

## **PARKS AND RECREATION**

**FEBRUARY 2023**

### **DIRECTOR'S REPORT**

#### **Festivals/Events**

*Mullet*-began booking bands and procuring contracts.

#### *Sponsorship*

- Sponsorships have begun to come in.
- Reaching out to previous sponsors and potential sponsors.

#### *Misc.*

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- Began securing portable toilets, tents, tables, shuttle service, and security services.
- Met with Curtis Media to review sponsorship and dates for the 2023 events.
- Met with Lamar Advertising to discuss marketing opportunities.
- Secured new fireworks vendor, fireworks will be held on July 3, 2023.
- Met with Diamond Bus Company to review shuttle needs for the year and secure sponsorship.
- Met with Onslow County Tourism discuss and develop new marketing strategies for the 2023 festivals.

#### *Piratefest*

- Partnership with Onslow County Parks and Recreation to host Piratefest in Downtown Swansboro, May 13, 2023, 10am-4pm.
- Save the date sent to previous performers and asking for proposals.
- Researching new performers for event.
- Proposals are being received.
- Portable toilets confirmed.

#### **Comprehensive Master Plan Update**

- Continuing to work with McAdams revising the draft master plan.

#### **ARP Funding Projects**

- Cameras-Cameras installed and working.
- UTV-has come in, accessories being added, waiting on delivery confirmation.

#### **Miscellaneous**

- Attending the Recreation Resource Services Directors Conference.
- Began preparing the 2023-24 Onslow County Tourism Assistance Grant.
- Attended Maintenance Management webinar.
- Met with EZ Dock for repairs on the kayak launch.
- Met with Bogue Banks Marine on Riverview, Church Street Dock, and kayak launch repairs.
- Preparing draft of 2023-24 budget for the department; attended BOC budget workshop.
- Revising standard operating procedures for Church Street Dock.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Continue to manage Church Street Dock- monitor docks daily, on-call on weekends to take reservations and handle docking issues that arise.
- Continue to work at the Visitors Center twice 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.
- 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	14,341	12,433	1976	70
Instagram	644	51		23

## Activity Report

### Organization Activity

From 2/6/2023 to 3/8/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	188	46	8	0	138
Resident	34	3	2	0	14
Non-Resident	154	34	6	0	124
No Residency Set	0	0	0	0	0
Demographics					
< 18	105	7	1	0	48
18 - 65	56	25	6	0	75
65+	27	5	1	0	15
Male	76	14	4	0	55
Female	112	23	4	0	83
Other Genders	0	0	0	0	0
Online vs In-House					
Online	108	0	0	N/A	85
In-Person	80	37	8	N/A	53

## Revenue

Slip Fee - Town Dock	\$860.50
Rental Fees-Parks	\$415
Rentals Rooms	\$2210
Dog Park Registrations	\$85
Rec Program Fees	\$1133
Gym Memberships	\$215
Vendor Fees	\$2010
Festival Sponsorships	\$9500

## RECREATION PROGRAM SUPERVISOR

### Routine monthly job responsibilities:

- Payments/Refunds for programs and special events.
- Emailed monthly distribution list the upcoming programs/events for the department.
- 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 software for registration.

- Created program proposals for new programs to be approved by Director.
- Submitted weekly Community Service Work Program timesheets.
- Submitted departmental work orders.
- Parks advisory board monthly meeting – presented past, current, and future programs to board.

### **Planned programs and other monthly work:**

#### **Budget**

- End of year Expenses and Revenue projections for 2022-23 fiscal year.
- Reviewed previous years approved budget.
- Calculated Expenses and Revenue for 2023-24 budget.

#### **Be Inspired: Art-A-Thon**

- Meeting with Instructor Carol McDearmon about art-a-thon at Rec Center, Art Summer Camps, and future paint programs.
- Discussed details of event with instructor.
- Requested COI from volunteering art instructor assisting with event.
- Recorded video for event promotion at Recreation Center.

#### **Summer Day Camp 2023**

- Discussed with SDC staff about camp field trips and new locations to visit.
- Started contacting field trip destinations for reserving dates/programs for our camp to attend.
- Started daily schedules for each of the 8 weeks of camp.
- Prepared reviewed all weeks of camp for registration on March 1<sup>st</sup>.
- Adjusted camp fees per week and per series.

#### **Spring Pickleball Tournament May 19-21**

- Reviewed Tournament prospective dates and tournament details and with Pickleball Ambassador, Rick Laskey
- Researched other pickleball tournaments in the area for dates during the month of May.

#### **Touch-a-Truck**

- Emailed past participants about date and event details.
- Requested police/fire to attend event.
- Emailed and requested DJ Services from Sam Lewis for event.

#### **Fall Youth Flag Football**

- Meeting with public works to discuss area at park to paint field at the Municipal Park.
- Held meeting with Lorenzo Abalos to discuss details of league (ages, number of players per team, equipment needed, and other league details).
- Researched registration fees of other recreation departments for Rec Flag Football.
- Created League Details, Rules, Modifications, & Regulations for upcoming fall season.

#### **Dog Park Fence Project**

- Met with Anchor Fencing, Clays Fencing, and Fences Unlimited for a site walkthrough and quote request for the project.

#### **My Fair Lady Theatre Trip**

- Requested pricing from Wilson Center for May 7 theater production.
- Received quote for 11 tickets and paid deposit in order to hold tickets.

#### **Tai Chi**

- Held meeting with Harold McMillion about future Tai Chi classes for the upcoming months.
- Reviewed contract and requested new COI from instructor.
- Emailed all previous registrants to notify of upcoming classes.

**Summer Teen Adventure Camp**

- Researched and contacted field trip locations for pricing (Rock Wall – Wilmington, Swamp Park Ziplining– Shallotte, Roanoke River Kayak Trip, Water Parks – Kinston & Wilmington).
- Added dates of camp to end of Summer (August 14-18).
- Reviewed and modified fee schedule for camp based on feedback from field trip costs.

**Spring Break Youth Sports Camp**

- Emailed HS Athletic coaches about recruiting Student athletes to come volunteer for SAT hours for the program.
- Boosted event/post on Facebook to acquire more camp registrations.

**Love Fur Exercise – Carrie White**

- Meeting with instructor about details of new programs (dates, times, fees, and descriptions).
- Requested Memorial Day Special Event details from instructor.

**Fellowship Night**

- Requested upcoming months dates and themes for program.
- Requested supplies list from staff/instructor for upcoming program dates.