



Isle of Palms Recreation Department

Monthly Report

January 2024

Programs, Group Fitness, Summer Camp, Special Events

- 2024 Event Vendor registration December 19 - January 31: Vendor registration is open for all 2024 events. Events include Front Beach Fest, 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 150 vendors have completed the 2024 vendor application.
- **Adult Athletic Leagues:**
 - Adult Athletic Registrations will be held January 9 - February 16. Athletics to include: 6v6 Soccer, 3on3 Basketball and Table Tennis
- **Youth Baseball Registration** is held January 9 - February 16. Enrollment as of January 29: Fast Start - 16, T-ball - 32, Machine Pitch - 29, and 9-12 Kid Pitch - 16.
- **Kid's Jam:** Wednesday, January 24 from 9am - 2pm: 25 children registered for the activity that was held on the CCSD teacher workday. Participants enjoyed fitness time, music, kindness crafts and games with Recreation Staff and instructors.
- **Keenagers:** Wednesday, January 3: 40 seniors attended the social meeting and covered dish luncheon. Mary Pringle of the IOP Turtle team educated the group on the duties of the Turtle Team.
- **CPR:** February 5: 29 community member participated in the class instructed by the IOP Fire Department

Upcoming Programs, Events & New Offerings

- Keenagers: Wednesday, February 7 at 12:00pm - Seniors citizen social group, covered dish luncheon and entertainment
- Gardening with Native Plants for the People, LLC and the Environmental Advisory Committee have scheduled a series of talks at the Recreation Department. Talks will be held on Thursday, February 15, Tuesday, February 27 and Tuesday, March 5.
- New Youth Run Club for ages 8-10yrs old started on January 8 from 3:30pm-4:15pm, 15 children are participating.
- Dominion Energy will be on site Tuesday, February 20 for a public drop in and presentation for the tree trimming project.
- Tech Series: Cell Phones and keeping up with the changing technology will be held on February 20 & 27; Website Design & Launch held on February 20, 27 & March 5 & 12
- Front Beach Fest: Saturday, March 2 from 12pm - 4pm
- Camp Summershine Registration: Isle of Palms Residents starts March 19
- 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 and will be installed over the next week. Continue to wait on the water fountain.
- Hiring: Summer Camp Counselors and Preschool Teacher for 2024-2025 school year

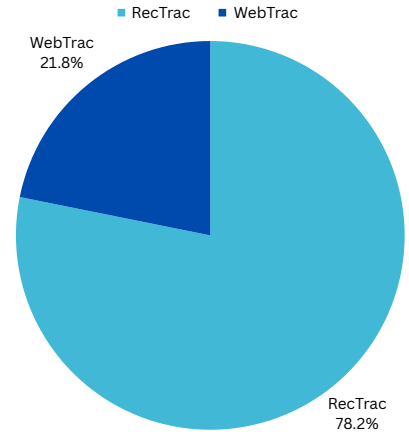
Maintenance & Repairs

- NEVCO Soccer scoreboard delivered, installation date coming soon.
- Musco lighting: Tennis court outage, work will be covered under warranty set to be replaced mid January.
- Cardio Room equipment recumbent bike repair and pricing replacement of elliptical.
- Irrigation pump at soccer field
- Carolina Gas replaced propane tank for the gymnasium
- Blitch plumbing repaired shower stall in women's bathroom/locker room
- Ford 150 repairs: brake maintenance, electrical issue and fuel pump repair
- Cardio Room: recumbent bike flywheel belt repair
- Installed new irrigation shed on softball field
- Relocated Playground handicap ramp to help prevent loss of mulch during storms

Enrollment Report January

Participants registering for classes during the month from January 1 - January 31. RecTrac: in-house registration vs. WebTrac: online Registrations.

Total registrations for January 2024 = 861



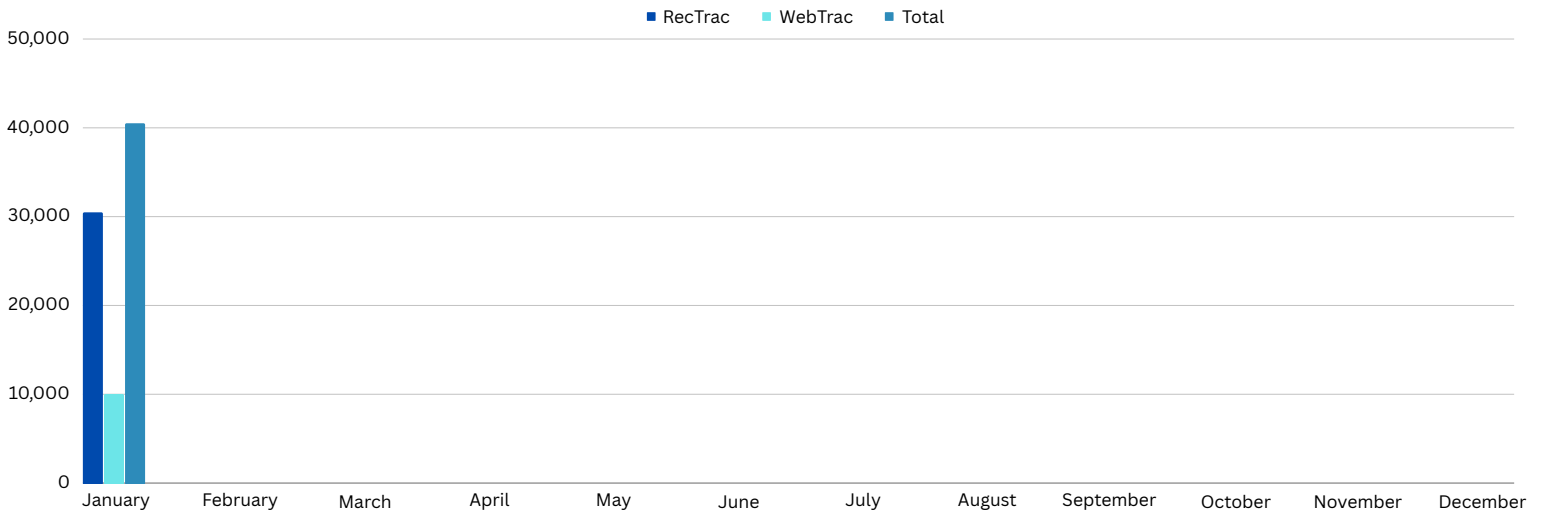
Monthly Revenues 2024

Revenue sales brought in by programs, athletics and events.

RecTrac: in-house vs WebTrac: online

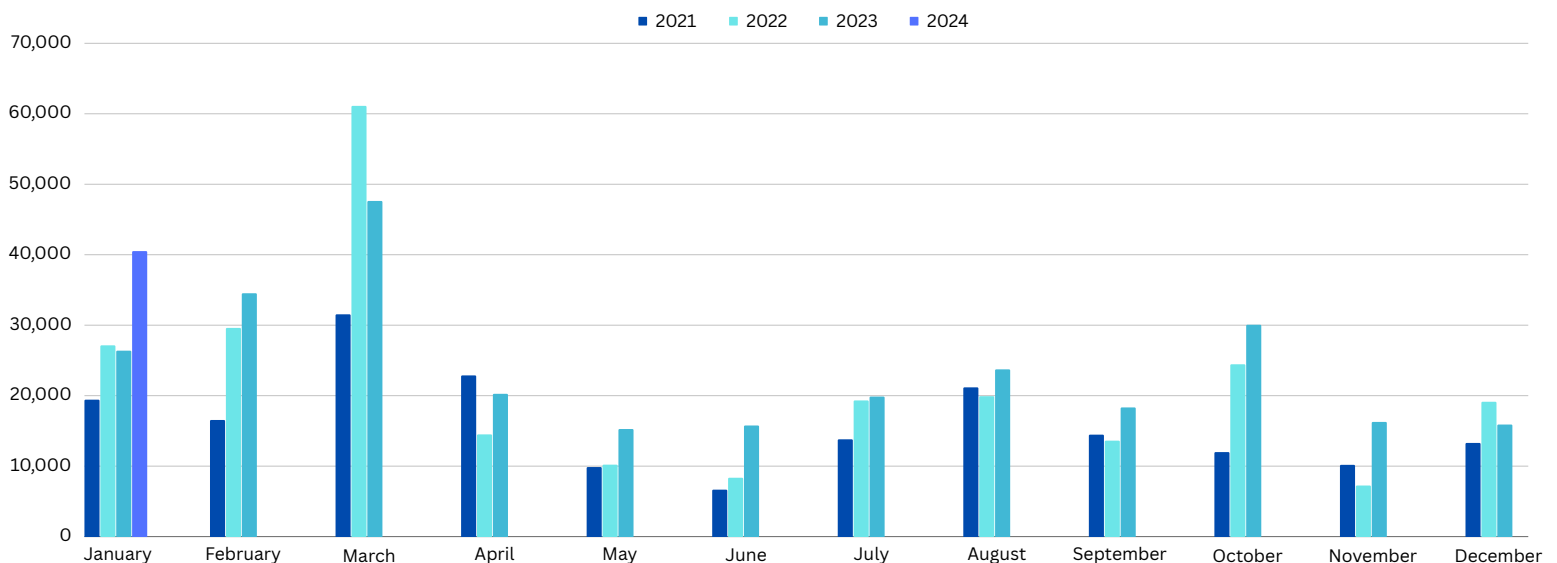
Total Revenue for January 2024 = \$40,515

Revenue higher due to change in registration process for events.



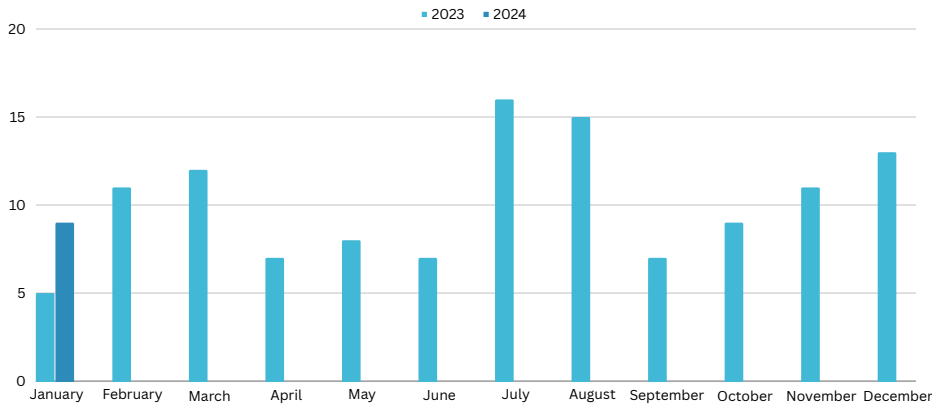
Annual Comparison

Year to Year



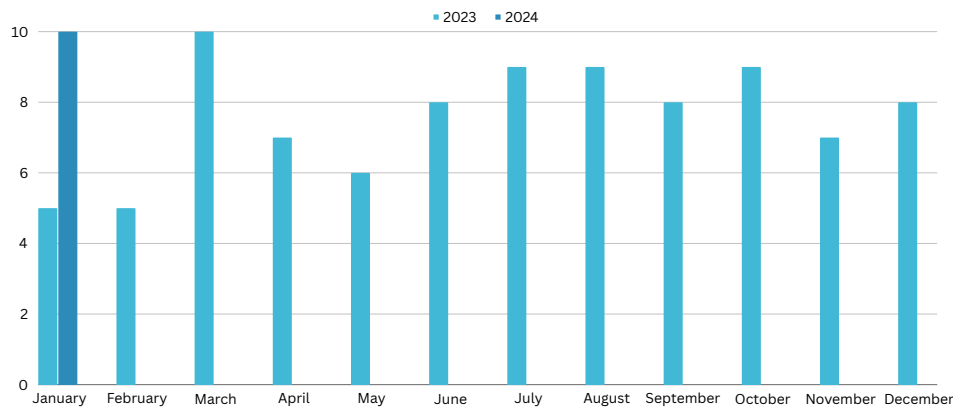
Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



Cardio Room Daily Average Visits

Participants utilizing the cardio room



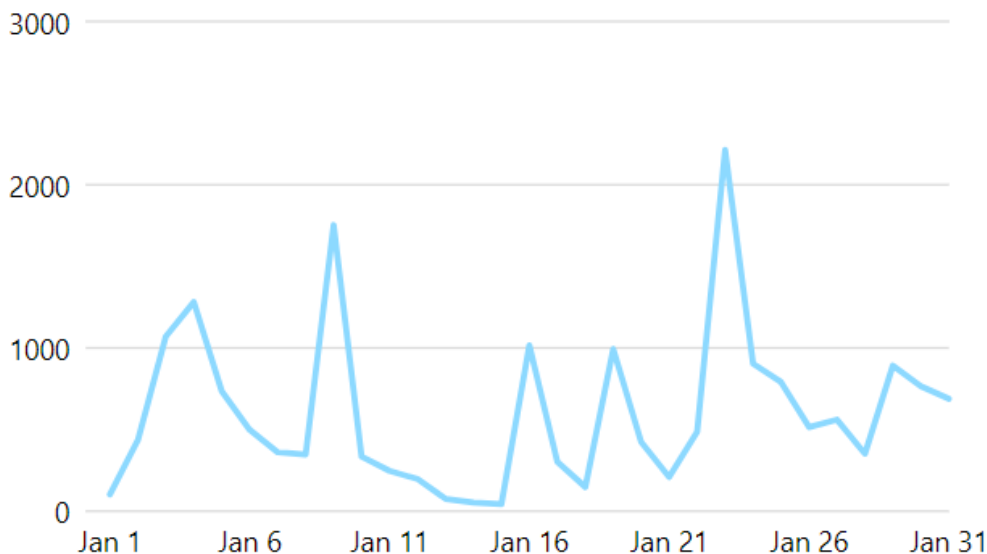
Social Media Report

Facebook reach ⓘ

9.4K ↑ 21.8%

Instagram reach ⓘ

1.1K ↑ 1.3%



At a Glance



Facebook

2k



Instagram

2.5K

Page Overview

last 28 days

9181
Reach

678
Engagement

12
New Likes

72
New Follows

134
Photo Views

154
Reactions