



Monthly Report

Department Overview

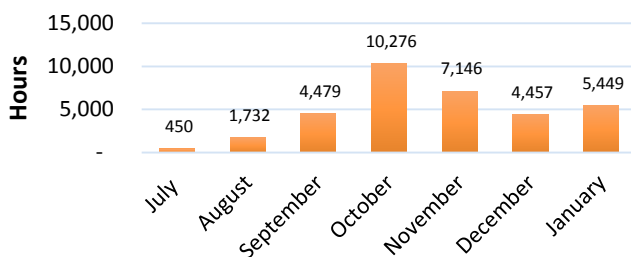
- **Biggest Fairy House Festival Ever!!!** On Feb. 7th, 3,000-3,500 people attended two special events at Latta Plantation Nature Preserve. Staff received nothing but rave reviews.
- **Grady Cole Center & American Legion Memorial Stadium:** Held four special events resulting in 2,300+ guests. Events included: Teen Dating Violence Awareness Pep Rally, Vietnamese Lunar New Year's Festival, Miss Donna's Dance School Rehearsals and a CIAA – Celebrity Basketball Game.
- **Idlewilde Elem. School Trail & Community Garden:** At the request of the school P&R staff is working on a master plan pro bono that the school will use to apply for grant funding.
- **Youth Sports:** In February 375 registered for Youth Baseball and 230 registered for Youth Track and Field.
- **National Wildlife Federation Certified Golf Courses:** All county-owned golf facilities were certified by the National Wildlife Federation as Natural Wildlife Habitats. The certification directly links goals in the Mecklenburg Livable Community Plan.
- **CoOp Extension in the Southern Spring Show:** Extension worked with the Master Gardener volunteers and UNCC Botanical Gardens Ed Davis on a Winter Feast Garden demonstration.

Key Performance Indicators

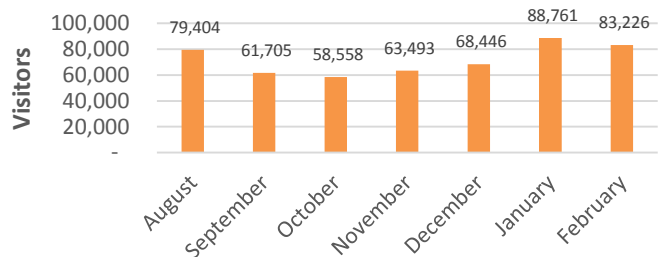
In Feb. the department offered 885 programs for 16,585 participants. In addition, the department hosted 9 special events and/or athletic tournaments for approximately 34,000 participants and spectators.

The department received 1,264 customer satisfaction surveys related to facilities and programs with an 89% satisfaction rate.

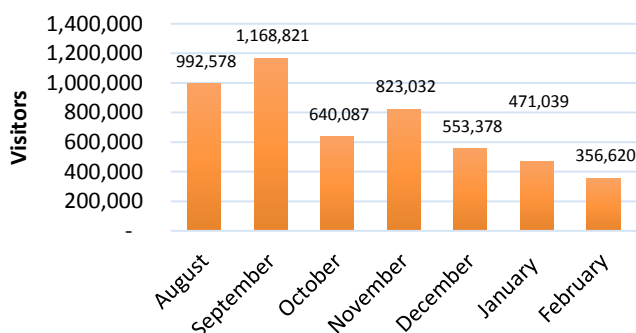
Volunteer Hours



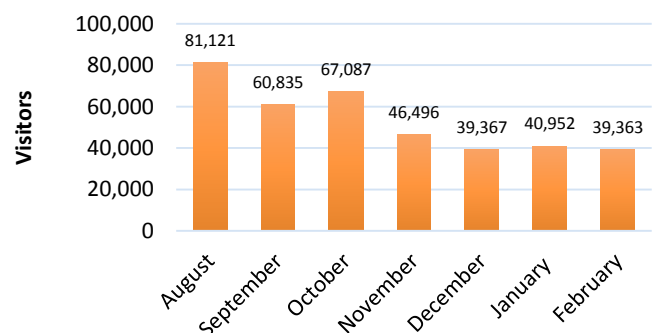
Centers Visitation



PARK VISITATION



NATURE PRESERVE VISITATION





Context for Key Performance Indicators

- Centers Visitation includes Recreation Centers, Nature Centers, and Senior Centers.
- Volunteer Hours spike in October due to Newtown Memorial playground build at Park Road Pa.
- Nature Preserve Visitation is for five preserves.
- Park Visitation does not include visitation from some of the most popular and heavily trafficked facilities such as any Greenway or walk-in venues such as Romare Bearden Park. Currently the department does not have the means to track visitation at these sites. However, we do know through detailed surveys that 74% of households utilize the parks, greenways, preserves and facilities, and that the parks experience approximately 200,000,000 person visits per year.