

PARKS AND RECREATION

December 2023

DIRECTOR'S REPORT

Festivals/Events

- Finalized all the Christmas Flotilla invoices, receipts, and payments.
- All 2024 vendor policies and applications were revised.
- Sponsorship thank you letters sent with benefit recap.
- Sponsorship packet revised.
- Began training a Recreation Aide that will be assisting with festival planning.

Mullet-

- Began researching band, two bands confirmed and processing contracts.
- 2024 applications posted online

ARP Projects

Splashpad Renovation

- The splashpad area will include concrete bench seating, a patio area with large shade structure and seating options (benches, picnic tables), The patio area will connect to the playground area. The concept is to provide a cohesive area while still having splashpad separate from the playground.
- Working with Bliss Products for conceptual design and amenities.
- Conceptual drawings received for concrete work for the area.
- Conting vendors for quotes on concrete work.
- Reviewing shading and seating options.

Commercial Toilets & Drinking Fountain w/ bottle fillers.

- Install new toilets in the outdoor restrooms: Municipal Park, Pirates Den, and Bicentennial Park.
- Met with plumber that completed the concession stand project. Site visit was conducted and proposal was to be sent. Never received information after the site visit and vendor would not return calls.
- Currently looking for a new plumber for the project.

Completed

- Utility Terrain Vehicle
- Church Street Dock Cameras
- Rope Climber in Municipal Park
- Parks Maintenance Truck Replacement

Miscellaneous

- Conducted several days of training for new staff members.
- Assist Program & Event Manager with planning events.
- Applied for CAMA renewal permit at Ward Shore for possible future wetland plantings or future projects.
- Began creating new documents and spreadsheets for the next budget cycle.
- Began preparing annual contracts for on-going reservations and other departmental annual contracts.
- Review and revised refund policy for programs and festival vendors.
- 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 assist Dockmaster with RecDesk administration.
- 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

Media Outlet	Followers	Page Reach	Post Engagement	Page Visits	New Followers
Facebook	16,063	26,487	2,745	3,684	155
Instagram	775	299		13	6

Activity Report

Organization Activity

From 12/4/2023 to 1/3/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	141	46	1	0	125
Resident	22	4	0	0	4
Non-Resident	119	42	1	0	121
No Residency Set	0	0	0	0	0
Demographics					
< 18	41	1	0	0	31
18 - 65	65	32	1	0	76
65+	35	13	0	0	18
Male	60	26	0	0	51
Female	81	20	1	0	74
Other Genders	0	0	0	0	0
Online vs In-House					
Online	57	0	0	N/A	75
In-Person	84	46	1	N/A	50

Revenue

Slip Fee - Town Dock	\$2,679.50
Rental Fees-Parks	\$75
Rentals Rooms	\$1,495
Rec Program Fees	\$1,982
Gym Memberships	\$250
Dog Park Memberships	\$25
Vendor Fees	\$855

Program/Event Manager Monthly Report

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- Created program proposals
- Dock Slip reservations/Pump Outs
- Compiled daily deposits
- Advertised/promoted all programs/special events on social media platforms: Facebook, Instagram, JD News
- Created all programs/events in RecDesk for registration
- Created program proposals for new programs to be approved by Director
- Completed instructor payouts for recently finished programs
- Parks advisory board monthly meeting – presented past, current, and future programs to board

Planned Programs

Tai Chi Class – November 16-December 28

- Moving inside to multi-purpose Room from 2:00pm-3:00pm due to change in weather
- 6-week series
- As of 10/27/23 - 2 registered
- As of 11/30/23 – Program maxed at 14 participants

Elf in the Woods – December 2

- As of 10/30/23 - 1 registered
- As of 11/30/23 – 5 registered
- As of 12/2/23 - Maxed out at 10 participants

HIIT Bootcamp Fitness Class – December 2-December 30 (Saturdays)

- Met with new potential fitness class instructor – 10/17/23
- Signed contract to do 70/30 split fitness series for the month of December and potential to have additional classes in the future
- Pushed out on Facebook 11/14/23
- As of 11/30/23 – 1 series registration
- As of 12/30/23 - 4 drop-ins and 1 series

Tennis and Pickleball Lessons – December 12-February 4

- Not ran by Swansboro Parks and Recreation
- Posted on RecDesk with link to their website to register
- Printed flyers

SantaFest – December 9

- Booked Bob Hefner for Santa 10:00am-2:00pm
- Booked Tapsnap for Santa pictures
- Bob Hefner not able to attend, Reserved John Kopka as Santa

Kids Holiday Camp – December 18-22, 27, 28

- As of 10/30/23 - 3 series registrations, 9 day registrations
- As of 11/30/23 – 3 series registrations, 27 day registrations
- As of 12/28/23 - 3 series, 50 day registrations

Ricky's Retreat – December 12th

- Program ran by Wendy Kidwell for Mental Health Resource Event
- In an effort to reduce the suicide/overdose rate for young adults in our community, Ricky's Retreat provides a safe place for young people with trained peer support specialists available 24/7

Tai Chi Class – January 4-February 8

- Instructor made the decision to make max number of participants to 10 due to overcrowding.
- 6 week series
- Program maxed out at 10 participants

HIIT Bootcamp Fitness Class – January 6-January 27

- 4 week series

POUND Fitness Class – January 6-February 3

- 5 Week Series

Fellowship Night – January 15

- Theme: New years

Wooden Snowman Box Workshop – January 11

- Program by Susan Swain

Paint and Sip ENCORE: Hydrangeas – January 18

- Finger painting class for adults
- As of 1/1/24 - 7 registered

Cook with your Kid: Pie Making – January 20

- As of 1/1/24 - 12 participants, 5 on waitlist

Teacher Workday Camp – January 22-23

- As of 1/1/24 - 11 participants registered for both dates

Play with paper Pulp – February 3

- Art program for kids in the works by Carolyn McDearmon