

PARKS AND RECREATION

April 2025

DIRECTOR'S REPORT

Festivals

- Festival website updates-ongoing
- Sponsorships are being received. Many new sponsors this year, to date have raised \$40, 250
- Collaborating with graphic designer for 2025 marketing materials; rack card, sponsor graphic, Arts by the Sea (ABTS) and Independence Day Celebration.
- Held logistical meeting for ABTS
- Applications are still being accepted for all festivals, close to being full.
- Met with WITN to review marketing plan for ABTS and Independence Day Celebration.

ARP Project Updates

Basketball Courts

- Purchase order submitted for asphalt work and new basketball equipment (backboards, goals, and nets).
- Equipment has been received.
- Resurfacing will take place after the first of the year, weather conditions need to be warmer. **Resurfacing is complete. After the asphalt cures, it will then be sealed. New goals, nets, and backboards will be installed.**

Replacement of outdoor toilets- Completed

Splashpad

- Completed: tables and seating have been installed. Grand re-opening scheduled for May 17, 2025

Events

PirateFest

- Annual event is held on the second Saturday in May (May 10, 2025) in partnership with Onslow County Parks and Recreation.
- Accepting food vendor applications.
- Added new feature: Pirate Cruise on May 9, 2025. Partnering with the Lady Swans and pirate entertainers to host a sunset cruise. Max participants is 25.
- Held logistical meetings with Department heads.

Miscellaneous

- Receiving proposals for two options for dedicated pickleball courts. Met with Musco Lighting to discuss lighting options for new courts.
- Preparing for Onslow County Senior Games-work with county departments to hold annual games this May. Worked with Onslow County Tourism for Jacksonville-Onslow Chamber of Commerce Leadership Class. Provided an overview of the four festivals held each year and Parks and Recreation programs and events.
- Working with RecDesk to update website and add pages to existing site.
- Preparing documents for the annual Splashpad inspection.
- Met with an organization wanting to rent a small portion of athletic fields in the fall and spring of each year.
- Assisted with the annual Easter Egg Hunt.
- Attended online seminar: Reaching the Next Generation
- Attend Pool Committee meetings.
- Manage on-going reservations.
- 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.
- Manage community service work program.

- 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.
- 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	Reach	Page Visits	Page Views	New Followers
Facebook-Parks & Rec	18,637	53,400	6200	236,200	122
Facebook-Festivals	9183	426	139	959	6

Revenue

April

Slip Fee - Town Dock	\$6,616
Rental Fees-Parks	\$705
Rentals Rooms	\$2,995
Rec Program Fees	\$3700
Gym Memberships	\$225
Dog Park Memberships	\$80
Festival Vendor Fees	\$1320
2025 Festival Sponsorships	\$17,000

PROGRAM/EVENT MANAGER MONTHLY REPORT

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- 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
- Completed monthly reservation receipts
- Ordered all supplies for upcoming programs and events
- Submitted Health Department application for PirateFest
- Completed all PirateFest social media posts
- Planned and managed Tiny Trekkers and Sprout Scouts
- Managed staff scheduling for Rec Center, events, and reservations
- Attended Parks & Recreation Advisory Board meeting
- Attended Senior Games meeting
- Event Manager for Senior Games
- Created PirateFest Most Wanted

- Met with potential Contract Instructors
- Executed Touch-A-Truck Event
- Executed Easter Egg Hunt
- Worked and managed Spring Break Camp
- Completed all purchases for Easter Egg Hunt
- Continued planning Splash Pad Reopening Event
- Executed Earth Day program with Swansboro High School Eco Club

Planned Programs

Tiny Trekkers – April 25th

- 10 registered and 9 attended
- 4 waitlisted

Sprout Scouts- April 11th

- 10 registered and 10 attended
- 2 waitlisted

POUND! – March 29th – May 3rd

- 11 drop-ins
- 1 series

First Aid & CPR Training

- 6 registered and 6 attended

Theatre Trip- Ain't Misbehaving'

- 11 registered and 11 attended
- 3 waitlisted

Tai Chi – March 6th – April 10th

- 10 registered
- 3 waitlisted

Touch-A-Truck – April 26th

- 33 vehicles registered
- 2 food vendors
- Estimated 2,000 in attendance

Spring Break Camp – April 14th – April 16th

- 9 registered and 9 attended

Spring Blooms Wreath Class- April 1st

- 9 registered and 9 attended

Fellowship Night- April 14th

- 3 attended