

## PARKS AND RECREATION

February & March 2024

### DIRECTOR'S REPORT

#### **Festivals/Events**

- Finalizing end of year projections and 2024-25 budget.
- Continuing to collect applications for Arts by the Sea, Independence Day, and Mullet Festival.
- Collecting 2024 sponsorships
- Finalized all quotes for all 2024 festivals: Portable toilets, sound, tents, golf carts, shuttles, security, and other logistics.
- Completing permit applications for Coast Guard and Onslow County.

#### *Mullet-*

- All bands have been booked, contracts completed, and deposits paid
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#### **ARP Project Updates**

##### *Splashpad Renovation*

- The splashpad area will include concrete bench seating, a patio area with large shade structure and seating options (benches, picnic tables), The patio area will connect to the playground area. The concept is to provide a cohesive area while still having splashpad separate from the playground.
- Conceptual drawings received for concrete work for the area.
- Contract completed with Task Contracting to complete concrete work and seating wall.
- Shade structures have been selected, completing the contract so items can be ordered.

##### *Completed*

- Utility Terrain Vehicle
- Church Street Dock Cameras
- Rope Climber in Municipal Park
- Parks Maintenance Truck Replacement

#### **Miscellaneous**

- Finalizing entertainers for annual PirateFest in partnership with Onslow County Parks and Recreation.
- Sara Elliott, Program and Event Manager was hired March 18, 2024
- Began staff training for Program & Event Manager
- Attended webinar for a weather safety software application to monitor on-site weather and an alert system.
- Began preparing for the Program and Event Manager vacancy.
- Finalized first draft of the budget for 2024-25 fiscal year.
- 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.
- 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

### February

Media Outlet	Followers	Facebook Reach	Post Engagement	Page Visits	New Followers
Facebook	16,285	9000	554	2000	54
Instagram	793	3		12	4

### March

Media Outlet	Followers	Facebook Reach	Post Engagement	Page Visits	New Followers
Facebook	16,87	42000	2,745	3600	206
Instagram	800	177		18	11

## Activity Report

### Organization Activity

From 2/3/2024 to 3/4/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	121	31	17	0	71
Resident	21	1	8	0	7
Non-Resident	100	25	9	0	64
No Residency Set	0	0	0	0	0
Demographics					
< 18	4	0	1	0	5
18 - 65	87	22	6	0	49
65+	30	4	10	0	17
Male	39	3	8	0	26
Female	82	23	9	0	45
Other Genders	0	0	0	0	0
Online vs In-House					
Online	16	0	0	N/A	15
In-Person	105	26	17	N/A	56

### Organization Activity

From 3/3/2024 to 4/2/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	354	46	11	0	190
Resident	74	9	3	0	16
Non-Resident	280	36	8	0	174
No Residency Set	0	0	0	0	0
Demographics					
< 18	218	3	0	0	71
18 - 65	98	30	9	0	103
65+	38	12	2	0	16
Male	163	12	3	0	82
Female	191	33	8	0	108
Other Genders	0	0	0	0	0
Online vs In-House					
Online	160	0	0	N/A	120
In-Person	194	45	11	N/A	70

## Revenue-

### February

Slip Fee - Town Dock	\$1437
Rental Fees-Parks	\$50
Rentals Rooms	\$2095
Rec Program Fees	\$2380
Gym Memberships	\$965
Dog Park Memberships	\$30
Vendor Fees	\$4805
Festival Sponsorship	\$5250

### March

Slip Fee - Town Dock	\$1239
Rental Fees-Parks	\$705
Rentals Rooms	\$1364
Rec Program Fees	\$11,490
Gym Memberships	\$550
Dog Park Memberships	\$15
Vendor Fees	\$2115
Festival Sponsorship	\$6000