

## PARKS AND RECREATION

October 2023

### DIRECTOR'S REPORT

#### Festivals/Events

##### *Mullet-*

- Conducted news interviews about Mullet Festival.
- 179 Vendor spaces sold for 2023.
- 132 Vendor spaces presold for 2024.
- After action meeting held with department directors.
- Followed up with service vendors, shuttles, security, tent rentals.
- Attended after action meeting with Jacksonville-Onslow Sports Commission regarding the Movin Mullet 5K.
- Committee formed to begin discussion of 2024 event-will be the 70<sup>th</sup> anniversary.

##### *Flotilla*

- Reconfirming logistics-portable toilets, security services, sound/DJ, golf carts,
- Registration opened for boaters the week after Mullet Festival.
- Posters created, began distribution.
- Social media posts and schedule created and began first week in November.

#### Miscellaneous

- Attended pickleball committee meeting to discuss 2024 season, lighting in the park, after action for fall tournament.
- Continue to assist Dockmaster with RecDesk administration.
- Assisted with the annual Halloweenie Roast-approximately 300 participants.
- Reached out to NC Coastal Federation to inquire if additional plantings were needed at Ward Shore.
- Attended the Swansboro Candidates Forum.
- Attended training session for Webgrants (PARTF and LWCF are moving to online).
- Continue to update the Recreation Center SOP.
- Continue 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	15,692	72,763	16,649	314
Instagram	766	293		19

## Activity Report

### Organization Activity

From 10/3/2023 to 11/2/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created	F
All	300	84	4	0	153	
Resident	38	5	3	0	8	
Non-Resident	262	78	1	0	145	
No Residency Set	0	0	0	0	0	
Demographics						
< 18	67	2	0	0	26	
18 - 65	174	49	2	0	100	
65+	59	32	2	0	27	
Male	111	52	1	0	76	
Female	189	31	3	0	77	
Other Genders	0	0	0	0	0	
Online vs In-House						
Online	73	0	0	N/A	68	
In-Person	227	83	4	N/A	85	

## Revenue

Slip Fee - Town Dock	\$4753.50
Rental Fees-Parks	\$365
Rentals Rooms	\$2330
Rec Program Fees	\$3394
Gym Memberships	\$160
Dog Park Memberships	\$30
Vendor Fees	\$22,971

## Program/Event Manager Monthly Report – October 23, 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
- 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)**

- Program ran by Sifu Dr. Harold McMillion
- Reposted on Facebook in hopes to increase registration
- Started Sept 14<sup>th</sup>
- Full Program of 12 participants
- Cancelled October 19 class and moved to October 26

#### **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

- October 14 class was cancelled and moved to November 4

### **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
- Completed the tournament with all current and new players attending.
- \$1250 raised for Onslow Community Outreach

### **Teacher Workday Camp – October 9**

- Programs for the year posted on RecDesk
- 10/5/2023 - currently 10 participants registered
- Completed program with 10 registrants

### **Hammer and Stain - Mullet Gnome Door Hanger Workshop – October 13<sup>th</sup>**

- Program ran by Susan Swain (new instructor)
- Created/published program in RecDesk
- 10/5/23 - currently 9 participants registered
- Completed the program with 12 registrants
- Issued Instructor Payout 10/19/23

### **Fall Wreath making Class – October 17**

- Program ran by Anna Stanley
- Program filled up in 2 weeks with 10 participants
- Completed Program 11 registrants and 5 on the waiting list, two people could not make it, filled their spots with the waiting list

### **Halloweenie Roast – October 20<sup>th</sup>**

- 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
- Completed event with 78 participants in the costume contest and 10 in the pumpkin carving contest
- Note for next year- need to buy one more box of hotdogs

### **Theatre Trip – To Kill a Mockingbird – November 1**

- Extended registration date to get enough registrants and pushed out on Facebook
- Program maxed out at 11 registrants including Deb
- Purchased parking pass

**Kids Night Out by Candlelight – November 11**

- 10/27/23 - 1 registered
- Plan to push out on Facebook again closer to program date

**Tai Chi Class – November 16-December 28**

- Moving inside to multi-purpose Room from 2:00pm-3:00pm due to change in weather
- 6-week series
- 10/27/23 - 2 registered

**Theatre Trip – Pretty Woman – November 17**

- 5 registered
- Enrolment ended on 10/18/23

**Fellowship Night – November 20 – Media Night**

- Posted on Facebook – got feedback from community to continues posting
- Printed flyers

**Holiday Wreath Making and Wine Class – November 20**

- Printed flyers
- 10/27/23 - 4 registered

**Ocean Sunset wave Paint and Sip – November 30**

- 10/27/23 - 1 registered
- Will push out on Facebook 2 weeks before program date 11/16/23

**Elf in the Woods – December 2**

- 10/30/23 - 1 registered

**HIIT Bootcamp Fitness Class – December 2-December 30 (Saturdays)**

- Met with new potential fitness class instructor – 10/17/23
- Signed contract to do 70/30 split fitness series for the month of December and potential to have additional classes in the future

**Tennis and Pickleball Lessons – December 12-February 4**

- Not ran by Swansboro Parks and Recreation
- Posted on recdesk with link to their website to register

**SantaFest – December 9**

- Booked Bob Hefner for Santa 10:00am-2:00pm
- Booked Tapsnap for Santa pictures
- Posted on recdesk

**Kids Holiday Camp – December 18-22, 27, 28**

- 10/30/23 - 3 series registrations, 9 day registrations

**Ricky's Retreat – December 12<sup>th</sup>**

- Program ran by Wendy Kidwell for Mental Health
- Free and open to the public