steepness of the terrain in many places. Existing amenities include primitive and improved campsites (water and electric), two Yurts, restrooms with showers, horse/hiking trails, horse day use area, group picnic shelter, handicap fishing pier and Park Lake Road, which also serves as the walking/biking trail in this area.

Concerns for Area G include:

- Size and condition of several campsites
- Poor condition and insufficient campground playground equipment
- Increase number of restroom and shower facilities
- Lack of additional parking area for campers (overflow parking)



Area H & I – Woodland, Golf Clubhouse, Dam

Area H encompasses approximately 15 acres of land and is bordered by the golf course and the naturally wooded areas of Area I. A portion of Area H was reserved as part of the original development of the Park for a clubhouse and lodging complex. Hence, it is one of the few portions of the Park that does not include a conservation easement. This unencumbered area is largely used as parking for the golf course. However, the golf course parking area is insufficient to support golf outings.

Area I encompasses approximately 92 acres of land and is bordered by the lake, golf course, Park Lake Road and US 27. Existing amenities include primitive hiking trails and park maintenance roads. This area is heavily wooded and largely undeveloped. This area was originally the site of the horse barns. Due to security concerns, Park Lake Road was later closed to thru access. This closure limits access to hiking/biking trails and fishing. The roadbed in this area is in poor condition.

When identifying options for this region of the Park, Areas H and I need to be evaluated together.



Concerns for Areas H & I include:

- Insufficient parking for golf course outings or other events
- Lack of lodging options
- Lack of banquet facilities
- Lack of passive recreation
- Lack of connectivity to and limited trail system
- Lack of trailhead parking
- Lack of access for shoreline fishing
- Security

Area J – Golf Course

Area J encompasses approximately 141 acres of land and is bordered by US 27, Eagle View Road, the lake, and private property. Existing amenities include an 18-hole golf course. The clubhouse includes a small pro shop, concessions, restrooms, outdoor patio, and indoor meeting room. Convenient handicap accessible areas within the clubhouse is a concern. Adjacent to the clubhouse is an outdoor grill and sheltered event area. A maintenance building and private residence are also on site.



The golf course is served by a direct entrance from US 27. The golf course roadway and entrance signage are in good condition.

Concerns for Area J include:

- Undersized clubhouse and amenities
- Accessibility to club house amenities
- Insufficient maintenance building
- Insufficient parking for golf outings/events

Area K – Equestrian Trails, Primitive Camping, Fishing

Area K encompasses approximately 124 acres of land and is bordered by US 27, private property, Park Lake Road, and the lake. The area is hilly and heavily wooded.

Existing amenities include horse/hiking trails, primitive campsites, walking/biking trails along Park Lake Road, and park maintenance roads.

Concerns for Area K include:

- Maintaining forestation
- Providing access for shoreline fishing
- Add walking/biking trails and trailhead parking



Area L – Camping, Equestrian Trails, Fishing, Primitive Camping

Area L encompasses approximately 94 acres of land and is bordered by the lake and private property. Existing amenities include Park Lake Road, primitive campsites and equestrian trails. Much of this area is hilly and heavily wooded. Park Lake Road, which also serves as the walking/biking trail, parallels the lake shoreline.

Concerns for Area L include:

- Access to trails
- Improved access for shoreline fishing
- Improved road conditions
- Access to restrooms and showers in Area G
- Insufficient parking along Park Lake Road



Area M – Wooded Wetland

Area M encompasses approximately 12 acres of land and is bordered by Racetrack Road and private property. There are no existing amenities on this site, which is mostly wooded with the lake watershed and natural habitat. This area is separated from other park property by Race Track Road.

Concerns for Area M include:

- Wetland restoration and habitat maintenance



Area N – Environmental Education Center

Area N encompasses approximately 50 acres of land and is bordered by Race Track Road, Eagle View Road, the golf course, Beiting Sports Complex, and the County maintenance property. Existing amenities include the Campbell County Environmental Education Center, trailheads, nature trails, natural habitat, and the lake watershed. The majority of Area N is heavily wooded and undeveloped. An earthen dam separates the wetland from the lake.

The Campbell County Environmental Education Center (EEC) is an exceptional educational facility located within the Park's boundary and is operated by the Campbell County Cooperative Extension Service. The facility is in very good condition and includes interactive exhibits/displays and restrooms that are accessible during operational hours of the Center. Although additional trailhead parking is nearby, the parking adjacent to the building is limited.

Concerns for Area N include:

- Wetland restoration
- Lack of connectivity to and limited trail system
- Additional parking for the Environmental Education Center



Area P – Community Trail System



While the Park is in a largely rural setting, it serves the County as a whole as its largest public park. It serves as a popular local destination for the diverse rural and urban populations.

The Park's trail system is incomplete, in need of repairs and lacks basic trailhead amenities at multiple locations. In addition, isolated walking/biking trails exist in nearby subdivisions but lack external connectivity to the Park's trail system. Two major public educational facilities, Campbell County High School and Riley Elementary School are also in close proximity of the Park.

Concerns for the Community Trail System:

- Bike and pedestrian trail condition
- Trail signage
- Lack of trailhead parking and basic amenities
- Lack of connection between areas within the Park
- Lack of community connections to the Park's trail system

SECTION 3 – PARK DEVELOPMENT PLAN



The park development plan included in this chapter defines opportunities to restore, enhance, and develop natural resources and facilities at the Park, making it an environmentally, recreationally, and fiscally sustainable regional attraction. Upgrades, expansion, and maintenance of features at the Park include: an outdoor pavilion and events area, boathouse, fishing piers, wetland education areas, family picnic areas, playgrounds, RV and group camping, splash park, competition ready youth sports fields, banquet center, numerous passive recreation sites, equestrian facilities and trails, and an expanded pedestrian trail system. Restoration of the natural features of the Park, including lake and wetland habitat, are key parts of the plan. In addition, the long-range plan is to interconnect the Park with surrounding communities and schools through a series of trails and multi-purpose walking/biking paths.

Some park improvements have already been realized during the master planning process to include ongoing habitat restoration, trail improvements, camping improvements, and the addition of the outdoor pavilion. In addition, attendance at the Park has increased substantially over the years, resulting in increased recreational events at the Park.

A. OPPORTUNITIES BY AREA

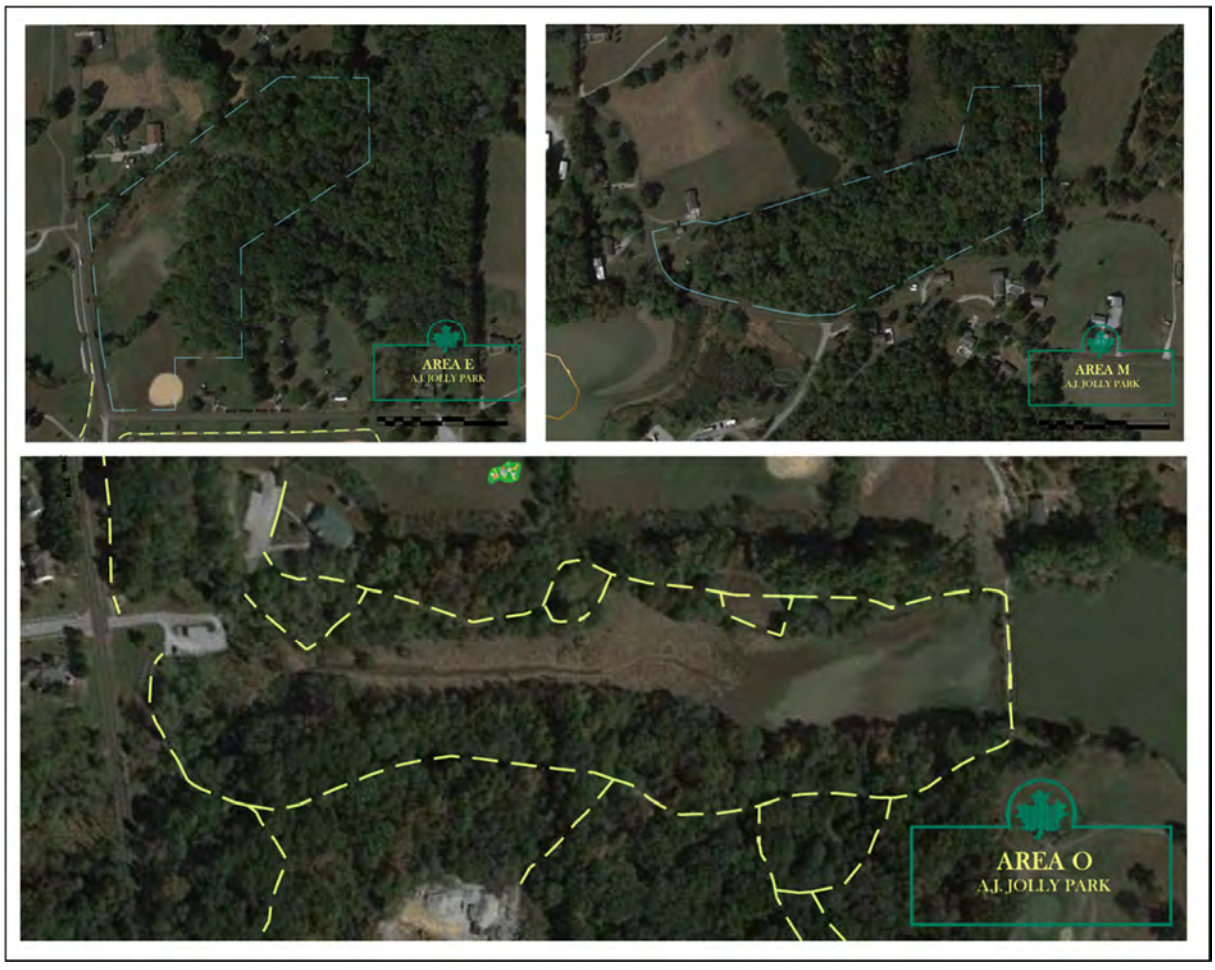
Lake and Natural Resources

The continued partnerships formed by the Campbell County Cooperative Extension Service, Campbell County Conservation District, Kentucky Division of Forestry, and the Kentucky Department of Fish and Wildlife Resources to monitor and improve the natural and wildlife resources within the Park are highly encouraged.

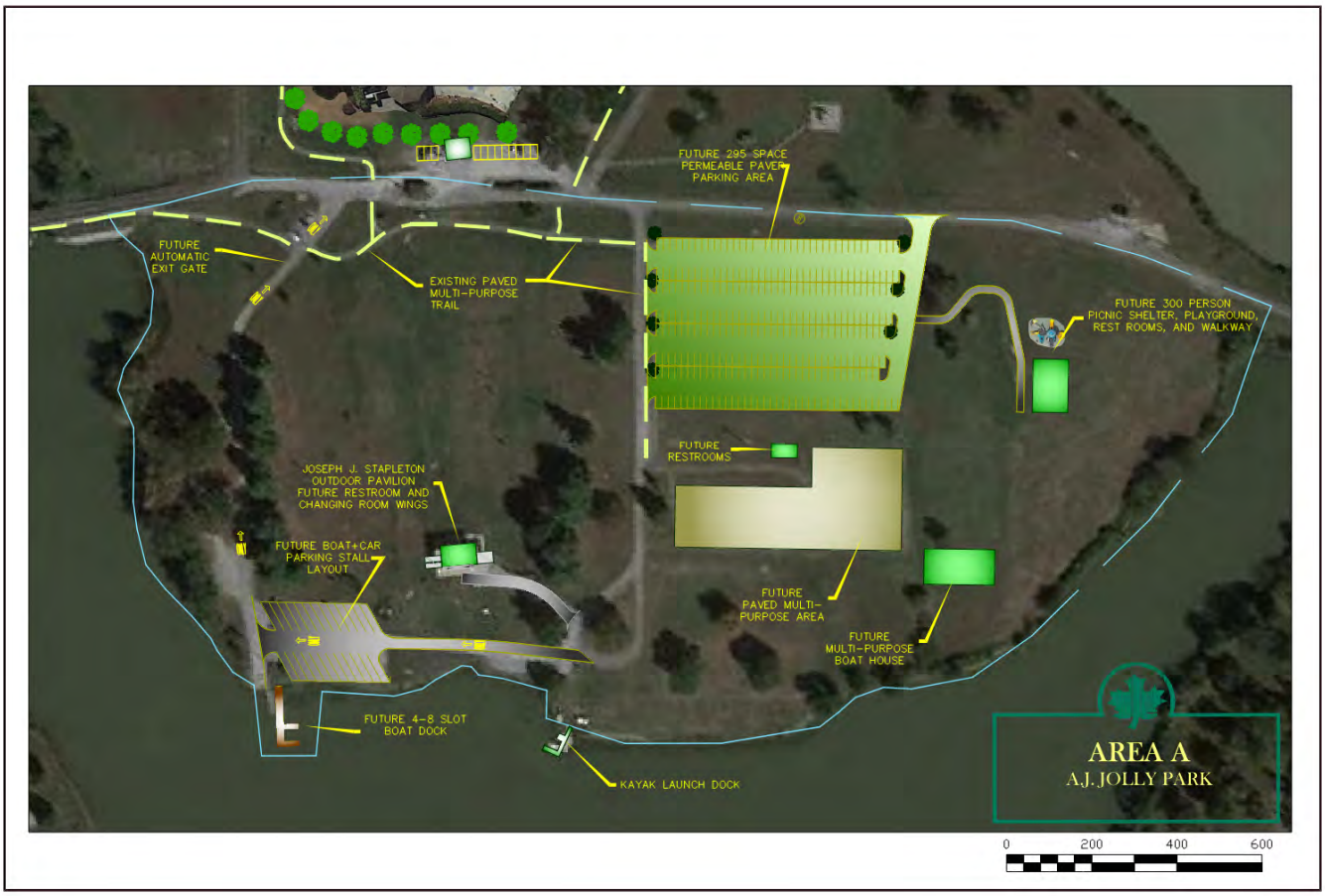
Collectively they have ascertained that the lake, shorelines, and woodland features of the Park have significant room for improvement with both water quality and habitat. Ongoing programs are being implemented because of these cooperative efforts. A detailed forestry stewardship plan should be developed for long-term lake and natural resource management. This plan should include monitoring lake and woodland health, replanting in designated areas, addressing invasive vegetative species, and increasing natural vegetation around the shorelines.

Improvement opportunities for the Park's lake and natural resource include:

- Provide environmental educational and informational opportunities for lake, wetland, and woodland areas
- Monitor the water quality of the lake
- Improve/maintain recreational fish habitat and fish stock
- Designate and improve parking near the lake
- Improve/maintain ADA fishing piers for accessibility and overall use
- Monitor the wildlife populations and implement best management practices as needed
- Improve the wetland habitats, particularly in Areas E, M, and O
- If the lake is lowered for any reason, work with the Fiscal Court in advance to implement any management strategies of the lake such as shore erosion, boat ramp improvement and reduction of invasive fish species (common carp and gizzard shad)



Area A – Event Area, Boat Ramp, Lake Access



With the dedication of the Stapleton Pavilion, Area A is transitioning back to a premiere focal point of the Park. In addition, Area A will continue to be the primary point of lake access for motorized and non-motorized boats. Additional improvement opportunities for Area A include:

- Entertainment pavilion expansion
- Festival area amenities
- Upgraded and more functional park entrance
- Remodeled welcome center/ranger station
- Large rentable picnic shelter above lake for family and corporate events, with playground and restrooms
- Permeable parking lot
- Renovated boat ramp & parking
- Automatic exit gate from boat launch area
- Trailhead and trail connections
- Bike racks
- Expanded boat dock & fishing pier
- Landscaping and tree plantings
- Shoreline restoration

The Stapleton Pavilion includes future expansion options for restroom and support facilities. These future enhancements could further improve the outdoor event opportunities, including additional musical and theater

performances. The pavilion is reservable for organized events such as festivals, lake activities, family gatherings, corporate events, or weddings.

An additional large shelter above the lake could accommodate larger school educational outings, corporate events and family activities. Nearby amenities to be added to this larger shelter could include restrooms, playground equipment, and a seasonal fire pit. A green parking area using permeable pavers or turf-track is recommended to be located between the shelter area and The Stapleton Pavilion.

The boat ramp needs improvement, including additional parking in the boat launch area. An additional fishing pier between the courtesy dock and the kayak launch would be a benefit. Modifications to the existing disc golf course, which spans Area A and Area C are likely with the redevelopment of these areas. To accommodate the anticipated expansion of the events area, the tennis court could be relocated to an area near the golf course clubhouse. Existing basketball and sand volleyball courts could be relocated to the family picnic areas located in Area C. Trails should be improved and expanded as part of the Park's walking/biking trail system. Bike racks could be added at select locations.

Renewed landscaping, including benches and trees, particularly in the events area is desirable. The addition of hardscapes along select portions of the shoreline and in heavily utilized areas can assist with erosion concerns.

Improvement Opportunities for Area A Include:

- Additional automatic Exit Gates
- Green Parking Area with Permeable Pavers
- Large Picnic Shelter
- Additional Restrooms
- Playground



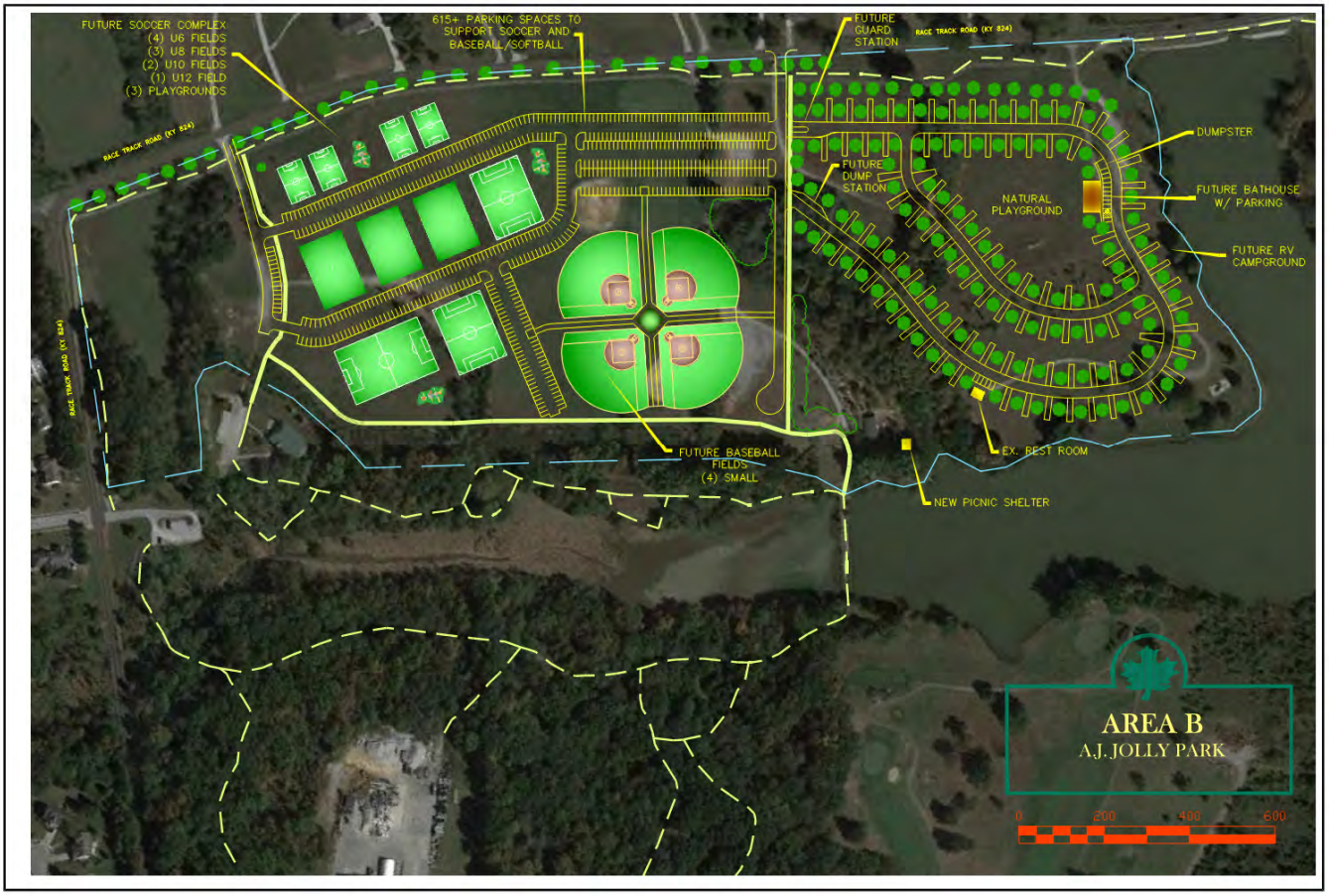
Upgrades to tennis, basketball courts and the addition of pickleball striping have been completed. Landscaping and drainage improvements in front of The Stapleton Pavilion, a new courtesy boat dock, the addition of a dedicated kayak launch, plus kayak, canoe, SUP and bike rentals have all enhanced Area A.







Area B – Youth Sports Complex, Group Campground, RV Campground



Area B could retain its use as a group/scout campground. Improvements and expansion to the Ray Beiting Sports Complex with restrooms and concessions could add recreational opportunities for youth sports. A campground designed for larger recreational vehicles (RV) would add a much-requested camping opportunity area. A new rentable picnic shelter with firepit that accommodates large groups was completed in 2019.



The quality and condition of the practice fields at the Ray Beiting Sports Complex limit their use for competitive events. These fields could be expanded and reconditioned for youth sports targeting baseball, softball, and soccer activities. Concessions, restrooms, parking, and a toddler playground are desirable amenities to complement these fields. The entrance to these fields should remain outside of the Park entrance gate to retain ease of access during peak sports seasons.

Upon relocation of the picnic shelter to Area A, a campground designed for larger campers/RV's could be added near the point overlooking the lake. The campground should be designed for modern RVs and include water

and electric hookups and RV SaniStation. The entrance to Camp Whippoorwill could be relocated by way of the RV campground. Relocation of this entrance separates the camp parking from the youth sports complex parking and provides additional security for the scout camp. Restroom facilities shared by the campgrounds should be upgraded and include showers to meet current campground standards.



Shoreline restoration and landscaping should be completed within Area B. A hardscape feature is recommended along the lake point due to wind erosion. Due to its proximity along with its highly educational and recreational value, trail connectivity in Area B between the Environmental Education Center and the events area (Area A) should continue. Additional connections to the Park trail system could be incorporated.

Improvement opportunities for Area B include:

- Creation of a youth sports complex
- Paved parking to support the complex
- Concessions and restrooms
- Toddler playground
- RV campground with SaniStation
- Shared camp entrance
- Upgraded camp restroom with showers
- Lake point feature to stabilize shoreline
- Improved connections to Park trail system



Area C – Family Picnic, Recreation, Water Feature



Area C is referred to as the family picnic area, but also includes the welcome center/ranger station and maintenance buildings. The focus of Area C should continue to be on family gatherings and recreation. This area could potentially house a water recreation feature such as a splash pad, which is the most widely requested amenity by Park visitors and the local community.

Improvement opportunities for Area C include:

- Enhanced welcome center/ranger station
- Improved and increased number of restrooms
- Upgraded picnic shelters
- Centrally located parking
- Expanded trail system
- Splash Pad (water feature)
- Open and fenced playgrounds
- Improved and increased number of recreation courts
- Outdoor fitness area for seniors
- Improved shoreline fishing
- Wetland restoration and education
- Landscaping restoration



The Park's welcome center/ranger station serves as the base of operations for security, reservations, and information. Its role as a welcome center for the Park should be considered during its next renovation. The location of signage along US 27 identifying the Park's location requires coordination with the Kentucky Transportation Cabinet.

As major renovations are required of the older picnic shelters within Area C, considerations should be given to the mixture of large and small shelters. A reservation system could be added for the larger shelters, but a portion of the smaller shelters should remain open and available on a first come basis. Existing walking/biking trails could be improved and expanded to be part of the Park trail system. Bike racks could be added at select locations.



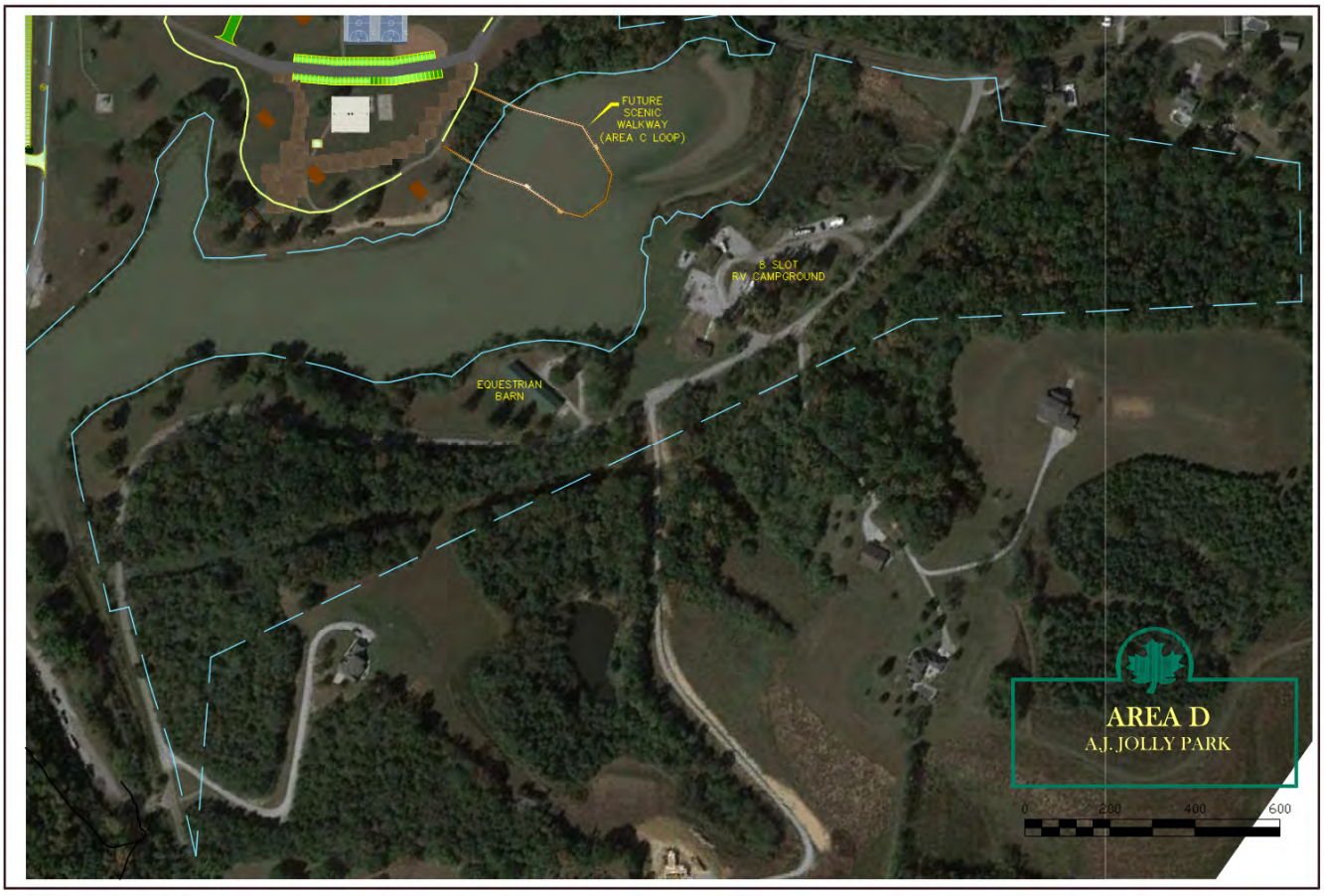
Relocation of the existing Park road and paved walking/biking path in Area C could allow for creation of centralized parking and recreation courts. The centralized recreational areas could include both fenced and open playgrounds and recreation courts. Benches could be added near each playground. Passive recreation such as disc golf could likely continue in this area but may need to be altered to accommodate new amenities.

At least one baseball field should remain in Area C for group/family use and dedicated as the Bunning Field. Once the youth practice fields are upgraded in Area B, this ballfield in Area C could be designated for general use on a first come first serve basis and subject to normal Park entrance fees.

Installation of a pool, beach or water feature was the most frequently requested amenity to the Park. Therefore, a prominent feature for this area could be a splash park. Operational expenses could require day use fees for the splash park area.

Extensive landscaping and shoreline restoration are required to delineate areas and restore shade to the area. Shoreline fishing should be retained. Restoration of the wetland area along the lake, between Areas C and D and in Areas E and M are anticipated. These restorations could provide an excellent opportunity to add wetland trails and educational walks adjacent to Area C.

Area D – Equestrian Camping, Wetlands



Area D serves as the base for an equestrian campground and location of an RV SaniStation for campers. The area is accessible via Flatwoods Road. The cooperative efforts with the Northern Kentucky Horse Network are vital to the continued upkeep of the equestrian facilities at the Park.

The RV SaniStation is open to all recreational units at the Park. However, circulation issues are a concern due to the size of modern RV's and horse trailers. Additional property acquisition could be required to adequately address the circulation issue.

Area D is also popular for shoreline fishing and could benefit from wetland restorations along the lakefront.

Improvement opportunities for Area D include:

- Upgraded SaniStation access
- Wetland Restoration and Education



Area E and M – Wetland Habitats



Area E and M are primarily wetland areas that connects to the Park's lake. Area E also contains an isolated youth practice field. Once additional fields are established in Area B, consideration should be given to closing this isolated ballfield. The area should focus on its role as a wetland for both recreation and educational use.

Improvement opportunities for Area E and M include:

- Relocation of the practice field to Area B
- Improved access to wetland
- Wetland restoration for recreation and educational use



Area F – Lake Front (limited access)



Area F is a limited access area due to the necessity to cross the golf course or the lake to reach the area. Retention of the natural habitat within Area F is desirable. Individual primitive campsites accessible by boat only could be considered.



Area G – Campground, Fishing Pier, Equestrian Day Use



Area G is home to the Park's main camping area which includes two Yurts, handicapped fishing pier and equestrian day use parking. The natural topography of the area limits the size of campsites and thereby the type and size of campers they can accommodate. Addressing the dimension and access issues for modern campsites could require significant disturbance of the established tree canopy; therefore, an alternate site (Area B) has been identified for larger recreational vehicles.

Improvement opportunities for Area G include:

- Natural preservation
- Site reconfigurations for family/group camping
- Site utility improvements
- Upgraded restrooms with showers
- Upgraded camp playground
- Hitching post along equestrian trails
- Improved walking/biking trails
- Additional Yurts or cabins at lakefront



Natural habitat conditions are good but need to be included in a forest stewardship plan. Future resurfacing projects along the existing campground road should include components for adjacent walking/biking trails. Hitching posts near restroom facilities along the horse trails are desirable.

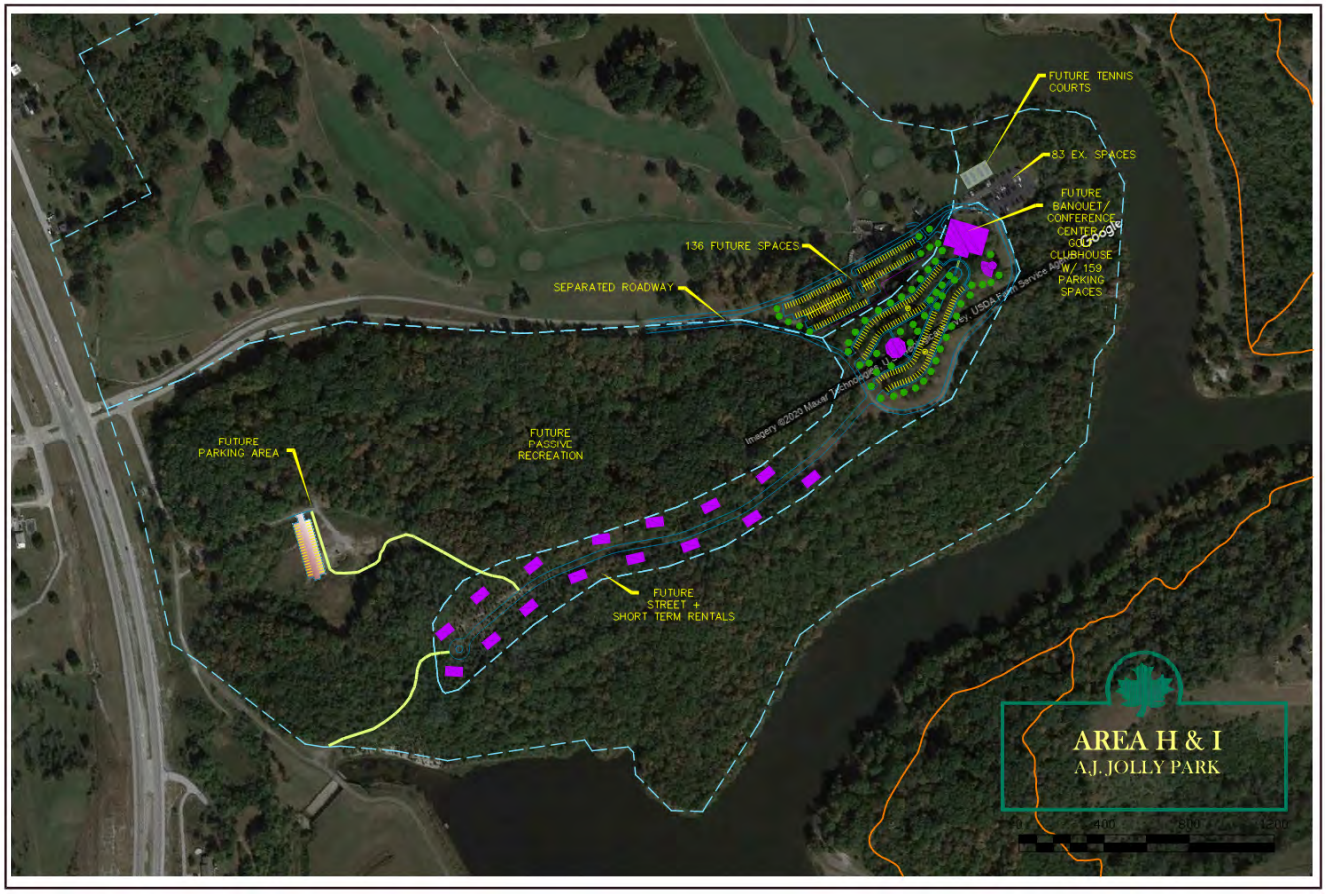
Modest campground reconfigurations addressing roadway and campsite size and possible consolidation of existing sites should be evaluated. Multiple unit sites for family and group camping are desirable. Expanding existing utilities at primitive sites as well as maintenance of utilities and existing sites should be considered for long-term maintenance. Restrooms and showers need to be reconditioned, upgraded and increased in size to modern campground standards.

Playground equipment should be reconditioned or upgraded.





Area H & I – Woodland, Golf Clubhouse, Dam and Recreation



Area H has significant potential to be the location for a combined golf clubhouse and banquet facility. The desired location for the clubhouse/banquet facility on the top of the hill overlooking the lake is ideal to showcase the beauty of the Park. The woodland features of this area need to be balanced with development potential.

Improvement opportunities for Areas H and I include:

- Combined clubhouse and banquet facility
- Expanded parking
- Short-term rental cabins
- Relocated tennis courts from Area A
- Connection to community walking/biking trails
- Designated trailhead
- Passive recreation (example: zip line or archery)
- Woodland preservation with unpaved nature trails and shoreline fishing

It will take a significant investment for the combined clubhouse/banquet facility and considerations should be given to a public/private partnership. Rentable cabins could be built along the existing ridgeline to support the golf and banquet facilities. A feasibility study should be undertaken to confirm the details and financial feasibility of these Park enhancements. This feasibility study could be completed in conjunction with a golf course master plan to address Area J.

Expanded parking is required to support current operations as well as planned expansion. Passive recreation facilities, including tennis courts (relocated from Area A), zip lines or archery ranges could also be located in Area H.

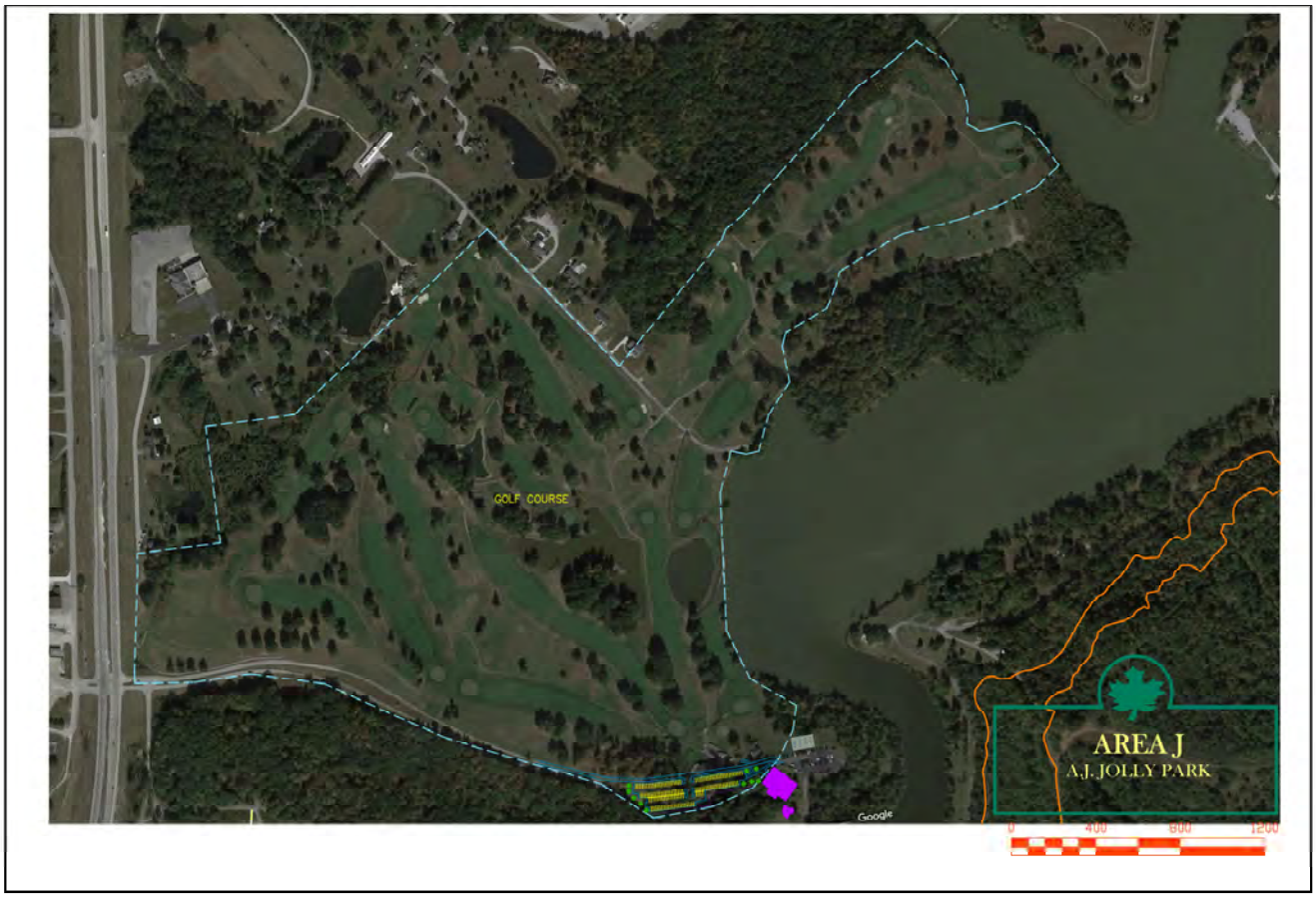


Connections between community and park trail systems are ideal at this location. A trailhead with parking would be preferred along the former Lakeview Road. Existing hiking paths could be improved and expanded to be part of the Park walking/biking loop. Additional unpaved nature trails along the lakeshore are desirable to provide fishing access and general trail recreation.





Area J – Golf Course



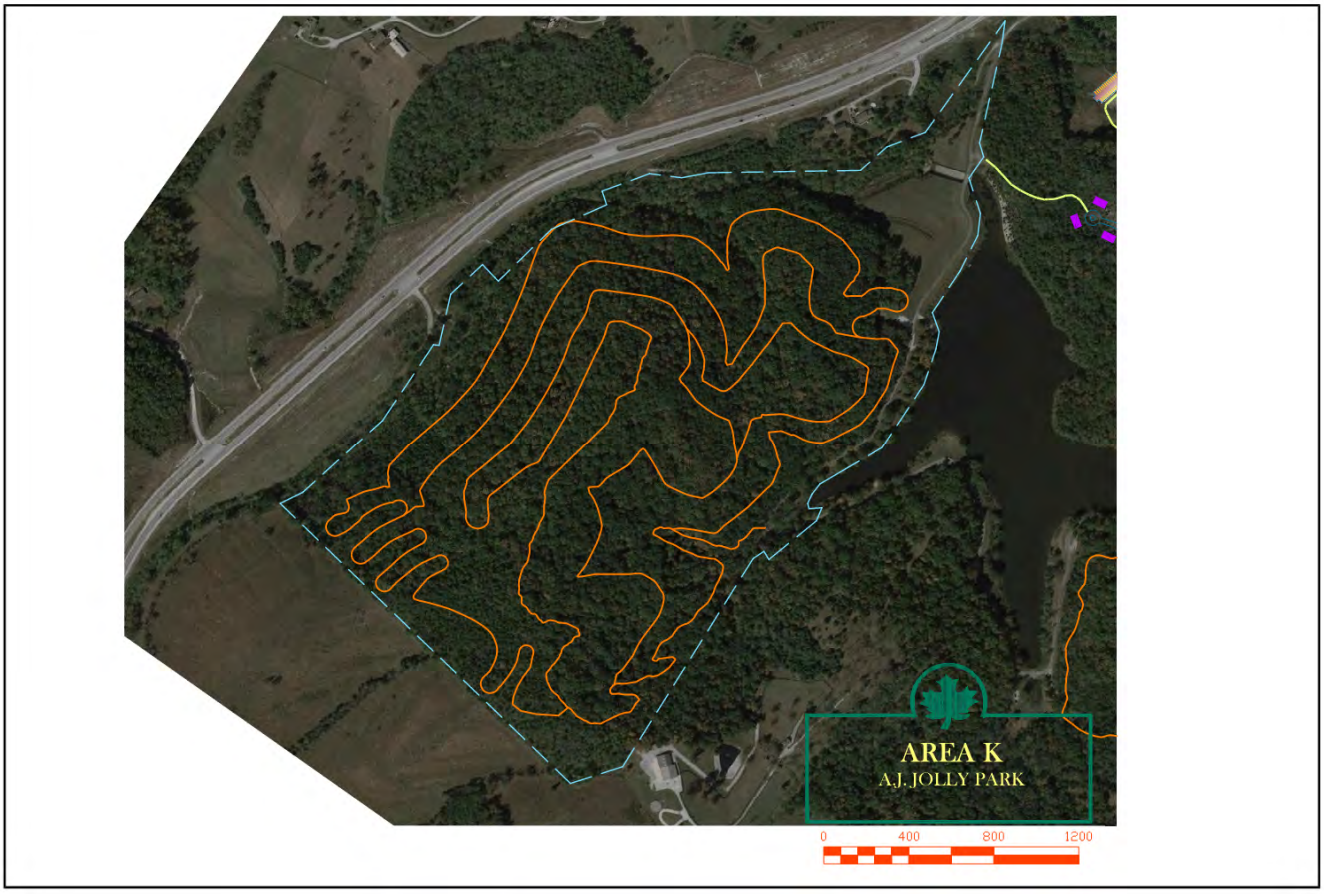
A Golf Course Master Plan and Banquet Center Feasibility Study is desired to further detail the improvements for Area J. This study should include a review of the 18-hole golf course, clubhouse, pro shop, parking, and the storage/maintenance facility. It should also address new options including event facilities that may include a combined clubhouse/banquet facility, concessions, indoor and outdoor dining, overnight lodging, and additional parking.

Improvement opportunities for Area J include:

- Improvements to the 18-hole golf course
- Combined clubhouse/pro shop/ banquet center
- Continue tree replacement program at golf course
- Additional concessions supporting passive recreation
- Improved storage/ maintenance facility
- Additional dining/seating options



Area K – Equestrian Trails, Fishing

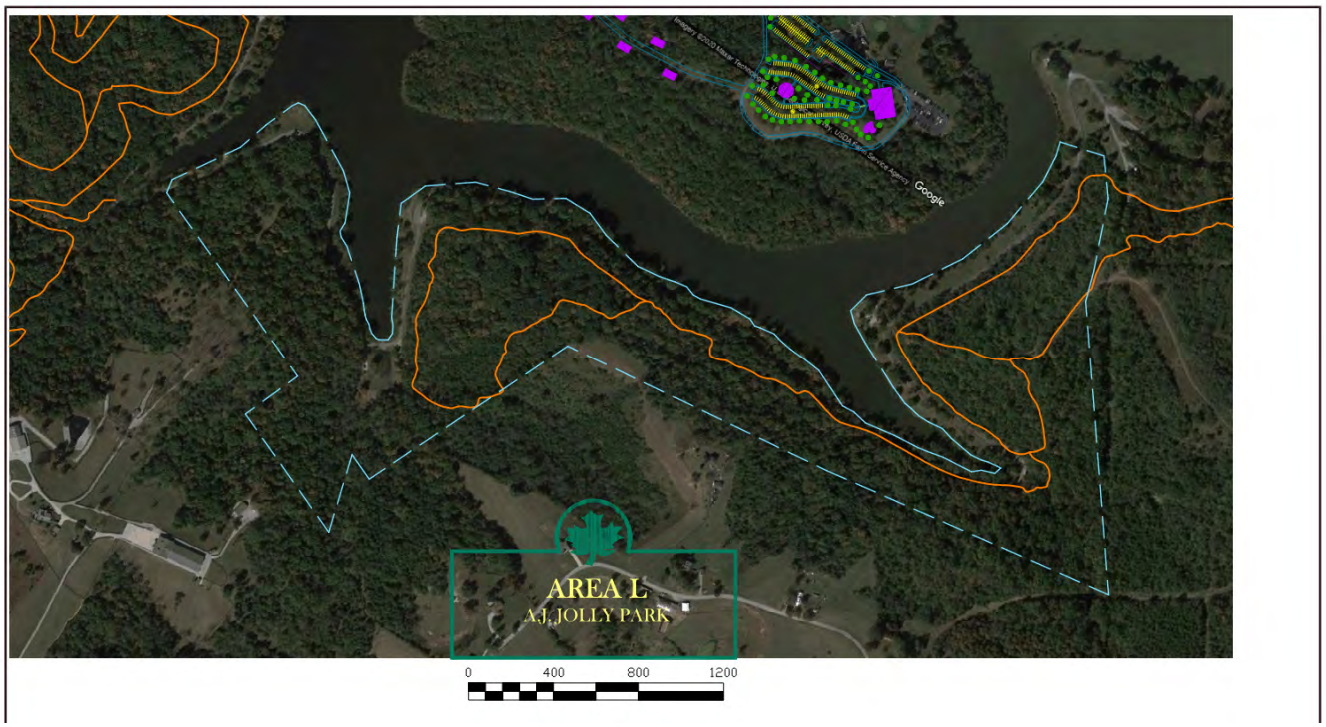


Area K currently is a pedestrian only access point to the Park. A trailhead with designated parking is desirable to support greater access to this area. Limits include remoteness from Ranger Station.

Spillway improvements are necessary in this area.



Area L – Camping, Equestrian Trails, Fishing



Natural preservation within Area L is desirable. Upgrades to the roadway system incorporating walking, biking and equestrian use are desired. Maintenance of the equestrian trails is required for this area. Shoreline fishing along the lake is accessed via Park Lake Road.

Utilities are extremely limited in this area, which limits improvements in this area. Pull-offs for parking would enhance opportunities for bank fishing in the area.

Improvement Opportunities for Area L:

- Vehicle Pull offs to Access Fishing
- Walking/Biking Trails



Area N – Environmental Education Center



The Environmental Education Center is a well-maintained and premier asset to the Park. It serves as a valued educational center as well as a resource for maintenance of the Park's natural habitats. As wetland, forest, and other natural habitats within the Park are improved, it is vital that trail connections be established and maintained.

Improvement opportunities plan for Area N include:

- Expanded nature trails
- Continued wetland restoration and natural preservation



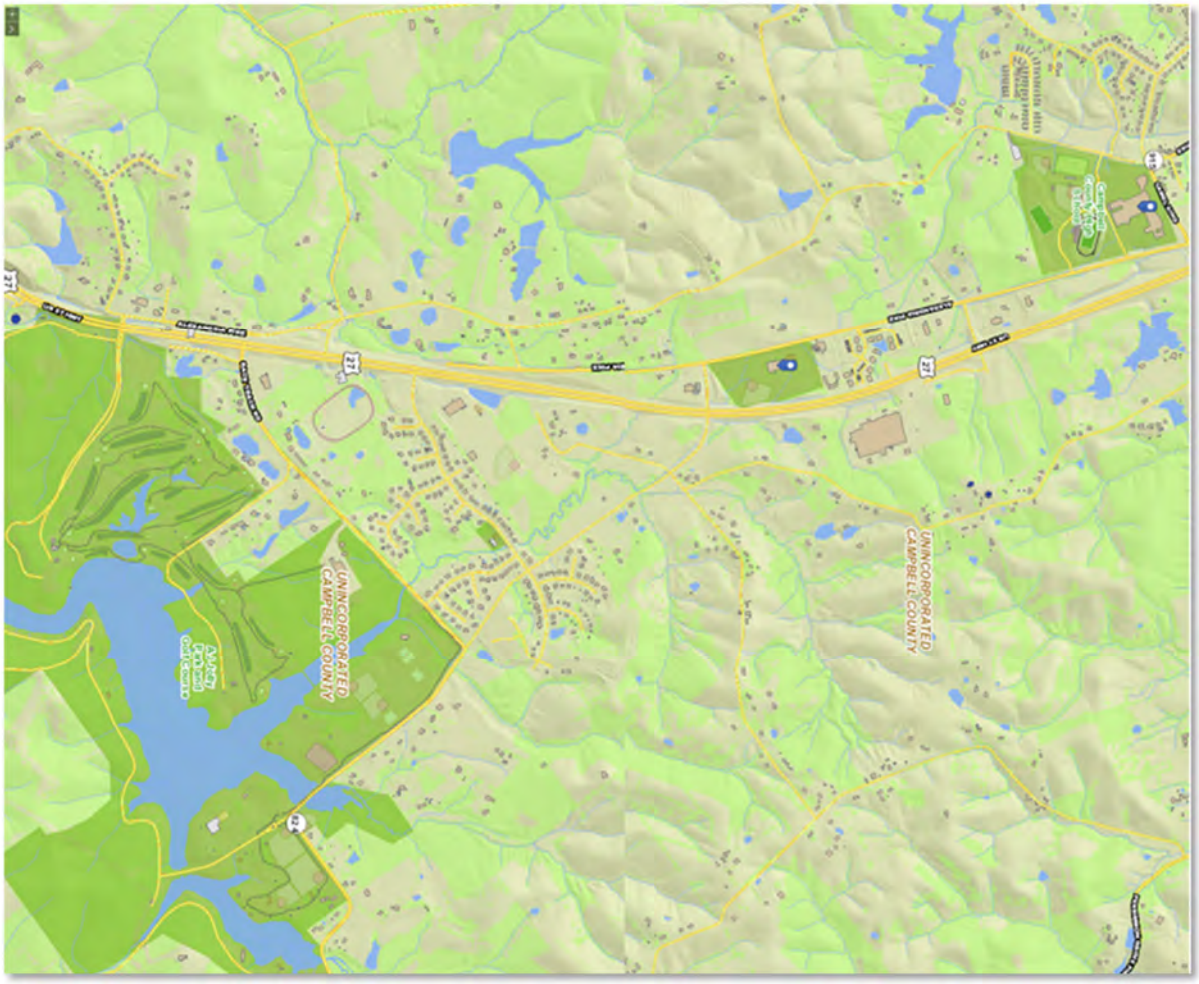
Area P – Community Trails

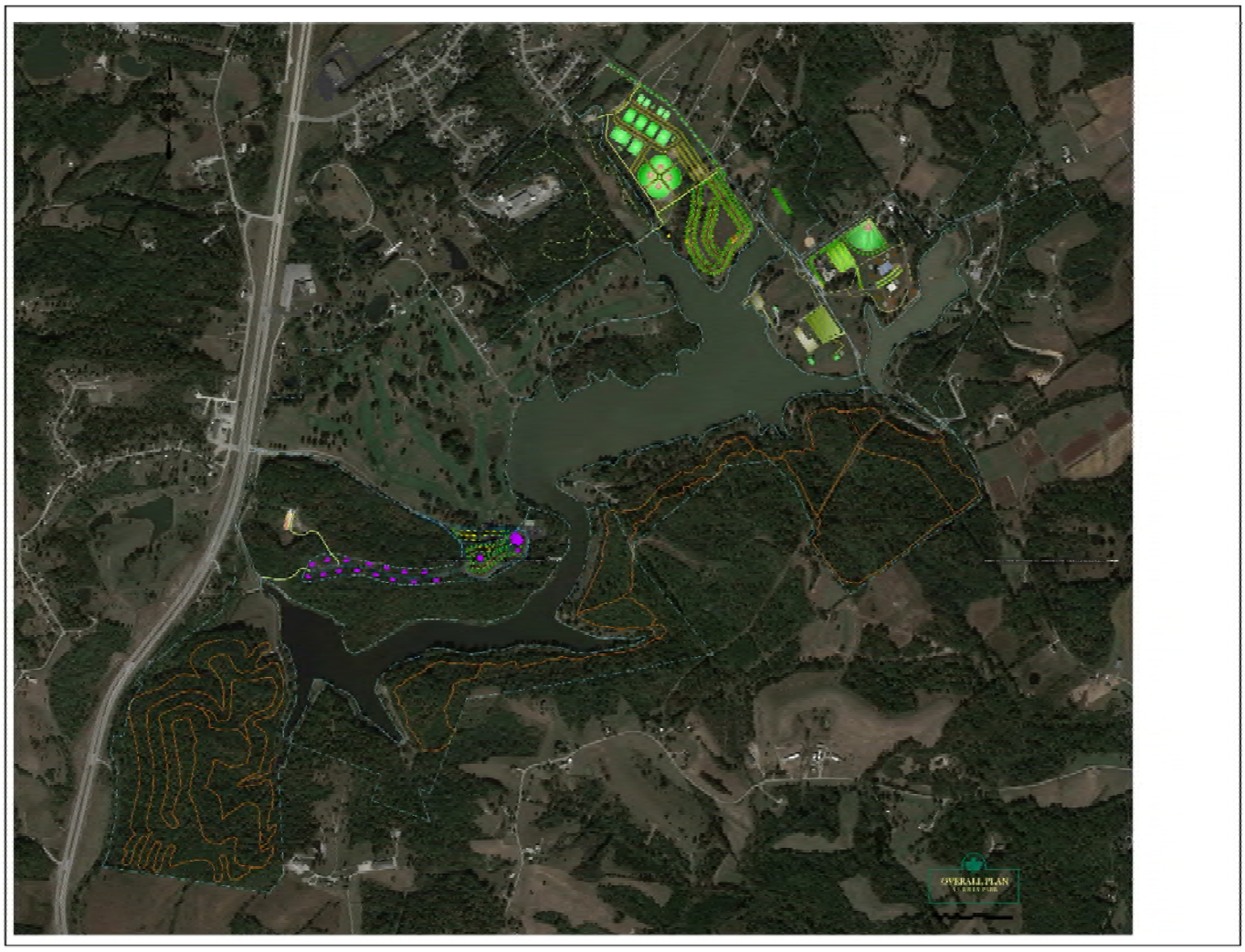
A desirable feature of the long-range plan is to interconnect the Park with surrounding communities, schools, and public facilities through a series of trails and multi-purpose walking/biking paths. Conversion of a portion of the older section of US 27 to a county-maintained right-of-way provides a unique opportunity to upgrade signage and connect the Park trail system directly with the community.

Improvement opportunities for Area P include:

- Upgraded pedestrian and bike trails
- Connections to neighborhood trails
- Bridge or tunnel to safely cross U.S. 27
- Connections to community facilities
- Bike racks at public facilities

Numerous facilities along US 27 that are good locations to connect to the Park include: Campbell County High School, Reilly Elementary School, and the Southern Campbell Park-n-Ride. Several neighborhood subdivisions, including Parkside, Summerlake, and Pond Creek are also viable connection options for a community trail system that connects to the Park.





Aerial View of A.J. Jolly Park with major opportunities shown.

Tables III-1 lists the major improvement features of the Park by area. Many of the smaller Park amenities, such as picnic tables and benches and minor landscaping are in nearly every area of the Park while major capital improvements are in one or more specific areas.

Table III-1
Summary of Investments

	Area															
	lake	A	B	C	D	E	F	G	H	I	J	K	L	M	N	P
Clubhouse/Banquet Facility									•	•						
Splash Park				•												
Pavilion (Future Phases)		•														
Rental Cabins									•	•						
Concessions			•	•					•	•	•					
Fishing Piers	•	•	•					•								
Boat Ramp/Dock	•	•														
Boat Storage		•														
Passive Recreation		•		•					•	•	•					
Playgrounds		•	•	•												
Recreation Courts				•												
Youth Sports Fields			•	•												
Campground – Primitive												•	•			
Campground – RV Large			•		•											
Campground – RV Small			•		•			•								
Campground Yurts								•								
Restrooms		•		•												
Restrooms with Showers			•		•			•								
SaniStation			•		•											
Picnic shelters – Extra large		•														
Picnic shelters – Midsize				•												
Picnic shelters – Small				•												
Benches		•	•	•		•										
Hitching Posts					•											
Bike Racks		•	•	•												•
Picnic Tables		•	•	•	•	•		•	•	•						
Parking – Green		•										•				
Parking – Paved			•	•					•	•						
Lake /Wetland Restoration	•					•								•		
Shoreline Restoration	•	•	•													
Pollinator Habitat			•													
Landscaping – Hardscape		•	•													
Landscaping – Major		•	•	•												
Landscaping – Minor					•					•	•	•				•
Trail – Wetland				•												
Trail – Community / Shared Use								•	•	•			•			•
Trail – Equestrian					•							•		•		
Trail – Paved Pedestrian / Bike		•	•	•				•				•				•
Trail – Unpaved Nature Trails				•	•			•	•	•				•		
Security		•	•	•												
Signage		•	•	•				•								•

Table III-2 list areas of additional study, which are warranted based upon the unique aspect of the type of use.

Table III-2
Additional Studies

	Area															
	lake	A	B	C	D	E	F	G	H	I	J	K	L	M	N	P
Golf Course Master Plan											•					
Forest Stewardship Plan					•	•	•	•	•	•		•	•	•	•	
Watershed Stewardship Plan	•					•								•	•	

SECTION 4 – FINANCING

The Master Plan opportunities for improvement should be phased over time and are subject to physical constraints and availability of funding. A wide variety of funding sources are currently used and will continue to be necessary to fund the long-term improvements that are recommended in the Park's Master Plan. Examples include but are not limited to:

A. GENERAL FUNDS

The County budgets funds for capital improvements in its parks. Increasing the amount of funding requires budgeting and approval by the Fiscal Court. Proposed improvements compete against the many needs of the County such as roads, infrastructure, public safety and other services.

B. USAGE FEES

Revenue related to the entrance, campground, picnic areas, pavilion, and golf fees are increasing because of a rise in attendance at the Park. These nominal usage and concession fees assist with funding for seasonal staffing and maintenance, however they are not sufficient to cover the capital investments desired for the Park. Several of the larger improvements, such as splash park, RV campground, and clubhouse/banquet facility, can notably increase the revenue stream for the Park.

C. EVENT FEES AND SPONSORSHIPS

Recent successful large events sponsored by the Park have created additional revenue streams and are encouraged to continue. Profits from these events have been used as matching funds for grants and to support events and improvements.

D. GENERAL OBLIGATION BONDS

General obligation bonds have been utilized for the development of park and recreation areas and should continue to be considered as a funding source.

E. GRANTS

Grants are commonly a state source of funding for municipal improvement projects. Most grants must be balanced with a local match. Some examples which have been previously used at the Park include the Recreational Trails Program (RTP), Land and Water Conservation Fund (LWCF), and Kentucky Department of Fish and Wildlife Resources (KDFWR).

F. PUBLIC/PRIVATE PARTNERSHIPS

Improvements to A.J. Jolly Park include investments of labor, materials, and funding from many sources including private, corporate and public funds. As an example, completion of Phase 1 of the Joseph J. Stapleton Pavilion in 2014 combined over 40 private sources of materials, labor, and funds. Similarly, the equestrian campground and horse trails were completed through numerous volunteer hours and contributions from private agencies and public grants.

Table IV-1 identifies the major infrastructure features and potential funding sources. The implementation schedule for these improvements is heavily dependent upon the availability of funding. The use of public/private partnerships and charitable contributions for notable capital improvements are required. Charitable contributions, of any size, can be made to Jolly Park Community Development Council, a 501-(c)(3) organization. The members of the Jolly CDC are committed to the revitalization of the Park and are available to assist with matching individual donor needs with specific investments.

Individuals are encouraged to contact members of the Fiscal Court or Jolly Park Community Development Council regarding specific investments that align with their interest or organization. Continued improvements to the Park will require both public and private commitments to guide and maintain A.J. Jolly Park as a recreational destination of choice for our residents.



Photo courtesy of Don Sorrell

Table IV-1
Sources of Funding

		Possible Funding Sources			
		Private		Public	
	Usage Fee	Citizen	Agency	County/Public Agency	State/ Federal Grants
Clubhouse/Banquet Facility	Fee for Use	Primary	Primary	Secondary	N/A
Splash Park	Fee for Use	Secondary	Secondary	Primary	N/A
Pavilion (Future Phases)	Fee for Use	Primary	Primary	Secondary	N/A
Rental Cabins	Fee for Use	Secondary	Secondary	Primary	N/A
Concessions	Fee for Use	Primary	Primary	Secondary	N/A
Fishing Piers		Secondary	Secondary	Secondary	Primary
Boat Ramp/Dock		Secondary	N/A	Secondary	Primary
Boat Storage	Fee for Use	Primary	Primary	Secondary	N/A
Passive Recreation		Primary	Primary	Secondary	Limited
Playgrounds		Primary	Primary	Secondary	Limited
Recreation Courts		Primary	Primary	Secondary	Limited
Youth Sports Fields		Primary	Primary	Secondary	Limited
Campground – Primitive	Fee for Use	N/A	N/A	Primary	Limited
Campground – RV Large	Fee for Use	N/A	N/A	Primary	Limited
Campground – RV Small	Fee for Use	N/A	N/A	Primary	Limited
Campground – Yurts/Cabins	Fee for Use	N/A	N/A	Primary	Limited
Restrooms		N/A	N/A	Primary	Limited
Restrooms with Showers		N/A	N/A	Primary	Limited
SaniStation		N/A	N/A	Primary	Limited
Picnic Shelters – Extra large	Fee for Reservation	Primary	Primary	Secondary	N/A
Picnic Shelters – Midsize	Fee for Reservation	Primary	Primary	Secondary	N/A
Picnic Shelters – Small	Fee for Reservation	Primary	Primary	Secondary	Limited
Benches		Primary	Primary	Secondary	Limited
Hitching Posts		Primary	Primary	Secondary	N/A
Bike Racks		Primary	Primary	Secondary	Limited
Picnic Tables		Secondary	Secondary	Primary	N/A
Parking – Green		N/A	N/A	Secondary	Primary
Parking – Paved		N/A	N/A	Primary	N/A
Lake /Wetland Restoration		N/A	N/A	Secondary	Primary
Shoreline Restoration		N/A	N/A	Secondary	Primary
Pollinator Habitat		N/A	N/A	Primary	N/A
Landscaping – Hardscape		Secondary	Secondary	Primary	Limited
Landscaping – Major		N/A	N/A	Primary	Limited
Landscaping – Minor		Secondary	Secondary	Primary	Limited
Trail – Wetland		Primary	Primary	Secondary	Primary
Trail – Community / Shared Use		Primary	Primary	Primary	Limited
Trail – Equestrian	Fee for Use	Primary	Primary	Secondary	Limited
Trail – Paved Pedestrian / Bike		Primary	Primary	Secondary	Primary
Trail – Unpaved Nature		Primary	Primary	Primary	Limited
Security		N/A	N/A	Primary	Limited
Signage		Secondary	Secondary	Primary	N/A

SECTION 5 – COMMUNITY ENGAGEMENT

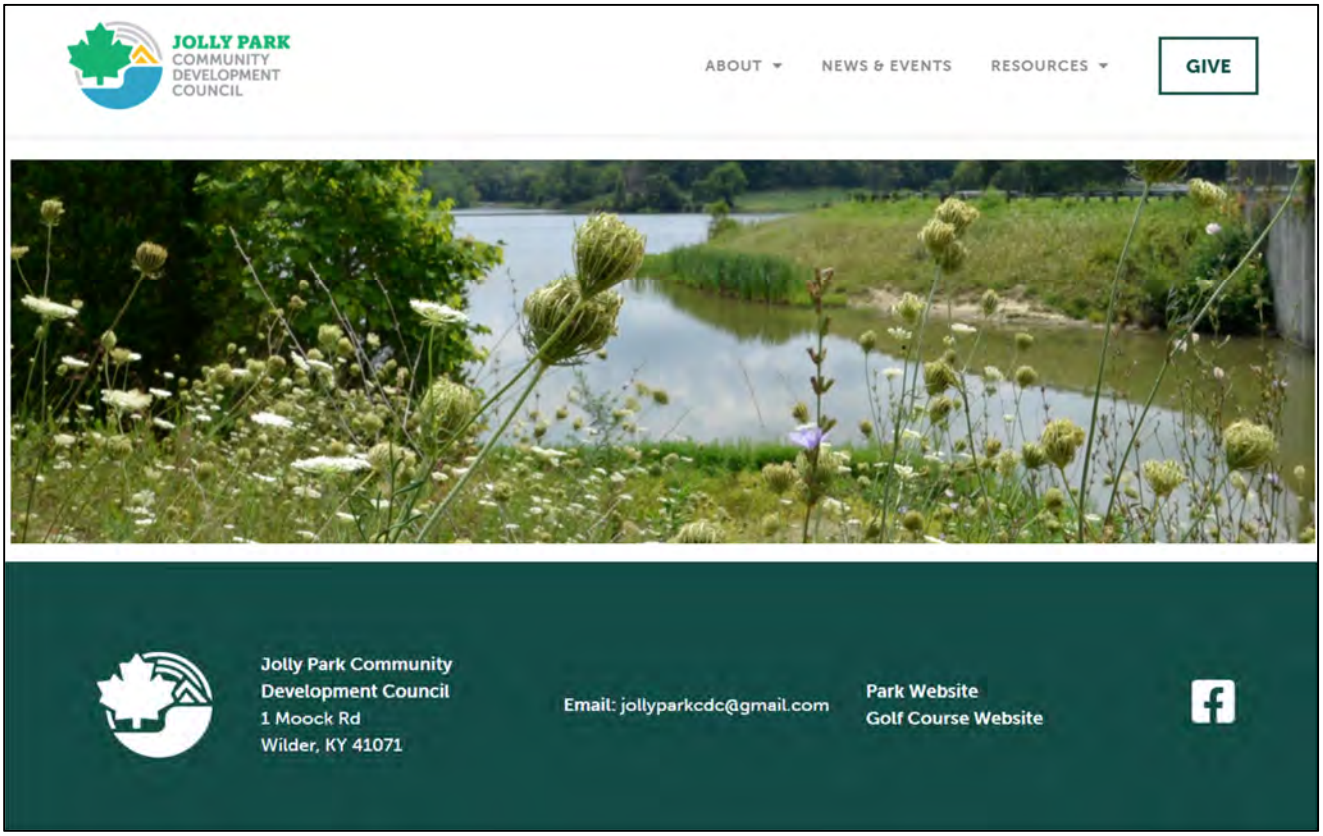
The success of the Master Plan for A.J. Jolly Park is reliant on effective community engagement. As part of the development of the Master Plan and the overarching revitalization of the Park, the Campbell County Fiscal Court and the Jolly Park Community Development Council continue to engage the community using a variety of methods. Expanding and engaging the users of the Park was instrumental in defining the community and recreational needs.

General information about the Park has historically been available via telephone, website (www.campbellcountyky.org), the county-wide newsletter, What's Happening! or postings at the Park. A.J. Jolly Golf Course maintains a separate website (www.ajjollygolf.com) dedicated to course activity. Reservations for golf, camping or picnic shelters can be made by calling the Park or logging onto the respective website.

The Jolly Park Community Development Council established a website (www.jollyparkcdc.org) to advocate and fundraise for the further development of A.J. Jolly Park and Golf Course.

The need for additional and more in-depth engagement was identified and resulted in the advancement of multiple communication methods to continuously gather input and share information about the Park.

The community engagement programs outlined in this Section are managed cooperatively by the volunteers of the Jolly Park CDC and Park staff.



A. PUBLIC MEETINGS AND SURVEYS

In an effort to engage the stakeholders of the Park, the master plan team did in person surveys at Festival on the Lake and analyzed in-person surveys of park visitors by Park staff, as well as annual surveys emailed to Park season pass holders. The Jolly Park Community Development Council also met and reviewed items under consideration within the master plan.

Surveys

When the Jolly Park CDC undertook its first survey in 2012, it was to gauge the general awareness of the assets of the Park and to create a starting point to evaluate the community's desires of what they thought the park should be and where it needed some improvement, enhancements, added amenities and/or services.

Since that initial survey, the staff of A.J. Jolly Park, under the direction of the Campbell County Fiscal Court and its administrative staff, have begun to conduct annual surveys of park users, in particular season pass holders. Those surveys are used by the Fiscal Court to help determine where to focus on improvements and enhancements to the overall Park experience. In 2018 and 2019, extensive surveys were completed by 492 people from a wide variety of zip codes in Kentucky and Ohio, as well as Florida, Georgia and North Carolina. Those are the two most recent complete year surveys. The 2020 Park season was impacted by the Covid-19 pandemic with cancellation of many programs and limits to camping. Therefore the 2020 survey results were not utilized.

2018, 2019 PARK SURVEYS

Park Services Utilized by Survey Respondents by Frequency:

- Fishing
- Walking Trails
- Playgrounds
- Camping in 5th Wheel, RV, Pop-up
- Picnic/Shelter Areas
- Tent Camping
- Kayak/Canoe/Paddle Boat Rentals
- AJ Jolly Golf Course
- Disc Golf
- Environmental Education Center
- Basketball, Tennis, Pickleball Courts
- Camping in Yurt
- Horseback Riding Trails
- Yurt Camping

Desired Recreation Activities and New Events

- Great Outdoor Weekend
- Fishing Derby
- Kayak/Paddlefest
- Cruise-in

Condition Assessment

General Cleanliness of the Park Facilities and Ground

- Very Satisfied (47%)
- Satisfied (45%)
- Neutral (7%)
- Dissatisfied (1%)

General Cleanliness of Restrooms and Garbage Receptacles

- Very Satisfied (34%)
- Satisfied (45%)
- Neutral (14%)
- Dissatisfied (7%)

Customer Service Provided by Park Personnel

- Very Satisfied (45%)
- Satisfied (38%)
- Neutral (15%)
- Dissatisfied (2%)

B. WEBSITE AND SOCIAL MEDIA

Campbell County Fiscal Court launched an upgraded website in 2019 including a section on Parks at campbellcountyky.gov. This site brings an integrated approach to the county's departments and assets. It enables park visitors to make online reservations for camping and shelter rentals. In addition, there is information about horse trails, golf, fishing, disc golf, Environmental Education Center, canoe, and kayak rental opportunities at the Park and much more.

Jolly Park Community Development Council (CDC) has a website dedicated to funding opportunities, volunteer opportunities and the vision for the future of the Park at jollyparkcdc.com.

Similarly, social media sites were established by both the Park staff and the Jolly Park CDC. Updates are made regularly, and citizens can engage in a variety of park topics.

C. PRINT MEDIA

The volunteers of the Jolly Park CDC have sought to expand the dissemination of information in print media. The volunteers have been successful in sharing information through numerous local, regional, and statewide publications.



News about the Park is frequently included in the digital County newsletter. In addition, members of the Fiscal Court and the Jolly Park CDC have appeared as guest columnists and contributors in local publications.

Items Survey Respondents Would Like to See Added to the Park Ranked by Most Desired

- Pool
- Additional Restrooms
- Water Feature Splash Pad
- Putt Putt Golf Course
- Re-open Lake to Swimming
- Additional Camping for Large RV's

Park Activities or Events Attended by Survey Respondents by Most Attended

- Festival on the Lake
- Country Music Festival
- Bluegrass Music Festival
- Jolly Thursdays
- Halloween Spooktacular
- Dragon Boat Races
- Movies in the Park

D. VOLUNTEERISM

Similar to the infrastructure needs of the Park, promotion is financially constrained. The mission of the Jolly Park Community Development Council (CDC) and Campbell County Fiscal Court is to help make A.J. Jolly Park and Golf Course into a thriving, sustainable, high quality regional tourism destination that is well-planned, managed, and funded responding to the needs and values of the community. Updating this Master Plan is an important step to moving the Park forward and helping advance the mission and vision.

In 2013, Jolly Park Community Development Council formed a 501(c)3 corporation. This council is comprised primarily of residents of Campbell County, who have made a personal commitment to make A.J. Jolly Park a place which provides the residents of Campbell County and beyond with recreational options that currently do not exist in any one park in our region. The members of the Jolly Park CDC initiated the update of the master plan process and have sought to engage countless users, volunteers, professionals and partner agencies to assess the conditions of the Park and develop concepts for future investment in this regional asset.

Other key organizations assisting with volunteer efforts at the Park include:

Campbell County Environmental Education Center – Since 1998, the Campbell County Extension District Board has maintained an Environmental Education Center located at A.J. Jolly Park. The Center's diverse natural areas, walking trails, and Environmental Education Center, provide opportunities to learn about the natural world in Campbell County. The Center offers educational and passive recreational services to all County residents, regional visitors, businesses, and especially to schools, youth groups, and other educationally focused organizations. In addition to their regular commitments at the Park, the Extension District has been an active partner with the assessment and restoration of the lake, wetlands, natural resources and trails that encompass the Park. They have also engaged the Center for Applied Ecology at Northern Kentucky University and Thomas More University and the Kentucky Division of the US Fish and Wildlife in this component.

Northern Kentucky Horse Network - Equine leaders from Campbell, Boone, Kenton, Pendleton, Grant, Owen, Carroll, Gallatin and Bracken counties and representatives from the three Extension Services and Conservation Districts collectively formed the Northern Kentucky Horse Network. This all-volunteer network has established and maintains approximately 20 miles of horse trails at A.J. Jolly Park. Equestrian facilities at the Park include a primitive day ride facility with a shelter house and an equestrian campground with a 28 Stall Barn.

Volunteer activities have provided notable improvements at the Park, including the equestrian facilities and trails, the events area, and habitat restoration.



E. MAJOR EVENTS

Major events at the Park are an excellent opportunity to promote overall awareness of A.J. Jolly Park and increase usage. Typical annual events at the Park include Bluegrass Festival, Dragon Boat Races/Festival, Festival on the Lake and Halloween Spooktacular. A very popular series for children known as Jolly Thursdays, is presented each summer in partnership with the Campbell County Public Library.





Jolly Park Community Development Council accomplishments since 2012:



2013
Hosted Park's 50th Anniversary Celebration
Completed large scale park patron survey
Helped fund NKU/Thomas More Lake Water Quality Study
Assisted with Lowe's Heroes Information Display Kiosk

2014
Hosted Annual Festival on the Lake Music and Wine Festival (and secured sponsors)
Secured donations, designed and built Joseph J. Stapleton Pavilion and presented to County
Assisted with KY Department of Fish & Wildlife Fish Habitat Improvement Project
Assisted with beginning a Canada Goose Management Program
Sponsored shelter at Park's Halloween Spooktacular

2015
Hosted Annual Festival on the Lake Music and Wine Festival (and secured sponsors)
Completed A.J. Jolly Park Master Plan
Assisted with A.J. Jolly Lake Common Carp Removal Project

2016
Hosted Annual Festival on the Lake Music and Wine Festival (and secured sponsors)
Completed RV Campground and Splashpad Feasibility Study
Helped fund NKU A.J. Jolly Lake Water Quality Study
Assisted with A.J. Jolly Lake Common Carp Removal Project

2017
Assisted with sponsors and promotion of the Park's music festivals using LIFT Grant
Volunteered at Park festivals and events
Assisted with funding for new canoe/kayak dock
Helped fund NKU A.J. Jolly Lake Water Quality Study
Assisted with A.J. Jolly Lake Common Carp Removal Project

2018
Assisted with sponsors and promotion of the Park's music festivals using LIFT Grant
Volunteered at Park festivals and events
Assumed Park's Tree Dedication Program and planted 19 trees at A.J. Jolly Golf Course
Assisted with funding for the Park's first Yurt
Assisted with A.J. Jolly Lake Common Carp Removal Project
Assisted with upgrading Park's brochures and campground map
Received donation of 5 decorated picnic tables from NKY Picnic Table Project
Received donation of 6 park benches from Main Street Baptist Church in Alexandria
Preliminary plans completed for Large Picnic Pavilion; fundraising phase begins
Sponsored shelter at Park's Halloween Spooktacular event

2019
Assisted with sponsors and promotion of the Park's music festivals using LIFT Grant
Volunteered at Park festivals and events
Purchased white portable fencing for events at the Stapleton Pavilion
Assisted with A.J. Jolly Lake Common Carp Removal Project
Assisted with upgrading Park's campground map
Began work on Park Master Plan 5-Year Update
Sold 13 of the 19 tree dedications at AJ Jolly Golf Course
Sponsored booth at Park's Halloween Spooktacular event
Continued fundraising for Large Picnic Pavilion – featured in What's Happening in Campbell County

2020 Sold remaining tree dedications at AJ Jolly Golf Course
Applied for Summertime Kids Grant with Greater Cincinnati Foundation to help cover cost of events for youth (Picture Path)
Continued fundraising for Large Picnic Pavilion – featured in What's Happening in Campbell County
Launched Phase 2 tree dedications at AJ Jolly Golf Course
Launched Phase 1 tree dedications at Park along Race Track Road
Completed Park's Master Plan Five-Year Update
Completed new Jolly Park CDC branding and logo
Completed Jolly Park CDC web site redesign

FOR MORE INFORMATION ABOUT JOLLY PARK CDC OR TO DONATE, SPONSOR OR INVEST IN THE FUTURE OF THE PARK OR GOLF COURSE, CONTACT US VIA OUR WEBSITE.

JOLLYPARKCDC.ORG

