

PARKS AND RECREATION

September 2025

DIRECTOR'S REPORT

Festivals

- Festival website updates-ongoing
- Applications are still being accepted for the Christmas Flotilla, Arts by the Sea 2026
- Secured fireworks for 2026.
- Working with graphic designer to design the Mullet Festival map and information piece.
- Continue working with Front Row Communications for festival advertising.
- Collaborating with WITN and WNCT for digital advertising and commercials.
- Continue to work with the Tideland news and Curtis Media on advertising.
- Working with Jacksonville Onslow Sports Commission to host the 3rd Annual Movin' Mullet 5K. Logistical meeting held.

Miscellaneous

- Serving on the Tunnel to Towers committee. Attending planning meetings. Event was held on September 13, with 1125 registered participants. Estimated attendance was 1,400.
- Met with area parks and recreation directors. The group was formed with the intention of collaborating with events, shared expertise, peer support, problem-solving network, resources sharing, training opportunities, and staying current the recreation trends. The group plans to meet quarterly.
- Continue to work on project for pickleball courts.
- Serving on America's 250 planning committee for Onslow County.
- 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.
- Attend pool committee meetings.
- 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.
- Attending quarterly meetings for the Onslow County Tourism Board
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Activity Report

Organization Activity

From 9/7/2025 to 10/7/2025

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	160	39	24	0	104
Resident	16	6	13	0	14
Non-Resident	144	32	11	0	90
No Residency Set	0	0	0	0	0
Demographics					
< 18	43	2	0	0	14
18 - 65	100	32	21	0	83
65+	17	4	3	0	7
Male	66	18	18	0	49
Female	94	20	6	0	55
Other Genders	0	0	0	0	0
Online vs In-House					
Online	81	0	0	N/A	52
In-Person	79	38	24	N/A	52

Metrics-social media

September

Media Outlet	Followers	Reach	Page Visits	Page Views	New Followers
Facebook-Parks & Rec	19,136	341,000	6,300	224,700	105
Facebook-Festivals	9,305	7,400	751	51,400	45

Revenue

September

Slip Fee - Town Dock	\$1,352
Rental Fees-Parks	\$415
Rentals Rooms	\$1,805
Rec Program Fees	\$2,007.66
Gym Memberships	\$295
Dog Park Memberships	\$30
Festival Vendor Fees	\$3060

ASSISTANT DIRECTOR 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 supplies for upcoming programs and events
- Handled staff scheduling for Rec Center, events, and reservations
- Completed all purchase orders for Mullet Festival
- Began planning social media campaign for Mullet Festival
- Attended meeting with T2T director about volunteers
- Attended meeting with Fire Chief about upcoming programs

- Attended 4H interest meeting
- Attended 2 Mullet Festival logistical meetings
- Planned pickleball tournament
- Continued planning and executing upcoming Sprout Scouts and Tiny Trekkers
- Attended Coastal Carolina Community Fair
- Began coordinating with local restaurants for Mullet Festival VIP tent
- Coordinated with contract instructors on upcoming programs
- Met with Diamond Bus Shuttle Company to discuss alternate route for Mullet Festival
- Helped plan and execute National Night Out
- Worked with T2T director on volunteers for event and marketing
- Continued BarkFest social media campaign
- Planned and organized Halloween Craft Night
- Attended National Night Out logistical meeting
- Attended sponsorship webinar
- Began preparations for Mullet Festival: mullet toss, mullet hair competition, supply list, staffing, volunteers, and communication
- Attended Movin' Mullet meeting

Planned Programs

POUND! – September 6th – October 18th

- 11 drop-ins
- 1 series

Wreath & Wine Fall Wreath

- 5 registered and 5 attended

Tai Chi Classes – September 11th – October 16th

- 10 registered and 5 waitlisted

Seaside Book Buzz

- 27 registered

Sprout Scouts Puppy Pals – September 19th

- 20 registered and 15 attended
- 3 waitlisted

National Night Out – September 19th

- 41 vendors
- Estimated 800+ in attendance

Finger Painting Art Class – September 25th

- 8 registered and 8 attended

BarkFest – September 27th

- 22 vendors
- Estimated 500+ in attendance

Wreath, Witches, and Wine – September 30th

- 7 registered and 7 attended.