

# NOTES

TO: Honorable Mayor and City Council Members

FROM: Ann E. Wall, City Manager

DATE: April 27, 2022

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Don Octigan, Director of Recreation and Parks, regarding a Bradford Creek Golf Course update
2. A memo from Mark Holtzman, Chief of Police, regarding Part One Crime Statistics in the Uptown District and Dickinson Avenue Corridor
3. A memo from Mark Holtzman, Chief of Police, regarding comparison city crime data

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Attachments



**To:** Ann Wall, City Manager  
**From:** Don Octigan, Director of Recreation and Parks *DO*  
**Date:** April 27, 2022  
**Re:** NTC – Bradford Creek Golf Course Update

This memo is to provide a brief update on Bradford Creek Golf Course’s financials and the overall operations of the course.

Despite the course being closed several days due to winter weather in January and February, golfers continued to play the course when conditions allowed. The number of rounds per month, range ball purchases and overall sales are slightly behind Fiscal Year 2021 numbers, but golf course staff have a positive outlook on the spring and summer seasons.

Below is an overview of year to date numbers compared to previous year numbers, including income and expenses:

	2022 Through March 31 <sup>st</sup>	2021 Through March 31 <sup>st</sup>	Net Difference
Total Number Rounds	14,338	15,813	-1,475
Total Driving Range Numbers	48,397	53,139	-4,742
Gross Income	\$469,187	\$467,072	+\$2,115
Total Expenses	\$457,122	\$409,214	-\$47,908

Through March, the year to date net income for the course is \$45,793 less than last year at this point in the fiscal year, but still higher than other previous fiscal years. This is due to the slightly lower number of golf rounds being played, but also due to the increase cost to operate the course for fiscal year 2021-2022. As with many businesses, the golfing industry has also been impacted by the nationwide increase in supplies and materials. Labor cost have also increased due to the addition of an Assistant Greens Superintendent, which was previously vacant, and increase part-time staffing levels to help maintain and improve course conditions.

There have been many improvements made at the course during this fiscal year. City staff have worked with Indigo Golf Partners employees on various initiatives the last 8-12 months. A few of those initiatives include:

- Increasing marketing efforts through Recreation and Parks programming, events and social media outlets.
- Addressing maintenance concerns throughout the course, including:
  - Future Fence Repair Along the Perimeter of the Course
  - Golf Cart Path Repair on the Front Nine
  - Overall Green Conditions
  - Improvements to the Club House Entrance
  - Over-seeding Driving Range Tee Box
  - Various General Maintenance Items

- Negotiating a New Cart Lease Set to Begin Fall of 2022.
- Addressing drainage concerns being caused by neighboring parcels.
- Developing a plan for future Capital Improvement Projects for the Course.

Recreation and Parks Superintendent Dennis Vestal continues to keep an open line of communication with Indigo Partners staff to ensure the course has a strong finish to the fiscal year and improvements to the course continue. A meeting with Indigo Golf Management is set for mid-May to discuss the overall success of the course and plan for fiscal year 2022-2023.

It remains a priority of City staff to continue to work with Indigo Golf Partners to enhance the experience of golfers at Bradford Creek Golf Course to assist with increasing the number of rounds being played monthly.

Please let me know if there are any questions.

cc: Michael Cowin, Deputy City Manager  
Dennis Vestal, Recreation & Parks Superintendent

# Memorandum

To: Ann Wall, City Manager

From: Mark Holtzman, Chief of Police *MH*

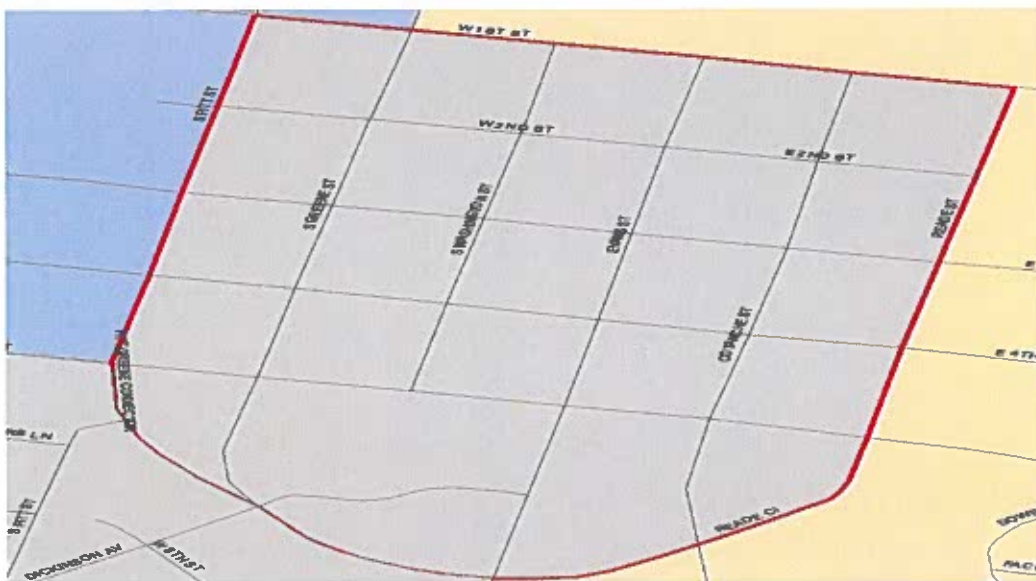
Date: April 27, 2022

Subject: Part One Crime Statistics in the Uptown District and Dickinson Avenue Corridor

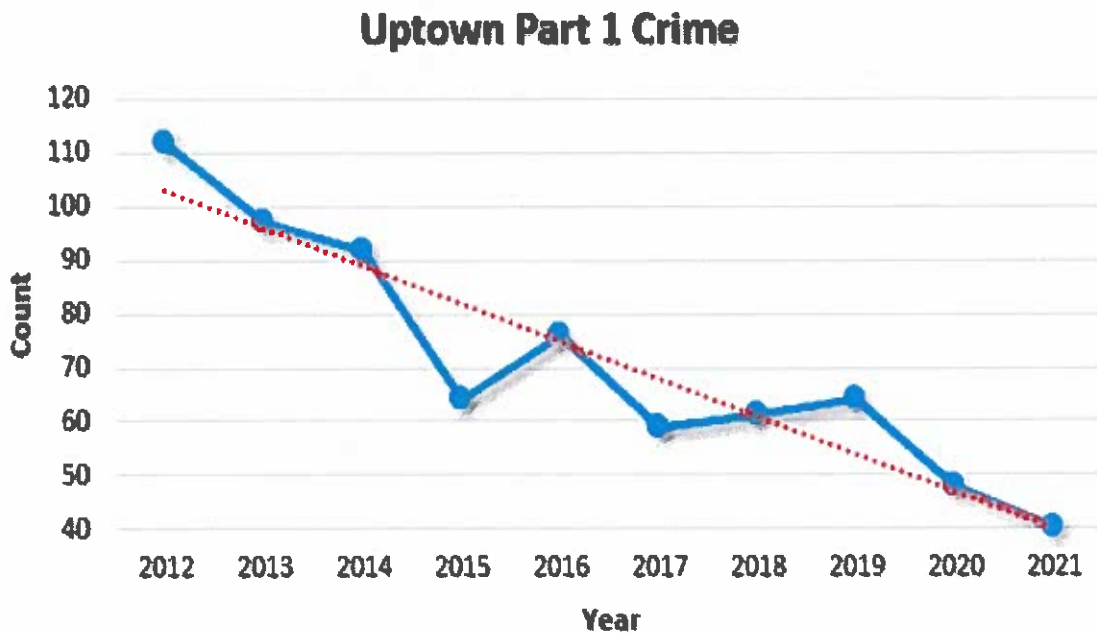
The mission of the Greenville Police Department (GPD), as it relates to Uptown Greenville during the late night and early morning hours, is to achieve the safest environment possible.

Our primary focus continues to be the reduction of violent crime in the area of the bars, adjacent roadways, and parking lots. As a secondary focus, our officers address quality of life issues that contribute to the victimization of those who come uptown. Officers are cognizant of and address issues such as disorderly conduct, subjects who are intoxicated and disruptive behavior, and from time to time, other issues which detract from the overall goals of a nighttime economy.

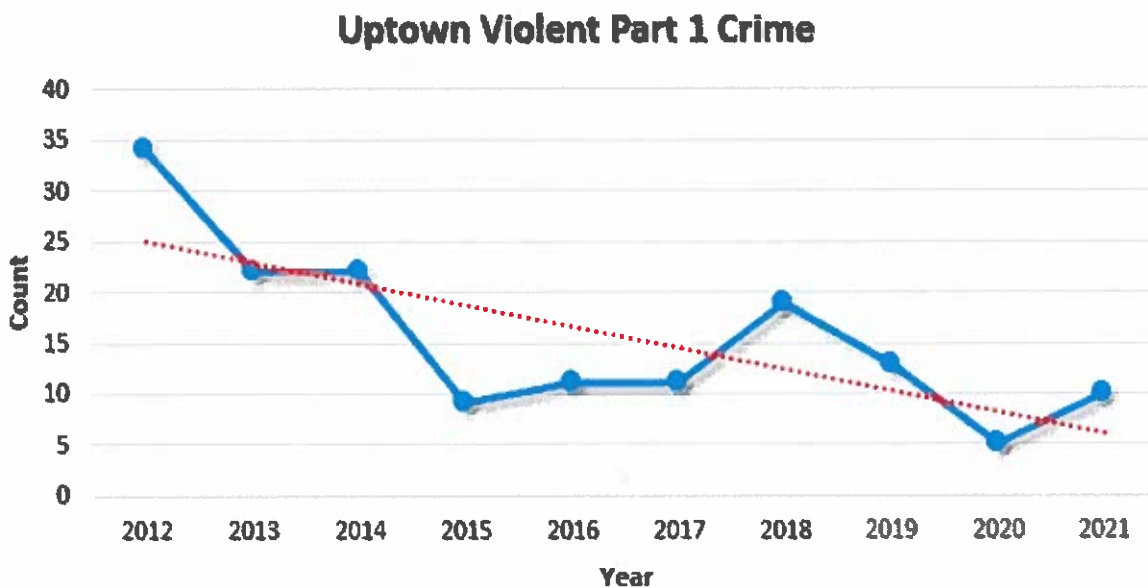
As a result of the hard work and intense focus of the City, we have seen a significant reduction in Part One crimes in the Uptown district outlined below in red:



From 2012 through 2021, the City has seen an overall reduction of approximately 64% in Part One crimes within the district area, going from approximately 112 reported crimes in 2012 to less than 40 in 2021. The following graph depicts the year-by-year decline in overall Part One crimes in the Uptown District:

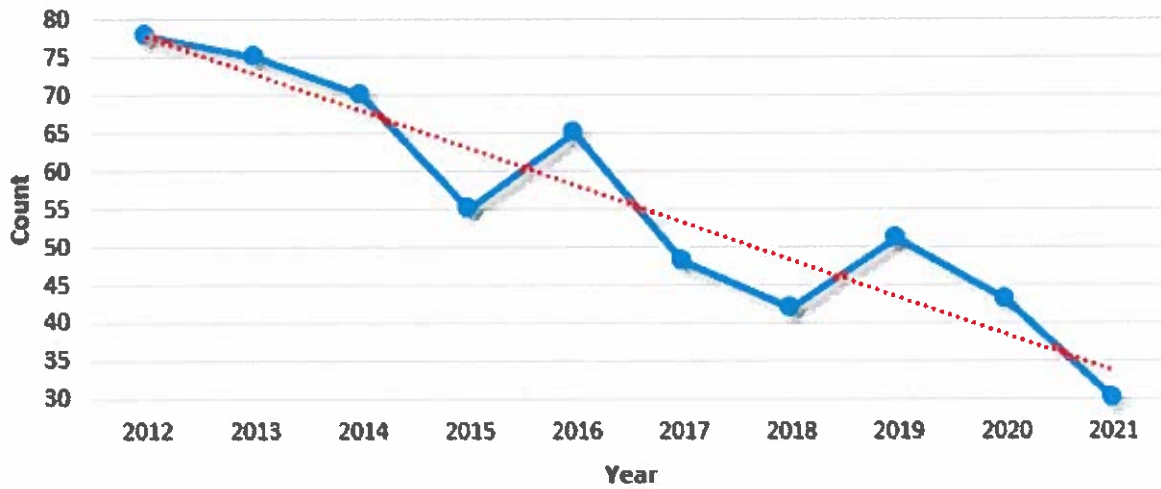


The area of most significant reduction in Part One crime came in the area of Violent Crime. Violent crime has reduced from a high of approximately 35 reports in 2012 to approximately 10 in 2021. This equates to a reduction of approximately 71% over the last nine years. The following is a graphical depiction by year:



The City has also witnessed a significant reduction in reported Property Crimes in the Uptown District during the nine year timeframe. In 2012 the City reported approximately 77 property crimes in the area as compared to less than 30 in 2021. This is a reduction of approximately 61% during that timeframe. The following is a graphical depiction by year:

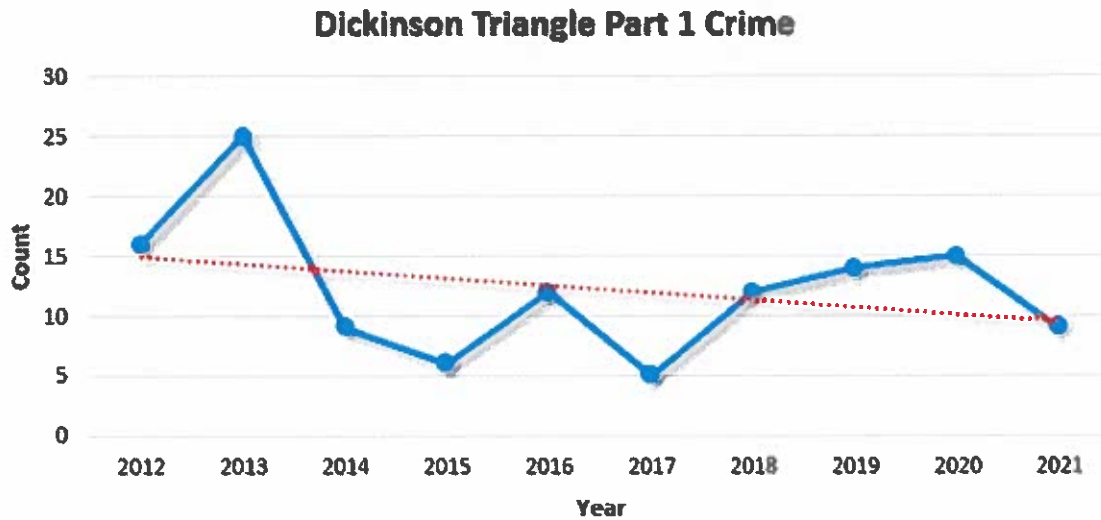
**Uptown Property Part 1 Crime**



The City also has a focus to provide the same level of service within the Dickinson Avenue corridor as outlined in red below:



The Dickinson Avenue corridor continues to trend at or below an average of 10 reported Part One crimes per year. This again is due to the concerted effort of the GPD and it's continue presence within the area:



Achieving these results is only possible through the steadfast work of our officers, supervisors and law enforcement partnerships such as ECUPD, ALE (Alcohol Law Enforcement) and NC Probation and Parole, among others. Each night, this group of professionals work closely with the patrons, businesses, and residents to deliver on our promise of providing an environment that balances the concerns and safety needs of all. From special events to home football games and busy summer nights and holidays, the seasonality of the uptowns crowd management creates a dynamic environment for policing. I could not be more proud of the work our team continues to do in the Uptown area.

cc: Michael Cowin, Deputy City Manager

# Memorandum

**To:** Ann Wall, City Manager  
**From:** Mark Holtzman, Chief of Police *MH*  
**Date:** April 26, 2022  
**Subject:** Comparison City Crime Data

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I would like to take the opportunity to share the positive results of both the work being performed by the Greenville Police Department (GPD) and the outcomes of the investments being made to enhance public safety over the past few years.

We often field questions relating to crime rates and how we measure up to other cities in North Carolina. For this reason, we have compiled a list of comparison cities using data supplied by the NC State Bureau of Investigation (SBI) website.

While the results are self-explanatory, how they came to be may not be as evident. I believe they are the result of a professional police force comprised of officers, detectives, supervisors, tele-communicators and staff working together to carry out our mission statement on a daily basis. Matching their professionalism with strong investments in technology such as public safety cameras, gunshot detection, LED lighting, and mobile technology and software have allowed us to achieve even greater results of crime reduction and enhancements to the safety of our community, and our officers.

The below charts compare the 2019 and 2020 Violent Crime and Property Crime rates with other similar cities in North Carolina.

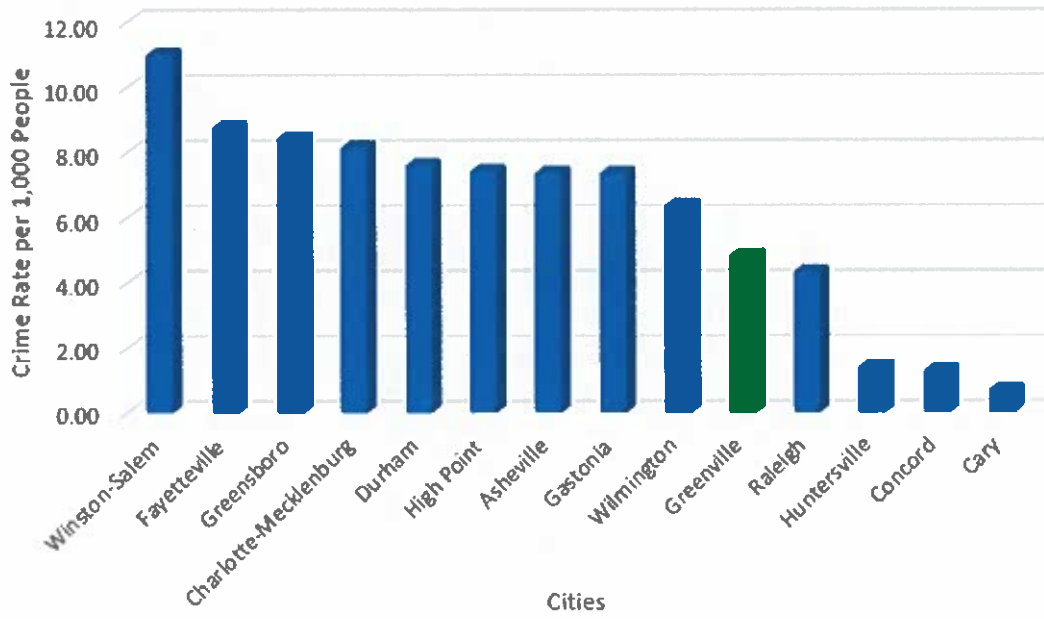
cc: Michael Cowin, Deputy City Manager

***GPD Mission Statement***

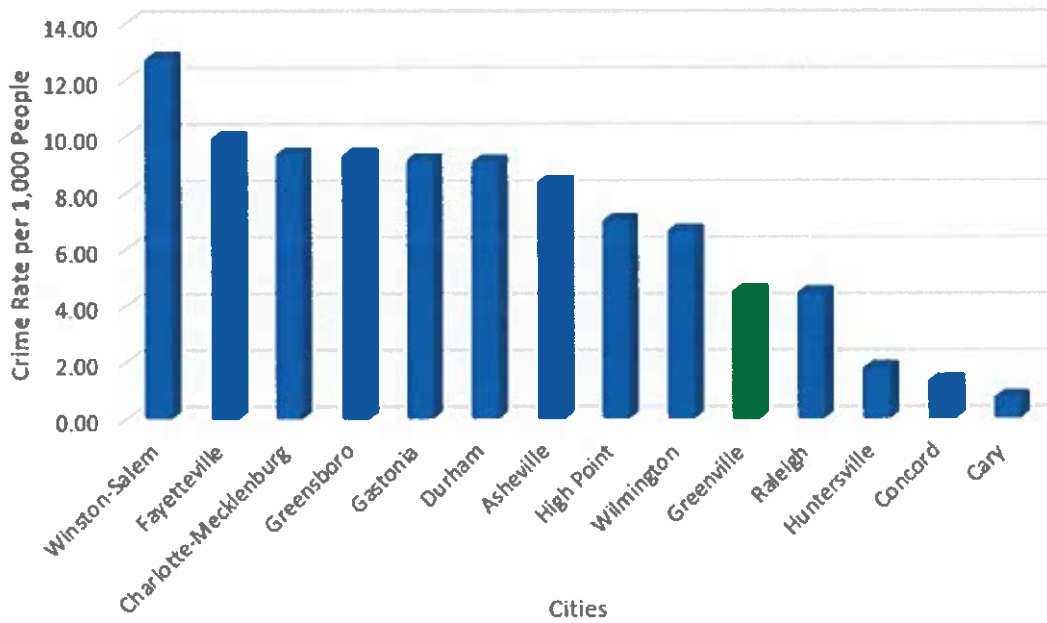
*The Greenville Police Department exists to enhance public safety and quality of life, in partnership with ALL people in OUR community, by preventing crime with honor and integrity.*



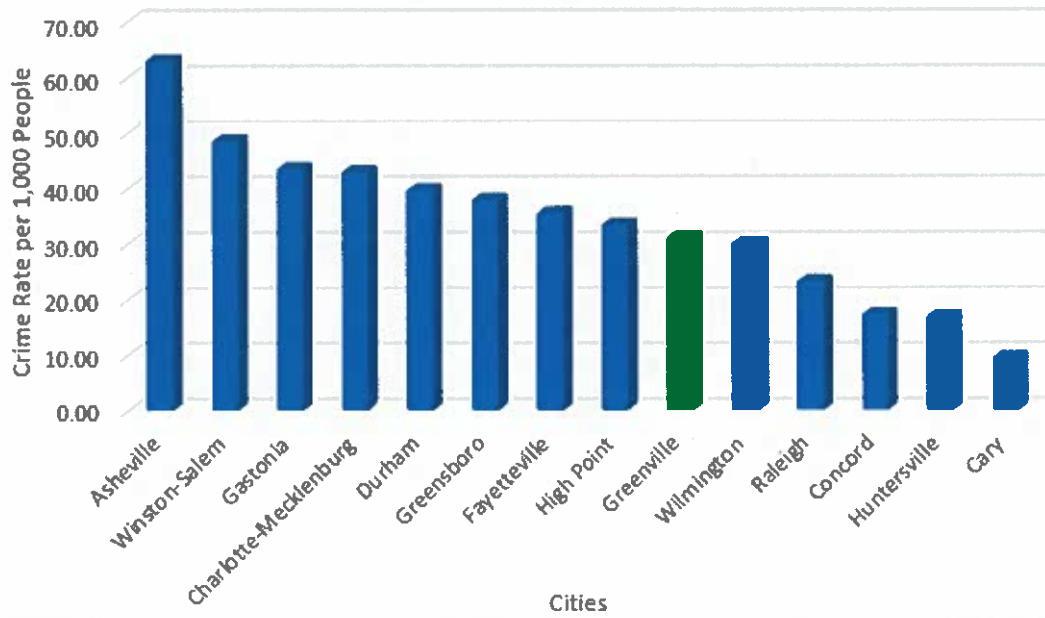
### 2019 Violent Crime Rate



### 2020 Violent Crime Rate



### 2019 Property Crime Rate



### 2020 Property Crime Rate

