

## **PARKS AND RECREATION**

**May 2025**

### **DIRECTOR'S REPORT**

#### **Festivals**

- Festival website updates-ongoing
- Sponsorships are being received. Many new sponsors this year, to date have raised \$40, 250
- Collaborating with graphic designer for 2025 marketing materials; rack card, sponsor graphic, Arts by the Sea (ABTS) and Independence Day Celebration.
- Held logistical meeting for ABTS
- Applications are still being accepted for all festivals, Arts by the Sea only has a few spaces remaining and Mullet is close to being full.

#### **Events**

##### *PirateFest*

- Annual event is held on the second Saturday in May (May 10, 2025) in partnership with Onslow County Parks and Recreation.
- Added new feature: Pirate Cruise on May 9, 2025. Partnering with the Lady Swans and pirate entertainers to host a sunset cruise. The cruise was well received by participants and sold out.
- Attendance was high, many of the entertainers said, "this is the busiest we have been. We were talking with participants the entire day". One group, had 175 participants "fight a pirate".
- Held logistical meetings with Department heads.

#### **Miscellaneous**

- Received estimates for two options for dedicated pickleball courts. Contacted engineering firm inquiring about stormwater permit modifications. Compiling information to present to the Town Manager and Board of Commissioners.
- Managed several Onslow County Senior Games events-work with county departments to hold annual games this May.
- Prepared documents for the annual Splashpad inspection. The inspection is complete and splashpad is open. Held grand re-opening event May 17, approximately 200 participants, games on the lawn, provided free snow cones for the first 100 participants, and gave away swim shirts.
- Assisted with Memorial Day Remembrance event.
- 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.

## Activity Report

### Organization Activity

From 4/15/2025 to 6/14/2025

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	404	187	7	0	385
Resident	60	19	3	0	25
Non-Resident	344	164	4	0	360
No Residency Set	0	0	0	0	0
Demographics					
< 18	87	9	0	0	47
18 - 65	226	134	6	0	287
65+	91	40	1	0	51
Male	155	120	4	0	181
Female	249	63	3	0	204
Other Genders	0	0	0	0	0
Online vs In-House					
Online	148	0	0	N/A	181
In-Person	256	183	7	N/A	204

### Metrics-social media

May

Media Outlet	Followers	Reach	Page Visits	Page Views	New Followers
Facebook-Parks & Rec	18,798	71,693	6507	301,361	179
Facebook-Festivals	9183	6429	604	15.753	26

### Revenue

May

Slip Fee - Town Dock	\$7,802
Rental Fees-Parks	\$1,125
Rentals Rooms	\$1,015
Rec Program Fees	\$5,017
Gym Memberships	\$155
Dog Park Memberships	\$0
Festival Vendor Fees	\$4,180
2025 Festival Sponsorships	\$22,50
Arts by the Sea Wine Tasting	\$1,395

## **PROGRAM/EVENT MANAGER MONTHLY REPORT**

### **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 monthly reservation receipts
- Ordered supplies for upcoming programs and events
- Submitted Health Department application for Arts by the Sea and Independence Day
- Planned and managed Tiny Trekkers and Sprout Scouts
- Handled staff scheduling for Rec Center, events, and reservations
- Event Manager for Senior Games
- Executed PirateFest event and Pirate Cruise
- Secured volunteers for upcoming events including PirateFest, Splash Pad Reopening, and Arts by the Sea
- Helped create Memorial Day pamphlet and secure singers for event
- Began planning Safety Town with Chief Randal
- Met with Officer Hipps about National Night Out
- Attended Arts by the Sea logistical meeting
- Confirmed all Wine and Food Tasting restaurants
- Met with Pickleball Committee about new programs
- Began planning Parks and Recreation Month
- Executed Splash Pad Reopening

### **Planned Programs**

#### **Tiny Trekkers – May 9<sup>th</sup>**

- 8 registered and 6 attended

#### **Sprout Scouts- May 23<sup>rd</sup>**

- 10 registered and 8 attended
- 1 waitlisted

#### **POUND! – May 10<sup>th</sup> – June 7<sup>th</sup>**

- 7 drop-ins
- 1 series

#### **First Aid & CPR Training**

- 4 registered and 4 attended

#### **Tai Chi – May 8<sup>th</sup> – June 12<sup>th</sup>**

- 11 registered

#### **PirateFest- May 10<sup>th</sup>**

- Estimated 6,000 in attendance
- 8 vendors

#### **Pirate Cruise- May 9<sup>th</sup>**

- 25 registered and 24 attended

**Mother's Day Craft Night- May 6<sup>th</sup>**

- 7 families registered and 7 attended