**PROJECT CHARTER DRAFT Status: PENDING**

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| **GENERAL PROJECT INFORMATION** | |  |  |  |
| **COMPANY NAME** | National Park Service |  |  |  |
| **PROJECT NAME** | National Park Visitor Analysis (Midwest Region: 1992-2023) |  |  |  |
| **PROJECT SPONSOR** | Alyson Downs (CVTC Instructor) |  |  |  |
| **PROJECT MANAGER** | Mary Nelson |  |  |  |
| **EMAIL ADDRESS** | mkothbauer@student.cvtc.edu |  |  |  |
| **PHONE NUMBER** | 715-833-6300 |  |  |  |
| **EXPECTED START DATE** | 10/20/2024 |  |  |  |
| **EXPECTED COMPLETION DATE** | 12/13/2024 |  |  |  |
| **DESCRIBE THE PROBLEM OR ISSUE, GOALS, OBJECTIVES, AND DELIVERABLES OF THIS PROJECT** | | | | |
| **PROBLEM OR ISSUE** | The NPS - Midwest Region has identified the need for historical park visitor analysis to understand changes and improve resource management. | | | |
| **PURPOSE OF PROJECT** | Provide insight into park usage and patterns over time for the NPS to make decisions regarding future development, park maintenance, and resource allocation. | | | |
| **PRIMARY OBJECTIVES** | Analyze yearly visitor numbers for national parks in the Midwest from 1980-2023.  Investigate popular recreational activities and how they have evolved.  Examine the impact of external economic conditions, such as gas prices, on park attendance.  Create data visualizations to inform park management decisions. | | | |
| **GOALS / METRICS** | Year-over-year comparison of park visitor data.  Identify parks with most visitor growth or decline.  Analyze the most popular recreation/visitor types.  Analyze impact of economic conditions on visitor trends. | | | |
| **EXPECTED DELIVERABLES** | Accurate and clean dataset.  Analytical Reports with park visitor and year-over-year trend patterns.  Dashboard with visual insights.  Recommendations for park management based on findings. | | | |
| **DEFINE THE PROJECT SCOPE AND SCHEDULE** | |  |  |  |
| **WITHIN SCOPE** | The project will analyze visitor data for national parks in the Midwest region from 1980-2023, focusing on yearly trends, recreational activity, and external factors such as gas prices. | | | |
| **OUTSIDE OF SCOPE** | The project will not analyze visitor data for parks/sites managed by the NPS or national parks outside of the Midwest region. Additionally, the project will not make analyses for decisions beyond visitor trends. | | | |
| **TENTATIVE SCHEDULE** | **KEY MILESTONE** | **START** |  | **COMPLETE** |
| **10/20/2024 – 10/27/2024** | Decide Project Topic / Preliminary Review of Data / Set Scope | 10/20/2024 |  | 10/22/2024 |
| **10/28/2024 – 11/03/2024** | Define Database / Create ERD | 10/28/2024 |  | 11/02/2024 |
| **11/04/2024 – 11/17/2024** | ETL Phase | 11/03/2024 |  | 11/15/2024 |
| **11/04/2024 – 11/17/2024** | Populate Database | 11/15/2024 |  | 11/15/2024 |
| **11/18/2024 – 12/01/2024** | Report Phase | 11/15/2024 |  | 11/26/2024 |
| **11/18/2024 – 12/08/2024** | Dashboard Phase | 11/15/2024 |  | 11/26/2024 |
| **12/13/2024** | Presentation of Findings |  |  |  |
| **DEFINE THE PROJECT RESOURCES AND COSTS** | |  |  |  |
| **PROJECT TEAM** | Mary Nelson (Project Manager and Data Analyst) | | | |
| **SUPPORT RESOURCES** | Alyson Downs – CVTC Instructor  National Park Service - Data | | | |
| **SPECIAL NEEDS** | Access to historical data for visitor information and economic history  Software: Microsoft Excel, SQLite Studio, Power BI | | | |
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| **DEFINE THE PROJECT BENEFITS AND CUSTOMERS** | | | | |
| **PROCESS OWNER** | National Park Service | | | |
| **KEY STAKEHOLDERS** | National Park Service managers  Local areas to benefit from visitor usage/spending  Visitors to the parks | | | |
| **EXPECTED BENEFITS** | A comprehensive overview of visitor trends for improved park management.  Identification of change in visitor trends to facilitate enhanced visitor experience.  Insights into external factors that influence park usage for future planning. | | | |
| **DESCRIBE PROJECT RISKS, CONSTRAINTS, AND ASSUMPTIONS** | |  |  |  |
| **RISKS** | Incomplete or missing data from previous years  Difficulty/time to correlate external economic factors | | | |
| **CONSTRAINTS** | Project scope is limited to national parks in the Midwest region of the NPS.  Analysis limited to available data for visitor counts/types of usage.  Project limited in analysis of economic factors due to time constraints. | | | |
| **ASSUMPTIONS** | Historical visitor data will be complete and accurate.  Deliverables will be completed on time for progress of the project.  Economic data will provide clear insight into any change in visitor trends. | | | |
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| Prepared by: | Mary Nelson | Date: | 10/22/2024 | |