

PARKS AND RECREATION

July 2025

DIRECTOR'S REPORT

Festivals

- Festival website updates-ongoing
- Held after action meeting for Independence Day Celebration
- Applications are still being accepted for the Mullet Festival and Christmas Flotilla. Mullet there are only a few spots remaining.
- Securing fireworks for 2026.
- Reimbursements for Onslow County and Swansboro TDA funds.
- Completed the last couple of band contracts for the Mullet Festival; processed required deposits.
- Completed Marine Event Application for Blessing of the Fleet and Christmas Flotilla.
- Continue working with Front Row Communications for festival advertising. Festivals will now be included in Beach guide.
- Continue to work with the Tideland news on advertising.

Miscellaneous

- Closing 2024-25 fiscal year receipts, financials, and begin prepared documents for the new fiscal year.
- Calls with several fence companies to obtain quotes of fencing for dedicated pickleball courts. Gathering all information received for pickleball courts to present to Town Manager for review.
- Drafted letter to Recreation Resources requesting removal of skatepark equipment and reviewed with Town Manager.
- Revising job descriptions for park and recreation staff positions-ongoing until completed and approved.
- Trained with the Finance Department in Tyler system on receipting/cashiering processes.
- Reviewing contracts with three soccer groups for the use of Municipal Park Athletic Fields.
- Serving on America's 250 planning committee for Onslow County.
- Serving on the Tunnel to Towers committee. Attending planning meetings.
- 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.
- Attending quarterly meetings for the Onslow County Tourism Board
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Activity Report

Export Data

Organization Activity

From 7/5/2025 to 8/4/2025

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created	POS Transactions
All	214	39	9	0	169	0
Resident	38	3	7	0	18	
Non-Resident	176	32	2	0	151	
No Residency Set	0	0	0	0	0	
Demographics						
< 18	58	5	0	0	31	
18 - 65	125	27	7	0	123	
65+	31	3	2	0	15	
Male	83	11	3	0	63	
Female	131	24	6	0	106	
Other Genders	0	0	0	0	0	
Online vs In-House						
Online	96	0	0	N/A	97	
In-Person	118	35	9	N/A	72	

Metrics-social media

July

Media Outlet	Followers	Reach	Page Visits	Page Views	New Followers
Facebook-Parks & Rec	189,019	50,745	10,918	321,012	199
Facebook-Festivals	9,220	8,355	822	20,864	32

Revenue

July

Slip Fee - Town Dock	\$1,409
Rental Fees-Parks	\$425
Rentals Rooms	\$5,210.83
Rec Program Fees	\$1,607.69
Sponsorship-Programs & Events	\$500
Gym Memberships	\$86.25
Dog Park Memberships	\$40
Festival Vendor Fees	\$960
Sponsorships-Festivals	\$5000

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
- 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
- Planned and managed Tiny Trekkers and Sprout Scouts
- Managed staff scheduling for Rec Center, events, and reservations
- Created and painted Safety Town buildings
- Managed and executed Safety Town
- Managed and completed all Parks & Recreation Month Programs
- Executed Independence Day Celebration
- Attended National Night Out Logistical Meeting
- Attended Parks & Recreation Advisory Board Meeting
- Completed Mullet Festival Military Application
- Attended Tunnel to Towers Logistical Meeting
- Contacted potential vendors/businesses for National Night Out
- Attended finance training for Tyler
- Confirmed new TennisBloc schedule and created new flyers.
- Created and sent surveys for program feedback.
- Attended 2 online seminars for supervisors and athletics.
- Began planning upcoming programs and completed program proposals.
- Attended Tunnel to Towers volunteer interest meeting.

Planned Programs

Tiny Trekkers – July 25th

- 11 registered and 7 attended

Sprout Scouts- July 11th (2 sessions)

- 21 registered and 16 attended
- 10 waitlisted

POUND! – June 21st- July 26th

- 12 drop-ins
- 1 series

Independence Day Celebration – July 3rd

- Estimated 20,000+ in attendance

- 14 vendors

Safety Town – July 14th – 18th

- 32 registered and 30 attended

Summer Art in the Afternoon – July 28th – August 1st

- 12 registered and 12 attended

Paddles & Pizza – July 23rd

- 44 registered and 36 attended

Parks & Recreation Month Events/Programs

- Popsicles in the Park – 20 attended
- Country Music BINGO – 46 registered and 36 attended
- Chalk the Park – 5 attended
- Doggie & Me – 35 attended
- Tie Dye Tuesday – 22 registered and 13 attended
- 2000's Music BINGO – 33 registered and 23 attended
- Summer Canvas – 26 registered and 24 participated – had over 350 votes
- Aquatic Adventure – 20 attended, had to reschedule