



YEAR-END REPORT

2024



**Parks and Recreation
Director**

Cassie Weyer

Parks Assistant

Hannah Michael



**Brimfield Township
Parks and Recreation**
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EXECUTIVE SUMMARY



Brimfield Township Parks and Recreation manages over 150 acres of park land include four open parks and two future park sites.

Brimfield's parks facilities were reserved a total of 476 times in 2024 and generated \$14,735 in revenue.

The Parks department held 79 total programs and events and engaged 4,896 guests. The Department participated in outreach events with new community partners including the Autism Society of Greater Akron and Field Local Schools.

The parks department instituted three major park improvement projects in 2024: the installation of a 51-car paved parking lot and driveway at Town Center Fields, installation of a 24-car paved parking lot and driveway at McGuire Park, and the installation of new insulated vinyl siding at the Brimfield Community Center.

Parks and Recreation Director Cassie Weyer completed her Masters of Public Administration Degree in December 2024. Parks Assistant Hannah Michael took over management of parks rental facilities and program registrations. Brimfield Parks said farewell to its first intern, Irenne Scherer, who is completed their capstone project in Environmental engineering for BioMed Science Academy in May of 2024.

The Parks Department participated in the FrogWatch USA citizen science project March-August 2024 where they reported four frog species calls over two parks locations.





EXPLORE YOUR BRIMFIELD TOWNSHIP PARKS



Brimfield Township Parks and Recreation manages over 150 acres of park land including open parks, future park sites, park properties, and conservation areas. Brimfield Township Parks are home to recreational opportunities for all ages and abilities including athletic fields, hiking trails, playgrounds, a dog park, and a sledding hill.

Cranberry Creek Park

2211 Lynn Road Kent OH 44240



Cranberry Creek Park offers outdoor activities for all seasons. This 35 acre parks boasts the only dog park in Brimfield Township as well as an open-air pavilion with electricity and charcoal grills for picnicking.

Lions Community Park

4484 Edson Road Kent OH 44240

Brimfield Township’s largest park provides 42 acres of opportunities for recreation and respite with two open-air pavilions, baseball field, soccer fields, and playgrounds adjacent to hiking trails featuring dense, old-growth forest and extensive vernal pools.

In May 2024, the failing wooden picnic tables in the Honeychuck pavilion were replaced with 10 recycled plastic picnic tables at a total cost of \$ \$13,101.06.



EXPLORE YOUR BRIMFIELD TOWNSHIP PARKS



Town Center Fields

1390 Kelso Drive Kent OH 44240



Photo credit: Tom Nader, Field Youth Soccer

Brimfield Township's Town Center Fields are a bustling hub for athletic activities in the heart of the community. Strategically located in the town center, these fields provide a vibrant space for sports enthusiasts to engage in a variety of activities, including soccer, football, and other team sports.

The Town Center Fields were closed for maintenance for all of 2024 but are scheduled to reopen in Spring 2025.

Town Green

1333 Tallmadge Road Kent OH 44240

Brimfield's Town Green is the oldest and most historically significant park in the Township. Located at the center of the Brimfield, the Town Green sits adjacent to the Town Hall and Fire Station and is home to the historic Gazebo.

The historic Gazebo has been closed for rentals since the Town Hall construction began in 2020 but is scheduled to reopen in Spring 2025.





FUTURE PARK SITES



Messner Acres Conservation Area

5224 Cline Road Kent OH 44240



Messner Acres Conservation Area was granted to Brimfield Township through a conservation easement with Western Reserve Land Conservancy in 2017. The park features over 22 acres of successional forest and extensive, high-quality wetlands along a tributary of Breakneck Creek. This property will be minimally developed to create a passive-use public park .

McGuire Park

3839 Cascades Blvd, Kent OH 44240

The future McGuire Park property was donated to Brimfield Township by Tim McGuire in November 2022. This 40 acre property features a 6 acre lake, historic stone house, and trails through mixed hardwood forests.

An asphalt driveway with 20-car parking lot were installed in November 2024 to allow access to the park from the Cascades business park. The construction of the driveway was made possible through a land swap with Sutton Crossing Apartments and a grading easement granted by the Veteran’s Affairs Cancer Center. The addition of the new driveway changed the address of the park from 120 Robey Road, Tallmadge OH to 3822 Cascades Blvd, Kent OH.





FACILITY RENTALS

2023 FACILITY RENTAL TOTALS

Facility	Reservations
Community Center	218
Cranberry Creek Pavilion	5
Carter Pavilion	14
Honeychuck Pavilion	16
Lions Park Fields*	69
Town Center Fields	170
Total parks facility reservations: 492	

2024 FACILITY RENTAL TOTALS

Facility	Reservations
Community Center	291
Cranberry Creek Pavilion	5
Carter Pavilion	21
Honeychuck Pavilion	32
Lions Park Fields*	127
Town Center Fields	0
Total parks facility reservations: 476	



FACILITY RENTALS

2023 FACILITY RENTAL TOTALS

Facility	Number of Rentals	Revenue
Community Center external rentals	84	\$11,975
Community Center Township internal use	69	
Community Center Non-Profit use	65	
Cranberry Creek Pavilion external rentals	1	\$25
Cranberry Creek Pavilion Township internal use	4	
Carter Pavilion external rentals	10	\$320
Carter Pavilion Township internal use	4	
Honeychuck Pavilion external rentals	8	\$275
Honeychuck Pavilion Internal use	7	
Honeychuck Pavilion Non-Profit use	1	
Waliga Baseball Field external rentals	69	\$1,325
Town Center Fields	170	\$1700
	492	Total: \$14,720



FACILITY RENTALS

2024 FACILITY RENTAL TOTALS

Facility	Number of Rentals	Revenue
Community Center external rental	73	\$12,450
Community Center Township internal use	144	
Community Center Non-Profit Rental	74	
Cranberry Creek Pavilion External Rental	0	
Cranberry Creek Pavilion Township Internal Rental	5	
Carter Pavilion External Rental	4	\$230
Carter Pavilion Township Internal Rental	16	
Carter Pavilion Non-Profit Rental	1	
Honeychuck Pavilion External Rental	7	\$360
Honeychuck Pavilion Internal Rental	16	
Honeychuck Pavilion Non-Profit Rental	9	
Lions Fields External Rental	124	\$1695
Lions Fields Internal Rental	2	
Lions Fields Nonprofit Rental	1	
Town Center Fields	0	
	476	Total: \$14,735





COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation offers several types of **Community Engagement events** to best serve the community.

Engagements are interactions with community members through parks programs and events. Engagements may occur in person or online interactions such as social media responses, survey responses, and contest voting.

Community events are large-scale events that provide entertainment to a wide audience and bring the community together. Community events include summer concerts, outdoor movie nights, festivals, and holiday gatherings.

Parks programs offer smaller programs for specific interests and provide one-on-one experiences with parks staff and participants. Parks programs may include topics such as nature education, crafts, and recreation programs.

Outreach programs take Brimfield Township Parks and Recreation on the road to partner with agencies throughout the county such as non-governmental organizations, schools, libraries, and other municipalities.

Brimfield Township offers several nature-based **Summer Camps** that provide indoor and outdoor hands-on learning opportunities for children ages 5-11.

Brimfield Township hosted three **contests** in 2024: the Battle of the Borbs bird photo social media contest, the Boo Cruise Halloween house decorating contest, and the Tour of Lights Holiday house decorating contest. The engagement totals for these contests include contest participants and votes.



COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2023

Event type	Number of events	Engagements*
Community Events	12	2,563*
Parks Programs	15	152
Outreach	8	797
Summer Camp	1	7
Contests	2	3,977**
2023 Total engagements: 7,496		

Brimfield Township Parks and Recreation Community engagement events 2024

Event type	Number of events	Engagements*
Community Events	13	1,797*
Parks Programs	52	273
Outreach	8	2,303*
Summer Camp	3	33
Contests	3	490
2024 Total engagements: 4,896		

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.

** some votes in the 2023 Tour of Lights contest were suspected to have been submitted by a computer program. The rules to the Tour of Lights voting contest were amended for 2024 to disqualify participants for using computer programs to obtain votes.

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.





COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2023

Q1 (January-March)

Date	Program name	Program type	Engagements
1/6/2023	Full Moon Hot Chocolate Hike	Parks program	10
1/21/2023	Backyard Birds open house	Parks program	15
1/31/2023	Hot Chocolate Bar & Board Games	Parks program	5
2/2/2023	Groundhog's Day for Kids	Parks program	0
2/10/2023	Young at Heart new member meeting	Outreach	41
2/12/2023	Cookies & Cards	Parks program	20
2/16/2023	Speaking engagement: Tallmadge Rotary Club	Outreach	42
2/28/2023	Speaking engagement: Brimfield Lions Club	Outreach	14
3/17/2023	Woodcock Walk	Parks program	13
3/23/2023	Amphibian Hike	Parks program	12
Program engagement totals Q1: 172			

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.



COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2023

Q2 (April-June)

Date	Program name	Program type	Engagements
4/7/2023	Ohio's Baby Animals	Parks program	15
4/22/2023	Plant Swap	Community Events	7
5/13/2023	Spring Clean Up	Community Events	80*
5/19/2023	Warbler Walk	Parks program	1
5/25/2023	McGuire Park Preview Hike	Parks program	11
6/2/2023	Reedfest Reed Memorial Library celebration	Outreach	111
6/10/2023	Fossils for Kids	Parks program	40
6/17/2023	Touch-a-Truck	Community Events	350*
6/21-6/23 2023	Little Explorers Camp	Camps	7
6/23/2023	American Steal concert	Community Events	33
6/29/2023	Finding Nemo Movie Night	Community Events	40
Program engagement totals Q2: 695			

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.





COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2023

Q3 (July-September)

Date	Program name	Program type	Engagements
7/22/2023	Hill Church Back to School Bash	Outreach	355*
8/10/2023	Summer Concert: The Boomers	Community Events	48
8/12/2023	Summer Concert: Mr. Jeff	Community Events	45
8/23/2023	Portage County Township Association Randolph Fair booth	Outreach	66
8/25/2023	Summer Concert: Time Machine	Community Events	35
8/29/2023	Field Back to School event	Outreach	137
9/22-9/23 2023	Brimfest	Community Events	1500*
9/26/2023	Speaking engagement: Brimfield Lions Club	Outreach	31
Program engagement totals Q3: 2,217			

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed etc.





COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2023

Q4 (October-December)

Date	Program name	Program type	Engagements
10/13/2023	Boo Cruise Halloween House Decorating Contest	Contests	395*
10/14/2023	Trunk-or-Treat	Community Events	300
10/15/2023	Mushroom Walk & Talk	Parks program	5
11/5/2023	Pumpkin Roll	Community Events	125
11/13/2023	Tour of Lights Holiday Lighting Contest	Contests	3,582*
11/17/2023	Hike with the Owls	Parks program	3
11/26/2023	Hometown Christmas	Community Events	0
12/17/2023	Christmas Bird Count	Parks program	2

Program engagement totals Q4: 4,412

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed etc.





COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2024

Q1 (January-March)

Date	Program name	Program type	Engagements
1/1/2024	Battle of the Borb: Social Media Photo Competition	Contest	117
1/5/2024	Winter Waterfowl Watch	Parks program	3
1/5/2024	Happy Bird Day	Parks program	5
1/11/2024	Timeless Memories Scrapbooking: January Class	Parks program	4
1/20/2024	Family Animal Tracking Adventure: Craft	Parks program	0
1/20/2024	Family Animal Tracking Adventure: Walk	Parks program	Canceled Due To Weather
1/20/2024	Portage County District Library Ribbon Cutting	Outreach	75*
1/25/2024	Full Moon Hike and Fire	Parks program	18
2/8/2024	Timeless Memories Scrapbooking: February Class	Parks program	3
2/9/2024	Young at Heart Annual Membership Meeting	Outreach	40
2/10/2024	Cookies and Cards	Parks program	23

Quarter One Programs Continued on Next Page

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.



COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2024

Q1 (January-March)

Date	Program name	Program type	Engagements
2/10/2024	Valentines Night Out	Parks program	Canceled Due To Low Registration
2/15/2024	Love Bird Hike	Parks program	1
2/15/2024	Birdhouse Workshop	Parks program	6
2/28/2024	Botanical Creations	Parks program	0
3/3/2024	Wildlife Appreciation Walk	Parks program	4
3/14/2024	Timeless Memories Scrapbooking: March Class	Parks program	2
3/15/2024	Woodcock Walk	Parks program	13
3/26/2024	Frog and Toads for Kids	Parks program	20
3/26/2024	Frog and Toads for Tots	Parks program	15
3/27/2024	Artsy Egg Workshop	Parks program	3
3/28/2024	Amphibian Walk	Parks program	4

Program engagement totals Q1: 356

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.



COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2024

Q2 (April-June)

Date	Program name	Program type	Engagements
4/3/2024	Spring Has Sprung	Parks program	2
4/11/2024	Timeless Memories Scrapbooking: April Class	Parks program	3
4/17/2024	Bat Chat and Craft with EnviroScience	Parks program	3
4/21/2024	Plant and Craft Swap	Community Events	13
4/26/2024	Birding for Seniors	Parks program	1
4/30/2024	Spring Blooms for Kids	Parks program	9
4/30/2024	Spring Blooms for Tots	Parks program	4
5/7/2024	Brimfield Elementary Touch-A-Truck Career Day	Outreach	210*
5/7/2024	Wildflower Hike	Parks program	12
5/9/2024	Timeless Memories Scrapbooking: May Class	Parks program	1
5/11/2024	Spring Clean-Up Event	Community Events	50*
5/20/2024	The Bees of Brimfield	Parks program	3

Quarter Two Programs Continued on Next Page

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.



COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2024

Q2 (April-June)

Date	Program name	Program type	Engagements
5/23/2024	Nature's Needlework Adventures	Parks program	Canceled Due To Low Registration
5/28/2024	Animal Moms for Kids	Parks program	13
5/28/2024	Animal Moms for Tots	Parks program	2
6/1/2024	National Trails Day Hike	Parks program	1
6/1/2024	Pond Dipping Open House	Parks program	0
6/5/2024	Reptiles of Ohio Hike	Parks program	0
6/7/2024	Reedfest Summer Celebration	Outreach	650*
6/13/2024	Timeless Memories Scrapbooking: June Class	Parks program	Canceled Due To Ill Instructor
6/15/2024	Touch - A - Truck	Community Events	300*
6/20/2024	Summer Solstice Bug Hunt	Parks program	11
6/21/2024	Summer Concert: Keiper and Company	Community Events	15
Program engagement totals Q2: 1,303			

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.



COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2024

Q3 (July-September)

Date	Program name	Program type	Engagements
7/8/2024	Fossils For Kids	Parks program	51
7/12/2024	Tot's Nature Adventure	Parks program	11
7/12/2024	Summer Concert: Time Machine Band	Community Events	28
7/17/2024 - 7/19/2024	Nature Detectives Summer Camp	Summer Camp	8
7/19/2024	Summer Night Hike	Parks program	4
7/20/2024	Summer Concert: Mr. Jeff	Community Events	45
7/20/2024	Back to School Bash	Outreach	560*
7/30/2024-8/2/2024	Avian Adventure Summer Camp	Summer Camp	14
8/3/2024	Wildflowers & Fungi Hike	Parks program	Canceled Due To Weather
8/3/2024	Moonlight Moth Night	Parks program	Canceled Due To Weather
Quarter Three Programs Continued on Next Page			

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.



COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2024 Q3 (July-September)

Date	Program name	Program type	Engagements
8/7/2024 - 8/9/2024	Safety School	Outreach	51
8/9/2024	Summer Concert: Off The Charts	Community Events	16
8/13/2024 - 8/16/2024	Bugging Out Summer Camp	Summer Camp	11
8/15/2024	Summer Concert: Boomers 330	Community Events	60
9/7/2024	Fall Warbler Hike	Parks program	Canceled Due To Weather
9/12/2024	Timeless Memories Scrapbooking: September Class	Parks program	Canceled Due To Low Registration
9/27/2024 - 9/28/2024	Brimfest	Community Events	700*
9/28/2024	Brimfest Parade	Community Events	100
Program engagement totals Q3: 1,659			

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.



COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2024

Q4 (October-December)

Date	Program name	Program type	Engagements
10/10/2024	Timeless Memories Scrapbooking: October Class	Parks program	1
10/11/2024	Rescheduled Fall Warbler Hike	Parks program	0
10/11/2024	Colors Changing hike	Parks program	2
10/11/2024	Boo Cruise Halloween House Decorating Contest	Contest	141
10/19/2024	Falcon Fall Frenzy	Outreach	500*
10/20/2024	ASGA Treats on the Trail	Outreach	217*
10/29/2024	Mushroom for Kids	Parks program	0
10/29/2024	Mushroom for Tots	Parks program	2
11/3/2024	Pumpkin Roll	Community Events	85
11/14/2024	Timeless Memories Scrapbooking: November Class	Parks program	2

Quarter Four Programs Continued on Next Page

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.



COMMUNITY ENGAGEMENT

Brimfield Township Parks and Recreation Community engagement events 2024

Q4 (October-December)

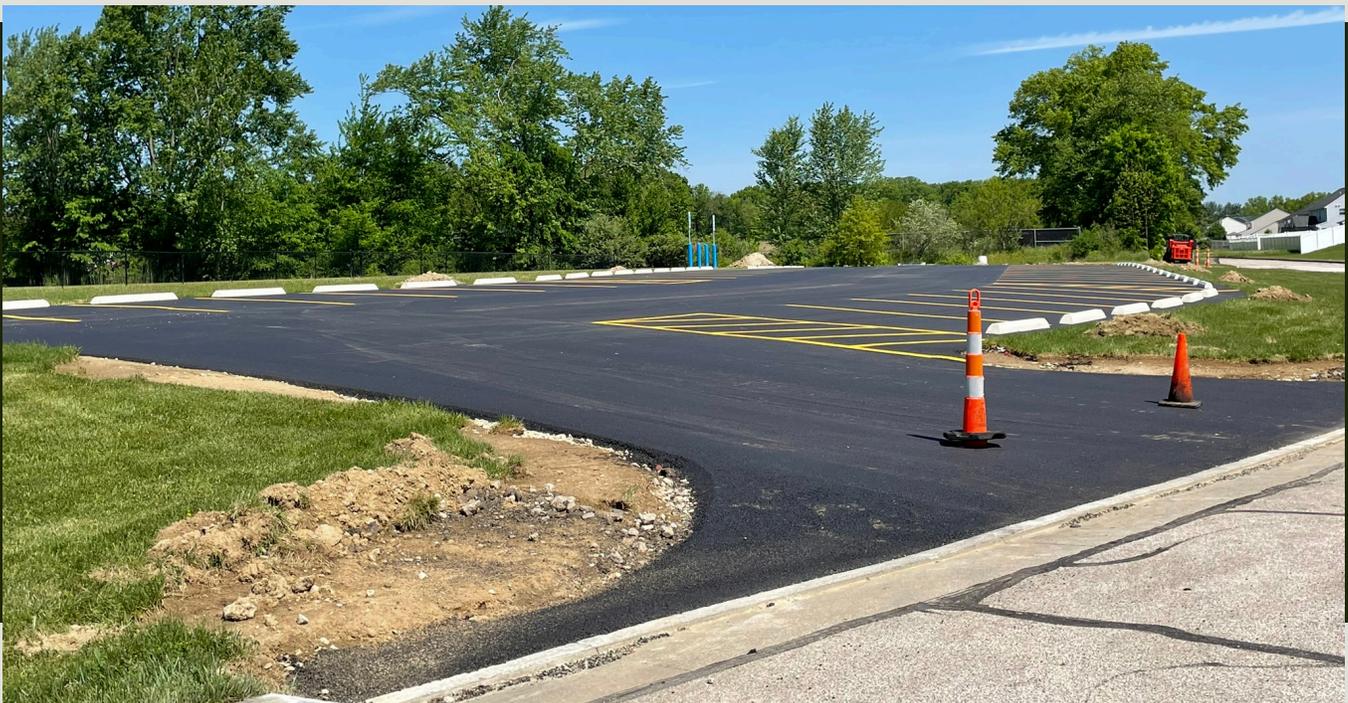
Date	Program name	Program type	Engagements
11/16/2024	Breakfast with the Birds	Parks program	7
12/1/2024	Hometown Christmas	Community Events	300*
12/12/2024	Timeless Memories Scrapbooking: December Class	Parks program	4
12/14/2024	Tour of Light Holiday House Decorating Contest	Contest	232
12/15/2024	Christmas Bird Count	Parks program	Canceled Due To Weather
12/31/2024	Noon Years Eve	Community Events	85*
Program engagement totals Q4: 1,578			

Engagement totals with * are estimated based metrics such as food sales, giveaways used, flyers distributed, social media engagements etc.



PARKS IMPROVEMENT PROJECTS

Parking Lot Construction Town Center Fields



In May 2024, McB Paving & Sealcoating constructed a 51-car parking lot at Town Center Fields. This project was completed using federal dollars from the American Rescue Plan Act (ARPA).

The construction of this parking lot will allow for off-street parking for athletic and community events at Town Center Fields.





PARKS IMPROVEMENT PROJECTS

Parking Lot/Driveway Construction McGuire Park



A driveway and 24 car parking lot were constructed at McGuire Park by McB Paving and sealcoating in November 2024. The land for the parking lot was transferred from Sutton Crossing Apartments to the Township in exchange for an equal-sized parcel of park land to allow for access to the park from the Cascades business park. The total cost for the driveway construction project was \$145,690.00.





PARKS IMPROVEMENT PROJECTS

Siding Upgrades Brimfield Community Center



New insulated vinyl siding was installed at the Brimfield Community Center in October 2024. This \$17,750 project was completed using funds from the NOPEC Energized Community (NEC) grant. The NEC Grant program provides funding for vital energy efficiency and infrastructure projects that help member communities reduce their energy consumption.



STAFF

Parks and Recreation Director Cassie Weyer will complete her sixth year with Brimfield Township in February 2025. Cassie graduated from Franklin University in December 2024 with her Master of Public Administration and was awarded the Jody Stower academic scholarship for leadership in Parks and Recreation from the Ohio Parks and Recreation Foundation.



Cassie Weyer
Parks and Recreation Director



Hannah Michael
Parks Assistant

Hannah completed her first year with Brimfield Parks and Recreation in October 2024. Hannah began managing rentals and program registrations as well as creating and scheduling social media content for the department and has demonstrated commitment to delivering the very best public service for Brimfield Township.



STAFF

Irenne Scherer began their internship in September 2023 and completed their senior year capstone project at BioMed Science Academy in May 2024.

Irenne also earned their Girl Scout Gold Award for the installation of musical instruments and a sensory walkway at the playground at Lions Park.



**Irenne Scherer,
Intern 2023-2024**





CITIZEN SCIENCE

FrogWatch USA

Frogs are indicator species, meaning that their presence or absence can provide insight into the health of the environment. [FrogWatch USA](#) is a nationwide program facilitated by the Association of Zoos and Aquariums that relies on data from citizen scientists to assess the conservation status of native amphibians. A network of trained volunteers submit their findings to a database that helps ecologists determine which species are where and develop effective conservation strategies (Brevard Zoo, 2025).

The Parks and Recreation Department monitored two locations for frog activity on six occasions between March and August 2024 and noted the presence of seven frog species to help assess environmental health of the parks and collected the following data:

Lions Community Park, 4484 Edson Road Kent OH 44240

Date & Time	Location	Species observed
3/25/2024, 8:10PM	Lions Park vernal pool	Spring Peeper, Wood Frog, Western Chorus Frog
4/29/2024, 8:44 PM	Lions Park vernal pool	Spring Peeper, Gray Tree Frog
5/24/2024, 9:44 PM	Lions Park vernal pool	No Species Heard
6/21/2024, 9:49 PM	Lions Park vernal pool	No Species Heard
7/19/2024, 9:59 PM	Lions Park vernal pool	No Species Heard
8/30/2024 9:00 PM	Lions Park vernal pool	No Species Heard



CITIZEN SCIENCE

FrogWatch USA

McGuire Park, 3837 Cascades Blvd Kent OH 44240

Date & Time	Location	Species observed
3/25/2024, 8:10PM	McGuire Park Trail	Spring Peeper, Western Chorus Frog, Wood Frog
4/29/2024, 8:44 PM	McGuire Park Trail	Spring Peeper, Western Chorus Frog, Gray Tree Frog
5/24/2024, 9:44 PM	McGuire Park Trail	No Species Heard
6/21/2024, 9:49 PM	McGuire Park Trail	No Species Heard
7/19/2024, 9:59 PM	McGuire Park Trail	No Species Heard
8/30/2024 9:00 PM	McGuire Park Trail	Green Frog

