

**PARKS AND RECREATION
December 2024**

DIRECTOR'S REPORT

Festivals/Events

- Held after action meeting for Flotilla. Meeting for first of the year needs to be scheduled to discuss all 2025 dates.
- Closed out all 2024 festival invoices.
- Requesting all media after action reports
- Gathering social media reports
- Festival website updates-ongoing
- Began revisions for 2025 sponsorship package.
- Met with WITN to review digital media reports for 2024. Advertising plans for 2025 discussed, potential for TV commercials.

ARP Project Updates

Basketball Courts

- Purchase order submitted for asphalt work and new basketball equipment (backboards, goals, and nets). Resurfacing will take place after the first of the year, weather conditions need to be warmer.

Replacement of outdoor toilets/water fountains:

- Work to begin after the first of the year.

Splashpad

- Remaining amenities ordered.

Miscellaneous

- Began preparing documents and gathering information for end of year projections for 2024-25 fiscal year.
- Assisted with facilitating Santafest. The event was revamped and was a remarkable success and had record-setting attendance.
- 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

December

Media Outlet	Followers	Reach	Post Engagement	Page Visits	Page Views	New Followers
Facebook	18,274	19,500	8,493	3,500	104,800	71
Instagram	895	333		20	1800	16

**Activity Report
December**

Organization Activity

From 12/8/2024 to 1/7/2025

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	125	22	13	0	43
Resident	21	5	6	0	5
Non-Resident	104	14	7	0	38
No Residency Set	0	0	0	0	0
Demographics					
< 18	18	2	1	0	6
18 - 65	49	14	9	0	29
65+	58	3	3	0	8
Male	53	13	8	0	19
Female	72	6	5	0	24
Other Genders	0	0	0	0	0
Online vs In-House					
Online	29	0	0	N/A	18
In-Person	96	19	13	N/A	25

**Revenue
December**

Slip Fee - Town Dock	\$2198
Rental Fees-Parks	\$30
Rentals Rooms	\$1445
Rec Program Fees	\$2694
Gym Memberships	\$135
Dog Park Memberships	\$45
Festival Vendor Fees	\$260

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 Sprout Scouts
- Managed staff scheduling for Rec Center, events, and reservations.
- Completed SantaFest social media scheduling, finalized orders and activities for SantaFest.
- Executed SantaFest and made notes to plan for a larger attendance.
- Began completing 2025 instructor contracts.
- Attended meeting with pickleball players to begin brainstorming for March tournament.
- Executed and completed Handmade Holidays program.
- Planned staff Christmas Party and Secret Santa exchange.
- Organized 2025 Pickleball League registrations
- Began planning 2025 programs and events.

Planned Programs

- Fellowship Night- December 16th, 8 attended.
- Sprout Scouts- December 13th, 10 registered, 9 attended, and 2 waitlisted.
- POUND! – November 9th – December 7^t, 17 drop-ins and 5 series
- POUND! – December 14th – January 11th, 6 drop-ins and 2 series
- Holiday Wreath Class, 7 registered and 7 attended.
- Handmade Holidays: Christmas Tree – December 10th, 10 registered and 10 attended.
- Handmade Holidays: Reindeer – December 17th, 10 registered and 10 attended.
- Tai Chi – October 31st – December 12th, 10 registered and 6 waitlisted
- SantaFest- December 7th, 350+ attended.
 - Offered crafts, games, pictures with Santa, hayrides, hot cocoa, and popcorn bar.
 - Ugly Christmas Sweater Contest
 - Much larger attendance than last year
 - Lighthouse Realty Group sponsored.