

Updates from National Capital Parks – East

July 11, 2024



Agenda

Portfolio-wide updates

Visitor Services

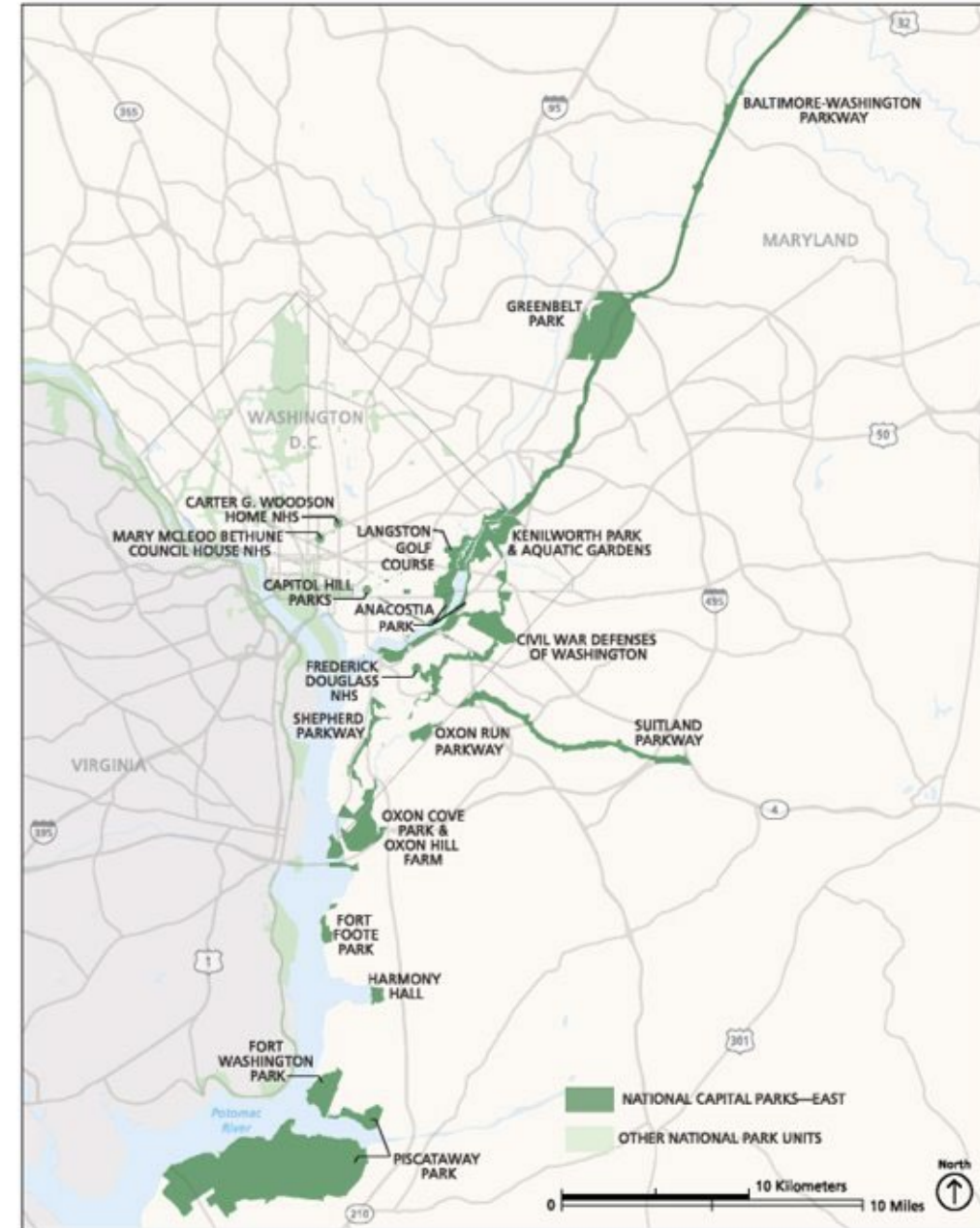
Resource Management

Maintenance

Portfolio-Wide Updates

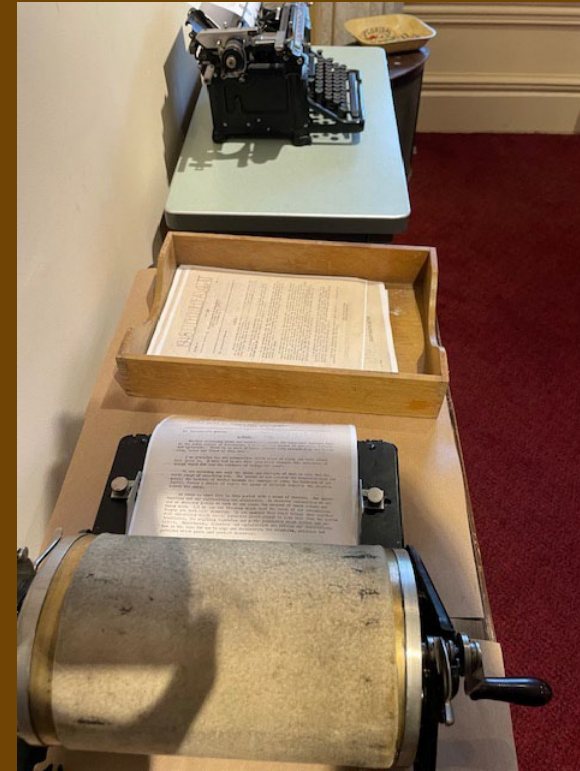
- Hiring multiple positions
 - Resource Management Program Manager
 - Cultural Resource Manager
 - Supervisory Curator
 - Permits Coordinator – recruitment open
 - Kenilworth Aquatic Gardens -Gardener Supervisor – recruitment open

- Multiple planning and construction projects
 - Anacostia Park Development Concept Plan
 - Parkland Project
 - Oxon Cove Trail Rehab
 - Fort Washington Lighthouse Rehab
 - GAOA-LRF Rehabilitating Urban Recreational Areas
 - New film at Frederick Douglass NHS
 - Carter G Woodson Home NHS Reopening



Visitor Services

New exhibits installed at Council House



The Secretaries' Office

- Furnished circa 1940s
- No rope lines
- Tactile elements
- Highlights publications and mailings of NCNW

New Exhibits . . . Mrs. Bethune's Office



Ongoing Projects



New brochure development



Recruiting new staff (we hope to have them onboard in late August)

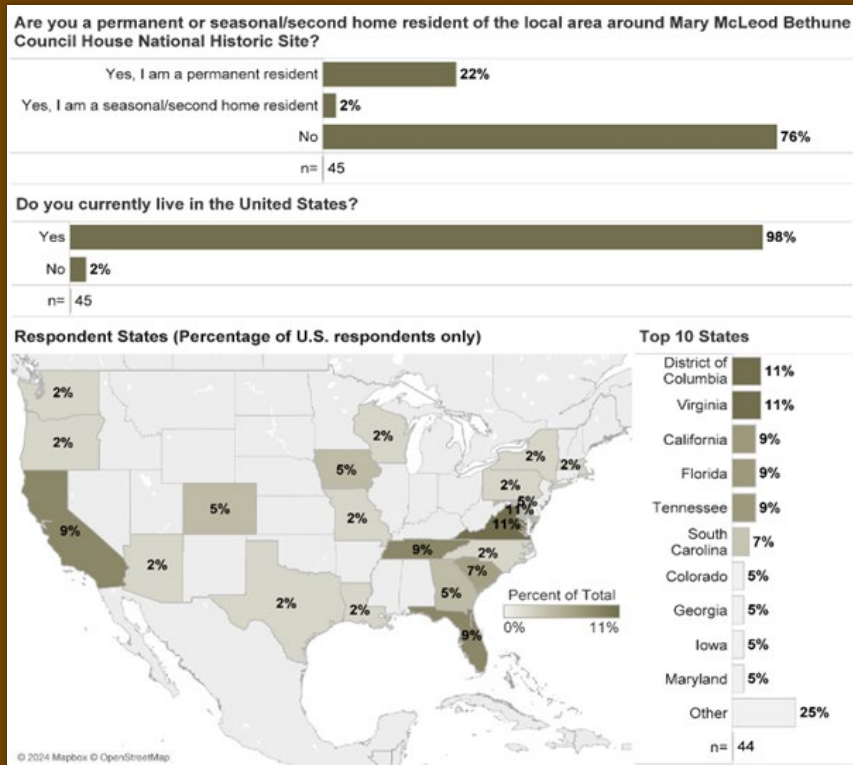


Recruiting docents



Working on connections with schools is at a hiatus due to summer break

Visitor Survey



Draft section of Visitor Use Survey taken in August, 2023.

Other interesting stats:

- Groups
 - 47% came as one person
 - 24% came in pairs
 - 9% came in a group of 3
- Ages
 - 8% 18-29 yrs old
 - 30% 30-49 yrs old
 - 22% 50-64 yrs old
 - 18% 65 yrs old +

Possible actions based on data

- We are reaching a younger demographic through our social media and website but the survey of those who came in-person shows an older demographic. New, temporary exhibits are interactive and may be appealing to a younger audience. (could also be a symptom of not being open on a weekend day)
- One statistic showed 30% over the visitors to the site are spending 4 days in the DC area. Highlighting the Mary McLeod Bethune Council House with the soon-to-be-opened Carter G. Woodson Home NHS may increase visitation.
- Only 5% of those surveyed came from Maryland. California, Florida and Tennessee each had 9%. We need to market more in Maryland.

Mary McLeod Bethune Memorial 50!



Save the Date!

**Live the
Legacy**

Saturday, July 13, 2024

After the Statue Re-dedication, join us for park ranger-led tours, exhibits, hands-on activities & the following programs:

Re-dedication Ceremony	3:30 pm
DC Strings	5:00 pm
"Meet Mrs. Bethune" as performed by Actor, Leslie Jones	6:00 pm
"The Tribe Band"	7:00 pm

NCNW
Commitment. Only. Self-Reliance.



Resource Management

- Restoration of the front stairs is with contracting. Work will involve stone patching, reinforcement of structural members, repointing, and paint removal.
- We hired an archivist! Misty Kinczkowski started on 6/16.
 - Review processing workflow
 - Improve accessibility
 - Reestablish research request process

Maintenance

- In July 2024, the Historic Preservation Training Center (HPTC) will be conducting a site visit to scope out an upcoming project.
 - The project will refurbish the windows as well as paint the interior and exterior of the home.
 - The project is anticipated to begin in FY 2025.
 - Overall project cost: \$599,314.56

Questions?