

PARKS AND RECREATION

July 2023

DIRECTOR'S REPORT

Festivals/Events

Mullet-

- Continue to accept vendor applications, although the spots are very limited. Vendors will be added to side streets within the festival area to accommodate more vendors.
- Band contracts completed
- Partnering with Jones Onslow Sports Commission to host the Movin Mullet 5K on October 7. The run will be in Downtown Swansboro.
- Finalizing poster design
- Met with Down East Cyclist to host a 60/30/10-mile bike ride. Possibly on festival weekend. Event would not interfere with any festival activities.

Misc.

- Continue to update website for each upcoming festival
- Beginning to plan marketing efforts for Mullet and Flotilla. Meeting with two firms in August to finalize plans.

Miscellaneous

- Received event application for a fundraiser, will meet with Parks Park for recommendations.
- Preparing to open concession stand the first weekend of August.
- Revise and finalize Dockmaster/Facility Supervisor job description. Position has been posted and received applications. Interviews to begin soon.
- Conducted interviews for Recreation Program Supervisor position. Candidate was selected and begins at the end of August.
- Attended Tunnels to Towers planning meeting.
- 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.
- Continue to work at the Visitors Center twice 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.
- 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	15,012	36,515	5620	136
Instagram	752			8

Activity Report

Organization Activity

From 7/9/2023 to 8/8/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	126	66	9	0	136
Resident	12	11	5	0	11
Non-Resident	114	49	4	0	125
No Residency Set	0	0	0	0	0
Demographics					
< 18	47	3	1	0	29
18 - 65	51	42	6	0	90
65+	27	15	2	0	16
Male	54	33	5	0	65
Female	72	27	4	0	71
Other Genders	0	0	0	0	0
Online vs In-House					
Online	23	0	0	N/A	45
In-Person	103	60	9	N/A	91

Revenue

Slip Fee - Town Dock	\$2268
Rental Fees-Parks	\$535
Rentals Rooms	\$3895
Rec Program Fees	\$3161
Gym Memberships	\$250
Dog Park Memberships	\$25
Vendor Fees	\$2725

RECREATION PROGRAMS

- Summer Day Camp program has been full each week and is full till the end of summer.
- Partnering with Pogies Fishing Center to offer Kids Half Day Adventure Camps and Kids Fishing Nights throughout the summer. They will continue into August.
- Pound Fitness programs continue to be offered on Saturday mornings.
- Two theatre trips were offered.
- Pickleball Leagues continues to grow, currently 204 members and drop ins weekly.
- Began planning for the Fall Pickleball Tournament for league only.
- Partnered with Tennis Bloc for pickleball and tennis clinics. A new class session will begin in August.
- Offering Summer Art in the Afternoon camps throughout the summer.
- Conducted paint classes and will continue every other month, if not once a month.
- Continue to partner with American Red Cross to host blood drives.
- 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 at the end of August.
- Exploring new art and craft classes for the fall.