

PARKS AND RECREATION

October 2024

DIRECTOR'S REPORT

Festivals/Events

- Partnering with the Jacksonville Onslow Sports Commission to host the Movin' Mullet 5 K on October 5, 2024. Met with Jacksonville Onslow Sports Commission and staff to review final logistics for the race.
- Executed 70th Annual Swansboro Mullet Festival
- Held after action meeting
- Began planning for annual Christmas Flotilla
- Festival website updates-ongoing

ARP Project Updates

Splashpad Renovation

- Concrete work complete: the 5ft addition around the splashpad, seating wall, and patio area. Shade structures were installed the first week in September. The amenities will be installed once the splashpad closes for the season.

Basketball Courts

- Collecting quotes from companies for the repair and asphalt overlay. Receiving quotes for new goals, backboards, and nets.

Replacement of outdoor toilets/water fountains:

- Contacted vendors and collecting quotes

Miscellaneous

- Assisted in planning for the Veterans Day Service.
- Process special event applications for Rotary 5'O Fishing Tournament
- Executed field usage agreements with Swansboro Soccer Association and Swansboro Adult Soccer League and conducted a meeting with both groups to discuss responsibilities and usage.
- Assisted with annual Halloweenie Roast
- Facilitated fall wreath class
- Began gathering information for pickleball courts, obtained contacts from other recreation departments that recently had courts built or renovated.
- Researching emergency call box information to apply for the NC
- Recreation Center-answer phone calls, assist in managing Pickleball League, process dock, room, and park reservations, process memberships, and oversee day to day operations of the Recreation Center.
- Attend bi-weekly departmental managers' meeting
- Continue to manage staff timesheets, hours tracking, and schedules
- Continue to manage and monitor budget and funds
- Continue to manage on-going weekly and monthly reservations
- Continue to manage parks, repairs, and work with the Public Works Department for maintenance
- Serve on the Onslow County Senior Games Committee, meetings held once a month
- Attend weekly Zoom meetings with NCRPA (North Carolina Recreation and Park Association) Director's call.
- Serve on the Jacksonville Onslow Sports Commission board as a liaison. Attend quarterly meetings, update the board on the department's programs, events, and festivals
- Attend quarterly meetings for the Onslow County Tourism Board
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Metrics-social media

October

Media Outlet	Followers	Reach	Post Engagement	Page Visits	New Followers
Facebook	18,119	46,403	8,493	10,300	160

Activity Report

October

Organization Activity

From 10/5/2024 to 11/4/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	254	57	5	0	117
Resident	24	8	0	0	10
Non-Resident	230	47	5	0	107
No Residency Set	0	0	0	0	0
Demographics					
< 18	25	2	0	0	8
18 - 65	185	42	4	0	87
65+	44	11	1	0	22
Male	92	30	2	0	55
Female	162	25	3	0	62
Other Genders	0	0	0	0	0
Online vs In-House					
Online	39	0	0	N/A	43
In-Person	215	55	5	N/A	74

Revenue

September

Slip Fee - Town Dock	\$3499
Rental Fees-Parks	\$540
Rentals Rooms	\$1965
Rec Program Fees	\$883
Gym Memberships	\$0
Dog Park Memberships	\$60
Festival Vendor Fees	\$21210
Sponsorship-Programs & Events	\$700

PROGRAM/EVENT MANAGER MONTHLY REPORT

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- Dock Slip reservations
- Compiled daily deposits
- Advertised/promoted all programs/special events on social media platforms: Facebook, Instagram
- Created all programs/events in RecDesk for registration
- Completed instructor payouts for recently finished programs
- Planned and managed Tiny Trekkers and Sprout Scouts
- Handled staff scheduling for Rec Center, events, and reservations
- Continued promoting Mullet Festival
- Secured food donations for Mullet Festival
- Completed Halloweenie Roast & Truck-A-Treat
- Handled several different logistical aspects of Mullet Festival including staff and volunteer schedule
- Participated in Movin' Mullet 5K
- Processed monthly reservations and damage deposits
- Planned and organized volunteers for Mullet Festival
- Created new craft class called Fall Pinecone Bouquet
- Helped organize and execute Blessing of the Fleet
- Attended Mullet Festival meeting
- Organized and planned Veteran's Day Service including securing military assistance and donations

Planned Programs

Fellowship Night- September 16th

- 7 attended

Tiny Trekkers- October 20th

- 10 registered and 7 attended

Sprout Scouts- October 4th

- 10 registered and 8 attended
- 1 waitlisted

POUND! – September 28th – November 2nd

- 10 drop-ins
- 2 series

Fall Pinecone Bouquet Craft & Sip – October 3rd

- 15 registered and 13 attended

Tai Chi – October 31st – December 12th

- 10 registered
- 6 waitlisted

Mullet Festival – October 12th and 13th

- Estimated 40,000 people attended
- Over 50 participants for Mullet Toss
- Added information tent and Little Mullet activities that were both successful

Fall Wreath & Wine – October 23rd

- 15 registered and 14 attended
- 2 waitlisted

Halloweenie Roast & Truck-A-Treat – October 25th

- 320 hot dogs served and gone by 7 PM
- 4 different costume categories for humans and 2 categories for dogs
- 17 Truck-A-Treat vehicles include police, fire, cement trucks, and personal vehicles
- Estimated 400-600 people attended
- Event sponsored by Lighthouse Realty