

PARKS AND RECREATION

September 2024

DIRECTOR'S REPORT

Festivals/Events

- Mullet Festival vendor spaces are sold out
- Contracted with WITN for Mullet festival advertising
- Preparing final logistics for the Mullet Festival, re-confirming toilets, tents, shuttles, golf carts, and creating final task sheets for departments.
- 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.
- Held final logistics meeting with town staff.
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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 recommended plumber to obtain quotes on toilets and water fountains.

Miscellaneous

- Tunnel to Towers event held September 7, 2024. 818 participants registered for the event, estimated attendance over 2,000.
- Held planning meetings for the Veterans Day Service.
- Met with One Harbor Church to discuss potential partnerships for future programs and events.
- Conducted a meeting with Program and Special Event Manager and pickleball members. Introductions to the new staff, fees for 2025, review of policies, and tournaments were discussed.
- Conducted quarterly staff meeting.
- Assisted with first Barkfest event in Municipal Park. This free special event was dedicated to our beloved four-legged friends and promises a fun-filled day of activities, K9 demonstrations, dog products & services, and a doggie red carpet.
- 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
September

Media Outlet	Followers	Reach	Post Engagement	Page Visits	New Followers
Facebook	18,078	96,800	3,038	5,700	191

Activity Report
September

Organization Activity

From 9/7/2024 to 10/7/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	175	34	7	0	124
Resident	16	5	5	0	10
Non-Resident	159	29	2	0	114
No Residency Set	0	0	0	0	0
Demographics					
< 18	38	1	1	0	18
18 - 65	118	28	2	0	93
65+	19	5	4	0	13
Male	80	15	3	0	61
Female	95	19	4	0	63
Other Genders	0	0	0	0	0
Online vs In-House					
Online	70	0	0	N/A	54
In-Person	105	34	7	N/A	70

Revenue
September

Slip Fee - Town Dock	\$1117
Rental Fees-Parks	\$495
Rentals Rooms	\$1760
Rec Program Fees	\$1435
Gym Memberships	\$135
Dog Park Memberships	\$0
Festival Vendor Fees	\$650