

PARKS AND RECREATION

January 2025

DIRECTOR'S REPORT

Festivals

- Gathering social media reports
- Festival website updates-ongoing
- Revisions for 2025 sponsorship package finalized, and began sending out to businesses. Created new level of sponsorship, Title Sponsor \$7500
- Contacted Hampton Inn regarding hotel links for festival attendees and vendors to be posted on our websites.
- Prepared and submitted grant for Swansboro TDA-\$6500 requesting funds for Swansboro Festivals

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.

Replacement of outdoor toilets/water fountains:

- Refillable water bottle and fountains replaced in Recreation Center
- Outdoor toilets-Replaced in Bicentennial, Pirates Den, and Municipal Parks. The contractor is working with ONWASA for plumbing issues.

Splashpad

- Remaining amenities ordered and received
- Amenities will be installed March/April timeframe

Miscellaneous

- Prepared documents and submitted for end of year projections for 2024-25 fiscal year
- Began preparing the 2025-26 budget, including CIP and staff requests
- Attended demo for location data analysis software
- Met with Onslow County Parks and Recreation regarding Piratefest event
- Began preparing grant for Swansboro TDA to request funds (\$2000) for Piratefest
- Met with Crystal Coast Engineering to obtain boundary maps required for LWCF
- 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.
- 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

January

Media Outlet	Followers	Reach	Page Visits	Page Views	New Followers
Facebook	18,398	20,500	5,400	156,200	176
Instagram	1900	329		1900	

Activity Report

January

Organization Activity

From 1/4/2025 to 2/3/2025

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	139	26	22	0	95
Resident	23	7	9	0	5
Non-Resident	116	19	13	0	90
No Residency Set	0	0	0	0	0
Demographics					
< 18	28	4	1	0	19
18 - 65	74	14	16	0	65
65+	37	8	5	0	11
Male	46	14	10	0	28
Female	93	12	12	0	67
Other Genders	0	0	0	0	0
Online vs In-House					
Online	51	0	0	N/A	63
In-Person	88	26	22	N/A	32

Revenue

January

Slip Fee - Town Dock	\$2472
Rental Fees-Parks	\$125
Rentals Rooms	\$3420
Rec Program Fees	\$4714
Gym Memberships	\$1315
Dog Park Memberships	\$100
Festival Vendor Fees	\$160
2025 Festival Sponsorships	\$8750

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
- Completed weekly Community Service hours
- Completed monthly reservation receipts
- Planned and managed Tiny Trekkers and Sprout Scouts
- Handled staff scheduling for Rec Center, events, and reservations
- Continued to work on 2025 instructor contracts
- Attended Sports Management Senior Games Clinic
- Created Touch-A-Truck flyer and sent details to past participants to begin registration
- Reorganized several spaces in Recreation Center
- Gathered several festival quotes for the 2025 festivals
- Assisted with Festival Sponsorship packet
- Began working on 2025-26 budget including EOY projects for 2024-25
- Planned Valentine's Programs including Game Night and Galentine's Craft Night
- Advertised Luck of the Paddle Pickleball Tournament
- Organized new partnership with Boulder Designs for Welcome Rock Workshop

Planned Programs

Tiny Trekkers – January 10th

- 9 registered and 8 attended

Sprout Scouts- January 31st

- 10 registered and 8 attended
- 4 waitlisted

POUND! – December 14th – January 11th

- 15 drop-ins
- 2 series

POUND! – January 18th – February 15th

- 13 drop-ins
- 5 series

Tai Chi – January 9th – February 13th

- 10 registered
- 4 waitlisted

Touch-A-Truck – April 26th

- 6 vehicles registered