

PARKS AND RECREATION

September 2023

DIRECTOR'S REPORT

Festivals/Events

Mullet-

- Vendor spaces were added to accommodate more vendors.
- Partnering with Jones Onslow Sports Commission to host the Movin Mullet 5K on October 7. The run will be in Downtown Swansboro. Logistical meeting with Department Directors.
- Posters distributed in Swansboro and Cape Carteret.
- Social media posts created and began posting daily.
- Military static displays confirmed.
- Updated festival website and RecDesk event page with current festival information, entertainment schedule, etc.
- Began preparing financial requests.
- Prepared miscellaneous documents, forms, signs, final checklist, and timeline needed for festival weekend.

Miscellaneous

- Dockmaster/Downtown Supervisor hired, began September 5. Reviewed policies, procedures, and completed RecDesk Training. Created binder for Dockmaster/Downtown Facility Supervisor.
- Special Event Applications
 - Swansboro Rotary Five-O King Mackerel Tournament, October 19-21, free concert in the Salt Water Grill parking lot on Oct 21.
 - Swansboro by Candlelight-November 11, 5-9am, Annual Tree Lighting
- Tunnel to Towers was held on September 9, over 600 runners participated.
- Assisted with the 2nd Annual Ty Worthington Memorial Pickleball Tournament.
- Continue to update the Recreation Center SOP.
- Began training Program & Event Manager, created training manual, reviewing programs and events.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Conducted interview for Recreation Assistant and Recreation Aide.
- Attend bi-weekly department meetings
- 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.
- Continue to manage and monitor budget and funds.
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Metrics-social media

Media Outlet	Followers	Page Reach	Post Engagement	New Followers
Facebook	15,465	45,780	4700	263
Instagram	753	280		6

Activity Report

Organization Activity

From 9/5/2023 to 10/5/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	223	59	3	0	135
Resident	26	7	0	0	9
Non-Resident	197	51	3	0	126
No Residency Set	0	0	0	0	0
Demographics					
< 18	59	1	0	0	8
18 - 65	99	37	1	0	88
65+	65	20	2	0	39
Male	89	38	0	0	55
Female	134	20	3	0	80
Other Genders	0	0	0	0	0
Online vs In-House					
Online	96	0	0	N/A	52
In-Person	127	58	3	N/A	83

Revenue

Slip Fee - Town Dock	\$2991
Rental Fees-Parks	\$425
Rentals Rooms	\$965
Rec Program Fees	\$3267
Gym Memberships	\$150
Dog Park Memberships	\$30
Vendor Fees	\$2650
Concessions	\$85
Donations	\$14

Program/Event Manager Monthly Report – September 2023

Routine Monthly Job Responsibilities:

- 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, JD News, Tideland News, local magazines
- Created all programs/events in RecDesk software for registration
- Created program proposals for new programs to be approved by Director
- Completed instructor payouts for recently finished programs
- Parks advisory board monthly meeting – presented past, current, and future programs to board

Planned Programs

Tai Chi - September 14-October 19 (Thursdays) Continuing Program

- Program ran by Sifu Dr. Harold McMillion
- Full Program of 12 participants

POUND Fitness Class – September 16-October 14 (Saturdays) Continuing Program

- Program ran by Karen Daly
- September 16 was cancelled and moved to the end of the program, October 21
- September 23 was cancelled and moved to end of program, October 28

Sunflower Paint and Sip – September 21

- Program ran by Carol Burt
- Paint supplies ordered for this program and future programs
- Reposted on Facebook and in hopes to get more registered
- Printed Flyers
- 6 participants

Teacher Workday Camp – October 9, January 22-23, February 19, April 1, April 29

- All dates posted on RecDesk
- Posted on Facebook
- Flyer made for all dates and printed
- 10/5/2023 - currently 10 participants registered

Hammer and Stain - Mullet Gnome Door Hanger Workshop – October 13th

- Program ran by Susan Swain (new instructor)
- 10/5/23 - currently 9 participants registered

Fall Wreath making Class – October 17

- Program ran by Anna Stanley
- Program filled up in 2 weeks with 10 participants

Halloweenie Roast – October 20th

- Free for all
- Costume Contest
- Pumpkin Carving Contest
- Created potential expense report
- Met with Lighthouse Reality Group Sept. 18 to come on as a sponsor
- Lighthouse Reality Group donated \$282.47 worth of supplies
- Ordered candy/prizes
- Plan to buy hotdogs/buns/water on a later date
- 10/5/23 - currently 6 signed up for costume contest
- 10/5/23 - currently 5 signed up for pumpkin carving contest

Ricky's Retreat – December 12th

- Program ran by Wendy Kidwell for Mental Health
- Free for all

Ty Foxworthy Pickleball Tournament – ~~September 23~~ – October 7

- Created donation letters for prize donations
- Created poster template for donated raffle prizes
- Ordered food/beverages for the tournament participants

- Planned to use indoor facility on September 23 due to inclement weather, had to cancel due to state of emergency
- Scheduled new date to October 7
- Created spreadsheet of players that dropped out due to new date and their replacements