



# Isle of Palms Recreation Department

## Monthly Report

### February 2024

#### Programs, Group Fitness, Summer Camp, Special Events

- 2024 Event Vendor registration open: Vendor registration is open for all 2024 events. Events include Isle of Paws Music Fest, Farmers Markets June - October, and Holiday Street Festival. Vendors will be selected for the calendar year, registration will reopen throughout the year if needed. Over 190 vendors have completed the 2024 vendor application to date.
- **Adult Athletic Leagues:**
  - 6 v 6 Soccer: 8 teams (96 participants) season will start Tuesday, March 5.
  - 3 on 3 Basketball: 7 teams (42 participants) season will start Tuesday, March 5
- **Youth Baseball:** Final Enrollment: Fast Start - 28, T-ball - 39, Machine Pitch - 37, and 9-12 Kid Pitch - 30. Practice starts the week of March 4 and games start in April.
- **Keenagers:** Wednesday, February 7: 58 seniors attended the social meeting and covered dish luncheon. Southern Transfer Quartet was onsite singing Valentine's tunes.
- New Class - Tech Series: Cell Phones and keeping up with changing technology was held on February 20 & 27; Website Design & Launch held on February 20, 27 & March 5 & 12
- Gardening with Native Plants: approximately 30-35 attended each session. The last session is scheduled March 5
- Fitness Classes continue to have strong participation, classes include Barre, Zumba, Pilates, Move It, Cardio & Core, Strength and Stability, Over 60 Fitness, Over 60 Yoga, Senior Exercise, Suspension, Yin Yoga, Morning Yoga, Strength Interval and RXFit Classes.
- Theater Workshop: 16 youth actors/actresses perform "Hamlet" on Thursday, March 7 at 5:30pm. "A Midsummers Night Dream" theater workshop starts March 14, currently the class is full.
- Youth Art, Gymnastics, Tennis, Kindness is my Superpower and Sports Agility continue to be popular classes with strong participation numbers.
- Front Beach Fest: Saturday, March 2 from 12-4pm. Over 50 vendors were on site with food trucks and live music, the event was well attended by residents and visitors.
- Special area camps include: Gymnastics, Tennis, Youth Art, Kindness is my Superpower, Volleyball, and Basketball

#### Upcoming Programs, Events & New Offerings

- Keenagers: Wednesday, March 6 at 12:00pm - Seniors citizen social group, covered dish luncheon and entertainment
- Camp Summershine Registration: Isle of Palms Residents starts March 19
- Tae Kwon Do Seminar: March 23 and 24
- Easter Egg Hunt: Friday, March 29 from 4pm - 6pm
- Coffee with the Mayor: Friday, March 29 at 9am

#### Operations

- Budget preparations for FY25 capital and operations; contacting vendors and updating quotes and prices for scheduled projects.
- Dog Park amenities have been delivered. Benches and play structures have been installed. Continue to wait on the water fountain.
- Hiring: Summer Camp Counselors and Senior Fitness Instructor

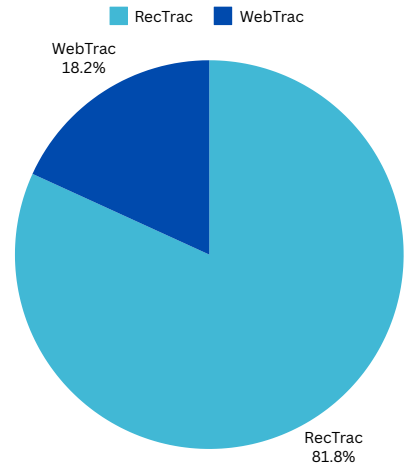
#### Maintenance & Repairs

- NEVCO Soccer scoreboard delivered, installation date coming soon.
- Musco lighting electrician, Kingston Electric on site to repair tennis courts light on February 12
- Musco Representative on site Wednesday, February 21 to review pickleball light project.
- Cardio Room equipment recumbent bike repair and pricing replacement of elliptical.
- Irrigation pump at soccer field, repaired and prepping fields for season
- Blitch plumbing repaired shower stall in women's bathroom/locker room
- Cleaned gutters around the facility
- Set up youth baseball fields and temporary fencing for the season
- updated signage around the facility

# Enrollment Report February

Participants registering for classes during the month from February 1 - February 29. RecTrac: in-house registration vs. WebTrac: online Registrations.

**Total registrations for February 2024 = 440**

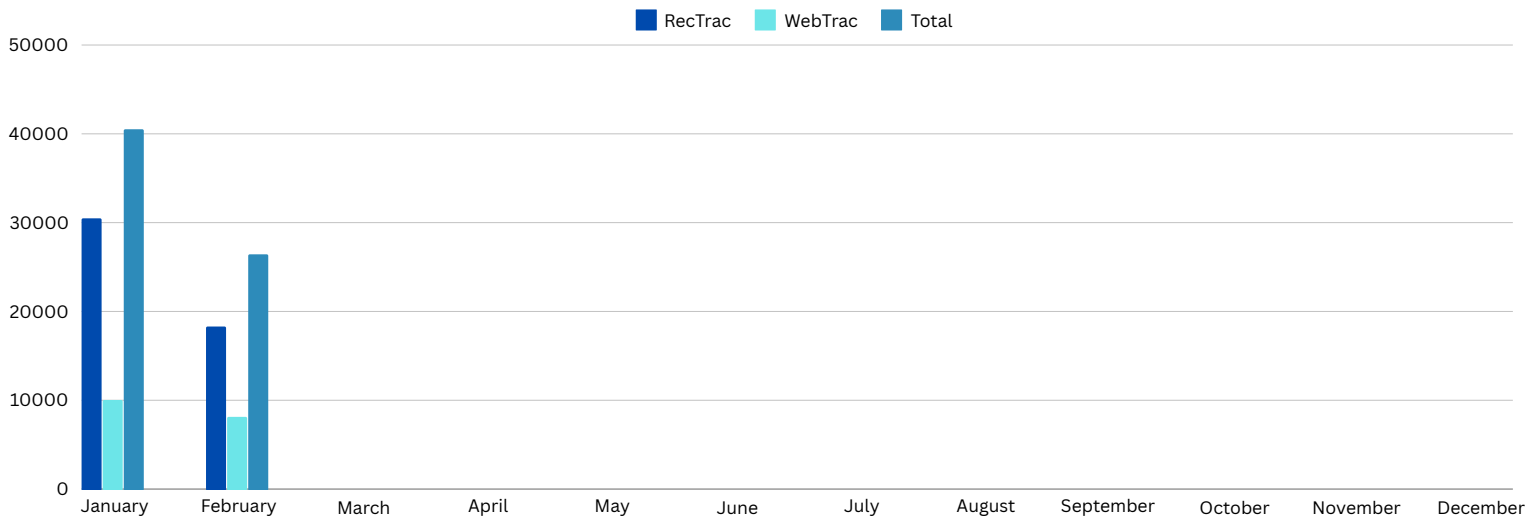


# Monthly Revenues 2024

Revenue sales brought in by programs, athletics and events.

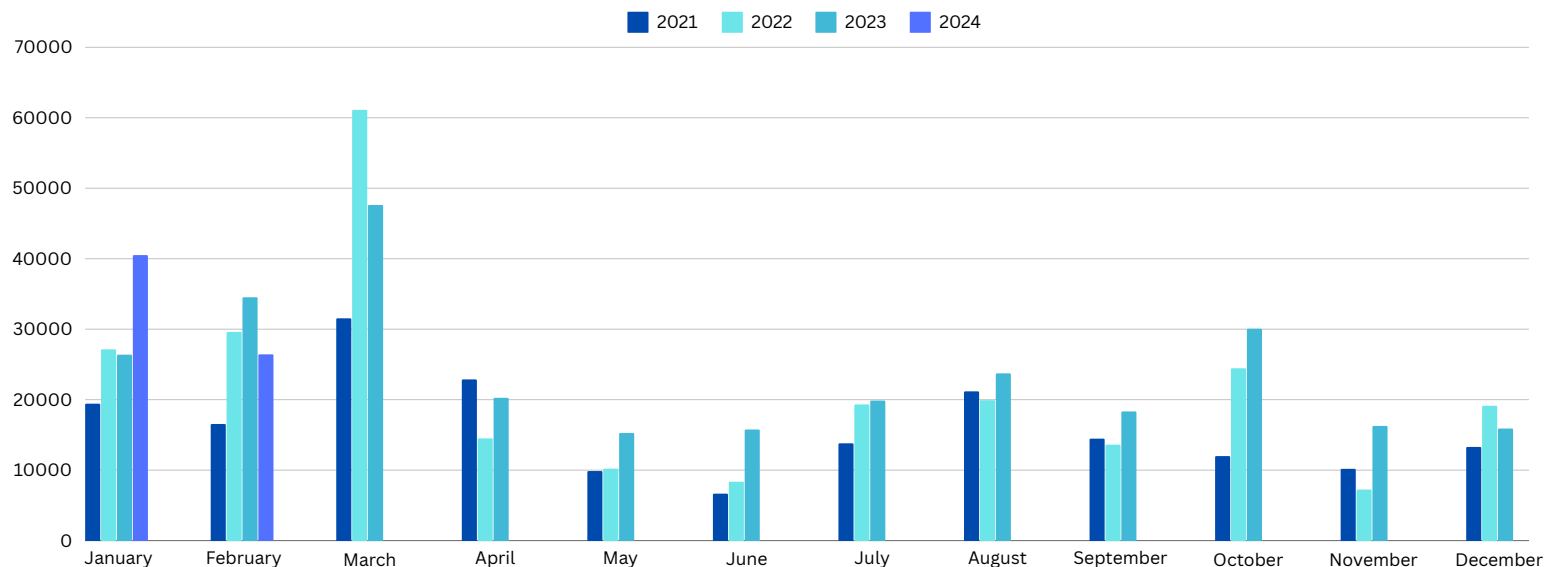
RecTrac: in-house vs WebTrac: online

**Total Revenue for February 2024 = \$26,432**



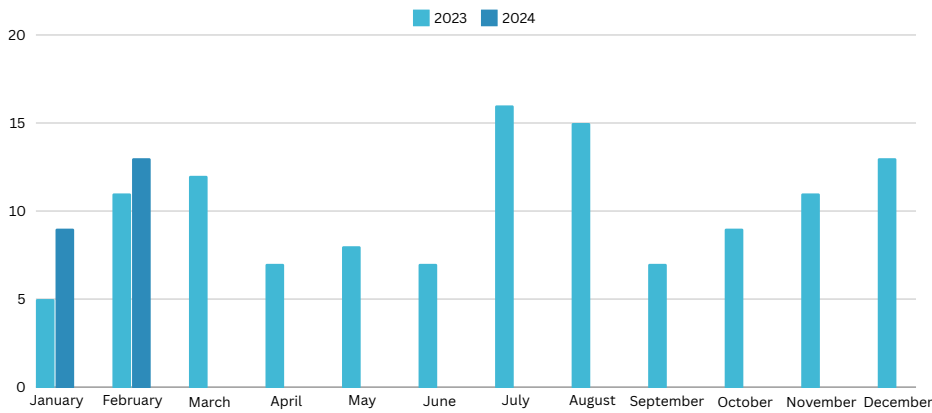
# Annual Comparison

Year to Year



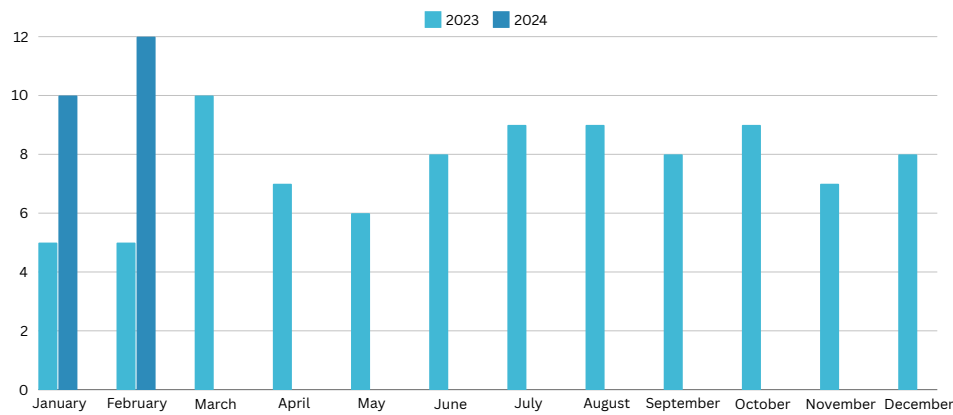
# Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



# Cardio Room Daily Average Visits

Participants utilizing the cardio room



# Social Media Report

Facebook reach ⓘ

15.5K ↑ 66%

Instagram reach ⓘ

767 ↓ 26.3%



## At a Glance



Facebook

2.1k



Instagram

2.5K

## Page Overview

last 28 days

14,946  
Reach

747  
Engagement

25  
New Likes

120  
New Follows

95  
Photo Views

101  
Reactions