

## PARKS AND RECREATION

April 2024

### DIRECTOR'S REPORT

#### Festivals/Events

- Finalizing end of year projections and 2024-25 budget
- Continuing to collect applications for Arts by the Sea, Independence Day, and Mullet Festival
- Collecting 2024 sponsorships
- Finalized all quotes for all 2024 festivals: Portable toilets, sound, tents, golf carts, shuttles, security, and other logistics
- Completing permit applications for Coast Guard and Onslow County
- Met with Curtis Media on advertising sponsorship for the year
- Onslow County Tourism Assistance Grant-present before the Onslow County Board of Commissioners to request funding for the Swansboro Festivals
- Obtained permission from all property owners for the festival year

#### *Arts by the Sea*

- Submitted request for USMC band to perform
- Assisted in securing stage entertainment

#### *Mullet-*

- All bands have been booked, contracts completed, and deposits paid
- All service logistics have been finalized

#### ARP Project Updates

##### *Splashpad Renovation*

- Shade structures have been ordered; estimated delivery 10-12 weeks.

#### Senior Games

- Assist in facilitating Onslow County Senior Games
- Board of Commissioners proclamation for Senior Games month
- Guest speaker at the opening ceremonies
- Facilitated sporting events: bowling, cycling

#### Miscellaneous

- Finalizing logistics and entertainment contracts for annual Pirate Fest in partnership with Onslow County Parks and Recreation.
- Sara Elliott, Program and Event Manager was hired March 18, 2024
- Conducted training with Sara Elliott
- Began staff training for Program & Event Manager
- Attended webinar for a weather safety software application to monitor on-site weather and an alert system
- Revisions on the 2024-25 budget
- 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**

**April**

Media Outlet	Followers	Facebook Reach	Post Engagement	Page Visits	New Followers
Facebook	17,267	78,000	9,9882	4600	634
Instagram	815	296		20	15

**Activity Report**

**Organization Activity**

From 4/9/2024 to 5/9/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	166	101	1	0	196
Resident	26	10	1	0	13
Non-Resident	140	90	0	0	183
No Residency Set	0	0	0	0	0
<b>Demographics</b>					
< 18	31	3	0	0	37
18 - 65	102	67	0	0	127
65+	33	30	1	0	32
Male	62	58	1	0	88
Female	104	42	0	0	108
Other Genders	0	0	0	0	0
<b>Online vs In-House</b>					
Online	34	0	0	N/A	84
In-Person	132	100	1	N/A	112

**Revenue-**

**April**

Slip Fee - Town Dock	\$6483.50
Rental Fees-Parks	\$959
Rentals Rooms	\$1865
Rec Program Fees	\$5781
Gym Memberships	\$75
Dog Park Memberships	\$15
Vendor Fees	\$2065
Festival Sponsorship	\$11350

**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
- Created program proposals for new programs to be approved by Director
- Completed instructor payouts for recently finished programs
- Finalized Pirate Fest schedule, food vendors, and scavenger hunt
- Began working on Arts by the Sea entertainment schedule
- Helped plan and create social media posts for Pirate Fest
- Oversaw 2 Teacher Workday Camps
- Handled staff scheduling for Rec Center, Visitor's Center, and all reservations
- Completed contracts for instructors
- Oversaw several Senior Games events
- Received sponsorships/donations for Memorial Day Service and Summer Camp
- Organized itinerary for Memorial Day Service
- Began planning Summer Camp field trips
- Attended Marketing Workshop in Cary, NC

### **Planned Programs**

#### **Fellowship Night- April 15<sup>th</sup>**

- 6 registered

#### **Teacher Workday Camp – April 1<sup>st</sup> & April 29<sup>th</sup>**

- 12 registered
- Completed both camps

#### **POUND! – March 30<sup>th</sup>-April 27<sup>th</sup>**

- 18 drop-ins
- 1 series

#### **Tai Chi – March 7<sup>th</sup>- April 11<sup>th</sup>**

- 10 series

#### **Touch-A-Truck**

- 27 different companies
- 2 food vendors and a DJ
- 1,500 + participants
- 2 helicopters

#### **Theatre Trip- April 14<sup>th</sup>**

- 9 registered

#### **Summer Day Camp Registration- June 17<sup>th</sup> – August 16<sup>th</sup>**

- All 8 weeks filled with several kids on the waitlist for each week