

## **PARKS AND RECREATION**

**June 2025**

### **DIRECTOR'S REPORT**

#### **Festivals**

- Festival website updates-ongoing
- Held logistical meeting for ABTS and Independence Day Celebration
- Applications are still being accepted for the Mullet Festival and Christmas Flotilla. Mullet is close to being full.
- Submitted annual reports for Onslow County Tourism reimbursement.
- Swansboro Festivals was awarded the Tourism Assistance Grant in the amount of \$20,000 from Onslow County Tourism.
- Continue working with Front Row Communications for festival advertising. Festivals will now be included in Beach guide. Coordinating professional photo shoot
- Continue to work with the Tideland news on advertising.

#### **Events**

#### **Miscellaneous**

- Finalizing 2024-25 fiscal year receipts, financials, and begin preparing documents for the new fiscal year.
- Met with Task Contracting to discuss what would need to be done to skatepark if it was converted into pickleball courts. Vendor is sending estimate of concrete work.
- Working with youth organizations interested in using athletic fields throughout the year. Gathering information to create contract.
- Completed Marketing and Communication for Parks and Recreation Certificate offered by NCRPA.
- Coordinated annual contract with Onslow County Senior Services.
- Revising job descriptions for park and recreation staff positions.
- Completed annual staff performance reviews.
- Serving on America's 250 planning committee for Onslow County.
- 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

Time Period: Last 30 Days ▼

### Organization Activity

From 6/7/2025 to 7/7/2025

|                    | Registrations | Reservations | Memberships | Check-Ins | Profiles Created | POS |
|--------------------|---------------|--------------|-------------|-----------|------------------|-----|
| All                | 311           | 63           | 2           | 0         | 276              |     |
| Resident           | 41            | 11           | 2           | 0         | 26               |     |
| Non-Resident       | 270           | 51           | 0           | 0         | 250              |     |
| No Residency Set   | 0             | 0            | 0           | 0         | 0                |     |
| Demographics       |               |              |             |           |                  |     |
| < 18               | 93            | 6            | 0           | 0         | 78               |     |
| 18 - 65            | 169           | 50           | 1           | 0         | 176              |     |
| 65+                | 49            | 6            | 1           | 0         | 22               |     |
| Male               | 116           | 42           | 2           | 0         | 118              |     |
| Female             | 195           | 20           | 0           | 0         | 158              |     |
| Other Genders      | 0             | 0            | 0           | 0         | 0                |     |
| Online vs In-House |               |              |             |           |                  |     |
| Online             | 162           | 0            | 0           | N/A       | 188              |     |
| In-Person          | 149           | 62           | 2           | N/A       | 88               |     |

## Metrics-social media

June

| Media Outlet         | Followers | Reach  | Page Visits | Page Views | New Followers |
|----------------------|-----------|--------|-------------|------------|---------------|
| Facebook-Parks & Rec | 18,937    | 66,144 | 7,216       | 284,000    | 155           |
| Facebook-Festivals   | 9,214     | 7,908  | 1,144       | 30,460     | 33            |

## Revenue

June

|                      |            |
|----------------------|------------|
| Slip Fee - Town Dock | \$5,399    |
| Rental Fees-Parks    | \$625      |
| Rentals Rooms        | \$1,905    |
| Rec Program Fees     | \$2,507.42 |
| Gym Memberships      | \$75       |
| Dog Park Memberships | \$0        |
| Festival Vendor Fees | \$7,20     |

## **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
- Planned and managed Tiny Trekkers and Sprout Scouts
- Handled staff scheduling for Rec Center, events, and reservations
- Continued planning Safety Town with Chief Randal
- Attended Arts by the Sea logistical meeting
- Secured sponsor for BarkFest
- Confirmed location and organizations for Safety Town
- Created and posted Parks & Recreation Month flyers
- Completed Parks & Recreation logo
- Wrote and sent Letters of Appreciation for Arts by the Sea volunteers
- Met with potential partner for athletics
- Attended Independence Day logistical meeting
- Assisted with employee evaluations
- Attended and spoke at Board of Commissioners meeting for Parks & Recreation Proclamation
- Continued planning Parks and Recreation Month
- Executed Arts by the Sea Festival
- Assisted Fire Department with creating Strategic Planning survey
- Organized staff appreciation tie dye party for Independence Day Celebration
- Created and scheduled all social media posts for Independence Day Celebration

### **Planned Programs**

#### **Tiny Trekkers – June 27<sup>th</sup>**

- 12 registered and 9 attended
- 2 waitlisted

#### **Sprout Scouts- June 20<sup>th</sup> (2 sessions)**

- 20 registered and 16 attended
- 4 waitlisted

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

- 6 drop-ins
- 1 series

#### **POUND! – June 21<sup>st</sup>- July 19<sup>th</sup>**

- 7 drop-ins
- 1 series

#### **Summer Shovel & Bloom – June 3<sup>rd</sup>**

- 15 registered and 12 attended

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

- 11 registered

**Arts by the Sea**

- Estimated 5,000 in attendance
- 96 vendors

**Arts by the Sea Wine & Food Tasting**

- 54 registered

**Summer Art in the Afternoon – June 9<sup>th</sup> – June 13<sup>th</sup>**

- 5 registered and 5 attended

**Theatre Trip, Hairspray – June 29<sup>th</sup>**

- 9 registered and 9 attended

# **STAYING BUSY**

## **- August 2025-**

### **Town of Swansboro Parks & Recreation**

All activities take place at the Recreation Center (830 Main St Ext) in Swansboro, unless otherwise noted. The Recreation Center's hours are as follows: Mon-Fri, 9 AM-7 PM, Sat, 8 AM-12 PM, closed Sunday. Call (910) 326-2600 for more info. Be sure to visit our website at [swansboro.recdesk.com](http://swansboro.recdesk.com) to register for programs/events.

#### **Adult Programs**

##### **Onslow County Senior Services Nutrition Site:**

Contact Onslow County Senior Services for more information.

**Mon-Fri, 9 AM-12 PM**

#### **Fitness Programs**

##### **POUND Fitness Class**

**9 AM – 10 AM**

Come get fit with RipStix! Join us at the Swansboro Recreation Center for our 5-week Pound fitness class with OFFICIAL POUND Instructor Karen Daly. Pound is a fun, total body workout that fuses the best strength training, Pilates, and cardio moves through drumming exercise. Register for the entire series for \$25 or drop-in for \$6 per individual session. pause, ensuring that your body is in constant motion.

##### **2025 Open Pickleball League**

**January 2025 – December 2025**

The 2025 Pickleball Open Play Membership will start January 1, 2025 and run until the end of the year, December 31, 2025.

#### **Programs**

##### **Theatre Trip - Oklahoma**

**August 24<sup>th</sup> 11:45 AM**

Join us for a trip to the Theater! Swansboro Parks and Recreation will be providing transportation and tickets to Oklahoma at Thalian Hall! \$60/person. Experience a beloved American classic reimagined with fresh energy! Oklahoma! tells the timeless story of love, rivalry, and community on the Western frontier. With Rodgers and Hammerstein's unforgettable score, this groundbreaking musical explores both the beauty and complexity of pioneer life, bringing a powerful mix of joy and drama. Check in will be at 11:45am at the Recreation Center (830 Main St Ext)

We will be departing at 12:00 pm for a 2:00 pm showing.

##### **Football Door Hanger**

**August 6<sup>th</sup> 6 PM**

Get game-day ready with a custom football-themed door hanger! Choose your favorite team's colors and top it off with a fun football saying to show your team spirit all season long. This craft is perfect for fans of all ages looking to add a festive touch to their home. \$25 per person – all supplies included.

Register at [swansboro.recdesk.com](http://swansboro.recdesk.com)

##### **Sprout Scouts & Tiny Trekkers**

**August 2025**

Our Sprout Scouts and Tiny Trekkers programs are taking a short break for the month of August, but we'll be back in September with more crafts, games, and nature fun! Thanks for exploring with us—we'll see you soon!

**\*Be on the lookout for additional programs\***  
**Register for programs at: [swansboro.recdesk.com](http://swansboro.recdesk.com)**  
**Like us on Facebook: Town of Swansboro**  
**Follow us on Instagram: [@swansboro\\_recre8](https://www.instagram.com/swansboro_recre8)**