

PARKS AND RECREATION

August 2024

DIRECTOR'S REPORT

Festivals/Events

- Mullet Festival vendor spaces are sold out
- Securing fireworks for 2025
- Working with WITN for Mullet festival advertising
- Preparing final logistics for the Mullet Festival, re-confirming toilets, tents, shuttles, golf carts, and creating final task sheets for departments.
- Met with Jacksonville Onslow Sports Commission and staff. Reviewed 2023 Movin' Mullet 5K logistics with department heads, Town Manager and new recommendations made for 2024 run.
- Received \$10,000 reimbursement for the Onslow County Tourism Assistance Grant and the Swansboro Tourism Development grant.

ARP Project Updates

Splashpad Renovation

- Concrete work complete: the 5ft addition around the splashpad, seating wall, and patio area. Shade structures will be installed the first week in September. The Advisory Board recommended additional amenities, will obtain quotes. Amenities will be installed over the next couple of months.

Basketball Courts

- Began contacting asphalt companies to obtain new quotes. Contacted four companies, waiting for a response. Receiving quotes for new goals, backboards, and nets.

Replacement of outdoor toilets/water fountains: Contacted recommended plumber to obtain quotes on toilets and water fountains.

Miscellaneous

- New treadmill installed.
- Attended T2T meeting, reserved facilities, reviewed volunteer responsibilities
- Presented two special event applications to the Board of Commissioners for fee waiver recommendations.
- 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 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

August

Media Outlet	Followers	Reach	Post Engagement	Page Visits	New Followers
Facebook	17,868	24,409	3,038	5,600	195
Instagram	844	279		38	11

Activity Report

August

Organization Activity

From 8/4/2024 to 9/3/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	118	44	6	0	102
Resident	11	7	1	0	5
Non-Resident	107	37	5	0	97
No Residency Set	0	0	0	0	0
Demographics					
< 18	23	6	0	0	14
18 - 65	82	32	2	0	76
65+	12	6	4	0	11
Male	33	17	3	0	42
Female	85	27	3	0	60
Other Genders	0	0	0	0	0
Online vs In-House					
Online	45	0	0	N/A	49
In-Person	73	44	6	N/A	53

Revenue

August

Slip Fee - Town Dock	\$2427
Rental Fees-Parks	\$180
Rentals Rooms	\$1345
Rec Program Fees	\$1294
Gym Memberships	\$105
Dog Park Memberships	\$80
Festival Vendor Fees	\$0

PROGRAM/EVENT MANAGER MONTHLY REPORT

Program/Event Manager Monthly Report

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- Dock Slip reservations
- 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
- Continued supervising Summer Day Camp and worked Week 8
- Planned and managed Tiny Trekkers and Sprout Scouts
- Handled staff scheduling for Rec Center, Visitor's Center, and all reservations
- Secured local vendors and businesses for BarkFest
- Began planning and posting Mullet Festival posts
- Helped promote T2T and volunteer program
- Created flyers for new programs, Wreaths for Heroes, Fall Pinecone, and Wreath & Wine
- Processed monthly reservations and damage deposits
- Submitted applications for Veteran's Day Service
- Created Parks & Recreation Month prizes and contacted winners
- Attended TAC meeting
- Attended T2T meeting
- Attended end of summer camp meeting

Planned Programs

Fellowship Night- August 19th

- 11 attended

Tiny Trekkers- August 30th

- 10 registered and 7 attended

Sprout Scouts- August 23rd

- 10 registered and 6 attended
- 3 waitlisted

POUND! – August 17th – September 21st

- 7 drop-ins
- 2 series

Summer Day Camp Weeks 7 & 8

- Had to cancel camp due to Tropical Storm on August 8th and 9th
- 4 field trips for week 8