



Recreation & Parks Progress Report FY2022

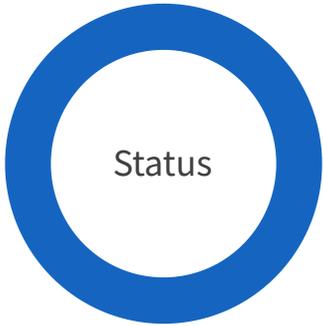
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Report Created On: Aug 12, 2022

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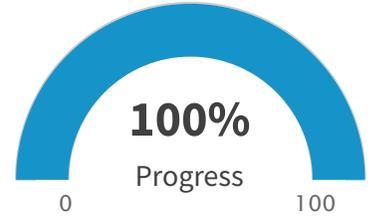
Goal

Overall Summary



Completed

%
100.0



Report Legend

 No Update

 Overdue

 Priority

Goal 4.1.10

Jul 01, 2021 - Jun 30, 2022

Completed

Progress 100%

Invest in and promote public and community gathering spaces - Parks & Recreation

Owner: Paul Moore

Update provided by Paul Moore on Jul 08, 2022 21:21:44

Update this period: Next steps: Disruptions (if necessary): DCRP facilitated 13 (goal 11) activities at off-site facilities through the fiscal year. Facility usage hours at Davie County Community Park exceeded metric expectations. DCRP's operations and preventative maintenance plans are now 75% (goal 75%) completed with updates, corrections, and new additions to be added for fiscal year '22-'23 to reach 100% Goal 4.1.10: Complete

Program activities and events held at community centers

Number of program activities or events executed at local community centers or organizations. (Goal: 11 or more -activities or events)

Owner: Paul Moore

Last Update: Jul 08, 2022 21:16:57



Comment

1. Mobile Rec (Smith Grove Park-July '21) 2. Mobile Rec (DC Public Library-July '21) 3. Mobile Rec (Farmington Community Center & Nature Park-August '21) 4. Mobile Rec (Main Street Park - August '21) 5. Shooting Sports (Tom Cowden YSS-July '21) 6. Golf Camp (Colin Creek Golf Club-July '21) 7. July 4th Fireworks (Rich Park-July '21) 8. 50/100 Old Fashioned Games (Farmington Community Center-September '21) 9. Superhero Training Course (Main Street Park-November '21) 10. Mobile Rec (Smith Grove Fire Dept.-June '22) 11. Mobile Rec (Farmington Community Center and Nature Park-June '22) 12. Golf Camp (Colin Creek Golf Club-June '22) 13. Shooting Sports Camp (Tom Cowden YSS - June '22). Metric Completed

Facility Usage at Davie County Park

Number of facility hours rented at Davie County Community Park. (Includes Paid: indoor/outdoor rentals, or leases.) (Goal: 450 hours or more by 6/30/2022))

Owner: Paul Moore

Last Update: Jul 08, 2022 21:17:22



Comment

1st Qtr facility hours rented: 425.5 (Ref - Facility Utilization Report) 7/1-9/30. 2nd Qtr facility hours rented: 262.5 (Ref - Facility Utilization Report) 10/1-12/31. 3rd Qtr facility hours rented: 161.0 (Ref - Facility Utilization Report) 1/1 - 3/31. 4th Qtr facility hours rented: 303.0 (Ref - Facility Utilization Report) 4/1 - 6/30. Metric achieved.

Develop Preventative Maintenance Plan

Development of Davie County Community Park routine and preventative maintenance plan.

(Goal: 75% complete by 6/30/2022)

Owner: Paul Moore

Last Update: Jul 08, 2022 21:16:27



Comment

1st Qtr: Ascertained inventory of amenities, facilities, equipment, and furnishings to be included within preventative maintenance plan. 2nd Qtr: Developed plan contents and structure. 3rd Qtr: data entry and inserting within departmental SOP. 4th Qtr: data entry complete. Metric reached at 75%. Updates, additions, and corrections to be completed in FY22-23.

Goal 4.1.11

Jul 01, 2021 - Jun 30, 2022

Completed

Progress 100%

Promote quality recreational activities and programming

Owner: Paul Moore

Update provided by Paul Moore on Jul 08, 2022 21:57:12

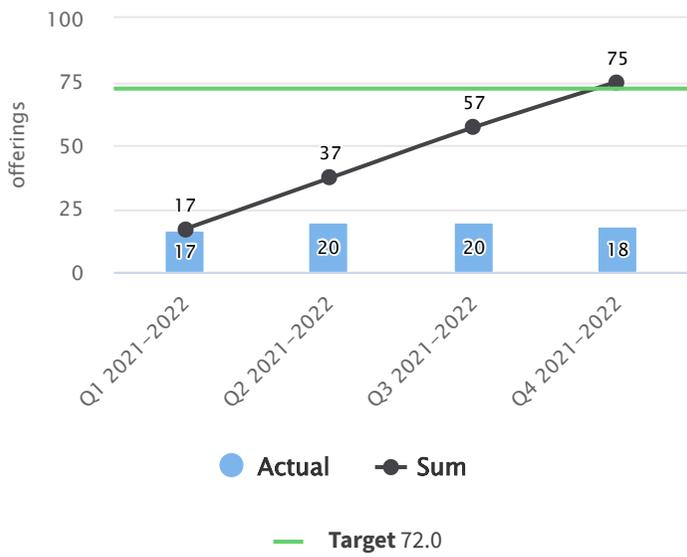
Update this period: Next steps: Disruptions (if necessary): DCRP offered a record 75 programs and 21 special event for the fiscal year. Partnerships were 80% of goal (12 of 15). Enrollments in registration based programs were excellent totaling 3,071. Davie County Community Park visitation continues to be stellar averaging over 3000+ vehicles per month.

Department sponsored programs and athletics

Number of departmental sponsored programs and athletics offered each fiscal year (Goal: 72 or more offerings by June 30, 2022)

Owner: Paul Moore

Last Update: Jul 08, 2022 21:24:39



Comment

1st Qtr: A total of nineteen (17) programs were offered. 2nd Qtr: A total of twenty (20) programs were offered. 3rd Qtr: A total of twenty programs were offered. 4th Qtr: A total of eighteen programs were offered. Total 75 (goal 72) through 6/30/2022. Metric completed.

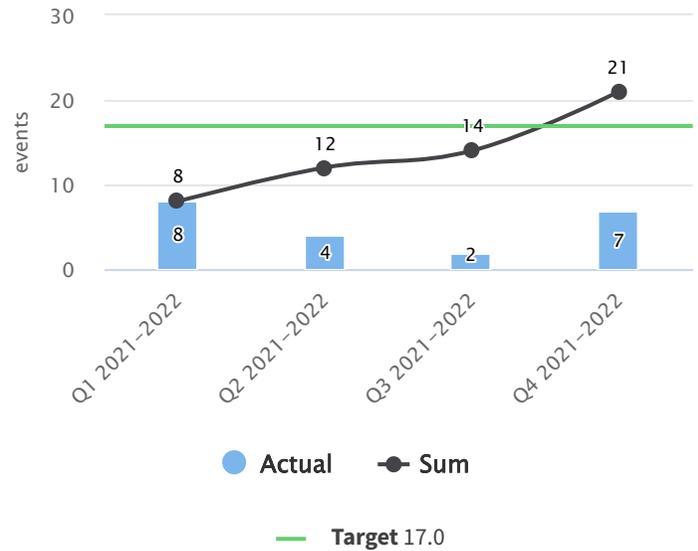
Special events held within the community

Number of department sponsored special events held within the community.

(Goal: 17 events or more by 6/30/2022)

Owner: Paul Moore

Last Update: Jul 08, 2022 21:29:23



Comment

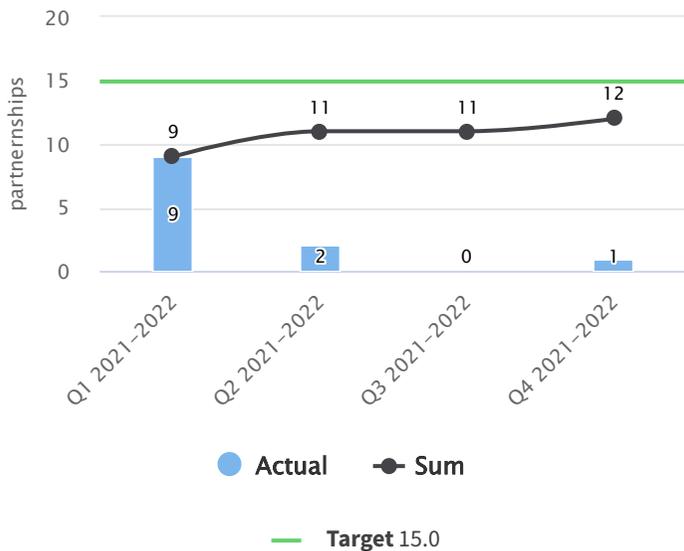
1. Teen Night Glo-Splash Party 2. Kids Pedal Parade 3. Independence Celebration/Concert Series (July) 4. July 4th Fireworks 5. Concert Series (Aug) 6. Concert Series (Sept) 7. Movie In the Park (July) 8. Movie in the Park (August) 9. 9/11 Memorial Stair Climb 10. Halloween Spooktacular-The Conjurer Brock 11. Playdate with the Grinch 12. New Year's Eve Celebration 13. Daddy Daughter Dance, 14 St. Patty's Edible Creations, 15. StarWars Day, 16. Easter EGGstravaganza & BONEanza, 17. Earthfest, 18. Mother Son Game Night, 19. Movies in the Park, 20. Summer Concert Series (May & June), 21. Blacklight Teen Dodgeball. Metric completed.

Partnerships to provide program activities and events

Number of partnerships created that provide program activities or events. (Goal: 15 or more partnerships created by June 30, 2022)

Owner: Paul Moore

Last Update: Jul 08, 2022 21:36:42



Comment

1. Smart Start - Roll & Read & What You Do Matters 2. Smith Grove Fire Department - Mobile Rec 3. DC Public Library - Mobile Rec 4. Farmington Community Association - Mobile Rec and 50/100 Old Fashioned Games 5. Town of Mocksville - Mobile Rec and July 4th Fireworks. 6. Colin Creek Golf Club - Golf Camp, 7. Tom Cowden YSS - Shooting Sports Program, 8. Main Street 5k - Superhero Training Course, 9. Mid Eastern Martial Arts Association - Martial Arts Program. 10. Recharge Your Game - Basketball Camps, 11. Smith Grove Fire Department - Mobile Rec, 12. Cirq-U Circus - Circus Camp. Metric 80% complete.

Annual number of Park Visits

Annual number of park visits by vehicle counter (Goal: 1,165 or more cars per month or 14,000 by June 30, 2022)

Owner: Paul Moore

Last Update: Jul 08, 2022 21:46:45



Comment

1st Qtr: Average car counts per day: 82. July factors, Independence event, splash pad operations. September factors: DCYFA season start up; fall programming season, events, and great weather. 2nd Qtr: Average car counts per day: 104. October factors: DCYFA season, movies in the park, events and great weather. November and December factors: Warner than average weather, exclusive rentals, basketball league season practices, programming and holiday events. 3rd Qtr: Average car counts per day 105. Jan-Feb factors include youth and adult basketball league, two special events, lacrosse season practices, school system athletic usage and programming. 4th Qtr: Average care count per day 110. April-June factors include seven special event including summer concerts, splash pad seasonal opening which correlate to increase rental traffic.

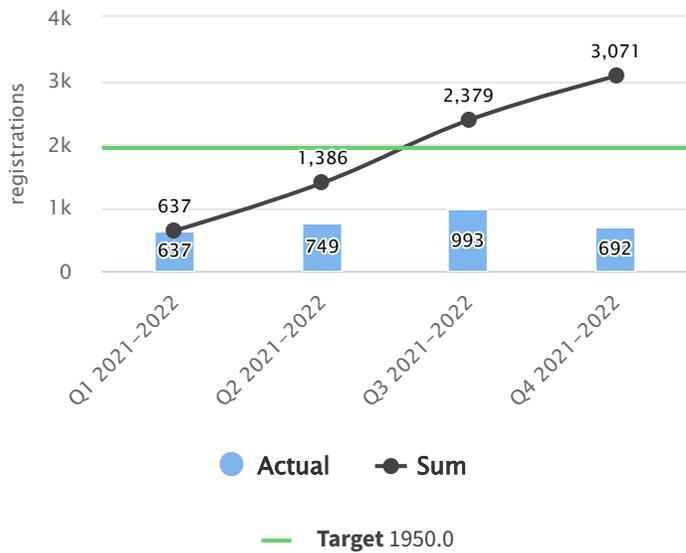
*Vehicular counts obtained using LPR camera data at Southwood Drive and Hwy 601 entry/exit points. Counts include vehicular exits. Counts do not include the following: Bus, Contractor, County, Maintenance, Semi, and RV vehicles. Metric completed.

Enrollments in registration based programs

Number of enrollments in registration based programs (Goal: 1,950 or more enrollments by June 30, 2022)

Owner: Paul Moore

Last Update: Jul 08, 2022 21:48:38



Comment

1st Qtr report totaled 637 enrollments from July 1 - Sept 30. (Ref. - Activity Totals Report) 2nd Qtr report totaled 749 enrollments from Oct 1 - Dec 31 (Ref. - Activity Totals Report) 3rd Qtr report totaled 993 enrollments from Jan 1 - Mar 31 (Ref. - Activity Totals Report). 4th Qtr reports totaled 692 enrollments from April 1-June 30. * This report does not include splashpad enrollments, vendor enrollments, or point of sale enrollments. ** This report does include enrollment based programs and events. Metric completed.

Goal 4.1.12

Jul 01, 2021 - Jun 30, 2022

Completed

Progress 100%

Promote citizenship - Parks & Recreation

Owner: Paul Moore

Update provided by Paul Moore on Jul 08, 2022 22:02:40

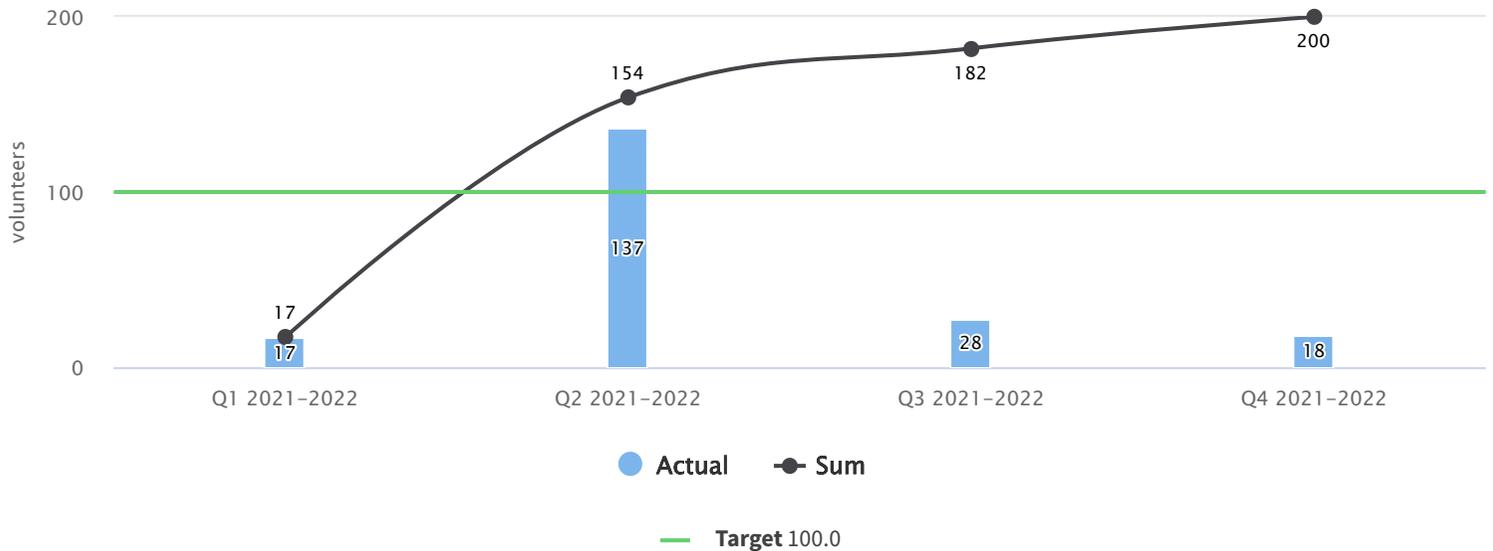
Update this period: Next steps: Disruptions (if necessary): DCRP volunteer numbers reached 200 this fiscal year and are now within pre-pandemic range levels.

Number of volunteers utilized each fiscal year

Number of volunteers utilized each fiscal year (Goal: 100 or more by June 30, 2022)

Owner: Paul Moore

Last Update: Jul 08, 2022 22:00:17



Comment

1st Qtr: Number of volunteers: 17 | Independence Celebration (4), LaxCamp (12), September Concert (1) 2nd Qtr: Number of volunteers: 137 | Halloween (11), Playdate Grinch (1), Superhero Challenge (3), Eagle Scout Project (8), Youth Basketball Lg. Coaches (76), Scorekeepers (28), Wicked Fast Lax (2), Try Lax Clinics (8) 3rd Qtr: Number of volunteers: Enrichment Program Medieval Ages (3), Toddler Playdates (1), OutSchooled PE (1), Youth Volleyball league (22). 4th Qtr: Number of volunteers: StarWars Day (5), Earthfes (11), Summer Concert Series-May/June (2). Total 200. Metric completed.

Goal 4.1.19

Jul 01, 2021 - Jun 30, 2022

Completed

Progress 100%

Use attractive marketing strategies to increase awareness and to engage with citizens

Owner: Paul Moore

Update provided by Paul Moore on Jul 08, 2022 22:21:50

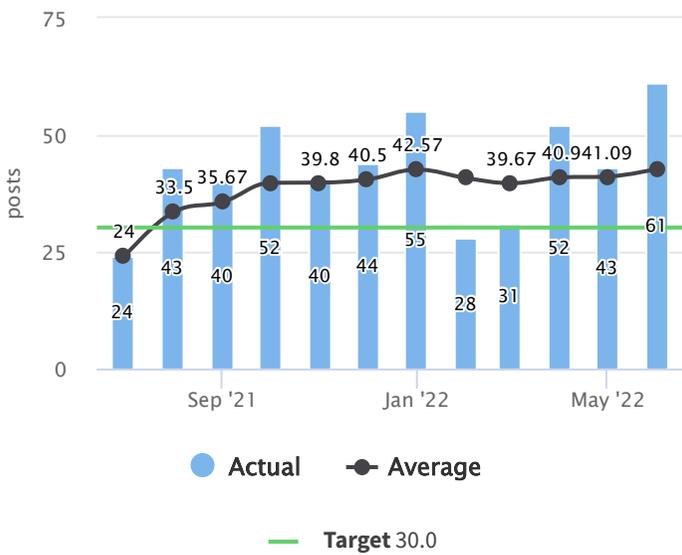
Update this period: Next steps: Disruptions (if necessary): DCRP averaged 42.75 combined Facebook/Instagram posts per month and a total of 5305 Facebook/Instagram followers Customer ratings are over the 3.0 of 4.0 scale. Strategic marketing strategies are proving successful to keeping our community aware and engaged!

Social media posts per month

Monthly average of social media posts
(Goal: 30 or more posts per month)

Owner: Paul Moore

Last Update: Jul 08, 2022 22:07:39



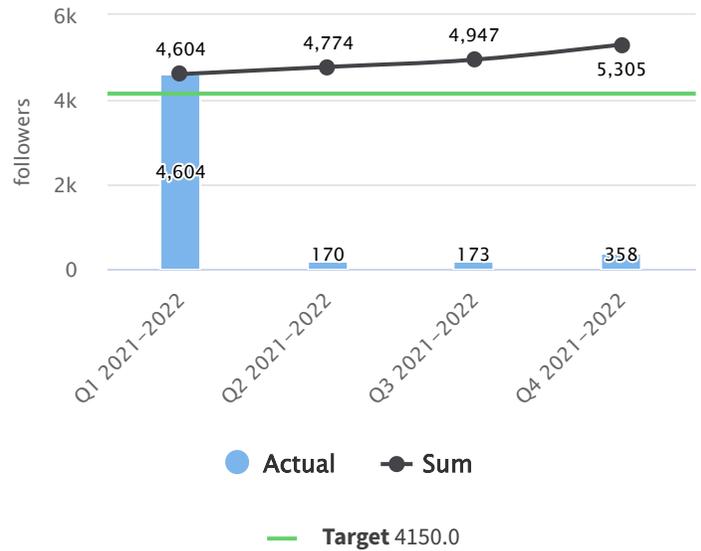
Comment
 July posts: Facebook=13, Instagram=11 August posts: Facebook=22, Instagram=21 September posts: Facebook=21, Instagram=19 1st Qtr. total combined posts 107 (Ref: Monthly Social Media Posts & Followers Report) October posts: Facebook=28, Instagram=24 November posts: Facebook=20, Instagram=20 December posts: Facebook=23, Instagram=21 2nd Qtr. total combined posts 136 (Ref: Monthly Social Media Posts & Followers Report) January posts: Facebook=28 , Instagram=27 February posts: Facebook=14 , Instagram=14 March posts: Facebook=18 , Instagram=13 3rd Qtr. total combined posts: 114 (Ref: Monthly Social Media Posts & Followers Report) April posts: Facebook=30, Instagram=22, May posts: Facebook=22, Instagram=21, June posts: Facebook=36, Instagram=25 4th Qtr. total combined posts:156 (Ref: Monthly Social Media Posts & Followers Report) Monthly average of social media posts for FY21-22: 42.75/month (Goal 28+/month) Metric complete.

Social media followers

Annual number of social media followers
 (Goal: 4,150 followers or greater)

Owner: Paul Moore

Last Update: Jul 08, 2022 22:11:51



Comment
 Total 1st Qtr. followers on Facebook and Instagram platforms: 4604 Total 2nd Qtr. followers on Facebook and Instagram platforms: 4774 (+170) Total 3rd Qtr. followers on Facebook and Instagram platforms: 4947 (+173) Total 4th Qtr. followers on Facebook and Instagram platforms: 5305 (+358) *Ref: Monthly Social Media Posts & Followers Report

Customer Experience Rating

Average customer experience rating by program/event evaluation surveys. (Goal: Average 3.0 of 4.0 rating)

Owner: Paul Moore

Last Update: Jul 08, 2022 22:17:56



Comment

1st Qtr: Program evaluations were administered to 6 specific programs/events. Average rating: 3.40 out of 4.0 scale. 2nd Qtr: Program evaluations were administered to 7 specific programs/events Average rating 3.84 out of a 4.0 scale. 3rd Qtr: Program evaluations were administered to 5 specific programs/events: Average rating: 3.39 out of 4.0 scale. 4th Qtr: Program evaluations were administered to 7 specific programs/events. Average rating 3.54 out of 4.0 scale. Metric complete.

Goal 4.1.21

Jul 01, 2021 - Jun 30, 2022

Completed

Progress 100%

Identify / Create / Promote programming that identifies and nurtures future leaders

Owner: Paul Moore

Update provided by Paul Moore on Jul 08, 2022 22:24:53

Update this period: Next steps: Disruptions (if necessary): DCRP hosted two (2) DCHS student interns throughout the fiscal year totaling 136 volunteer hours

Internship hours fulfilled

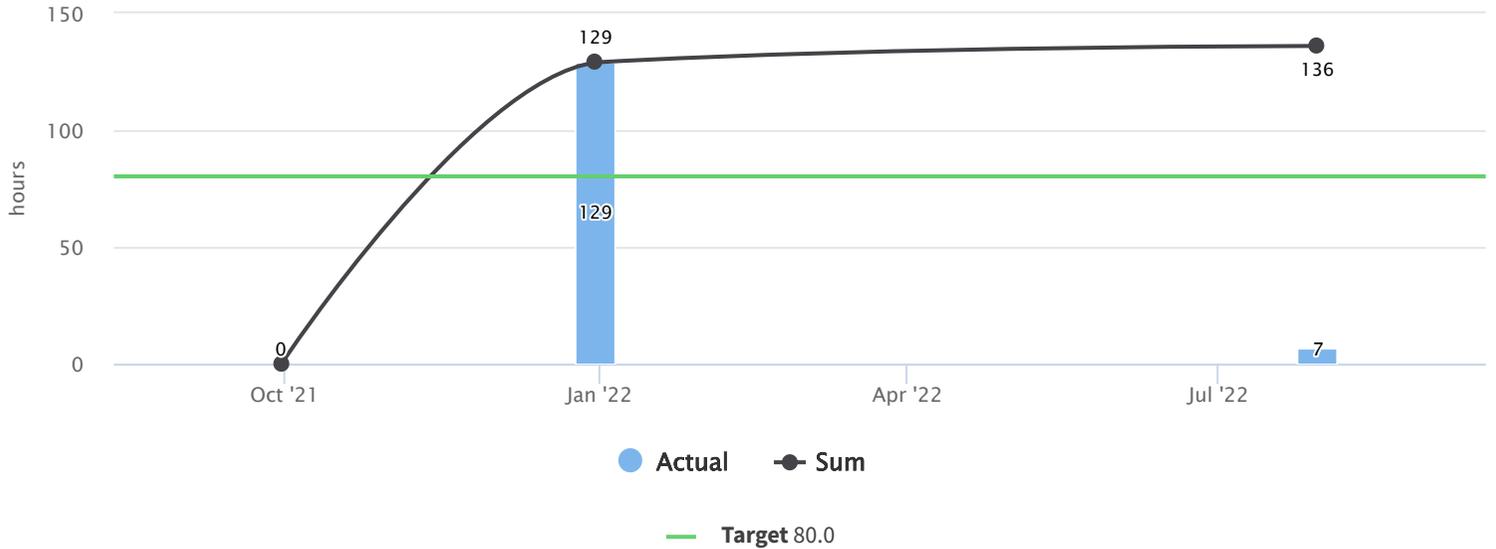
Number of internship/student involvement hours fulfilled in FY 21-22

(Goal: 80 or more hours by 6/30/2022)

Reason: include student volunteer hours

Owner: Paul Moore

Last Update: Jul 08, 2022 22:23:27



Comment

1st Qtr: No intern hours reported 2nd Qtr: 129 hours reported for one DCHS student intern. 3rd Qtr: No inter hours reported. 4th Qtr: 7 hours reported for one DCHS student intern.

Goal 4.1.26

Ongoing - Ongoing

Completed

Enhance Employee Wellness - Recreation and Parks

Owner: Paul Moore

Update provided by Paul Moore on Apr 22, 2022 14:34:04

All staff/spouses have completed annual HRA's. 100% completed

Employee compliance with Health Risk Assessments

Percent of employees, and spouses, covered by County insurance who are compliant with completing a Health Risk Assessment (on file in the Employee Wellness Clinic) by June 30, 2022. (Goal: 85% or greater)

Owner: Paul Moore

Last Update: Apr 22, 2022 14:18:03



Comment

100% of staff/spouses have completed HRA's. Metric successfully met.