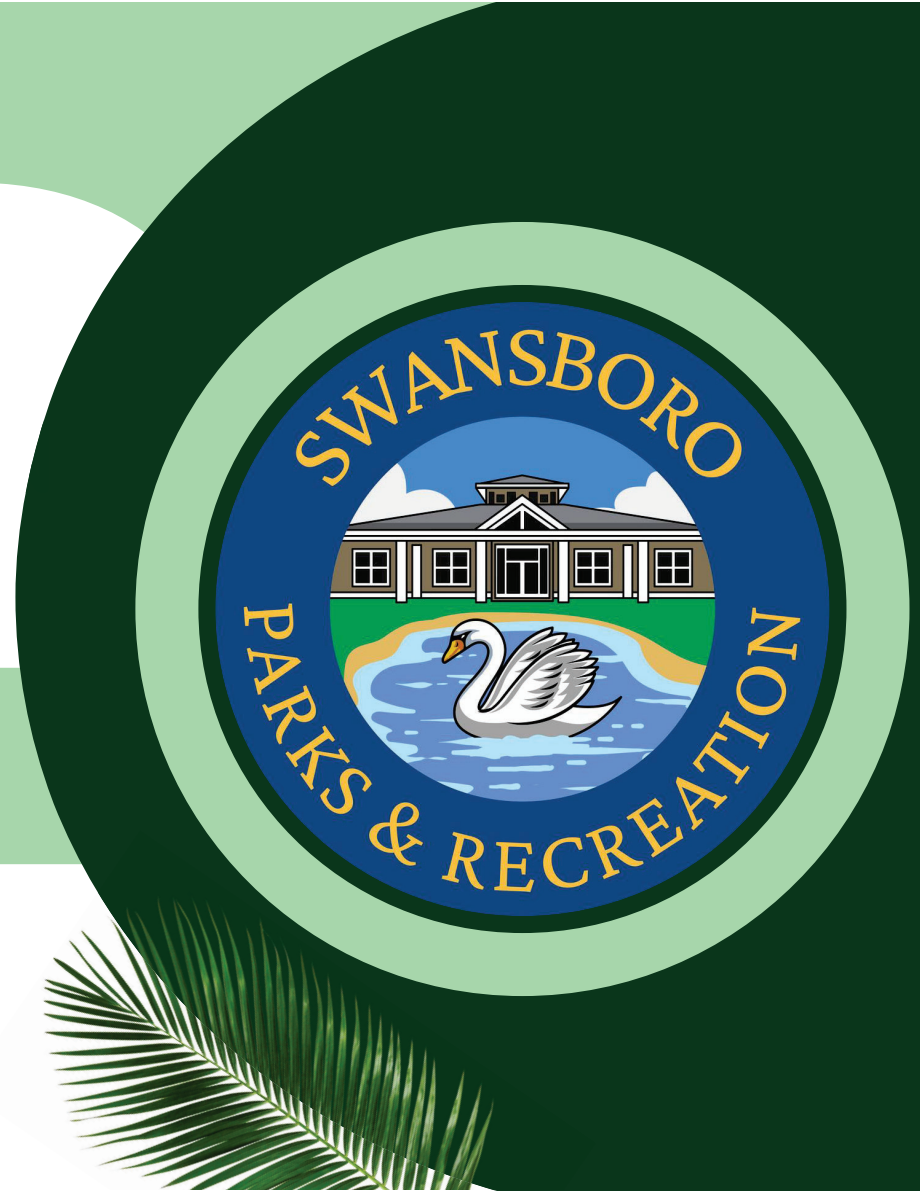
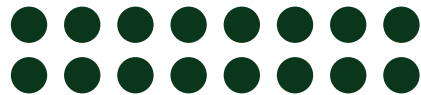




# PARKS & RECREATION

A Year of Play, Connection, and Community

“Play is not a luxury. Play is a necessity.”  
-Kay Redfield Jamison



# PURPOSE



## Why We Do What We Do

- Parks and Recreation is the heart of the community
- Our parks are shared front yards-places to gather, celebrate and belong
- We help our community grow
- In a small town, our work is essential
- **PARKS AND PROGRAMS SERVE -NOT JUST ENTERTAIN**



# 2025 AT A GLANCE



- Increased program offerings
- Increased program participation
- Continued to have record setting attendance for park events
- Implemented sponsorship program for recreation events
- Preserved PirateFest, 14-year tradition
- Celebrated splashpad reopening





# SERVING A GROWING COMMUNITY

## Recreation Center

<b>Calls</b>	<b>3668</b>
<b>Visitors</b>	<b>18,073</b>
<b>Gym Memberships</b>	<b>78</b>
<b>Dog Park Memberships</b>	<b>23</b>



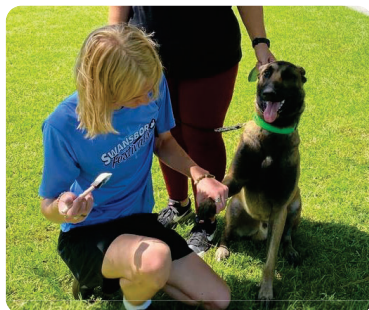
The Recreation Center supports a growing community through daily customer service, registrations, and facility access.

Services include room rentals and park reservations across town facilities and municipal parks.

# PROGRAMS THAT BRING PEOPLE TOGETHER



## TODDLER PROGRAMS



## PARKS & REC MONTH



## SPROUT SCOUTS



## TINY TREKKERS

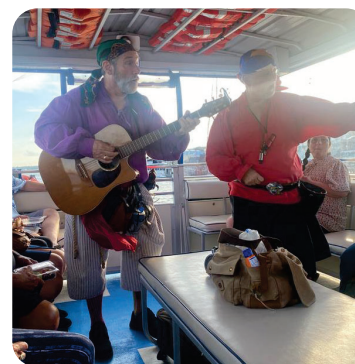
- 120 picklers
- 1,500 + participants served
- 248 pickleball league members
  - 3 new pickleball programs
- Instructor Contract Programs
  - Pound
  - Tai Chi
  - First Aid & CPR
  - Art Classes and Camps
  - Tennisbloc
  - Music With Miss Mary



## SAFETY TOWN



## CRAFT PROGRAMS



## PIRATE CRUISE



# CELEBRATING COMMUNITY THROUGH EVENTS



Easter Egg Hunt

TOUCH-A-TRUCK



SantaFest



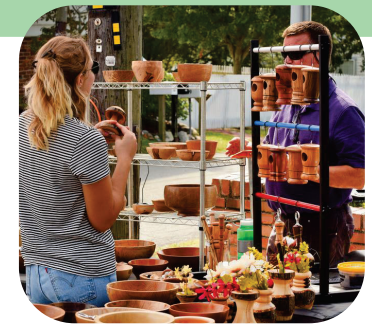
HALLOWEENIE ROAST **BarkFest**  
& TRUCK-A-TREAT



# SIGNATURE FESTIVALS



- 25,400 visitors in 2025
- Economic impact \$170,142
- Created Title sponsorship level of \$7,500
- Increased sponsorships with six new sponsors
- Received \$20,000 from Onslow County Tourism
- Received \$6,500 from Swanboro TDA
- Strong community partnerships with \$39,000 worth of in-kind services



# MARKETING PERFORMANCE

NEW MARKETING INITIATIVES		
Type	Paid	In-kind/Bonus Ads
TV Broadcasting	\$3,000	\$7,080
Digital/Video	\$1,550	
Digital	\$2,700	
Social Media/Digital	\$1,226	\$1,700
Print	\$0	\$2,500
Radio	\$0	\$30,000
<b>Totals</b>	<b>\$8,476</b>	<b>\$41,280</b>



# REVENUE PERFORMANCE

RECREATION		FESTIVALS	
Program Fees	\$22,820.00	Arts by the Sea	\$14,263.00
Instructor Fees	\$6,811.00	Independence Day Celebration	\$1,200.00
Events Fees	\$1,600.00	Mullet Festival	\$2,080.00
Events Sponsorships	\$1,800.00	Christmas Flotilla	\$1,240.00
Park Rentals	\$8,154.00	Sponsorships	\$46,250.00
Recreation Center Rentals	\$22,590.00	<b>Total</b>	<b>\$65,033.00</b>
Town Hall Community Room	\$2,260.00	In-kind Sponsorship	\$39,000.00
Gym Memberships	\$3,146.00	Grants	
Dog Park Memberships	\$290.00	Onslow County Tourism	\$20,000.00
<b>Total</b>	<b>\$69,471.00</b>	Swansboro TDA	\$6,500.00
Church Street Dock	\$44,727.00		

# PARTNERSHIPS



- Fire & Police Department
  - Public Services
  - Onslow County Parks & Recreation
  - Down Syndrom Network
  - Lady Swan Tours
  - Swansboro Tourism Development Authority
  - Onslow County Tourism
  - Independent Contractors
  - Onslow County Senior Games
  - Local Businesses
  - Tennisbloc
  - Dinis Martinis
  - Prestons
  - Swansboro Historical Association
  - Onslow County Museum
- Team Chevrolet
  - Sponsors
  - In-kind Sponsors
    - Michaelangelo's
    - By the Bridge
    - Saltwater Grill
    - Melissa Anderson
    - Schuller family
    - Tideland News
    - Culligan
    - John's Golf Carts
    - Boro Cafe
    - El Cigno



# EVENT PARTNERSHIPS



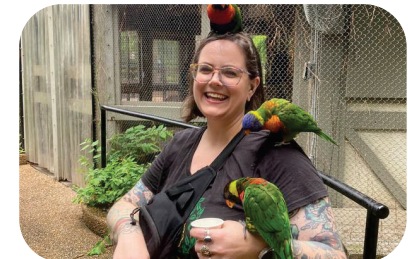
- **PirateFest**
  - Onslow County Parks & Recreation
- **Tunnel To Towers 5K**
  - Tunnel To Towers Foundation
- **National Night Out**
  - Swansboro Police Department
- **Movin' Mullet 5K**
  - Jacksonville Onslow Sports Commission
- **Memorial Day & Veterans Day Celebration**
  - Swansboro Military Affairs



# THE PEOPLE BEHIND THE WORK

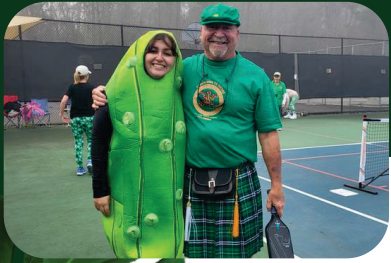


- Beth
- Madison
- Jamie
- Deb
- Christia  
n
- Carmen
- Brianne
- Scott



# LOOKING AHEAD

- Safety Town 2.0
- New pickleball programming
- More toddler programming
- Walking Through Swansboro
- Parks & Recreation Month 2026
  - New programs and activities for all ages
- Adding and Improving park facilities
  - Park swings, playground equipment, court facilities
- Recreation Center-fitness equipment, banquet chairs





# THANK YOU

Parks & Recreation Staff

