

**M EASTMAN
N RECREATION
O IMPACT
N REPORT**

**facilities
athletics
clubs
discounts**



eastman recreation

Supporting the physical and mental health of Eastman team members, alumni, contractors and their families since 1920

Eastman Recreation strives to meet the needs of our recreation membership by providing fun, safe ways to engage in physical activities and support work/life harmony.

We ended the year with **4760 total memberships**, an **increase of 200 members since 2022**.

We continued to leverage our robust communications and social media platforms to showcase recreational opportunities. We published 46 Newsvine articles, increased our Facebook page following by 39%, and had an ***astounding 815% increase in visits to our internal website on MyEastman!***

We also participated in several in-person events, including the annual Recreation Fair, the ECU customer appreciation day, and National Chemistry Week.

We look forward to serving you in 2024!

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Car

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Square and round dance

Tennis and pickleball

Discounts

Making a positive impact

engagement

new



Internal website views increased an *astounding* 815% over last year!

4760
memberships

67K
internal
website views

4711
direct
engagement at
7 recreation
events

1088
Facebook
followers
(up 39%)

800
ECU
appreciation
day event

46
Newsvine
articles

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recreation facilities

Toy F. Reid Employee Center

Recreation Area at Bays Mountain

B89 Gymnasium

Thousands of visitors come through the doors of the Employee Center each year. In addition to business meetings, we host dozens of events, the majority of which are open to the community and area schools (Classic Productions, Symphony of the Mountain, Intercity Ballet, National Chemistry Week). Recreation specific events include the annual Easter Egg Hunt, Recreation Informational Fair, Fall Flea Market, Santa visits movies, self-defense classes and painting classes.

The Lodge and Planning Center at the Eastman Recreation Area at Bays Mountain hosted 793 meetings/events this year. The Recreation Area includes 45 picnic shelters and 52 campsites. We introduced 3 new outdoor workspaces for employees (Shelters 14, 15, 16) that can be scheduled through Outlook. Participation inside the park increased 15% this year.

Utilization of B89 gym remains severely limited due to maintenance issues. Pickup games are typically played 6 days per week. League play is scheduled at non-Eastman venues.

employee center



18.5K

meeting
attendees

27

large events

*featured
events*

3825

Symphony of
the Mountains

232

Kingsport
Safety Council

2264

Recreation
flea market

1898

National
Chemistry
Week

464

Navy Band
concert

450

kid's safety
fair

6K

Nutcracker
ballet

4436

Dobyns
Bennet/Sevier
Band concerts

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days mountain



793

meetings /
events

16,805

meeting / event
attendees

80,185

shelter
participation

28,219

campsite
participation

athletic programs

Basketball

Softball

Summer Youth

Volleyball

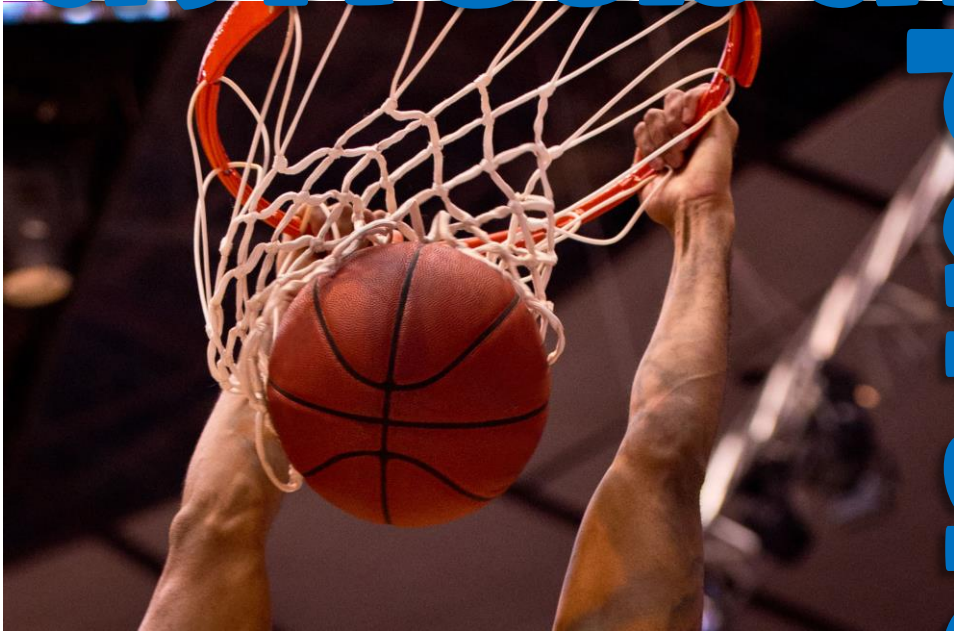
Eastman Recreation administers a total of 9 athletic leagues – 4 for adults and 5 for children.

The basketball league gained 27 new players and 2 new teams (total of 8 teams) in 2023 vs 10 new players and 1 new team in 2022.

We had 5 Summer Youth leagues this year, and participation grew from 218 players in 2022 to 262 players in 2023. 11,490 individuals attending ball games. This includes players, coaches, scorekeepers and spectators.

The Softball Invitational is held in partnership with the City of Kingsport and had a participation rate of more than 19,000!

basketball participation



The number of players in the basketball league increase from 78 last year to 123, up almost 58%. We also hosted one year-end tournament with the same number of players.

8

league teams

123

players

softball

invitational



The Eastman-Kingsport Softball Invitational is a top high school softball tournament in the state of Tennessee.

34
teams

13K
softball
invitational
players &
spectators

summer youth program



5

leagues

302

players

15%

Increase in
players

7527

spectators

volleyball



participation

39

league teams

328

league players

1024

average
league
participation

44

tournament
teams

10K

tournament
spectators

recreations clubs

Board Games
Bowling
Bridge
Camera
Camping
Car
Disc Golf
Golf
Hiking & Canoeing
Hunting & Fishing
International
Radio
Running & Cycling
Square & Round Dance
Table Tennis
Tennis & Pickleball
Woodworking

2022 was a year of growth for Eastman Recreation memberships and club offerings, and 2023 proved to be the same...

We now have a total of 4760 club members, more than 200 over last year. And we reached a record number of 17 club offerings and **launched a new Disc Golf Club.**

This year, the **Tennis & Pickleball Club** grew from 256 members to 386 – a whopping 24% increase – due in large to the increased popularity of pickleball.

The **Bowling Club** experienced tremendous growth, doubling the number of teams from last year, 5 of which are new Eastman departmental teams.

The **International Club** was revitalized during the 3rd quarter and is very much looking forward to growing membership and offering unique programs in 2024.

board games



2

**game days at
the lodge**

100

**hours of games
being played**

36

games to loan

68

club members

76

games played

2

**routine events
each month**

4.3

**Average players
per game**

bowling club



The Bowling Club experienced tremendous growth, doubling the number of teams from last year, 5 of which are Eastman departmental teams.

12

league teams
(doubled from 2022)

2X

teams compared
to last year

12

bowling
lessons

76

league
participants

170

club members

car club



The Car Club had a successful first year and received donations at their car shows for the Meals on Wheels and the Second Harvest Food Bank of Northeast Tennessee.

1st

full year as a club

141

Club members

2

Car shows



golf club

8

**golf club
events**

853

**golf club
members**

105

**Spring golf
league**

82

**Challenge
Match
participation**

155

**Pine Oaks
participation**

25

Golf lessons

canoeing club

hiking &



650
members

8500
volunteer hours
on Appalachian
Trail

1
organized
paddle trip

14
organized
hikes

248
miles hiked

36
hiking
equipment
rentals

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square & round dance club



63

members

20

dances

5

square dance
lesson series

62

square dance
lessons

10

round dance
lessons

tennis & pickleball

356

**club members
(24% increase
over 2022)**

146

**tennis tournament
players**

2

**tennis
tournaments**

45

tennis lessons

85

**pickleball
lessons**

321

**pickleball
tournament
players**

2

**pickleball
tournaments**

discount

Programs



Eastman Recreation provides access to 4 employee discount programs that offer thousands of offers on local services, travel, entertainment, and national brands.

Dollywood theme park tickets are available at our recreation office. There was a **28% increase in Dollywood ticket sales** resulting in almost \$50k total savings for members.

1050 team members participate in the **Tickets at Work program, up 143%!** At least 70% of discounts are used for theme park tickets and hotel reservations.

featured discount

2514

**Dollywood
tickets sold**

making a positive impact

- The Toy F. Reid Employee Center served as a **donation collection point** for Supplies for Soldiers and Second Harvest Food Bank
- The **Bridge Club** donated to numerous non-profit organizations
- The **Car Club** car shows benefited Meals on Wheels of Kingsport and the Second Harvest Food Bank
- The **Eastman-Kingsport Softball Invitational** provided scholarship money to 8+ participating schools
- The **Hiking & Canoeing Club** made donations to several non-profit trail/conservation organizations
- The **Volleyball program** made donations to area school volleyball programs