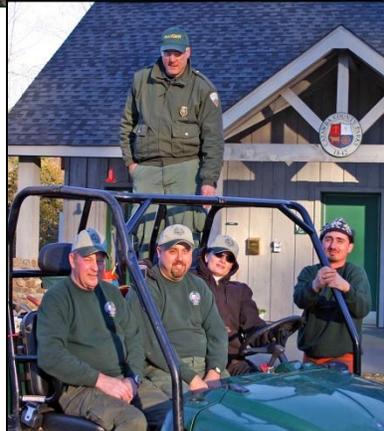


Catawba County Parks Division

2014 - 2015
Year End Report



Since July 3, 1999 - 1,162,397 patrons have visited Catawba County Parks...

Submitted by
S. Blair Rayfield Jr.
Catawba County Parks Manager
July 5, 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.

Outcome not met: Yearend attendance closed at 104,330 – approximately 3.4% below goal.

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.

Outcome met: Yearend - 321 volunteers have provided 959 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.

Outcome met: 1,949 patrons have participated in educational programs.



CATAWBA COUNTY – PARKS DIVISION

Division Report

Year End 2014/2015

Attendance: 104,330 patrons visited Catawba County Parks from July 1, 2014 to June 30, 2015 - based on traffic attendance estimates. This is a **4.7% decrease** below 2013/2014 at 109,550 patrons. Attendance is 3.4% below our outcome goal of 108,000 patrons.

All Catawba County Parks now operate on a four day schedule – while in 2009/2010 they operated on a six day schedule. For reference, the 2009/2010-Division attendance was 134,463 patrons

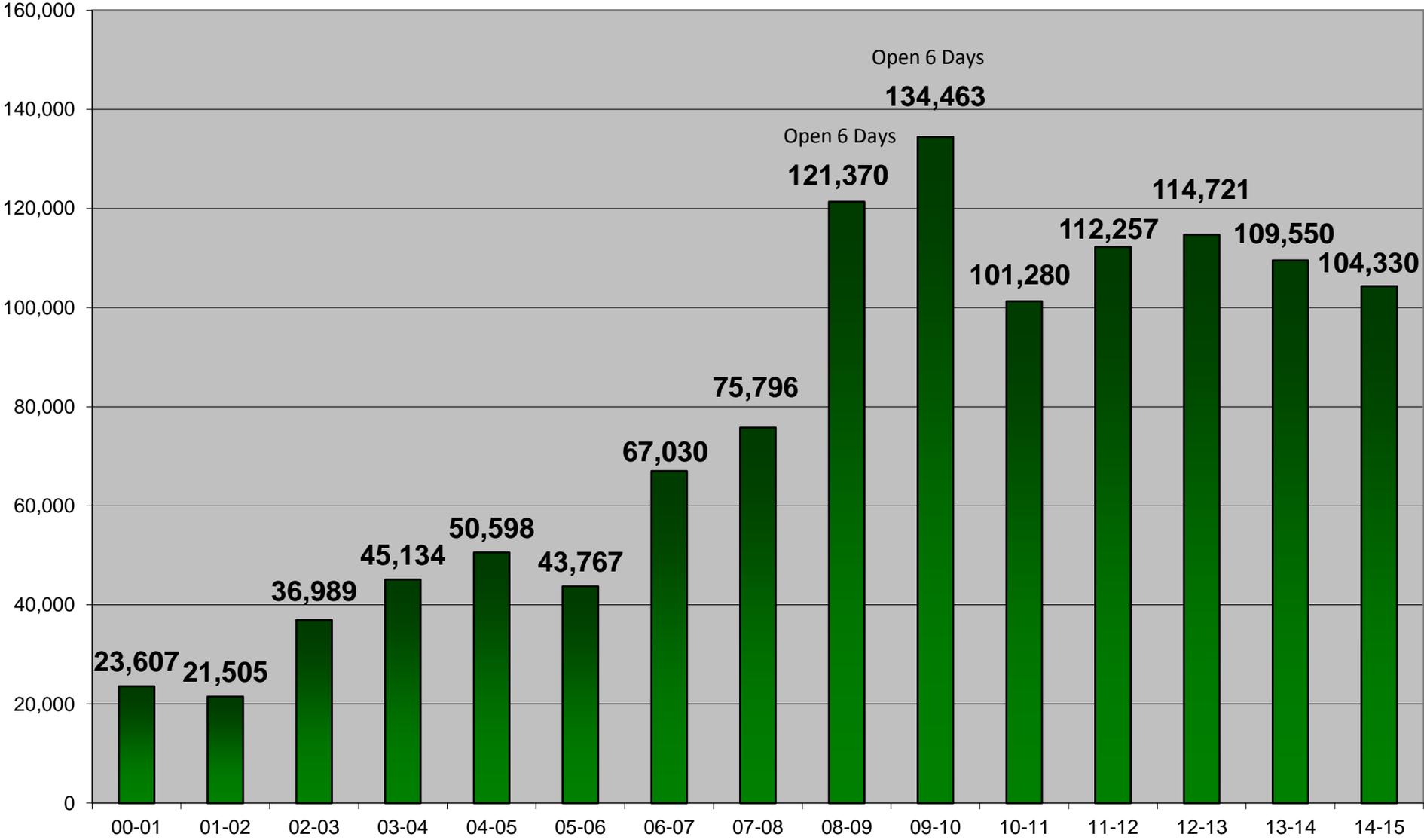
Based on the attendance trend over the last four years... As stated in the 13/14 Year End Report; *“staff believes that attendance has now leveled off. It appears that the normal operational capacity (estimated attendance) of the Parks Division, while operating on a four day schedule, is about 102k to 112k. At this point, only an increase in the operating schedule, staffing, marketing, or the addition of new amenities will result in any significant increase in attendance in the future.”* The adopted 15/16 budget will allow the Parks Division to operate six days a week. It will require operating on a six day schedule for at least two years before a new operational capacity can be determined.

Volunteers: 376 volunteers provided 1,054 labor hours to projects that helped maintain and improve the parks. This is equal to a full time employee working just over 26 weeks. This valuable service has resulted in cost savings and numerous improvements and exceeded our outcome goal of 825 labor hours. This is a 22.7% decrease when compared to 2012/2013 at 1,364 labor hours.

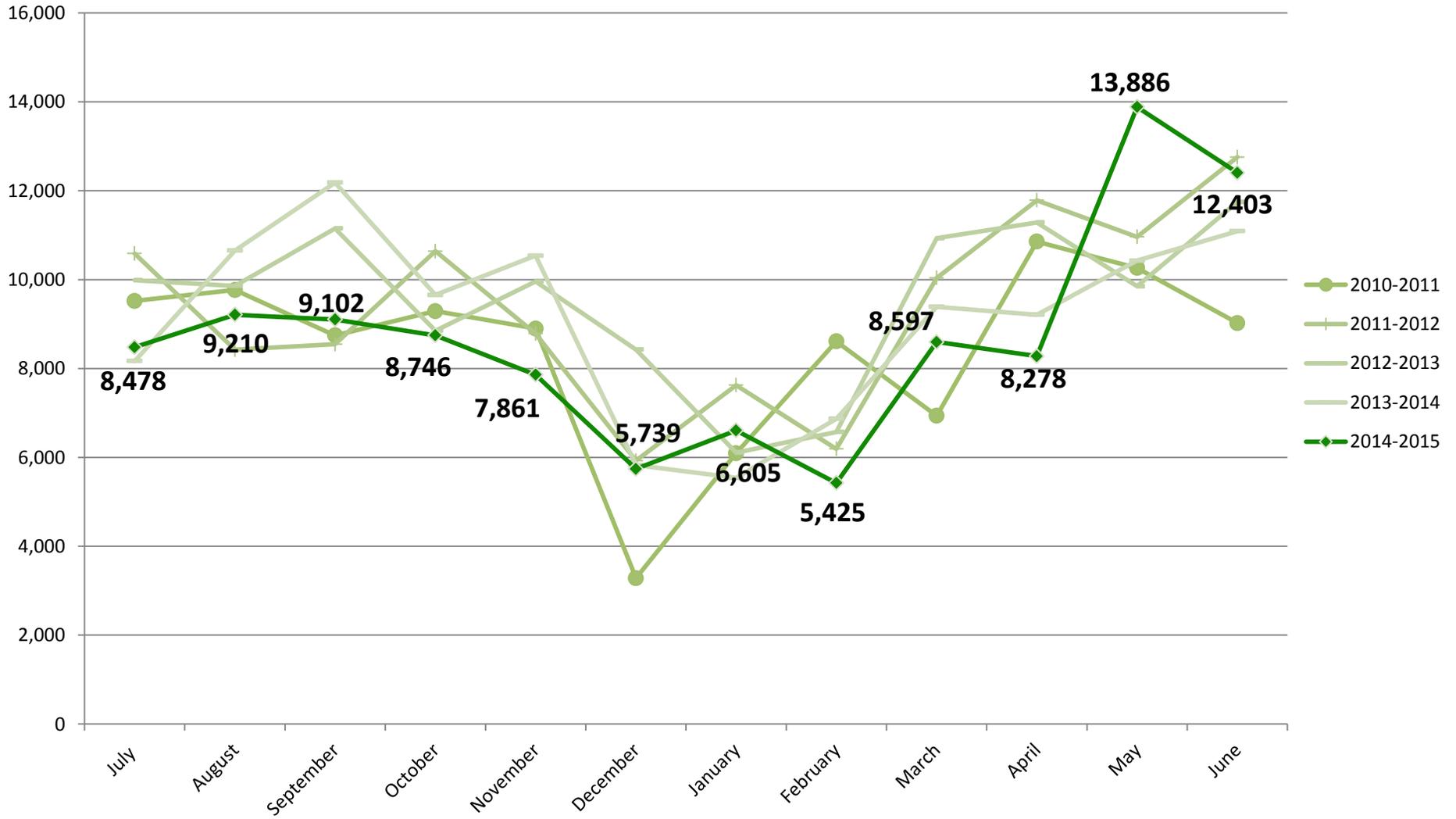
Educational Programming: 1,828 patrons participated in educational programs; a 33% decrease when compared to 2012/2013 at 2,722 patrons. This exceeds our current outcome goal of 1,600 participants.

Parks Division Attendance

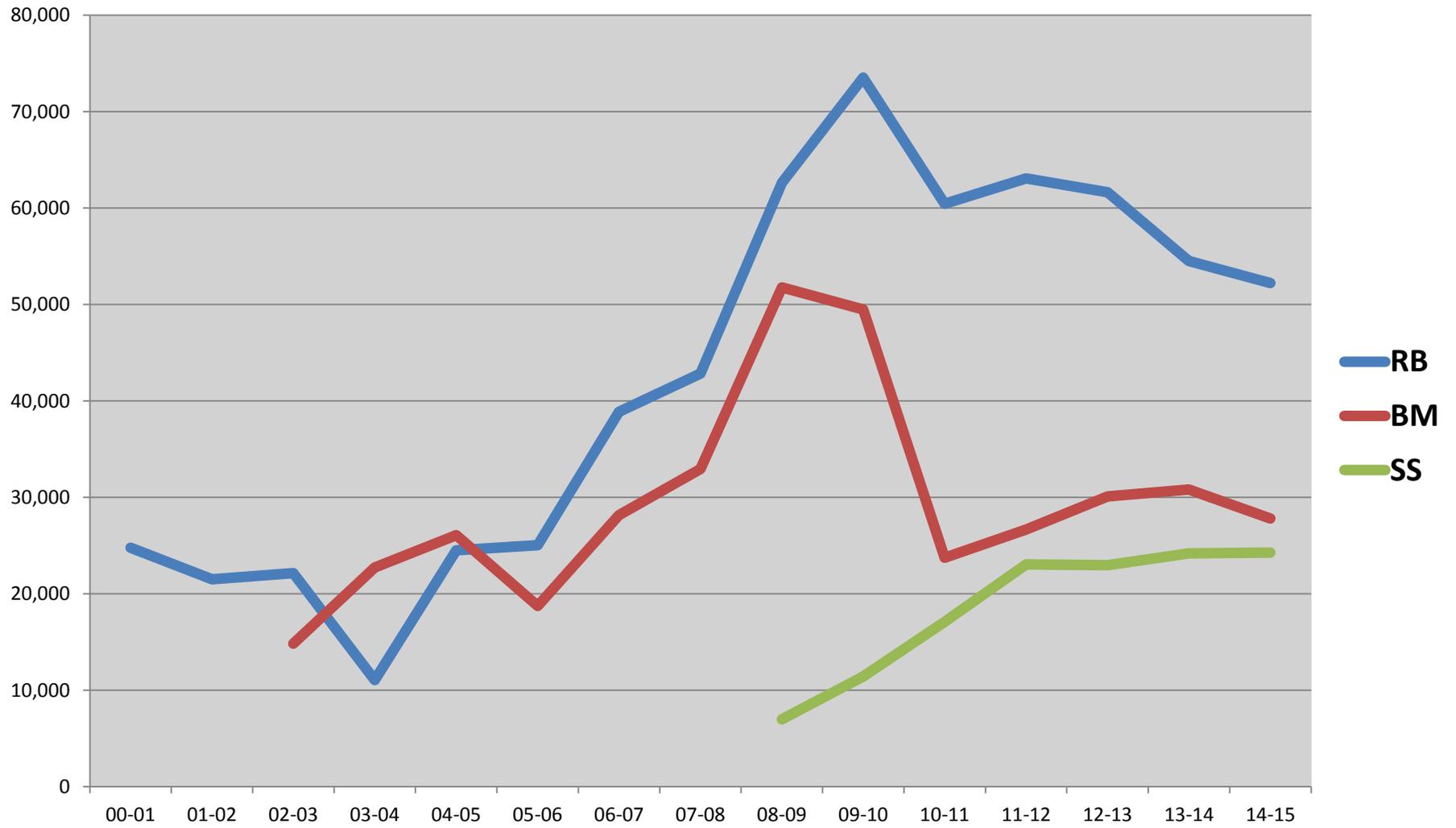
1,162,397 Vistors Since July 3,1999



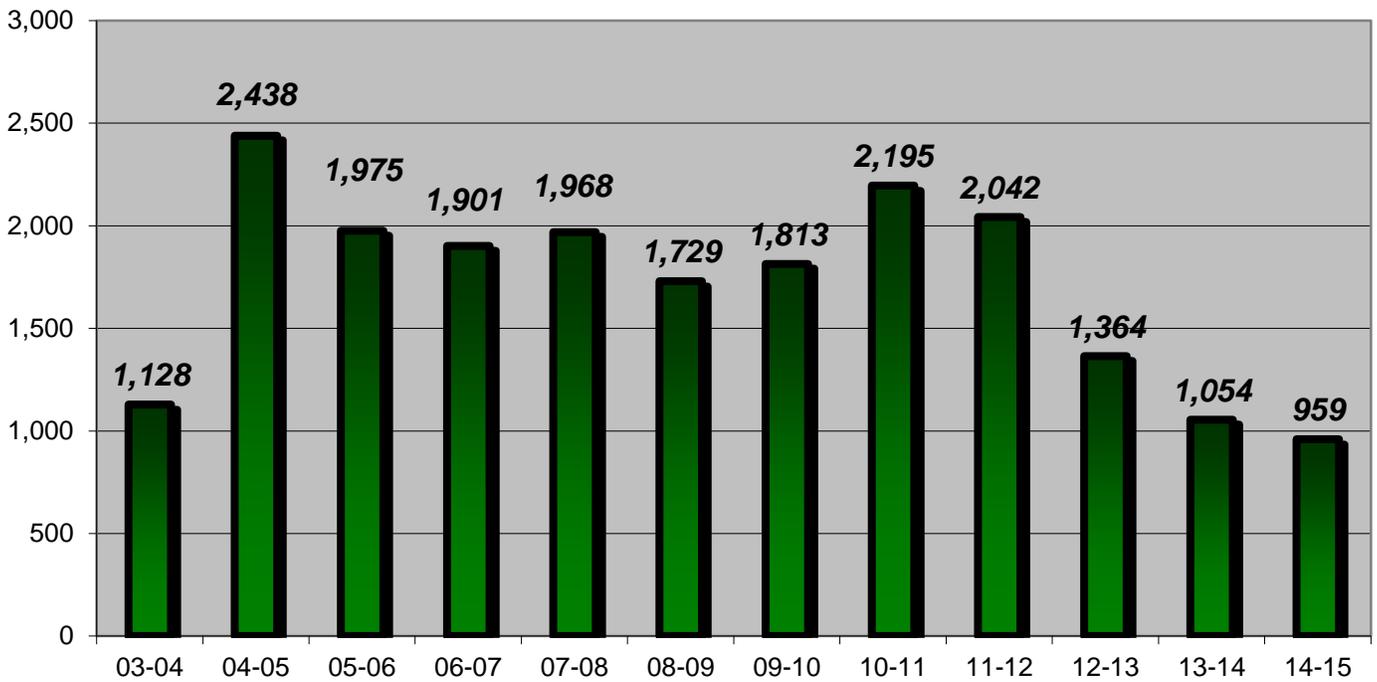
5 - Year Parks Division Monthly Attendance



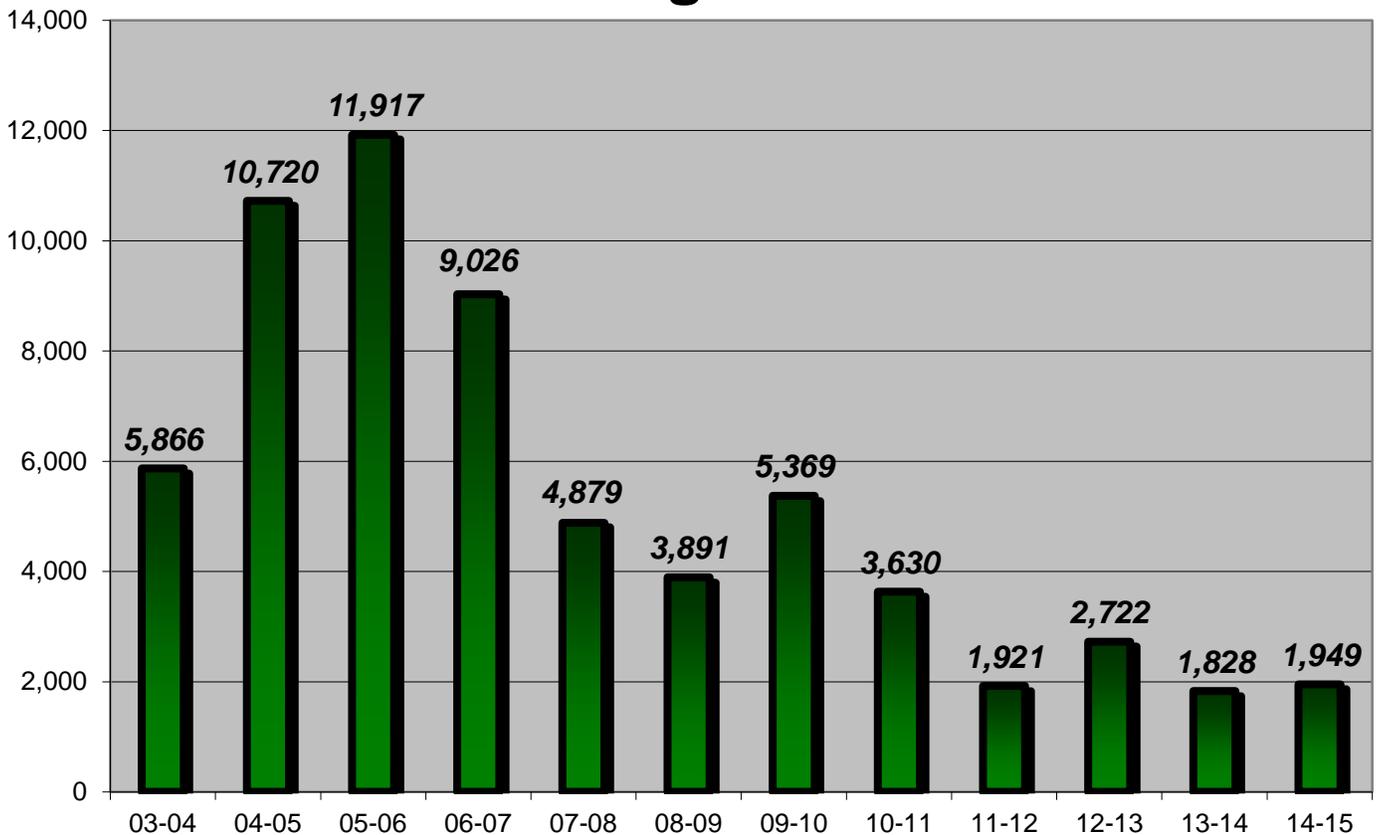
Annual Park Attendance



Volunteer Labor Hours



Participants in Educational Programs



Riverbend Park

*Attendance / Use Statistics
Year End 2014/2015*

ACTIVITY	Riverbend Park July 1, 2013 To June 30, 2014	Riverbend Park July 1, 2013 To June 30, 2014
HIKING/WALKING/RUNNING	12,282	12,221
PICNIC	1,246	884
FISHING	1,208	1,215
DOG WALKING	3,155	2,750
WILDLIFE/BIRD OBSERVATION	720	619
DOG PARK	757	761
BIKE RIDING	964	773
BOATING CANOE	94	227
EDUCATIONAL ACTIVITY	704	1,186
VOLUNTEERS	179	132
OTHER RESTROOM / INFO	489	735
SPECIAL EVENT	261	1,204
SIGN-IN ATTENDANCE	22,059	22,707
TRAFFIC COUNT (CARS)	15,580	14,922
TRAFFIC ATTENDANCE ESTIMATE	54,519	52,223
REVENUE	\$3,320.00	\$3,385.00

189 volunteers have provided 242 volunteer hours of service to Riverbend Park for the fiscal year of 14/15.

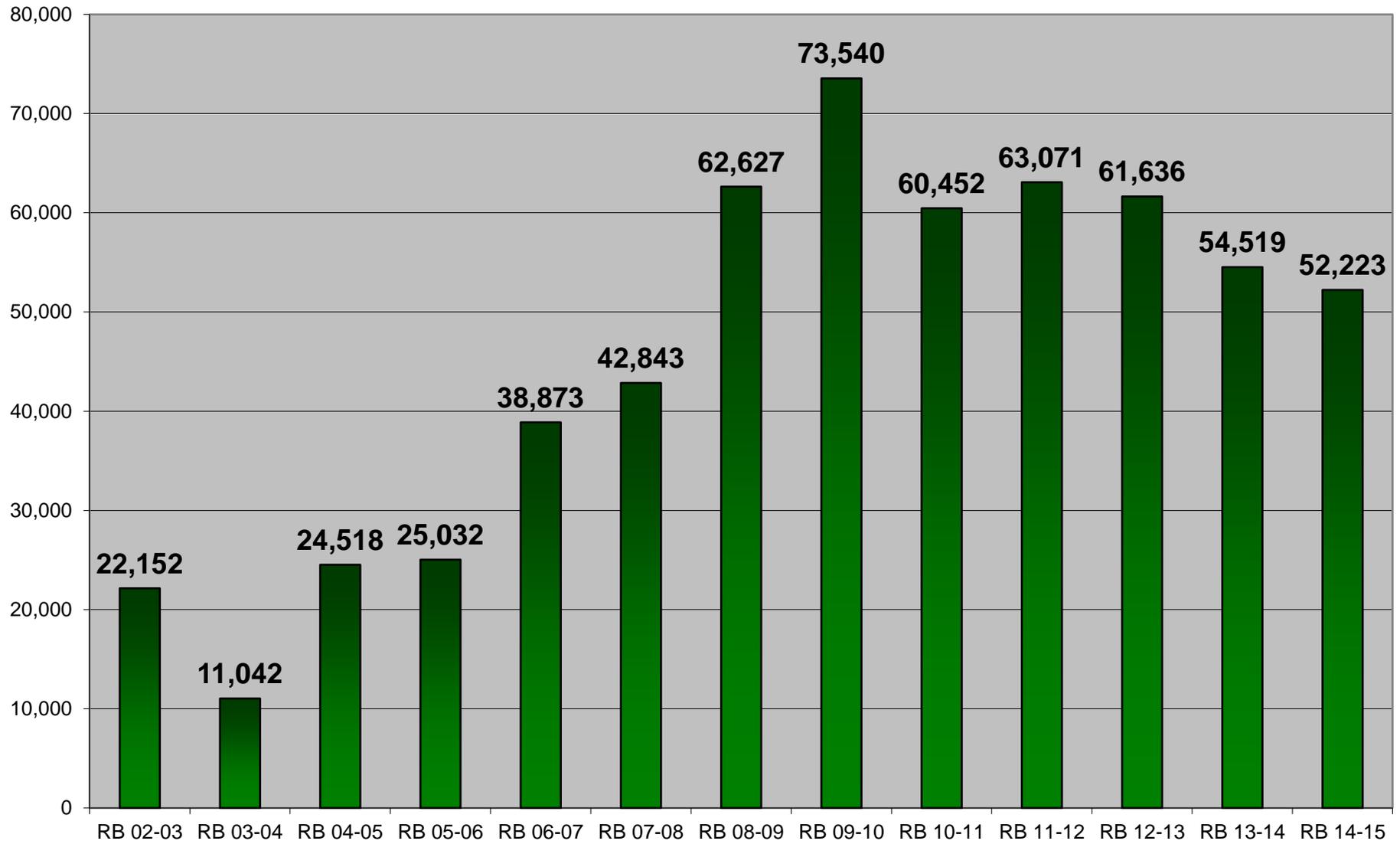
For the fiscal year of 14/15

Riverbend Park had a 2.4% higher activity sign in than 13/14.

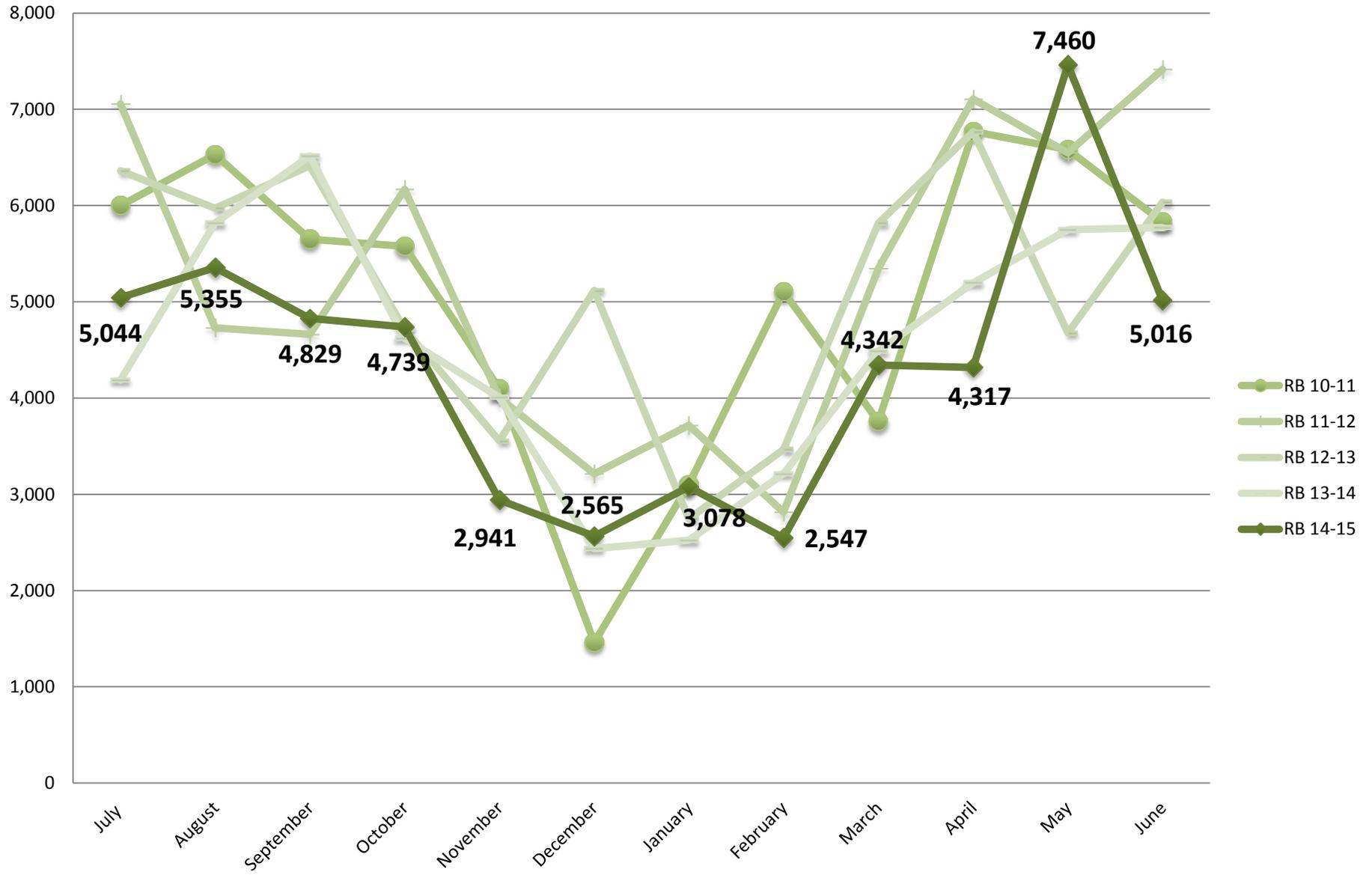
Riverbend Park had an 4.2% lower estimated attendance than 13/14.

Riverbend Park had a 1.9% increase in revenue above 13/14.

Riverbend Park Attendance

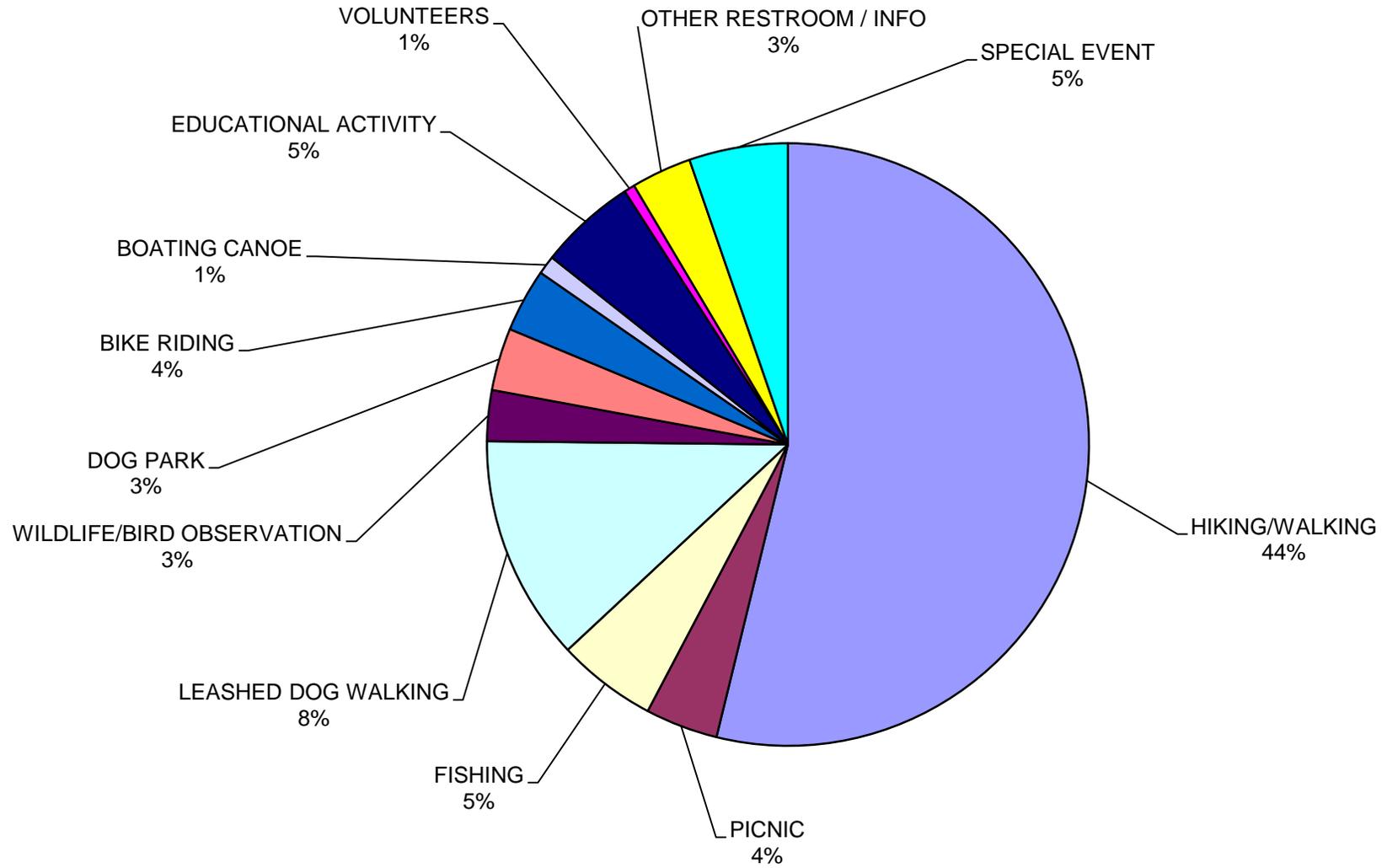


5 - Year Riverbend Monthly Attendance



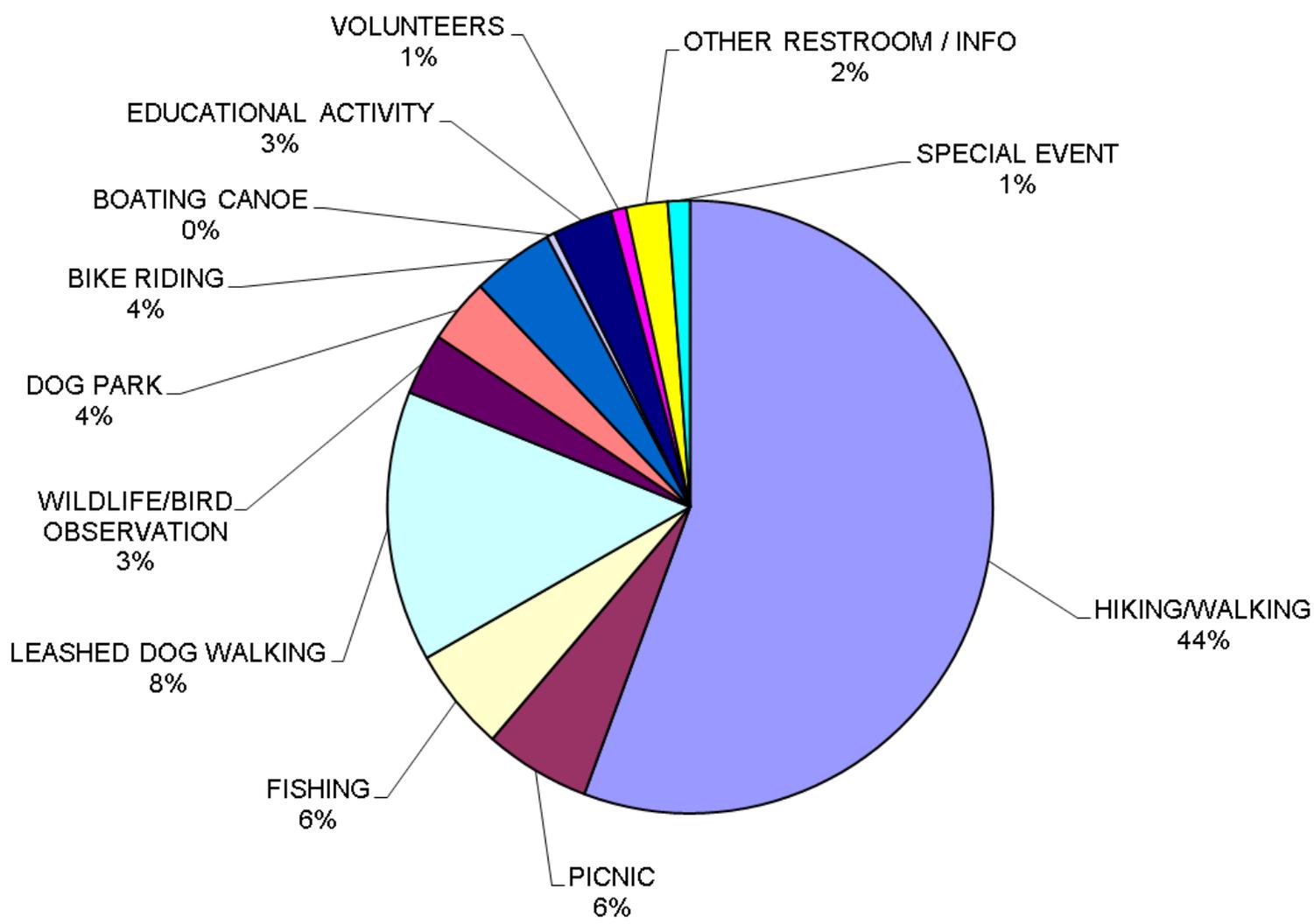
Riverbend Park Useage Year End 14-15

52,223 Patrons



Riverbend Park Usage Year End 13-14

54,519 Patrons



Bakers Mountain Park

*Attendance / Use Statistics
Year End 2014/2015*

ACTIVITY	Bakers Mountain Park July 1, 2013 To June 30, 2014	Bakers Mountain Park July 1, 2014 To June 30, 2015
Walking /Running Paved Trail	1,532	1,029
Hiking Red, Blue, Orange Trail	9,149	7,806
Picnic	1,955	1,772
Dog Walking	2,441	1,884
Wildlife Observation	295	434
Volunteer Work	197	189
Educational Activity	1,124	752
Other – Information & Restrooms	3,475	3,121
Special Event	0	0
SIGN-IN ATTENDANCE	20,168	17,012
TRAFFIC COUNT (cars)	8,809	7,947
TRAFFIC ATTENDANCE ESTIMATE	30,826	27,813
REVENUE	\$180.00	\$79.00

132 volunteers have provided 717 volunteer hours of service to Bakers Mountain Park for 14/15 fiscal year.

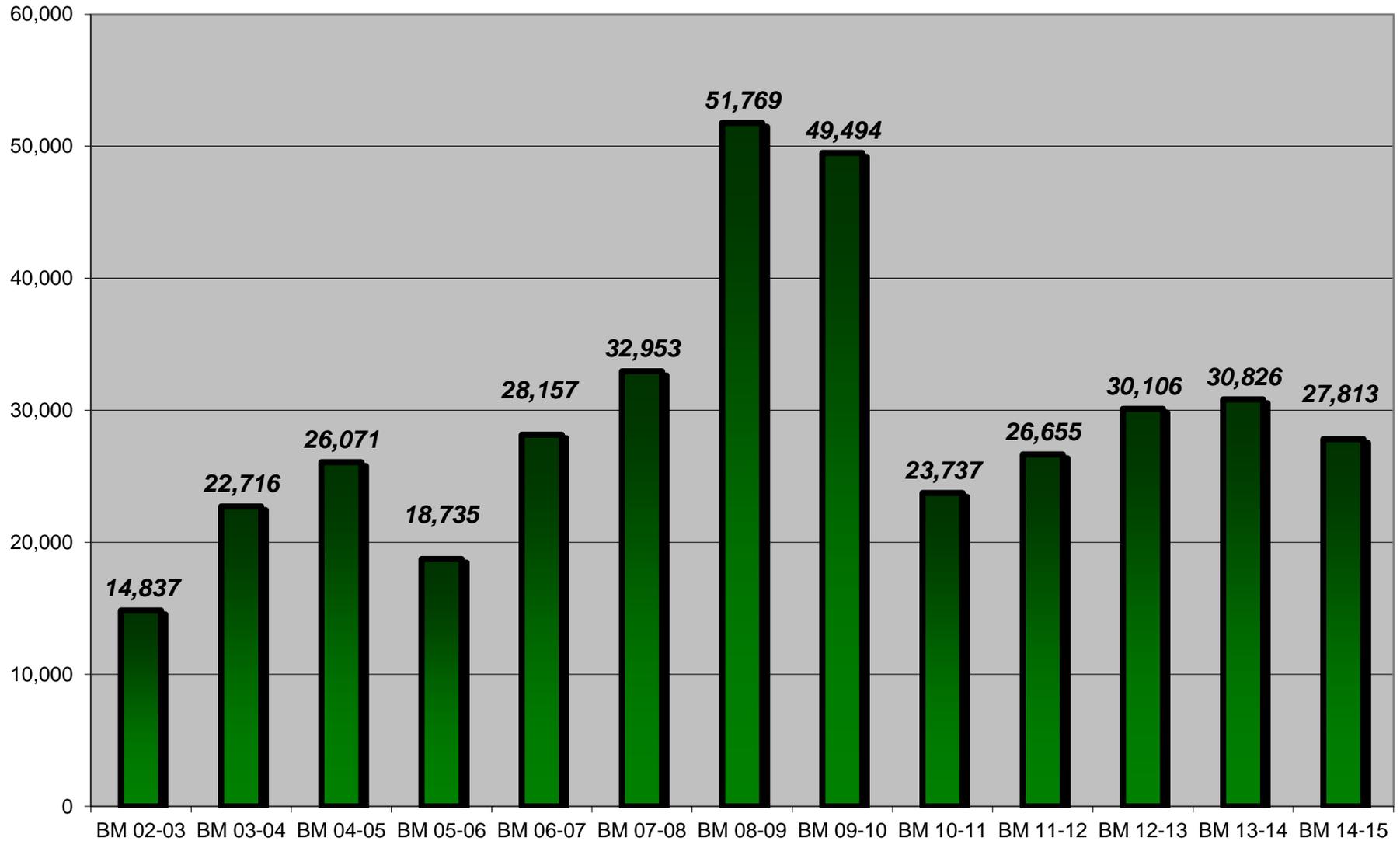
For the fiscal year of 14/15

Bakers Mountain Park had a 15.6% lower activity sign in than 13/14.

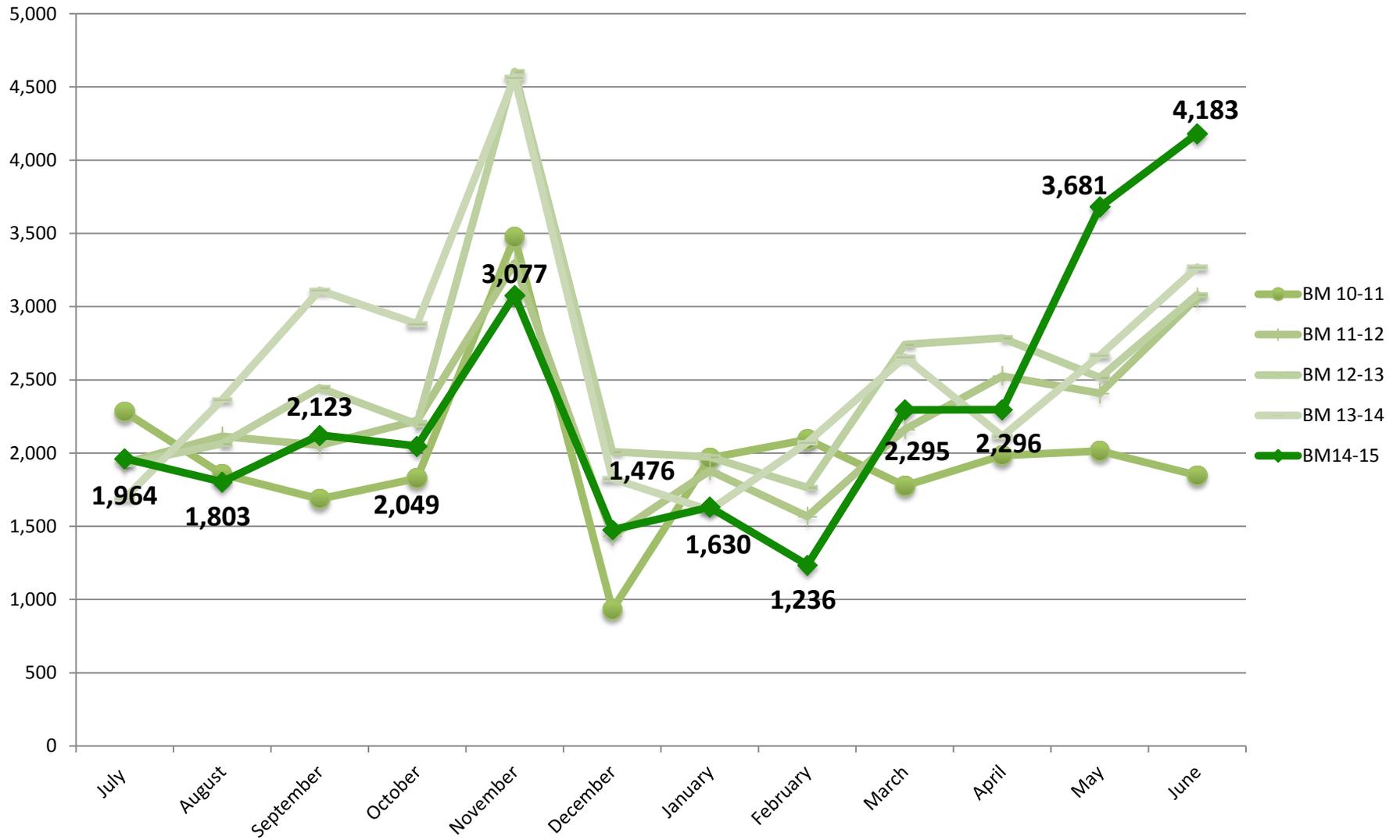
Bakers Mountain Park had a 9.7% lower attendance estimate than 13/14.

Bakers Mountain Park had a 56.1% decrease in revenue compared to fiscal year 13/14.

Bakers Mountain Park Attendance

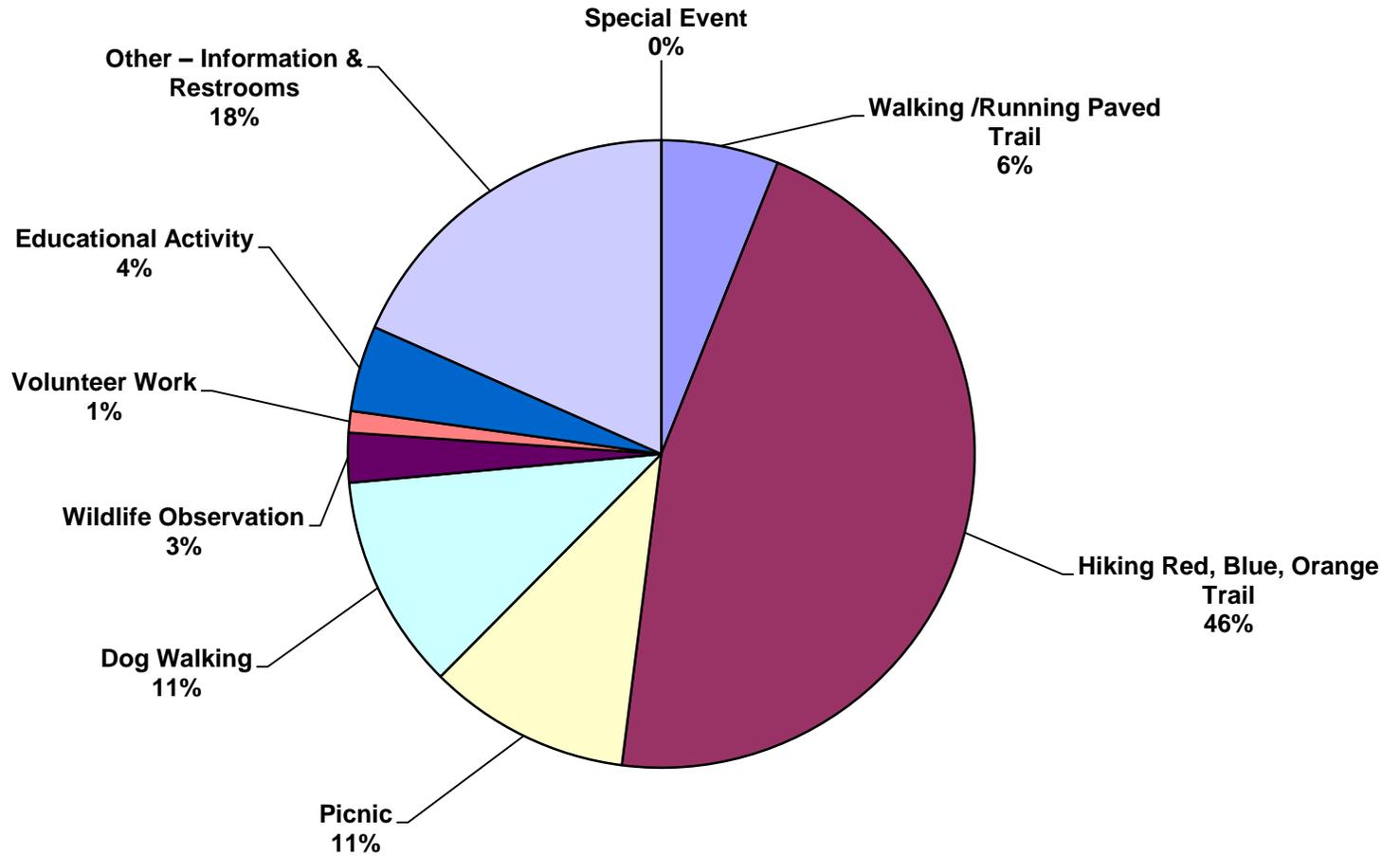


5 - Year Bakers Mountain Monthly Attendance



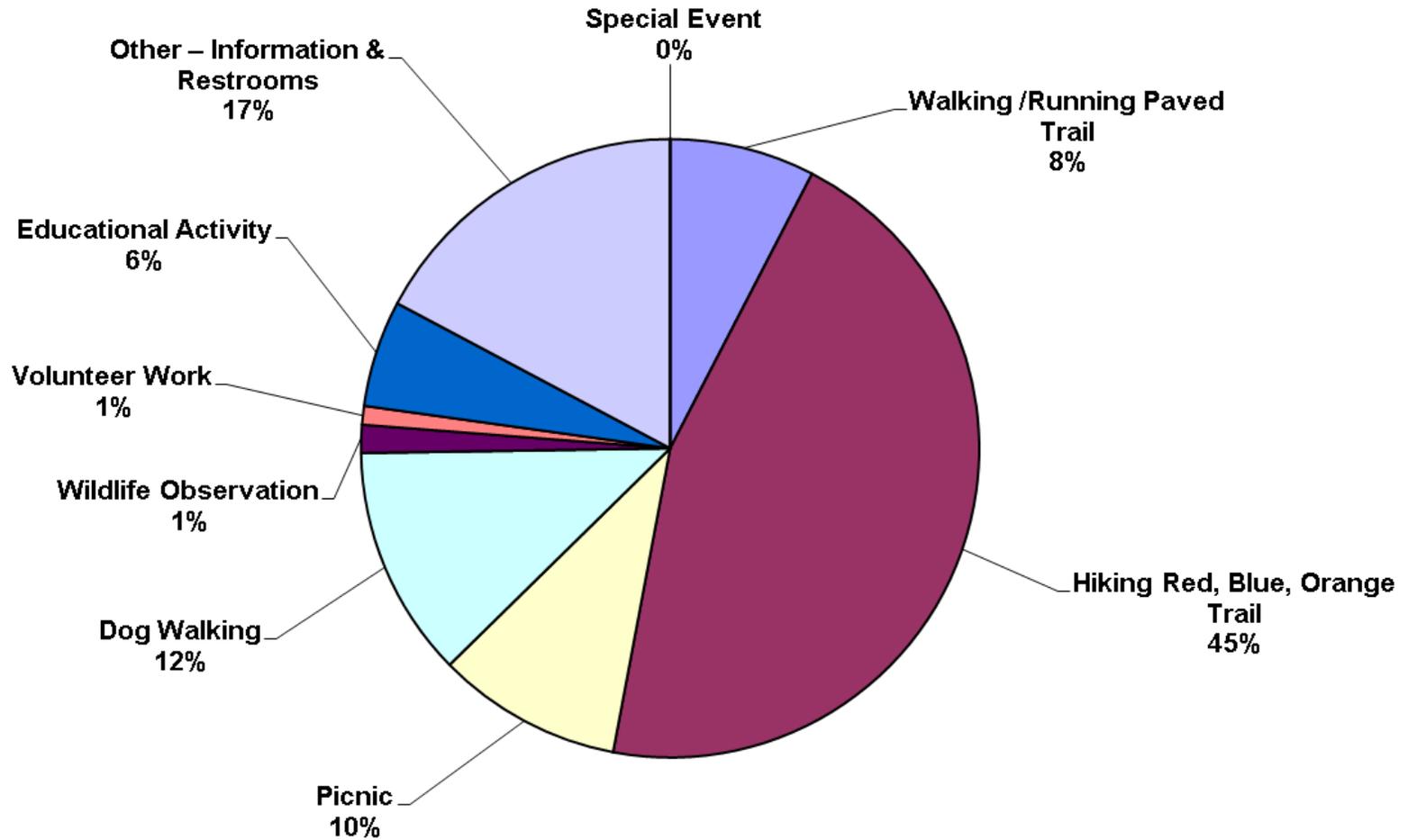
Bakers Mountain Park Usage Year End 14-15

27,813 Patrons



Bakers Mountain Park Usage Year End 13-14

30,826 Patrons



St Stephens Park

*Attendance / Use Statistics
Year End 2014/2015*

ACTIVITY	St Stephens Park July 1, 2013 To June 30, 2014	St Stephens Park July 1, 2014 To June 30, 2015
<i>Walking /Running Gravel Trail</i>	237	220
<i>Dog Park</i>	5,915	4,929
<i>Picnic</i>	331	165
Leashed Dog Walking	79	182
Wildlife Observation	2	6
Volunteer Work	0	0
Educational Activity	0	11
Other – Information & Restrooms	239	56
Playground /Horseshoes	704	412
Special Event	53	80
SIGN-IN ATTENDANCE	7,560	6,061
TRAFFIC COUNT (cars)	9,682	9,714
TRAFFIC ATTENDANCE ESTIMATE	24,205	24,284
REVENUE	\$2,815.00	\$3,650.00

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

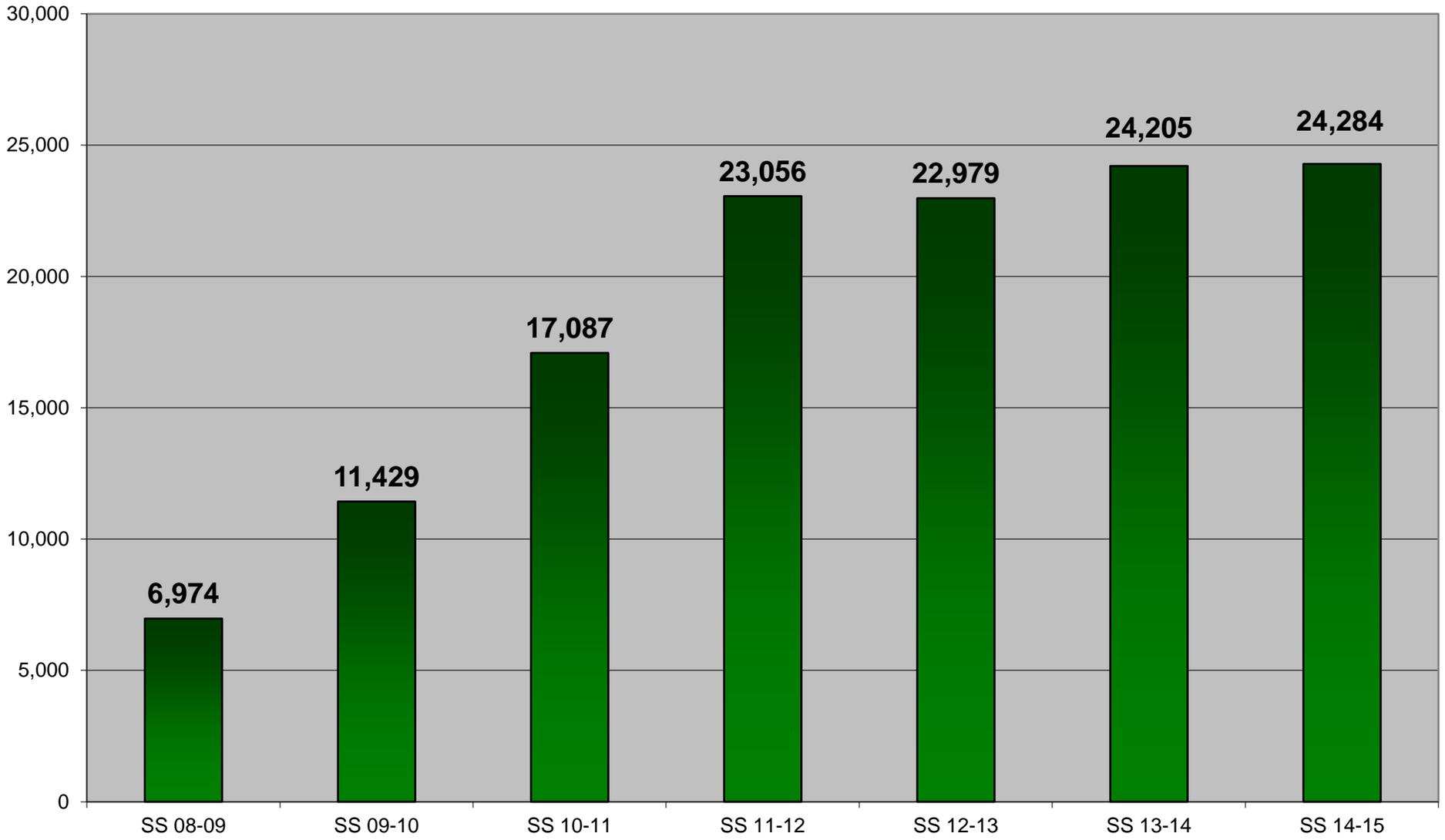
For the fiscal year of 14/15

St Stephens Park had an 19.8% lower activity sign in than 13/14.

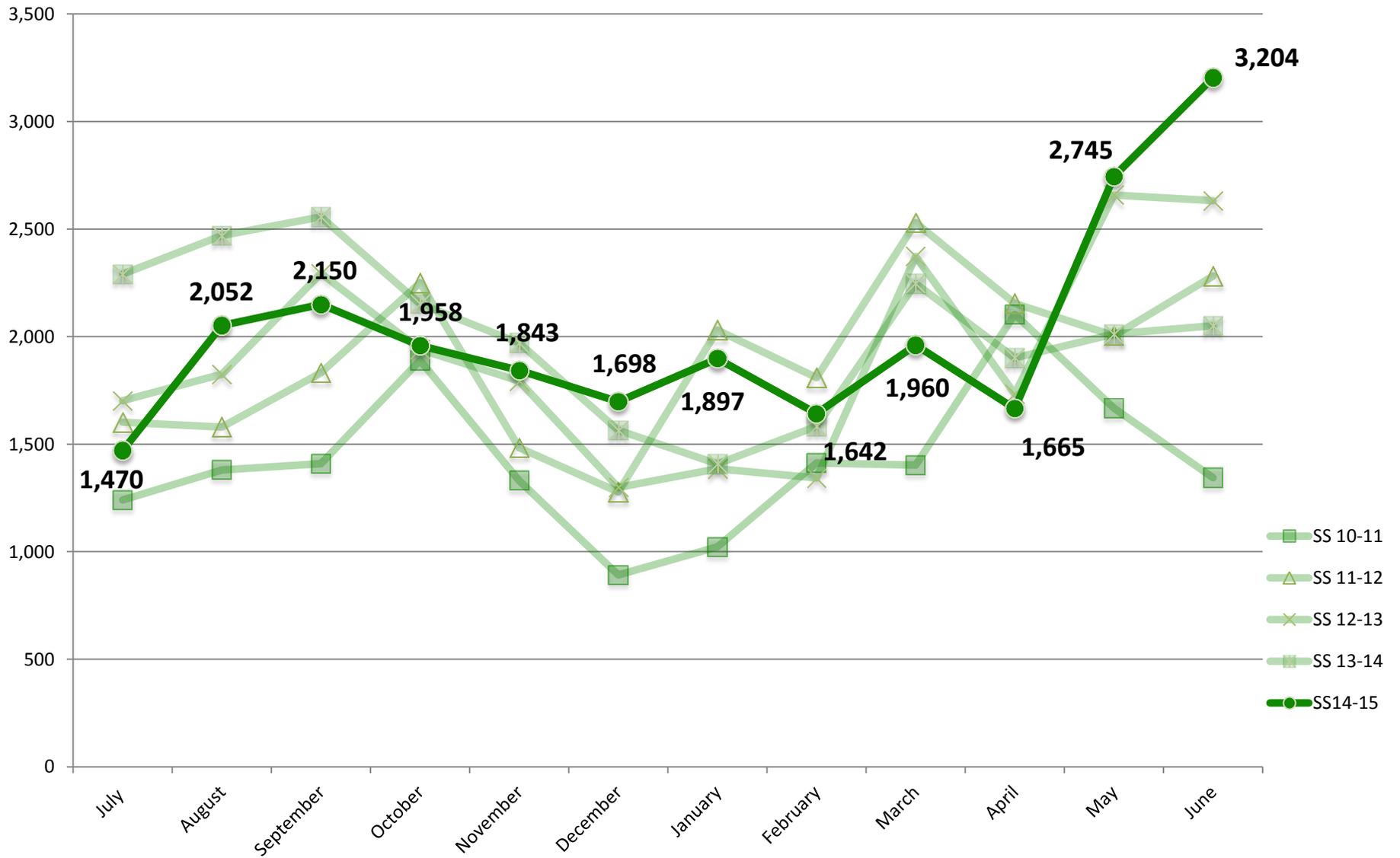
St Stephens Park had a 0.3% higher estimated attendance than 13/14.

St Stephens Park had a 29.6% increase in revenue compared to fiscal year 13/14.

St Stephens Park Attendance

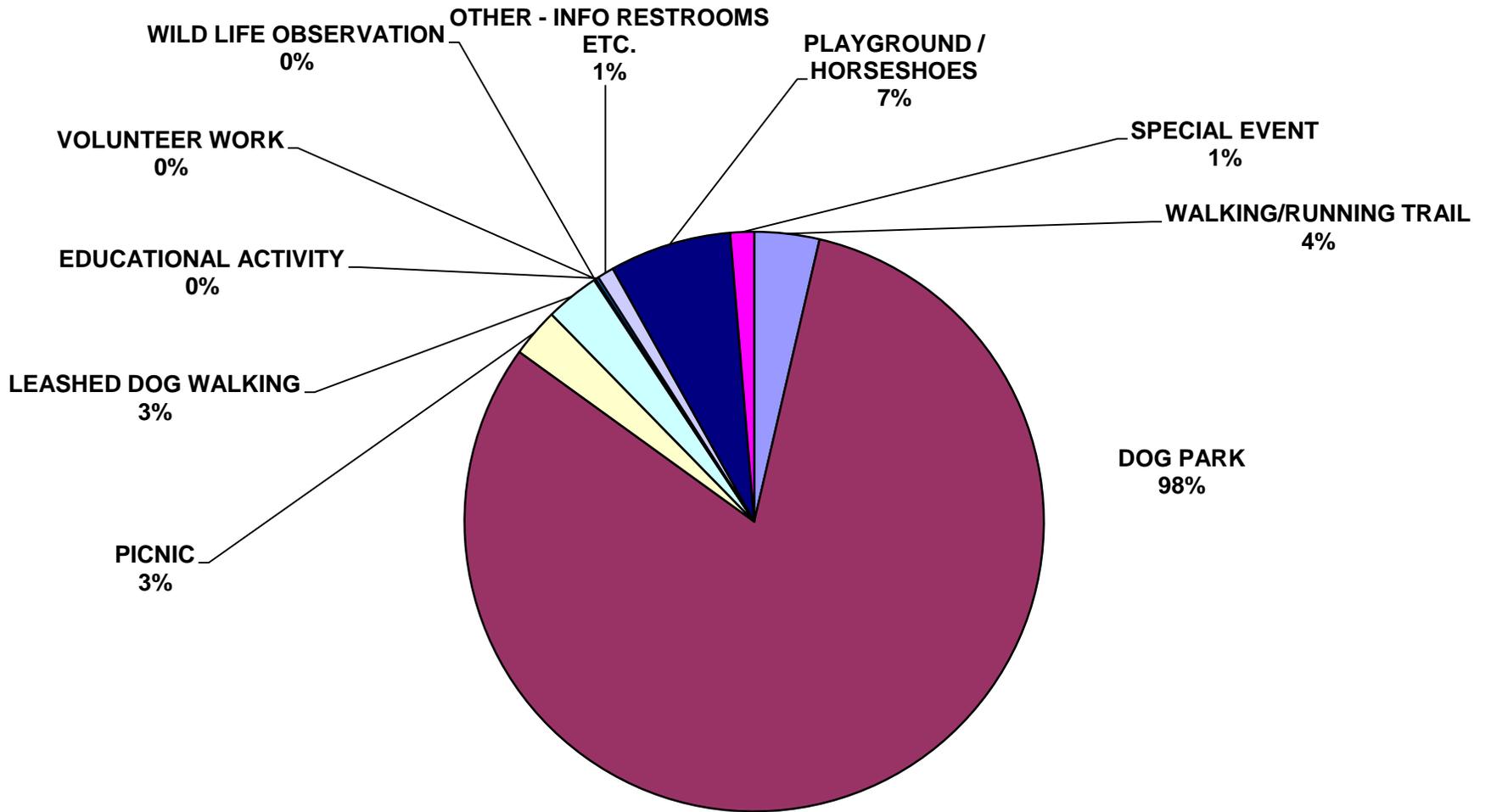


5 -Year St Stephens Park Monthly Attendance



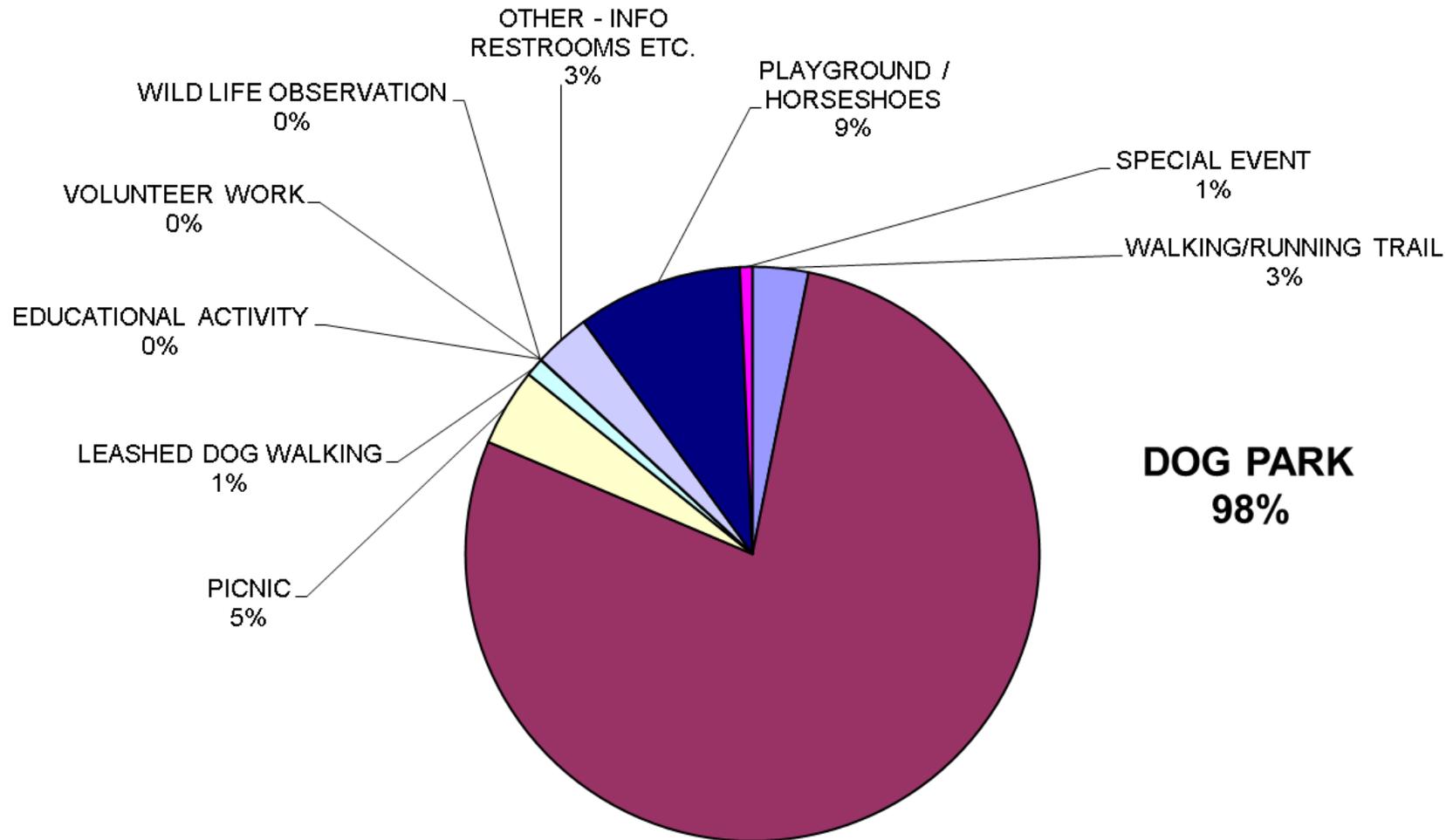
St Stephens Park UseageYear End 14/15

24,284 Patrons



St Stephens Park Useage Year End 13/14

24,205 Patrons



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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

Website - <http://www.catawbacountync.gov/Parks/>

Facebook - <https://www.facebook.com/catawbacountyparks?sk=wall>

