

PARKS AND RECREATION

August 2023

DIRECTOR'S REPORT

Festivals/Events

Mullet-

- Continue to accept vendor applications, although the spots are very limited. Vendors were added to side streets within the festival area to accommodate more vendors.
- Partnering with Jones Onslow Sports Commission to host the Movin Mullet 5K on October 7. The run will be in Downtown Swansboro. Logistical meeting with Department Directors.
- Poster design finalized, will be distributed in September.
- Begin creating social media material and schedule posts.
- Submitted request for military static displays.

Misc.

- Met with DFS Agency to plan marketing efforts for Mullet and Flotilla.
- Continue to update website for each upcoming festival

Miscellaneous

- Concession Stand opened August 5. Conducted staff meeting to review procedures.
- Conducted interviews for Dockmaster/Downtown Supervisor
- Attended quarterly meeting with Town staff and Computer Warriors.
- Met with Computer Warriors regarding other camera options for Municipal Park.
- Attended Downtown Merchants Candlelight meeting.
- Researching educational signage for wildlife in the parks.
- Received Special Event Application for the Rotary 5'O Fishing Tournament.
- Attended Tunnel to Towers planning meetings.
- Began updating the Recreation Center SOP.
- Began creating an Employee Handbook.
- Created training schedule for Program & Event Manager and preparing a binder of program information.
- Created binder for Dockmaster/Downtown Facility Supervisor.
- Met with RecDesk account rep to inquire setting up online reservations. The process is not as simple as originally thought. Will work with Dockmaster to implement.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Continue to manage Church Street Dock- monitor docks daily, on-call on weekends to take reservations and handle docking issues that arise.
- Attend bi-weekly department meetings
- 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.
- Continue to manage and monitor budget and funds.
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Metrics-social media

Media Outlet	Followers	Page Reach	Post Engagement	New Followers
Facebook	15,199	22,821	3010	160
Instagram	751	261		9

Activity Report

Organization Activity

From 8/6/2023 to 9/5/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	166	66	12	0	112
Resident	25	6	6	0	15
Non-Resident	141	50	6	0	97
No Residency Set	0	0	0	0	0
Demographics					
< 18	8	3	0	0	3
18 - 65	97	41	8	0	81
65+	61	12	4	0	28
Male	59	35	3	0	59
Female	107	21	9	0	53
Other Genders	0	0	0	0	0
Online vs In-House					
Online	29	0	0	N/A	25
In-Person	137	56	12	N/A	87

Revenue

Slip Fee - Town Dock	\$3070.50
Rental Fees-Parks	\$695
Rentals Rooms	\$3160
Rec Program Fees	\$1903
Gym Memberships	\$300
Dog Park Memberships	\$0
Vendor Fees	\$3295
Concessions	\$60

RECREATION PROGRAMS

- Summer Day Camp concluded August 11. Conducted after action meeting with Summer Day Camp staff.
- Pound Fitness programs continue to be offered on Saturday mornings.
- Pickleball Leagues continues to grow, currently 20 members and drop ins weekly.
- Continue to plan for the Fall Pickleball Tournament for league only.
- Partnered with Tennis Bloc for pickleball and tennis clinics. A new class session began August 28.
- Continue to partner with the Down Syndrome Network of Onslow & Carteret County to offer Music Therapy.
- Continue to offer Fellowship Nights once a month.
- Thai Chi classes will begin September 14.
- Exploring new art and craft classes for the fall.