

FY 24 PERFORMANCE MEASURES	FY 24 Performance Measure Goal
Percentage increase of use by recreational players	Promote healthy lifestyles by delivery quality, inclusive programming at the City's parks, pool and recreation facilities
Percentage increase in newsletter subscribers and social media followers	Promote healthy lifestyles by delivering quality, inclusive programming at the City's parks, pool and recreational facilities
Percentage of registration in 90% of classes and programs	Promote healthy lifestyles by delivering quality, inclusive programming at the City's park, pool and recreational facilities
Percentage of registration 95% in each camp and latchkey programs	Promote healthy lifestyles by delivering quality, inclusive programming at the City's park, pool and recreational facilities
Percentage completion of feasibility study for the renovation of Water Works historic building	Maintain and improve the health of the City of Annapolis parks and trails for the benefit of present and future generations
Increase number from 4 to 6 of social media posts about parks and trails each month	Maintain and improve the awareness of City of Annapolis parks and trails for the benefit of present and future generations
Stanton Center facilities improvement program implemented	Maintain and improve the health of the City of Annapolis for the benefit of present and future generations
Percentage of applicable modules of Civic Rec Software System implemented	Deliver parks and recreation services in a cost efficient manner
Upgrade software to allow customers to conduct business online	Deliver parks and recreation services in a cost efficient manner
Percentage increase in new program offerings	Promote healthy lifestyles by delivering quality, inclusive programming at the City's park, pool and recreational facilities