



2024 EXPERIENCE REPORT

PARKS & RECREATION

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Financial Overview



2024 Actual

→ Revenue	\$841,519
→ Expenses	\$1,679,540
→ Net	-\$838,021

2024 Adopted

→ Revenue	\$771,200
→ Expenses	\$1,524,731
→ Net	-\$753,531

Financial Breakdown

Recreation



Revenue

\$727,464



Expenses

\$935,195



Net

-\$207,731



Parks



Revenue

\$114,055



Expenses

\$698,018



Net

-\$583,963



Town Wide Events



Revenue

Included in Rec. Revenue



Expenses

\$46,327



Net

-\$46,327



By the Numbers



Registrations

9,604 - 2024



10,727 - 2023



Facility Rentals

326 - 2024



326 - 2023



Sponsorship

\$24,950 - 2024



\$26,600 - 2023



Highlights

Provided

- 200 Children Summer Camp Experiences
- 2,285 Hours of Out of School Care During the School Year (UPK & School Age)
- 440 Tax Preparations Through AARP
- 399 Seats Over 10 Senior Day Trips
- 803 One-Way Trips to Senior Events or Shopping Excursions
- 2,351 Meals at Senior Center Programs

Secured

- 23.1 Acres of Land Adjacent to the Park at 1342 Hilton Parma Corners Rd
- 12 Passenger Senior Transport Vehicle through NYS DOT 5310 Grant (20% match)
- \$485,000 ARPA Funding for a Splash Pad
- \$130,000 ARPA Funding for Library Renovations
- \$24,000 ARPA Funding for 20% Match of Senior Transport Vehicle
- \$100,000 ARPA Funding for Land Purchase (50% of Purchase Price)
- \$15,000 ARPA Funding for AED Equipment
- \$9,000 Fireworks Funding from Wegmans
- \$26,440 Monroe County Funding for Senior Nutrition Program
- \$3,458 Monroe County Funding for Youth Service Programming
- \$177,521 Monroe County SLFRF Funding for Senior/Youth Congregate Programming

Launched

- Library Entry/Restroom Renovation with a Community Development Block Grant
- Community Wide Solar Eclipse Preparation Efforts and Event

Hosted

- Hilton Heat Soccer Club Westside Invitational
- Greece United Futbol Club Tournament
- Hilton Jr. Cadets Battle of the Bats Tournament
- Several GRDG Tournaments
- Monroe County Cross-Country Championship
- 16th Annual Make a Difference Day
- 13 Special Events and Outings
- 7 Free Special Events

Completed

- Town of Parma Comprehensive Plan
- Town Hall Finance/Supervisor Office and Hallway Renovations
- Recreation Department Out of School Program Room Renovation
- Town Hall Staff Parking Lot Construction
- Town Hall Court Parking Lot Striping
- Parma Park Lodge Feasibility Study

Experienced

- Tom Venniro Received American Academy for Park & Recreation Administration 2024 Certificate of Exemplary Service
- Tom Venniro Received Hilton Board of Education 2024 Friend of Education Award from the High School.
- Received NYSRPS Multi-Media Award
- Ryan Rockefeller Chaired and Planned the NYSRPS State Conference
- 25 Staff Presentations Delivered Locally, Statewide, and Nationally
- Participated in Core Team, Team Building Exercise at "Locked" Escape Room



Spotlight

Parma Town Park to Expand with the Acquisition of 23.31 Acres of Adjacent Land



In May of 2024, the Town of Parma took an important step toward strengthening our parks and community spaces with the acquisition of 23.31 acres of land at 1342 Hilton Parma Corners Road. This rare opportunity to secure property directly adjacent to existing parkland not only expands access to the VFW but also supports long-term community goals identified in the newly adopted Comprehensive Plan. With this addition, the Town is well-positioned to enhance recreation opportunities, improve overall quality of life, and thoughtfully explore future possibilities—such as the development of a new Library and Recreation Center that could serve generations to come.

What People Are Saying...

Chuck Johnson, VFW Member

“I wanted to take a moment to email you that I just had a chance to look at the presentation from the Eclipse Town Hall meeting. I am impressed, the presentation is really well done, my compliments!! I even forwarded it along to the CEO of our company.”

Myke Merrill, Retired Pastor at Parma Christian Fellowship / Owner SGM

“One of the signs of great leadership is getting everything in place for any condition, even the condition of "nothing happened." Thanks to all who prepared and worked together on this project.”

Danielle Duffy, HCSD Teacher / Resident

As a Resident / Parent:

“I just wanted to write to you to let you know how much we appreciate Ms. Katie as our child's wrap care teacher. She truly goes above and beyond in all that she does... I feel like Landon is getting a full day of instruction because of how talented Ms. Katie and her team are. She welcomes each kid with the biggest smile and you can tell she is truly passionate about what she does. My child feels safe, loved, and valued, and he always looks forward to going to school. I will be sure to share our appreciation with her, but I thought that I would let you know because she is truly such an asset to your program. Thank you for ensuring our kids are in the best hands!”

As a Teacher:

I just wanted to extend a thank you for organizing such a thoughtful visit for our Primary students. The kids have been talking about the Apple Fest all week and many have already talked to their parents about how they need to bring in food for the Food Shelf.

What People Are Saying...

Amy Blakley, Northwood PTO / Resident

“Thank you so much again for letting Northwood use your Gaga ball pit for the 6th grade bash. The kids had such a great time. It is behind out security desk. Thank you again so much Tom. This is something the kids have looked so forward to each year. ”

Charlene Lockner, Senior Center Participant

To Sherry Farrell:

“I hope you know how much you are appreciated by everyone including Gene and I. It was a wonderful day yesterday... just know you are appreciated, and I know sometimes it probably feels like herding cats on these trips. Thanks again for a wonderful day!”

To Tom Venniro:

“We have never met personally, but I have been there when you have addressed Senior Citizens. Thank you for all that YOU do to make our Town's Recreation department great. My grandchildren have participated in various sports and activities the rec dept. has offered over the years. The variety really helps to attract so many different people. It's great. I like the way there are also so many different activities for Senior citizens. We get to pick and choose what interests us. You have a "Gold Mine" in Sherry. She is so kind and patient with ALL of us even though some of us can't hear, have trouble remembering, have mobility problems or are just plain lonely. I always see smiles at the Center.”

Debra Nieskens, Resident

“Thank you!! You're all so nice and supportive. I appreciate it.”

What People Are Saying...

Jeff Pearce, Hilton Superintendent of DPW

Regarding the Halloween Celebration and Trunk or Treat Event:

“Great turnout for the event. I know it took a lot of planning. Everything looked great! Well done. You guys knocked it out of the park. I’ve heard nothing but positive feedback so far! Great work!!”

Regarding the Holiday on Main St. Event:

“Great job with the Holiday Event on Main Street (AGAIN). Everything went smoothly as in the past. Nothing that I viewed needed any corrective measures. Weather wasn’t as last year, but had a great turnout regardless. I know effort and planning went into to add, delete, tweak things. Good work to those planning and people involved with set up or tear down!”

Cheryl Miles, Resident

“Just dropping you a note to express my gratitude for having the above class. I really enjoyed attending this class. The Pettinari’s were so patient and understanding to all in the class which made us comfortable. We (I) made some mistakes but the sausage is delicious. I have to confess I’ve not bought sausage from the Pettinari’s but I will start (I’m anxious to try the maple blueberry, actually). Thanks again for this interesting and new class.”



Awards & Recognition

2024 NYSRPS Multi-Media Award

The Hilton-Parma Parks and Recreation Department was honored with the 2024 NYSRPS Multimedia Award for its innovative program Where in the Woof is Hadley? Hadley Goes West. This interactive initiative used the charm of Hadley the Goldendoodle and the power of social media to engage residents in guessing Hadley's travel locations, from hidden local gems to iconic landmarks across the country. Through photos, videos, maps, and engaging write-ups, the program not only entertained but also encouraged exploration and learning in creative ways.

Launched during the COVID-19 pandemic, the program has evolved through multiple editions—ranging from National Park adventures to movie-themed challenges—while continually capturing the community's imagination. Its success stems from blending recreation with multimedia, building awareness, fostering connection, and showcasing how digital storytelling can bring people together. Where in the Woof is Hadley? is a shining example of how parks and recreation can creatively use technology to enhance community engagement.



On Horizon

Big Things Coming to Parma in 2025: New Splash Pad, Dog Park, and Parkland Expansion

The Town of Parma is making a splash in 2025—literally! The Parma Town Board has approved the installation of a state-of-the-art Sprayground at Parma Town Park, bringing a long-anticipated water play feature to the community. This exciting addition comes in response to the Town’s recent Comprehensive Plan Update, in which 25% of respondents expressed a desire for a splash pad.

Designed to be both fun and uniquely Parma, the splash pad will feature custom elements inspired by the town’s history and landscape, including a giant water tower, an apple tree representing our rich farming heritage, and nods to local waterways like Salmon Creek and Lake Ontario. In addition to classic water play structures, the Sprayground will include accessibility and sensory-focused features to ensure an inclusive experience for all.

But that’s not the only exciting news—Parma’s first-ever dog park is also set to open in 2025! Located within Parma Town Park, this one-acre, natural-setting dog park features designated areas for both large and small breeds to ensure a safe and enjoyable experience for all four-legged friends. The project has been partially funded by the state and Assembly Member Josh Jensen, making it a true community effort. Stay tuned for details on the official “leash-cutting” ceremony!

And if that weren’t enough, the Town of Parma has also acquired nearly 25 acres of land adjacent to the main parkland, directly south of the former property line. While plans for development are still in the works, this expansion adds valuable greenspace for exploration and future recreational opportunities.

We are thrilled to bring these major projects to Parma. They reflect our ongoing commitment to enhancing recreation and quality of life for all residents.

