

## PARKS AND RECREATION

April 2026

### DIRECTOR'S REPORT

#### Festivals

- Festival website updates are ongoing.
- Collecting 2026 sponsorships
- Assistant Director continues to secure in-kind sponsorships.
- Continuing to coordinate sponsor benefits, marketing materials and plans.
- Met with WITN-7 to review marketing plan for Arts by the Sea, these were funds that were won while attending a workshop hosted by WITN.
- Met with new owner of Ward Farm Town Center and establish in-kind sponsorship/partnership to continue to use property for satellite parking during festivals.

#### Miscellaneous

- Interviewed part time staff position.
- Attended Onslow County Senior Games Opening Ceremony. Facilitated several athletic events; softball throw, swimming events, and bowling events.
- Continue to work on the pickleball courts project. Exploring grant options.
- Continual planning meetings with Onslow County Parks and Recreation for annual PirateFest event to be held in May.
- Presented to the Swansboro Tourism Develop Authority and requested \$2000 for advertising funds for PirateFest and \$6500 for Swansboro Festivals. Both requests were approved.
- Attended County Parks and Recreation Director's Meeting.
- Managing special event applications.
- 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 4/4/2026 to 5/4/2026

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	211	92	11	0	209
Resident	27	8	6	0	13
Non-Resident	184	83	5	0	196
No Residency Set	0	0	0	0	0
<b>Demographics</b>					
18	46	1	2	0	29
18 - 65	122	77	7	0	158
65+	43	12	2	0	21
Male	70	65	8	0	99
Female	141	26	3	0	110
Other Genders	0	0	0	0	0
<b>Online vs In-House</b>					
Online	106	0	0	N/A	99
1-Person	105	91	11	N/A	110

### Metrics-social media

April

Media Outlet	Followers	Views	Viewers	Content Interactions	Page Visits	New Followers
Facebook-Parks & Rec	19,179	260,500	37,200	2,100	6,500	128
Facebook-Festivals	9,351	3,900	2,000	22	263	12

### Revenue

April

Slip Fee - Town Dock	\$5,543
Rental Fees-Parks	\$1,230
Rentals Rooms	\$1,440
Rec Program Fees	\$2,240
Gym Memberships	\$405
Dog Park Memberships	\$0
Festival Vendor Fees	\$2,285
Arts by the Sea Wine Tasting	\$180

## **ASSISTANT DIRECTOR 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
- Handled staff scheduling for Rec Center, events, and reservations
- Planned and executed Tiny Olympics and Sprout-lympics for the month
- Executed Easter Egg Hunt
- Began promoting new pickleball program, Dinko De Mayo
- Organized Fellowship Night bowling trip
- Held interview for part time position
- Put together festival and event binder for Parks & Recreation staff
- Submitted PO and check requests for upcoming events
- Created PirateFest treasure hunt
- Collaborated with Onslow County Parks and Recreation staff for new PirateFest map
- Created and posted all Touch-A-Truck social media posts
- Began contacting local restaurants for Arts by the Sea Wine and Food Tasting
- Confirmed new program Paws by the Sea with Onslow County Animal Services
- Met with Swansboro Police Department for National Night Out
- Confirmed all Arts by the Sea entertainment
- Met with Fire Chief to continue working on Festival Emergency Management plans
- Planned and executed Mother's Day Tea Party
- Attended Supervisor's Workshop
- Submitted Health Department application for Arts by the Sea
- Began planning new programs and events for Parks and Recreation Month
- Submitted Health Department application for PirateFest
- Put together new Memorial Bench program including the brochure
- Event Manager for Senior Games Cycling
- Completed contracts for PirateFest
- Attended WITN Sprout Scouts promotion
- Oversaw Earth Day programs
- Attended upcoming Threads of Hope logistical meeting
- Attended BOC meeting and presented 2025 Parks and Recreation overview
- Finalized PirateFest responsibilities with Onslow County Parks & Recreation
- Held first logistical meeting for Arts by the Sea
- Attended Onslow County Tourism Awards Luncheon
- Handled all refunded for cancelled program due to weather

## **Planned Programs and Events**

### **Tiny Olympics – April 11<sup>th</sup>**

- 13 registered and 13 attended

### **Sprout-lympics – April 17<sup>th</sup>**

- 20 registered and 15 attended

### **Walking Through Swansboro – April 2026**

- 18 registered and 1 waitlisted

### **Earth Day Suncatcher – April 22<sup>nd</sup>**

- 20 registered and 17 attended
- 1 waitlisted

### **Tai Chi – April 23<sup>rd</sup> and May 28<sup>th</sup>**

- 13 registered and 6 waitlisted

### **Touch-A-Truck – April 25<sup>th</sup>**

- 36 organizations registered and 33 attended
- 3 vendors
- Estimated 2,000+ in attendance

### **Mother's Day Tea Party – April 29<sup>th</sup>**

- 19 moms registered and 18 attended; 40 people totaled