

PARKS AND RECREATION

February 2026

DIRECTOR'S REPORT

Festivals

- Festival website updates are ongoing.
- Completed redesign of 2026 sponsorship packet.
- Distributed sponsorship packets to previous and prospective sponsors.
- Secured Title Sponsor, Team Chevrolet of Swansboro has remained on for another year.
- Assistant Director securing in-kind sponsorships.
- Executed band contracts.
- Coordinated with Front Row Communications on advertising for festivals with Our State Magazine.

Miscellaneous

- Continue to work on the pickleball courts project. Exploring grant options.
- Providing feedback on Visitors Centers plans.
- Budgeting: completed end of year expense and revenue projections, draft of 2026-27 budget, CIP plans, and staffing needs. Prepared mid-year annual review presentation for Board of Commissioners.
- Executed contracts for on-going reservation documents for both youth and adult soccer associations.
- Pre-planning meetings with Onslow County Parks and Recreation for annual PirateFest event to be held in May.
- Began preparing information for Onslow County Tourism Assistance Grant Program; application is due March 17, 2026.
- Preparing applications for Swansboro Tourism Development Authority. Submitting applications to request \$2000 for advertising funds for PirateFest and \$6500 for Swansboro Festivals.
- Attended the State Directors Conference for North Carolina.
- Assisted with Onslow County Senior Games Kickoff on February 15.
- Assisted Onslow County Board of Elections to hold early voting at the Swansboro Recreation Center.
- 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.
- Attend pool committee meetings.
- 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 2/9/2026 to 3/11/2026

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	263	31	10	0	125
Resident	44	6	5	0	14
Non-Resident	219	25	5	0	111
No Residency Set	0	0	0	0	0
Demographics					
< 18	56	3	2	0	19
18 - 65	131	24	3	0	84
65+	76	4	5	0	22
Male	112	11	4	0	49
Female	151	20	6	0	76
Other Genders	0	0	0	0	0
Online vs In-House					
Online	105	0	0	N/A	72
In-Person	158	31	10	N/A	53

Metrics-social media

February

Media Outlet	Followers	Views	Viewers	Content Interactions	Page Visits	New Followers
Facebook-Parks & Rec	19,577	148,800	23,700	833	4,400	83
Facebook-Festivals	9,340	1,100	484	10	153	9

Revenue

February

Slip Fee - Town Dock	\$386
Rental Fees-Parks	\$1678
Rentals Rooms	\$2,040
Rec Program Fees	\$3,177
Rec Event Sponsorship	\$500
Gym Memberships	\$315
Dog Park Memberships	\$15
Festival Vendor Fees	\$1,790
Festival Sponsorship	\$10,500

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 Trekkers and Sprout Scouts for the month
- Continued obtaining festival quotes for 2026
- Continued working on 2026-27 budget
- Confirmed WTF t-shirts for PirateFest
- Obtained all quotes for PirateFest 2026
- Planned and executed several Valentine's programs including Galentines, The Valentine Exchange, and Love at First Dink
- Completed and delivered Parks & Recreation Sponsorship packet to potential sponsors
- Submitted PO's and completed purchases for Youth Sports Grant
- Attended NC Festival ShowFest in Charlotte
- Attended Onslow County Health Department training
- Met with Onslow County Animal Services about new partnership
- Helped planned and advertise new walking program
- Attended Swansboro Parks & Recreation Advisory Board Meeting
- Met with Onslow County Parks & Recreation to discuss PirateFest 2026
- Finalized PirateFest payments
- Submitted military request for Touch-A-Truck
- Began planning for Easter

Planned Programs and Events

Sweetheart Sprouts – February 6th

- 18 registered and 17 attended

Tiny Trekkers Dino Sensory Play Day – February 20th

- 12 registered and 11 attended
- 1 waitlisted

Stitchin' With My Galentines – February 10th

- 11 registered and 11 attended

Love at First Dink – February 14th

- 51 registered and 46 attended

Tai Chi – January 8th – February 12th

- 12 registered and 4 waitlisted

Adult Voice Classes

- 10 registered

Fellowship Night – February 16th

- 9 attended