

**PARKS AND RECREATION
November 2023**

DIRECTOR'S REPORT

Festivals/Events

Mullet-

- Committee met to begin discussion of 2024 event-will be the 70th anniversary. Discussed entertainment options and new attractions to add.
- Began to revise 2024 applications.

Flotilla

- Held logistics meeting for final preparations.
- Social media posts and schedule created ran the entire month of November.
- Digital targeted advertising ran for weeks prior to the event conducted by DFS Agency.
- Local ads in the Tideland News.
- Facebook targeted advertising conducted by Front Row Communications
- 28 boats registered, 24 participated, 67 attended the Awards Breakfast.
- The lights this year were spectacular, the best in many years. Many positive comments from the public, boaters, and social media.
- Awarded \$2000 in cash prizes and door prizes were provided by Downtown Merchants.

Miscellaneous

- Hired two Recreation Aide, training began the end of November.
- Assist Program & Event Manager with planning events.
- Contacted Division of Coastal Management inquiring about renewing CAMA permit at Ward Shore for future wetland plantings or future projects.
- Conducted wreath class for the department, class was a max capacity.
- Continue to manage on-going weekly and monthly reservations.
- Continue to assist Dockmaster with RecDesk administration.
- Continue to update the Recreation Center SOP.
- Continue training Program & Event Manager, created training manual, reviewing programs and events.
- 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.
- Continue to manage and monitor budget and funds.
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Metrics-social media

Media Outlet	Followers	Page Reach	Post Engagement	New Followers
Facebook	15,934	75,952	13,170	262
Instagram	769	299		8

Activity Report

Organization Activity

From 11/4/2023 to 12/4/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	193	72	7	0	140
Resident	36	5	0	0	5
Non-Resident	157	61	7	0	135
No Residency Set	0	0	0	0	0
Demographics					
< 18	77	3	0	0	28
18 - 65	78	38	6	0	80
65+	38	25	1	0	32
Male	86	39	4	0	68
Female	107	27	3	0	72
Other Genders	0	0	0	0	0
Online vs In-House					
Online	93	0	0	N/A	78
In-Person	100	66	7	N/A	62

Revenue

Slip Fee - Town Dock	\$3944.50
Rental Fees-Parks	\$325
Rentals Rooms	\$1255
Rec Program Fees	\$1267
Gym Memberships	\$75
Dog Park Memberships	\$25
Vendor Fees	\$425

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

Theatre Trip – To Kill a Mockingbird – November 1

- Extended registration date to get enough registrants and pushed out on Facebook
- Program maxed out at 11 registrants including Deb
- Purchased parking pass

Kids Night Out by Candlelight – November 11 (CANCELLED)

- 10/27/23 - 1 registered

- Plan to push out on Facebook again closer to program date
- Program cancelled due to low enrollment

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
- 10/27/23 - 2 registered
- 11/30/23 – Program maxed at 14 participants

Theatre Trip – Pretty Woman – November 17

- 5 registered
- Enrolment ended on 10/18/23
- Completed program with 12 participants including 1 staff member

Fellowship Night – November 20 – Media Night

- Posted on Facebook – got feedback from community to continue posting
- Printed flyers
- 12 participants

Holiday Wreath Making and Wine Class – November 20

- 10/27/23 - 4 registered
- 11/30/23 – Completed program with 13 participants

Ocean Sunset wave Paint and Sip – November 30

- 10/27/23 - 1 registered
- Will push out on Facebook 2 weeks before program date 11/16/23
- 11/30/23 – Maxed out program with 10 participants

Elf in the Woods – December 2

- 10/30/23 - 1 registered
- 11/30/23 – 5 registered

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
- 11/30/23 – 1 series registration

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 had to back out, Reserved John Kopka as Santa

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

- 10/30/23 - 3 series registrations, 9 day registrations
- 11/30/23 – 3 series registrations, 27 day registrations

Ricky's Retreat – December 12th

- Program ran by Wendy Kidwell for Mental Health

Tai Chi Class – January 4-February 8

- Instructor made the decision to make max number of participants to 8 due to overcrowding.
- 6 week series

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

- Finger painting class for adults