

Catawba County Parks Division

2014 - 2015
Mid-Year Report



Since July 4, 1999 - 1,107,785 patrons have visited Catawba County Parks...

Submitted by
S. Blair Rayfield Jr.
Catawba County Parks Manager
January 2, 2015

Parks

Statement of Purpose

Provide recreational opportunities for the citizens of Catawba County through the operation and development of parks and the preservation of open space. Environmental education and the preservation of the County's unique natural heritage are Catawba County Parks' primary goals. These goals will be accomplished through the execution of the Comprehensive Parks Master Plan. Implementation steps will incorporate projects, programs, goals, objectives, strategies, and opportunities as called for in the Plan. Development and expansion of facilities will arise as staffing and resources are available.

Outcomes

1. Parks will ensure that Catawba County citizens have access to quality educational, recreational, and physical activities. This will be measured by maintaining Parks annual attendance at a minimum of 108,000 patrons as evidenced by traffic counter statistics/sign-in sheets and the quarterly Parks report.
Currently meeting outcome: Midyear attendance is at 49,293
2. To complete Parks' improvement projects, promote environmental stewardship education, reduce operating costs, and increase community involvement, Parks will garner 825 volunteer labor hours. In an effort to involve youth, these projects will include school and scouting groups when possible.
Currently meeting outcome: Midyear 192 volunteers have provided 531 volunteer hours.
3. To share environmental/interpretive information, promote physical activity, and broaden public awareness and participation in the preservation of Catawba County's unique natural heritage, Parks will host educational, interpretive, and school programs with no less than 1,600 patron participants.
Currently meeting outcome: 1,429 patrons have participated in educational programs.

CATAWBA COUNTY – PARKS DIVISION

Division Report

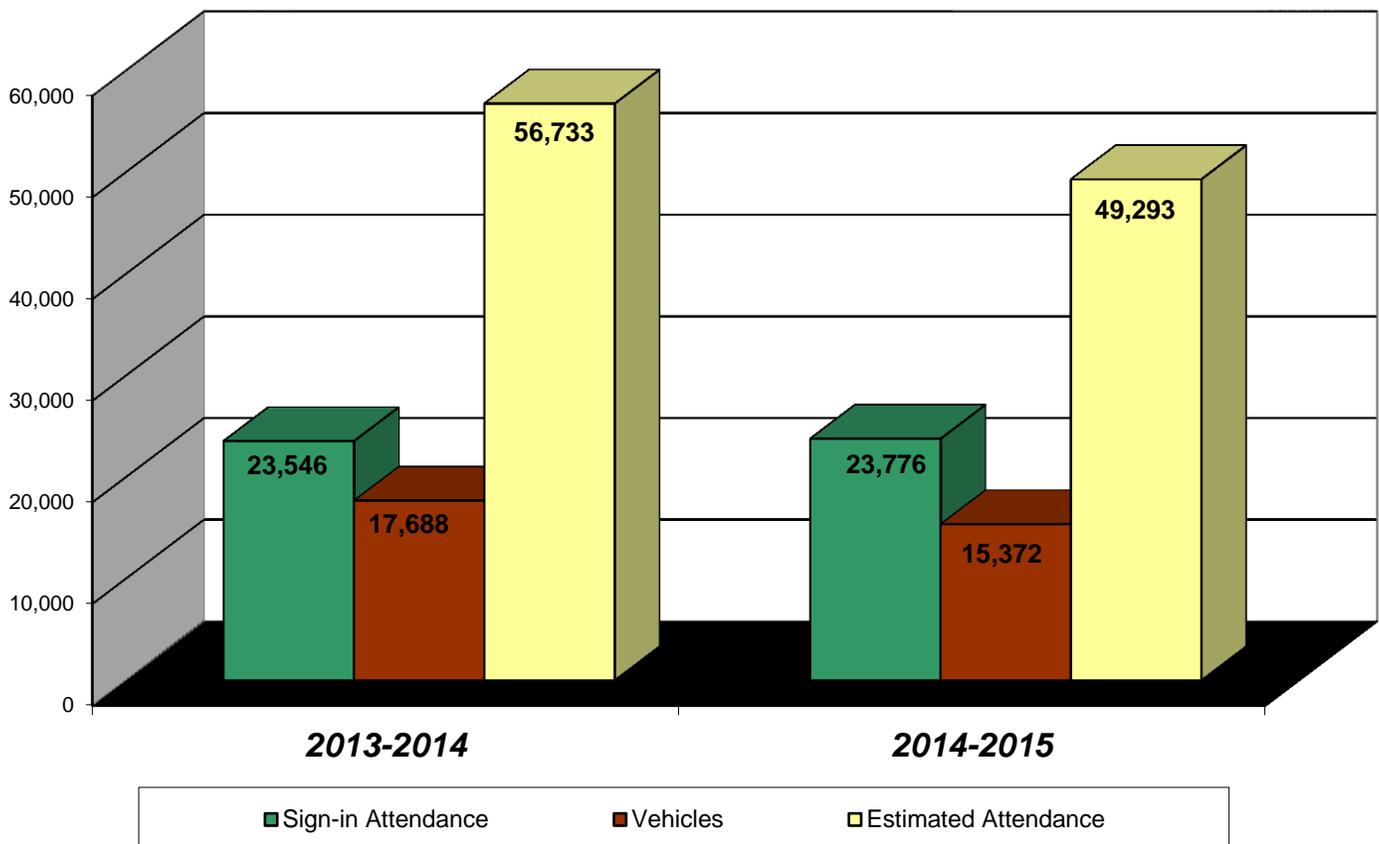
Mid Year 2014-2015

Attendance: 56,733 patrons visited Catawba County Parks from July 1, 2014 to December 31, 2014 - based on traffic counter attendance estimates. This is a **13.1% decrease** compared to 13/14 attendance for the same period.

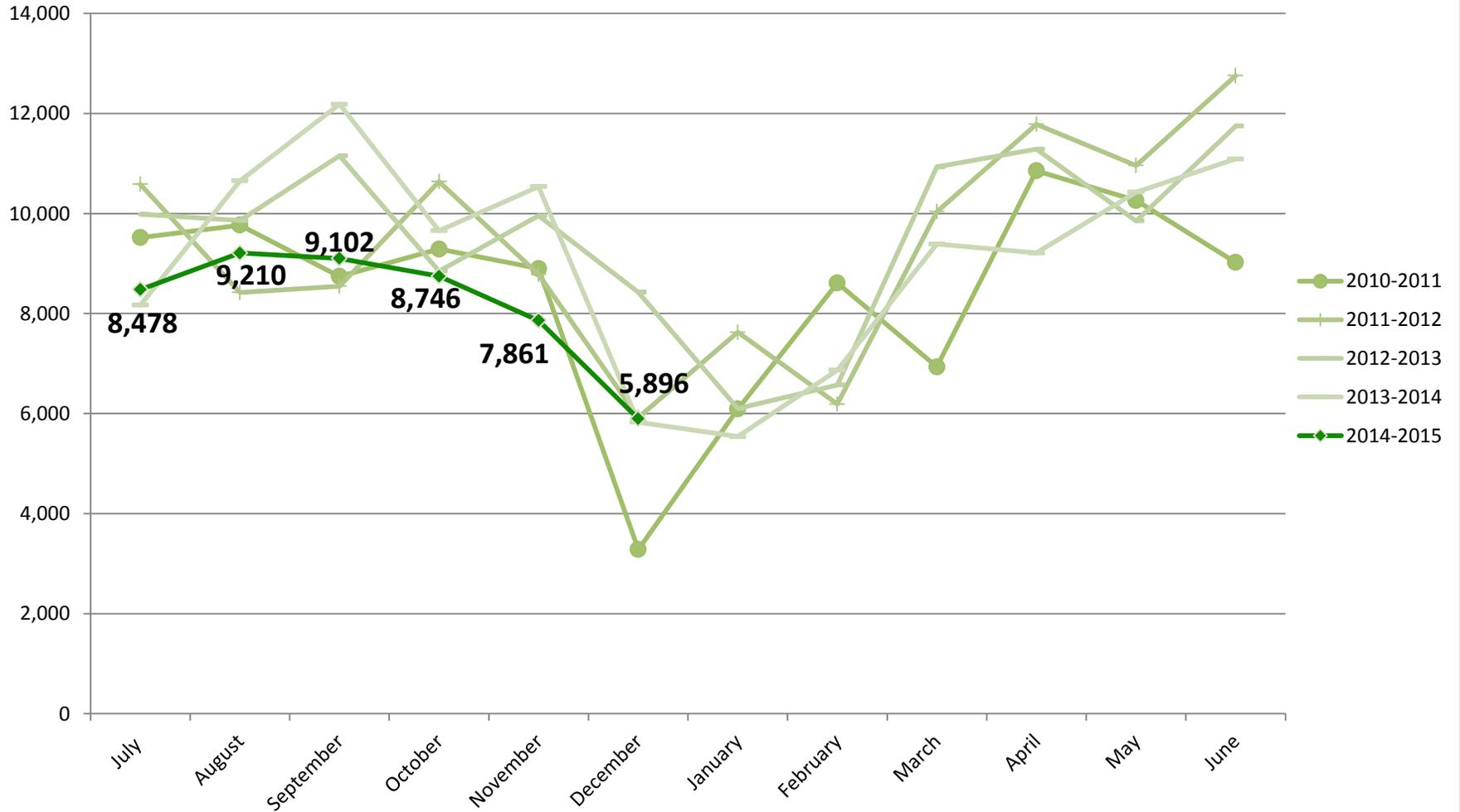
Education: 1,429 patrons participated in educational programs.

Volunteers: 192 volunteers provided 531 volunteer labor hours of service.

14-15 Mid Year Attendance Comparison Chart Actual Numbers for the Parks Division

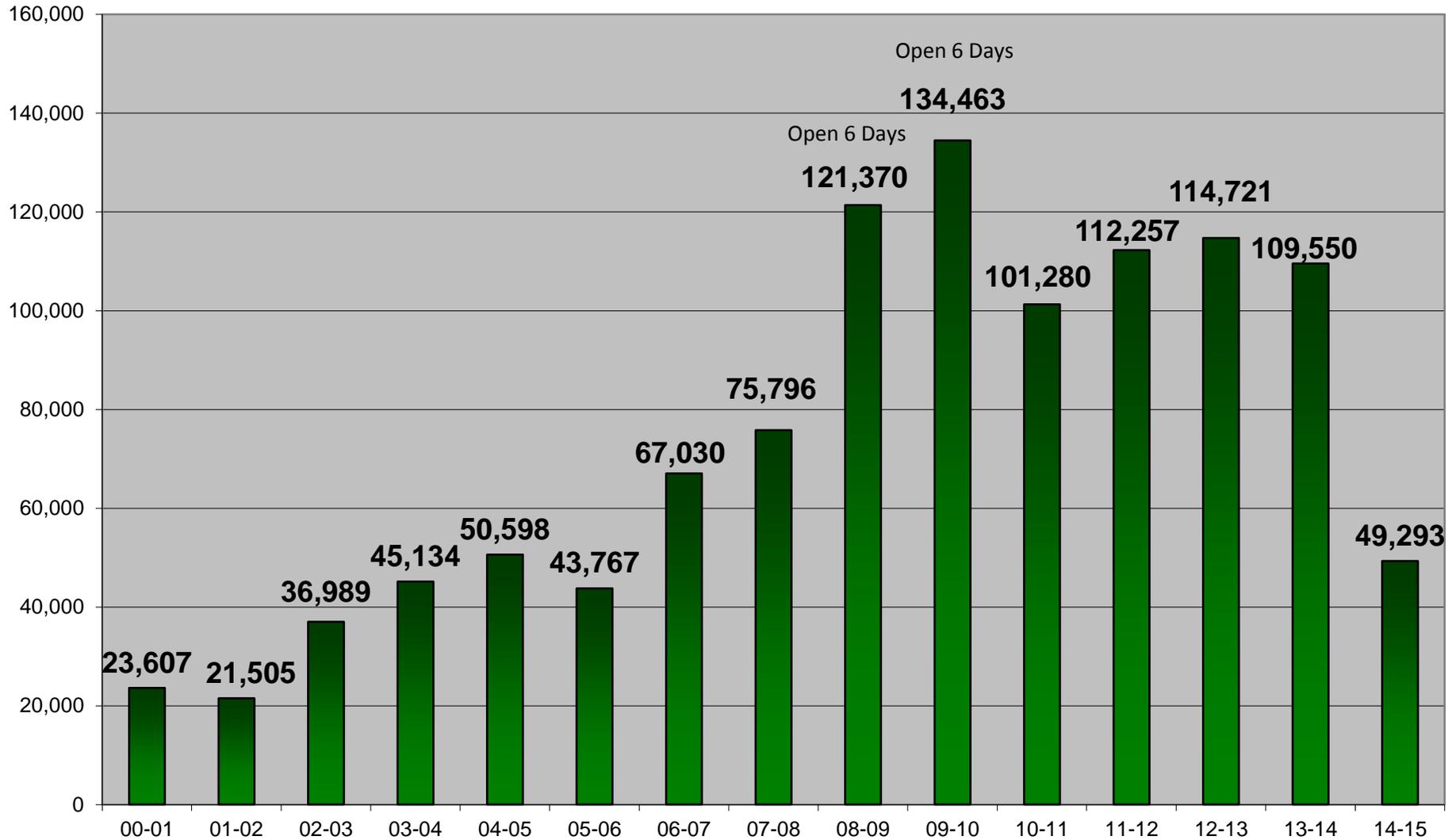


5- Year Parks Division Monthly Attendance



Parks Division Attendance

1,107,785 Vistors Since July 4,1999



Riverbend Park

*Attendance / Use Statistics
Mid Year 2014/2015*

ACTIVITY	July 1, 2014 To December 31, 2014
HIKING/WALKING/RUNNING	5,972
PICNIC	349
FISHING	603
DOG WALKING	1,472
WILDLIFE/BIRD OBSERVATION	320
DOG PARK	402
BIKE RIDING	457
BOATING CANOE	110
EDUCATIONAL ACTIVITY	1,141
VOLUNTEERS	132
OTHER RESTROOM / INFO	562
SPECIAL EVENT	1,204
SIGN-IN ATTENDANCE	12,724
TRAFFIC COUNT (CARS)	7,277
TRAFFIC ATTENDANCE ESTIMATE	25,470
REVENUE	\$1,520.00

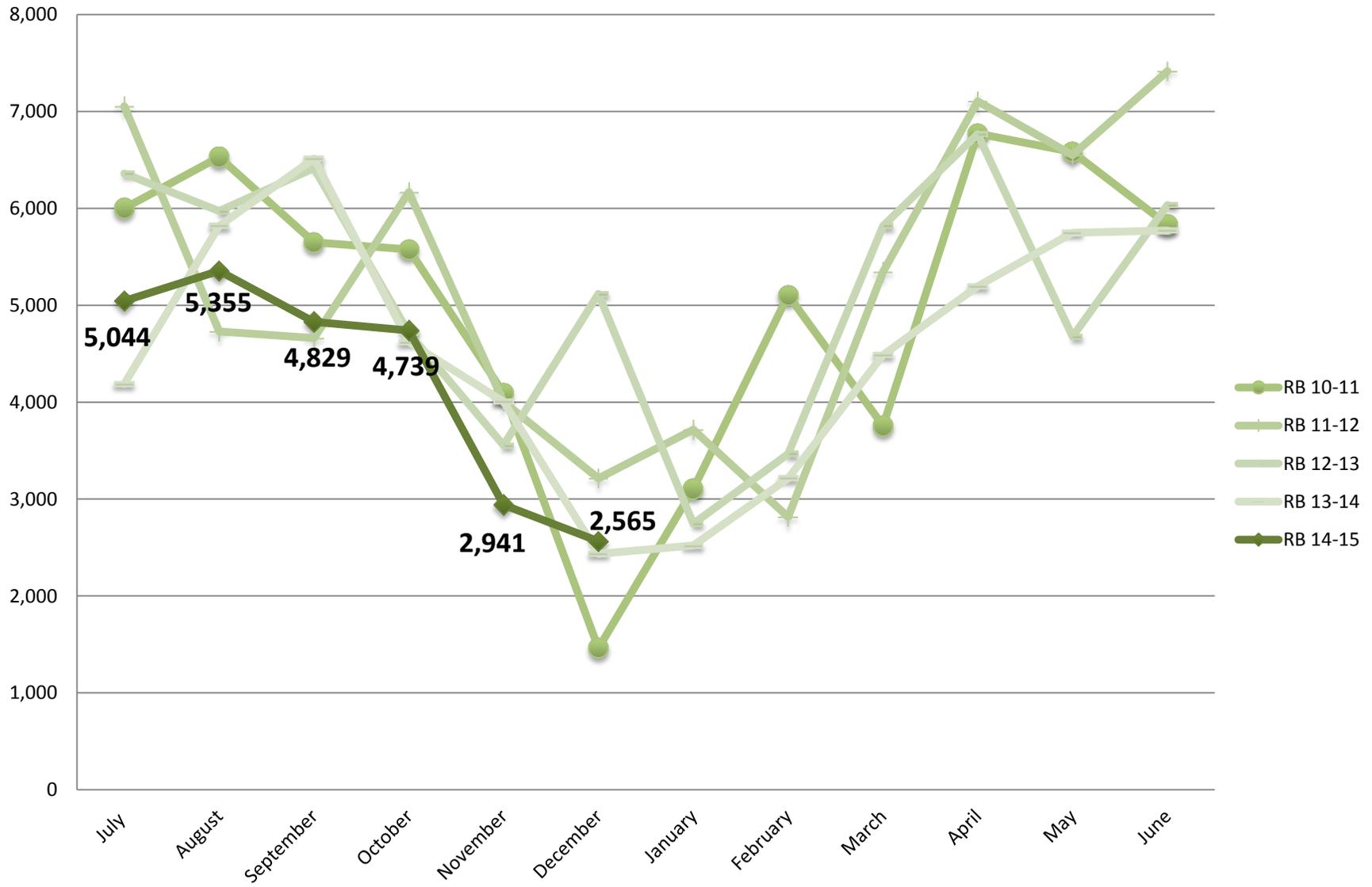
132 volunteers have provided 325.5 volunteer hours of service to Riverbend Park for the Mid Year period of 14/15.

For the Mid Year period of 14/15

Riverbend Park had an **18.3% higher** activity sign in than 13/14.

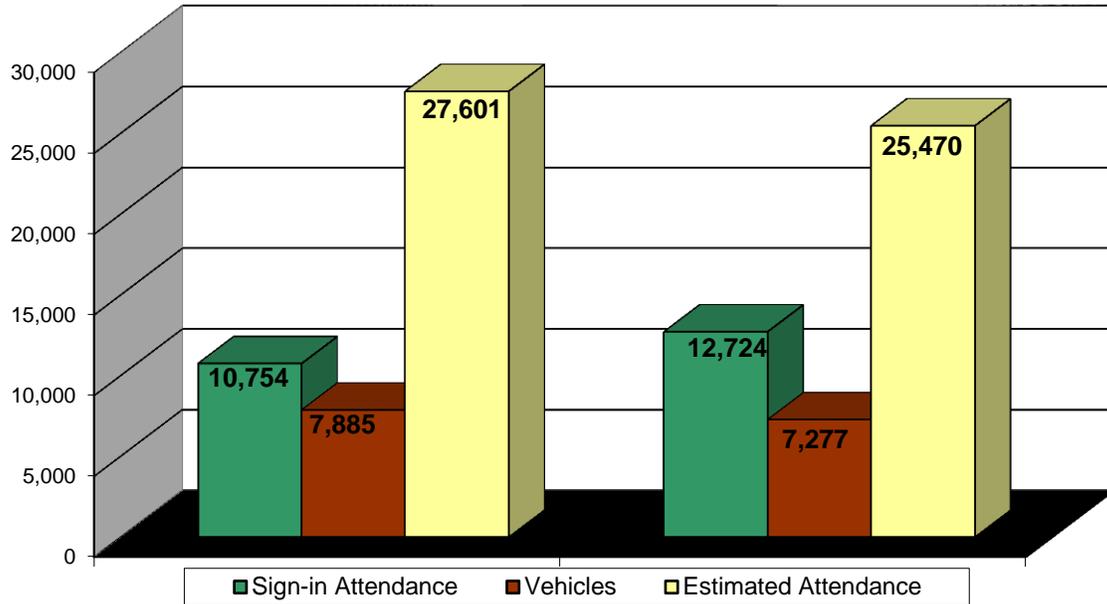
Riverbend Park had a **7.7% lower** traffic attendance estimate than 13/14.

5- Year Riverbend Monthly Attendance



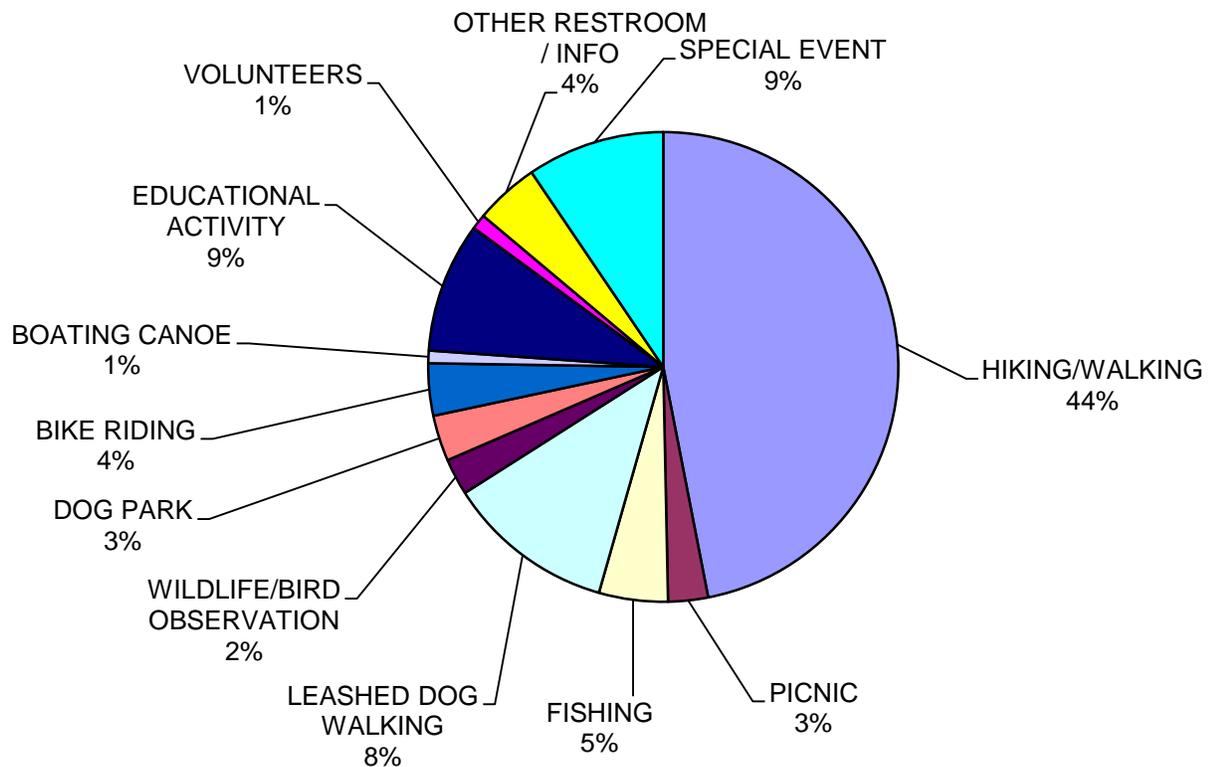
14/15 MidYear Attendance Comparison Chart

Actual Numbers for Riverbend Park



Riverbend Park Usage Mid Year 14/15

25,470 Patrons



Bakers Mountain Park

*Attendance / Use Statistics
Mid Year 2014/2015*

ACTIVITY	Bakers Mountain Park July 1, 2014 To December 31, 2014
Walking /Running Paved Trail	498
Hiking Red, Blue, Orange Trail	3,942
Picnic	793
Dog Walking	1,018
Wildlife Observation	101
Volunteer Work	60
Educational Activity	288
Other – Information & Restrooms	1,560
Special Event	0
SIGN-IN ATTENDANCE	8,260
TRAFFIC COUNT (cars)	3,589
TRAFFIC ATTENDANCE ESTIMATE	12,559
REVENUE	\$38.00

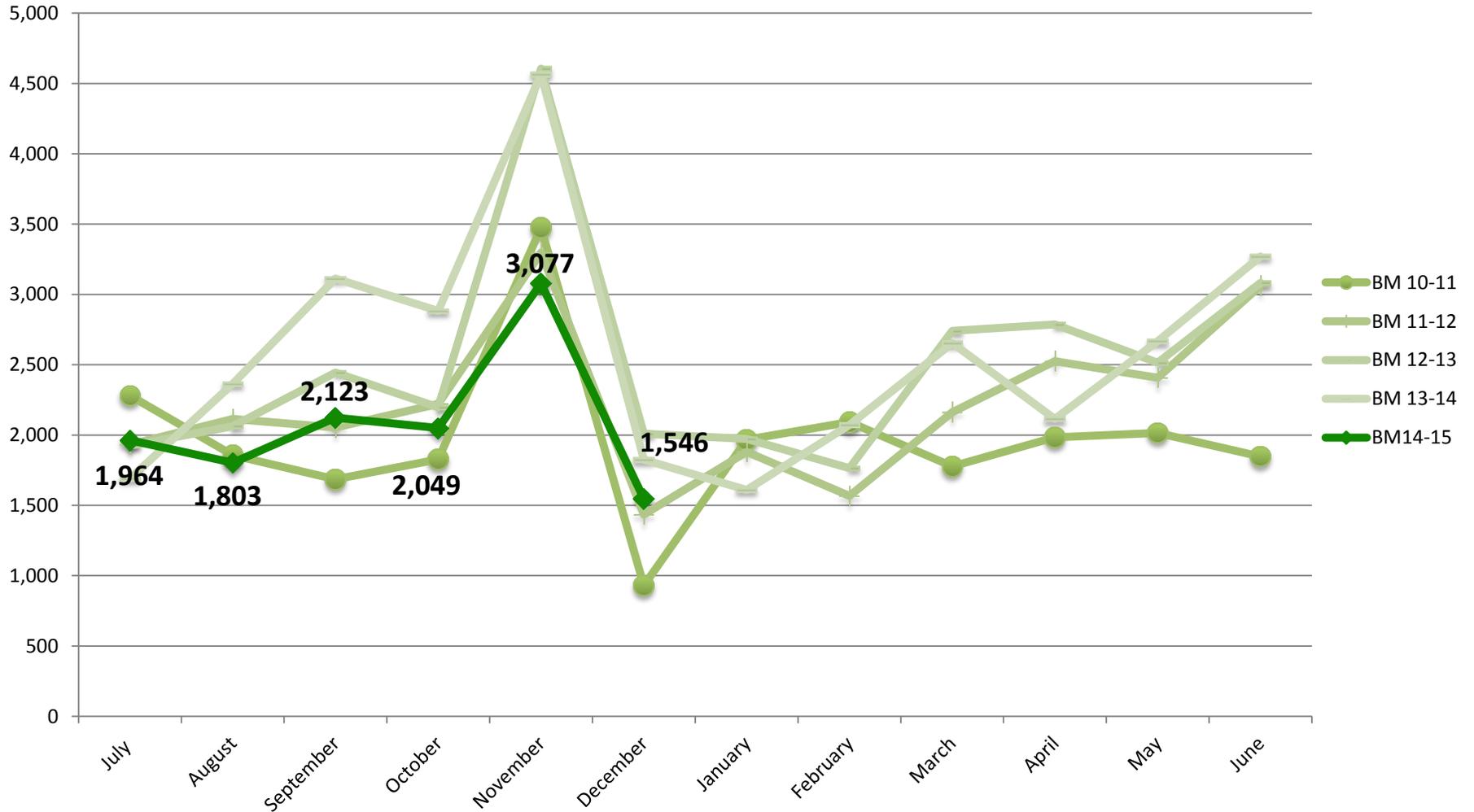
60 volunteers have provided 206 volunteer hours of service to Bakers Mountain Park for the Mid Year period of 14/15.

For the Mid Year Period of 14/15

Bakers Mountain Park had a **12.2% lower** activity sign in than 13/14.

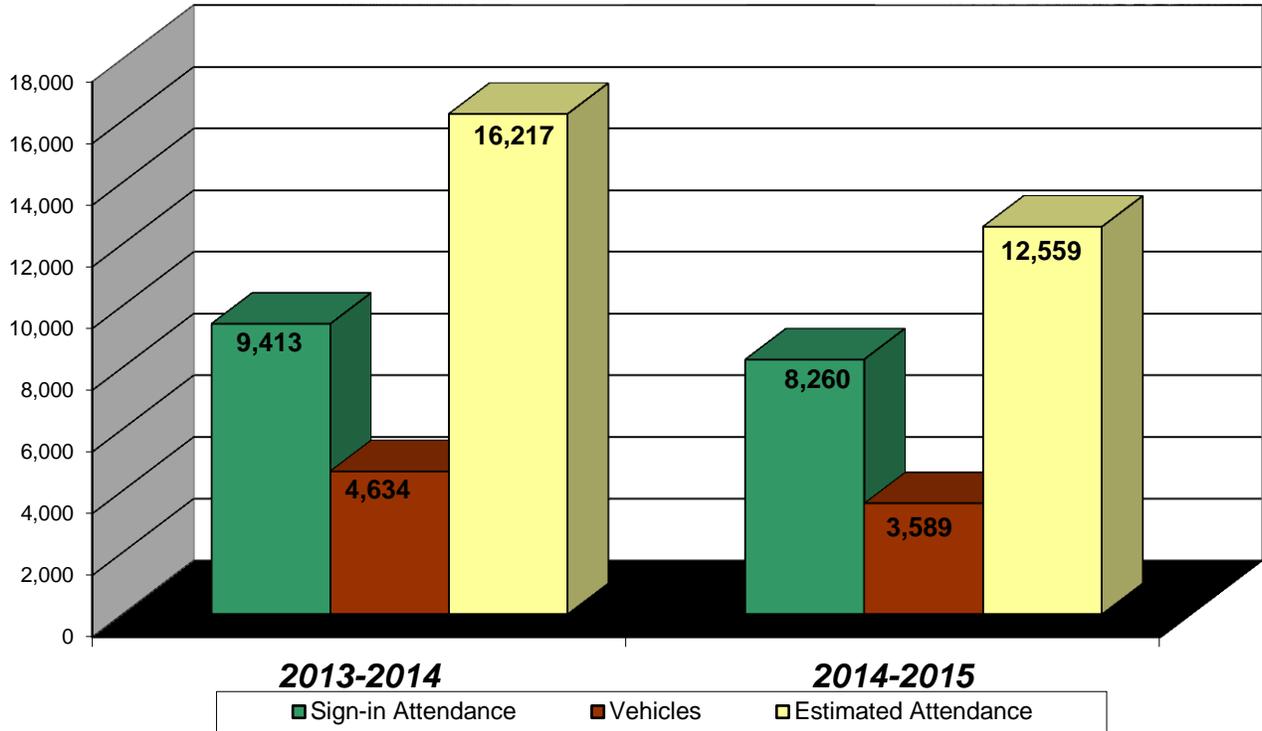
Bakers Mountain Park had a **22.5% lower** traffic count than 13/14.

5- Year Bakers Mountain Monthly Attendance

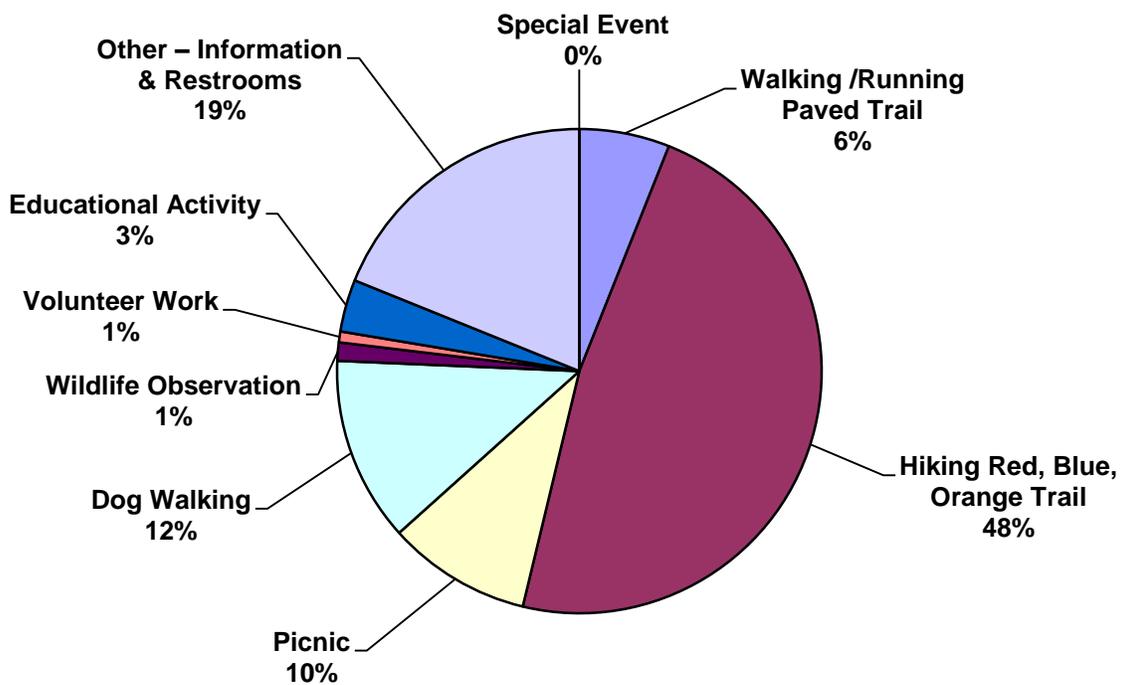


14/15 MidYear Attendance Comparison Chart

Actual Numbers for Bakers Mountain Park



Bakers Mountain Park Usage Mid Year 14/15 12,559 Patrons



St Stephens Park

*Attendance / Use Statistics
Mid Year 2014/2015*

ACTIVITY	St Stephens Park July 1, 2014 To December 31, 2014
Walking /Running Gravel Trail	102
Dog Park	2,333
Picnic	84
Leashed Dog Walking	84
Wildlife Observation	5
Volunteer Work	0
Educational Activity	0
Other – Information & Restrooms	18
Playground /Horseshoes	166
Special Event	0
SIGN-IN ATTENDANCE	2,792
TRAFFIC COUNT (cars)	4,503
TRAFFIC ATTENDANCE ESTIMATE	11,257
REVENUE	\$1,690.00

***** St Stephens Park opened on December 12, 2008 and is only open 4 days a week ...**

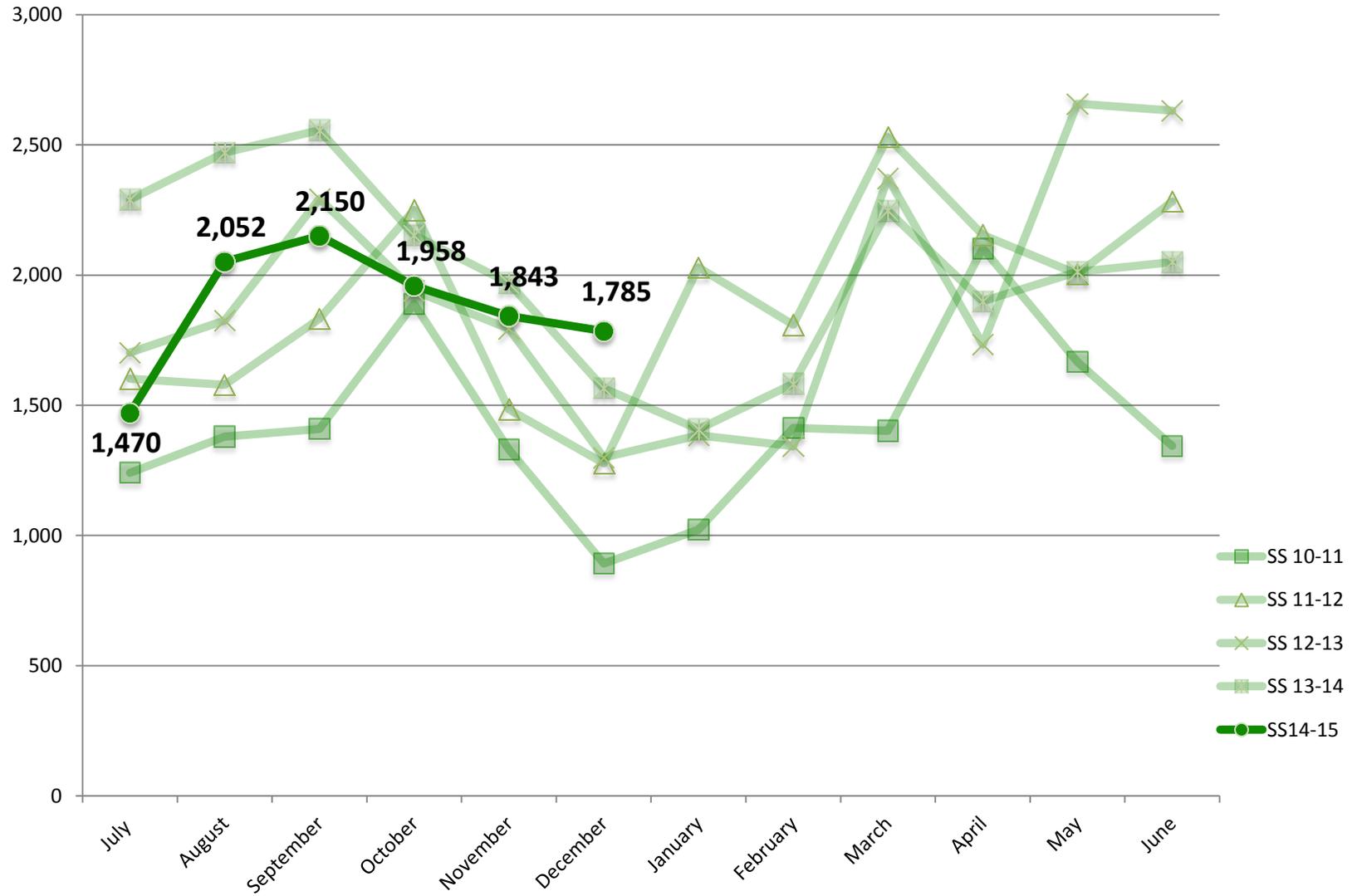
0 volunteers have provided 0 volunteer hours of service to St Stephens Park for 14/15 Mid Year.

For the Mid Year period of 14/15

St Stephens Park had a **31.2% lower** activity sign in than 13/14.

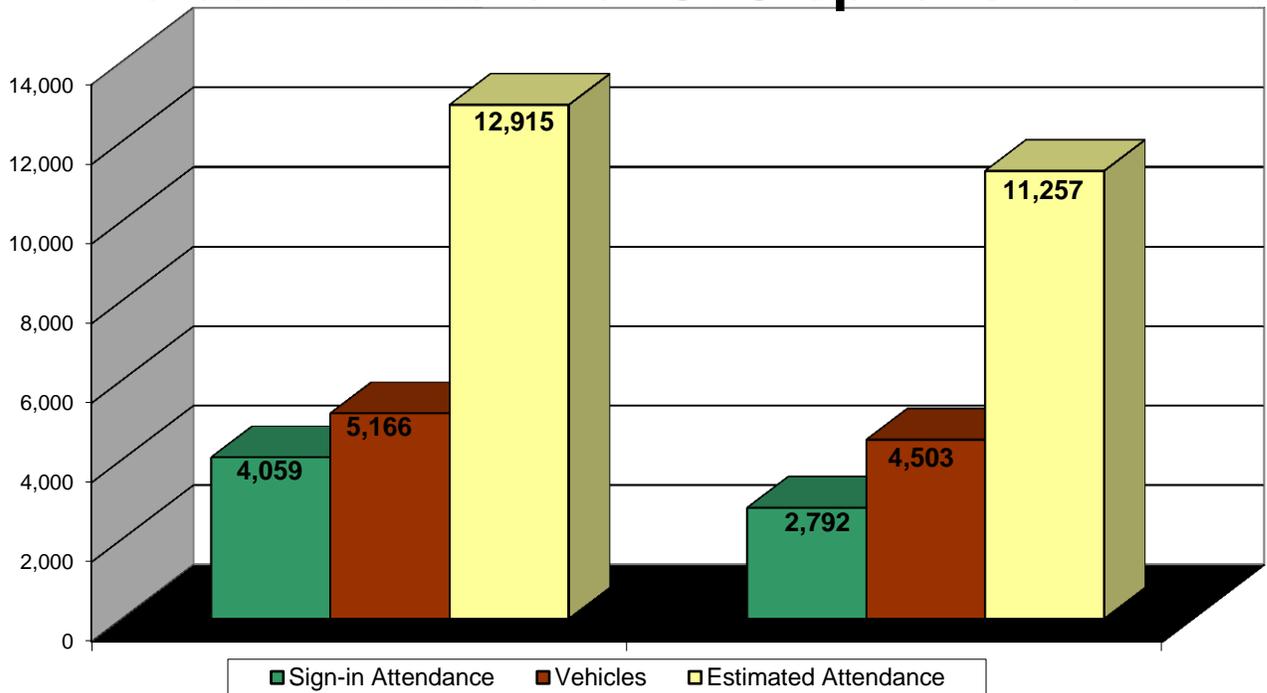
St Stephens Park had a **12.8% lower** traffic attendance estimate than 13/14.

5-Year St Stephens Park Monthly Attendance



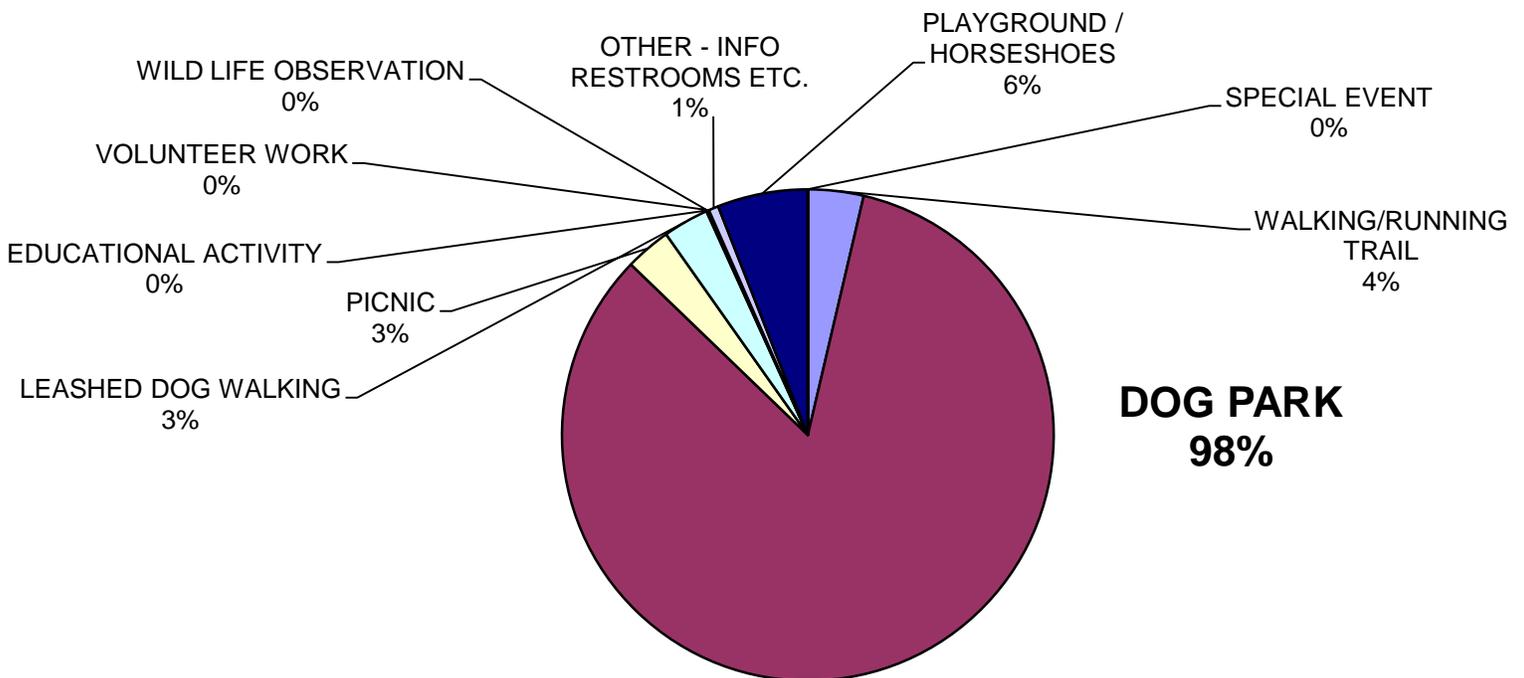
14/15 MidYear Attendance Comparison Chart

Actual Numbers for St Stephens Park



St Stephens Park Usage Mid Year 14/15

11,257 Patrons



Please call or send me an e-mail requesting any additional information.

Thank you.

S. Blair Rayfield Jr.
Catawba County Parks Manager

Blair@catawbacountync.gov
(828) 312-4803 mobile

Riverbend Park
6700 NC HWY 16 North
(828) 256-9157

Bakers Mountain Park
6680 Bakers Mountain Road
(828) 324-8461

St Stephens Park
2247 36th Ave NE
(828) 441-7277