

PARKS AND RECREATION

July 2024

DIRECTOR'S REPORT

Festivals/Events

- Continuing to collect applications Mullet Festival; spaces are almost sold out
- Successfully executed Independence Day Celebration, the largest turnout in the past couple of years
- Securing fireworks for 2025
- Meeting with WITN for festival advertising
- 2024 sponsorships-\$26,000, increase from 2023
- Met with Front Row Communications to develop advertising plan for the 2024-25 fiscal year
- Met with Jacksonville Onslow Sports Commission and staff. Reviewed 2023 Movin' Mullet 5K logistics with department heads, Town Manager and new recommendations made for 2024 run.
- Completed and submitted reimbursement documents for the Onslow County Tourism Assistance Grant and the Swansboro Tourism Development grant.

ARP Project Updates

Splashpad Renovation

- Concrete work began, the 5ft addition around the splashpad is complete. Seating wall and anchors for the shade structures scheduled to begin the first week in August.

Miscellaneous

- Attended T2T meeting, reserved facilities, reviewed volunteer responsibilities
- Finalizing financials to close out end of year budget; processed remaining receipts and invoices
- Completed annual contract with Onslow County Senior Services for use of the Multipurpose Room in the Recreation Center
- Received two special event applications, presented to the Parks and Recreation Advisory Board for fee waiver recommendations. Event applications will be presented to the Board of Commissioners at the August 13th meeting.
- 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.
- 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
- 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

July

Media Outlet	Followers	Reach	Post Engagement	Page Visits	New Followers
Facebook	17,687	66,700	6,959	8,600	231
Instagram	832	538		80	11

**Activity Report
July**

Organization Activity

From 7/6/2024 to 8/5/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	92	37	9	0	89
Resident	7	11	7	0	10
Non-Resident	85	24	2	0	79
No Residency Set	0	0	0	0	0
Demographics					
< 18	30	6	2	0	21
18 - 65	49	21	6	0	55
65+	13	8	1	0	13
Male	43	15	5	0	38
Female	49	20	4	0	51
Other Genders	0	0	0	0	0
Online vs In-House					
Online	37	0	0	N/A	45
In-Person	55	35	9	N/A	44

**Revenue
July**

Slip Fee - Town Dock	\$844
Rental Fees-Parks	\$290
Rentals Rooms	\$2640
Rec Program Fees	\$2025
Gym Memberships	\$200
Dog Park Memberships	\$30
Vendor Fees	\$3175

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
- Dock Slip reservations
- 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
- Oversaw Independence Day Festival
- Continued supervising Summer Day Camp
- Oversaw Tiny Trekkers

- Handled staff scheduling for Rec Center, Visitor’s Center, and all reservations
- Began planning BarkFest 2024
- Created new online application for vendors
- Planned and posted all Independence Day Celebration social media posts
- Organized and planned Parks & Recreation Month events
- Facilitated new STEM Lego Robotics Camp
- Created new volunteer fly for Tunnels and Tower and met with MP about handling volunteers this year

Planned Programs

Fellowship Night- July 15th

- 10 registered and attended

Tiny Trekkers-July 12th

- 10 registered and 8 attended

POUND! – July 13th- August 10th

- 9 drop-ins
- 2 series

Independence Celebration – July 3rd

- Cat 5 performed
- 10 vendors
- ~10,000 in attendance

Summer Day Camp Weeks 3, 4, 5, & 6

- 12-13 registered, 12-13 attended
- 16 field trips
- Rest of camp is full

Art in the Afternoon – July 8th -12th

- 7 registered

Art in the Afternoon – July 29th -August 2nd

- 10 registered
- Only had 1 day due to medical emergency with instructor

LEGO Robotics STEM Camp – July 15th-18th

- 8 registered

Parks & Recreation Month (Month of July)

- Popsicles at the Park (every Tuesday)
- Dog Day (8th & 22nd)
- Park Play Palooza (29th)
- Art in the Park (17th & 25th)
- Chalk the Park (19th)
- Rock Art in the Park (31st)
- Roughly 150 people participated
- Passports for continued participation