

PARKS AND RECREATION

February 2025

DIRECTOR'S REPORT

Updates in Red

Festivals

- Festival website updates-ongoing
- Sponsorships are being received. Several new sponsors for 2025.
- Working with Front Row Communications for the Crystal Coast Visitors Guide festival dates and descriptions.
- Submitted grant request for Onslow County Tourism Non-Profit Tourism Assistance Grant. Requested \$20,000.

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. **Resurfacing is complete. After the asphalt cures, it will then be sealed. New goals, nets, and backboards will be installed.**

Replacement of outdoor toilets

- Outdoor toilets-Replaced in Bicentennial, Pirates Den, and Municipal Parks. **All toilets have been installed and are working.**

Events

PirateFest

- Annual event is held on the second Saturday in May (May 10, 2025) in partnership with Onslow County Parks and Recreation.
- Presented event to the Board of Commissioners requesting to reinstate and allocate funds for PirateFest. Request was granted to allocate \$5000 to the event.
- Securing festival entertainers, hotel rooms, portable toilets, security, and beginning to prepare contracts.
- Accepting food vendor applications.
- Exploring new features to event, review logistical information.
- Letters to property owners for use of their property during the event.

Miscellaneous

- Prepared and submitted the 2025-26 budget, including CIP and staff requests. **Meet with Town Manager and Finance Director to review the first draft of the budget.**
- Gathering information to submit letter to North Carolina Department of Natural and Cultural Resources for change of use for the skatepark in Municipal.
- Conducted a site visit with prospective vendor for the tennis and pickleball courts.
- Preparing for Onslow County Senior Games-work with county departments to hold annual games this May. Attended the Kickoff to the games on April 15, 2025.
- Worked with Onslow County Tourism for state tourism office visits to Downtown Swansboro. Provided an overview of the four festivals held each year.
- Working with RecDesk to update website and add pages to existing site.
- Met with Swansboro Athletics Booster Club regarding a partnership to bring youth athletic programs to the community.
- Coordinated meeting between Pacer.ai, Fire Chief, and parks for a demonstration of the software.
- Assisted Fire Chief Randle with T-Mobile Community Grant.
- Site visit with Matt Reid, League of Municipalities.
- Began conducting interviews for Summer Day Camp.
- Conducted interviews for Recreation Aide.
- Preparing documents for the annual Splashpad inspection.

- Manage on-going reservations.
- 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.
- Manage community service work program.
- 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 March

Media Outlet	Followers	Reach	Page Visits	Page Views	New Followers
Facebook-Parks & Rec	18,522	46,200	5,100	204,200	96
Facebook-Festivals	9183	375	152	959	4

Activity Report March

Organization Activity

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

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	167	42	18	0	129
Resident	32	6	8	0	15
Non-Resident	135	33	10	0	114
No Residency Set	0	0	0	0	0
Demographics					
< 18	40	1	0	0	24
18 - 65	89	29	10	0	78
65+	38	9	8	0	27
Male	76	22	10	0	60
Female	91	17	8	0	69
Other Genders	0	0	0	0	0
Online vs In-House					
Online	54	0	0	N/A	60
In-Person	113	39	18	N/A	69

Revenue
March

Slip Fee - Town Dock	\$2414
Rental Fees-Parks	\$990
Rentals Rooms	\$1915
Rec Program Fees	\$4174.67
Gym Memberships	\$465
Dog Park Memberships	\$80
Festival Vendor Fees	\$4005
2025 Festival Sponsorships	\$6000

PROGRAM/EVENT MANAGER MONTHLY REPORT

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- 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
- Attended Leadership Workshop
- Attended PirateFest meeting with Onslow County
- Executed Luck of the Paddle Pickleball Tournament
- Attended Parks & Recreation Advisory Board meeting
- Attended Senior Games meeting and finalized game managers
- Secured more Touch-A-Truck vehicles
- Continued planning Easter Egg Hunt
- Completed all purchases for Easter Egg Hunt
- Began planning Splash Pad Reopening Event
- Finalized PirateFest entertainment
- Partnered with Swansboro High School Eco Club for Earth Day program

Planned Programs

Tiny Trekkers – March 14th

- 12 registered and 12 attended

Sprout Scouts- March 21st

- 10 registered and 10 attended
- 3 waitlisted

POUND! – February 22nd – March 22nd

- 20 drop-ins
- 2 series

POUND! – March 29th – April 26th

- 3 drop-ins
- 1 series

Luck of the Paddle Pickleball Tournament

- 40 participants
- 3 waitlisted

Welcome Rock Workshop- March 11th

- 10 registered and 10 attended

Theatre Trip- Ain't Misbehavin'

- 11 registered
- 3 waitlisted

Tai Chi – March 6th – April 10th

- 10 registered
- 3 waitlisted

Touch-A-Truck – April 26th

- 29 vehicles registered
- 2 food vendors

Spring Break Camp – April 14th – April 16th

- 8 registered

Spring Break Minecraft STEM Camp – April 14th – April 17th

- 1 registered