

PARKS AND RECREATION

March 2026

DIRECTOR'S REPORT

Festivals

- Festival website updates are ongoing.
- Distributed sponsorship packets to previous and prospective sponsors.
- Secured Title Sponsor, Team Chevrolet of Swansboro has remained on for another year.
- Assistant Director securing in-kind sponsorships.
- Collecting 2026 sponsorships; coordinating sponsor booths, marketing materials
- Coordinated with Front Row Communications on advertising for festivals with Our State Magazine.

Miscellaneous

- Continue to work on the pickleball courts project. Exploring grant options.
- Providing feedback on Visitors Centers plans and working with department heads on Onslow County Tourism Grant application
- Budgeting: met with Town Manager and Finance Director to review first draft of budget. Attended first budget review meeting.
- Continual planning meetings with Onslow County Parks and Recreation for annual PirateFest event to be held in May.
- Prepared information for Onslow County Tourism Assistance Grant Program; submitted application. Requested \$25,000.
- Prepared and submitted applications for Swansboro Tourism Development Authority. Submitting applications to request \$2000 for advertising funds for PirateFest and \$6500 for Swansboro Festivals.
- Continue with Onslow County Senior Games planning. Senior Games opening ceremonies will be held April 11 and events will take place around the county in April and May.
- Attended Advisory Board dinner.
- Attending marketing seminar held by WITN-7 and won a marketing package worth \$2750. Will split between two events, Touch a Truck and Arts by the Sea.
- Attended regional parks and recreation directors meeting.
- Attended webinar for LWCF new grant requirements.
- Attended informational session for software technology specifically for parks and recreation departments.
- Began prepping documents and supplies to open the splashpad in May.
- Met with vendor on playground surfacing.
- Managing special event applications.
- 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.
- Attend quarterly meetings for the Onslow County Tourism Board

- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Activity Report

Organization Activity

From 3/3/2026 to 4/2/2026

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	213	57	3	0	115
Resident	29	10	1	0	3
Non-Resident	184	39	2	0	112
No Residency Set	0	0	0	0	0
Demographics					
< 18	52	5	1	0	21
18 - 65	114	33	0	0	80
65+	47	11	2	0	14
Male	80	28	1	0	61
Female	133	21	2	0	54
Other Genders	0	0	0	0	0
Online vs In-House					
Online	92	0	0	N/A	69
In-Person	121	49	3	N/A	46

Metrics-social media

March

Media Outlet	Followers	Views	Viewers	Content Interactions	Page Visits	New Followers
Facebook-Parks & Rec	19,625	152,300	23,900	1,100	3,800	82
Facebook-Festivals	9,350	886	283	3	210	16

Revenue

March

Slip Fee - Town Dock	\$2504
Rental Fees-Parks	\$510
Rentals Rooms	\$2,035
Rec Program Fees	\$4,145
Gym Memberships	\$270
Dog Park Memberships	\$15
Festival Vendor Fees	\$770
Festival Sponsorship	\$9,955

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
- Planned and executed Tiny Trekkers and Sprout Scouts for the month
- Completed Easter Egg Hunt order
- PirateFest payments between departments arranged
- Created and sent out PirateFest vendor applications
- Met with art instructor about upcoming programs and camps
- Attended and assisted with the first Walking Through Swansboro session
- Met with Swansboro business owner about partnership with PirateFest
- Attended PirateFest logistical meeting
- Created survey for Youth Sports Grant
- Organized and executed Luck of the Paddle Pickleball Tournament
- Sent email to food vendors regarding new Health Department requirements and began collecting necessary paperwork
- Updated financial budget reports for programs
- Attended Planting Day event with Ricky's Retreat
- Submitted request for Marine Band on Arts by the Sea
- Began finalizing Arts by the Sea Entertainment
- Attended Parks & Recreation Advisory Board Meeting
- Filled and organized all Easter eggs for the hunt
- Attended Advisory Board dinner
- Attended Easter Wreath segment with WCTI 12 and planned a future segment for other programs
- Distributed sponsorship packets and t-shirts
- Attended Safety Town meeting with Fire Chief
- Ordered staff uniforms
- Followed up on more Touch-A-Truck vehicles
- Attended Supervisors meeting
- Created and executed Easter Wreath program
- Began advertising for new programs, Tiny Olympics and Sprout-lympics

Planned Programs and Events

Lucky Little Sprouts – March 6th

- 21 registered and 16 attended
- 4 waitlisted

Tiny Titans - March 20th

- 8 registered and 8 attended

Walking Through Swansboro – March 2026

- 16 registered and 13 waitlisted

Adult Voice Classes – March 4th – April 8th

- 9 registered

Tai Chi – March 5th – April 9th

- 12 registered and 11 waitlisted

Luck of the Paddle Pickleball Tournament – March 14th

- 38 registered and 36 attended

Theatre Trip 1776 The Musical – March 15th

- 8 registered and 8 attended

Music Bingo – March 12th

- 44 registered and 25 attended

Easter Wreath – March 25th

- 6 registered and 6 attended