

## PARKS AND RECREATION

May & June 2024

### DIRECTOR'S REPORT

#### Festivals/Events

- Continuing to collect applications for Arts by the Sea, Independence Day, and Mullet Festival
- 2024 sponsorships-\$26,000, increase from 2023
- Conducted logistics meetings for ABTS and Independence Day Celebration
- Worked with graphic designer for two festivals on poster designs and social media graphics
- Worked with two ad agencies for digital and Facebook advertising
- All permit applications from Coast Guard and Onslow County received

#### ARP Project Updates

##### *Splashpad Renovation*

- Shade structures have been ordered; estimated delivery is in July

#### Miscellaneous

- Facilitated annual Pirate Fest in partnership with Onslow County Parks and Recreation. Event was very well attended.
- Continued training with Sara Elliott
- Began preparing for financials to close out end of year budget
- Order final supplies
- Assisted with Memorial Day Service event
- 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

##### May

Media Outlet	Followers	Facebook Reach	Post Engagement	Page Visits	New Followers
Facebook	17,267	74, 800		6800	324
Instagram	815	384		62	10

##### June

Media Outlet	Followers	Facebook Reach	Post Engagement	Page Visits	New Followers
Facebook	17,6000	140,000	14,000	6900	185
Instagram	815	357		48	17

**Activity Report  
June**

**Organization Activity**

From 6/3/2024 to 7/3/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	235	61	2	0	118
Resident	22	10	0	0	4
Non-Resident	213	49	2	0	114
No Residency Set	0	0	0	0	0
<b>Demographics</b>					
< 18	26	3	0	0	17
18 - 65	143	48	2	0	81
65+	66	8	0	0	20
Male	88	29	1	0	56
Female	147	30	1	0	62
Other Genders	0	0	0	0	0
<b>Online vs In-House</b>					
Online	41	0	0	N/A	47
In-Person	194	59	2	N/A	71

**Revenue-**

**May**

Slip Fee - Town Dock	\$5401.50
Rental Fees-Parks	\$880
Rentals Rooms	\$2065
Rec Program Fees	\$3276
Gym Memberships	\$0
Dog Park Memberships	\$0
Vendor Fees	\$4810
ABTS Wine Tasting	\$1620
Festival Sponsorship	\$1000

**June**

Slip Fee - Town Dock	\$5962
Rental Fees-Parks	\$660
Rentals Rooms	\$740
Rec Program Fees	\$3041
Gym Memberships	\$60
Dog Park Memberships	\$0
Vendor Fees	\$8935
Festival Sponsorship	\$1594

**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
- Created program proposals for new programs to be approved by Director
- Completed instructor payouts for recently finished programs
- Finalized Arts by the Sea entertainment schedule and created all social media posts for the event
- Created summer day camp field trip scheduled
- Oversaw 2 new programs, Tiny Trekkers and Sprout Scouts
- Handled staff scheduling for Rec Center, Visitor's Center, and all reservations
- Completed contracts for instructors
- Attended Senior Games banquet
- Organized and completed Memorial Day Service
- Began planning BarkFest 2024
- Organized staff meeting
- Planned and posted all Independence Day Celebration social media posts
- Helped finish purchasing for the department
- Organized and implemented new design for planter boxes with Ricky's Retreat and scheduled community planting day
- Oversaw Arts by the Sea Festival
- Began Summer Day Camp
- 

### **Planned Programs**

#### **Fellowship Night- May 20<sup>th</sup>**

- 12 registered

#### **Tiny Trekkers-May 10<sup>th</sup>**

- 6 registered and attended

#### **POUND! – May 4<sup>th</sup> - June 1<sup>st</sup>**

- 21 drop-ins
- 3 series

#### **Tai Chi – May 9<sup>th</sup>- June 13<sup>th</sup>**

- 8 series

#### **PirateFest- May 11<sup>th</sup>**

- Several different performers/entertainments
- 1 food truck, 1 limited food truck
- Facepainting
- Scavenger hunt
- ~6,000 in attendance

#### **Mother/Daughter Craft Night- May 9<sup>th</sup>**

- 12 registered, 27 attended

#### **Memorial Day Service-May 27<sup>th</sup>**

- Several community partners including SWFD, SWPD, Dee's Flowers, Bloom in Swansboro, MAC, Marine Federal Credit Union, Publix, Food Lion, Swansboro United Methodist Church

- Marine Color Guard and Marine Honor Guard
- ~250 in attendance
- Local performers including Taps, singing, and Swansboro United Methodist Church Choir

**Fellowship Night- June 12<sup>th</sup>**

- 7 registered and attended

**Tiny Trekkers-June 14<sup>th</sup>**

- 10 registered and 8 attended

**POUND! – June 8<sup>th</sup> – July 6<sup>th</sup>**

- 12 drop-ins
- 3 series

**Tai Chi – May 9<sup>th</sup>- June 13<sup>th</sup>**

- 8 series

**Arts by the Sea- June 8<sup>th</sup>**

- Several different performers/entertainments
- 85+ vendors
- Wine and Food Tasting- 59 tickets sold
- ~6,000 in attendance

**Sprout Scouts-June 28<sup>th</sup>**

- 10 registered, 8 attended

**Summer Day Camp Weeks 1 & 2**

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