



Isle of Palms Recreation Department

Monthly Report

March 2024

Programs, Group Fitness, Summer Camp, Special Events

- Summer Camp registration was held Tuesday, March 19 online and in-person starting at 8am. Camp Summershine and Wee Camp spaces were filled by 8:15am. Camp will be held for seven (7) weeks, starting the week of June 17. Sixty (60) children are enrolled each week. A waitlist remains for all weeks of camp.
- Special area camps include: Gymnastics, Tennis, Youth Art, Kindness is my Superpower, Home Economics, Etiquette, Volleyball, Soccer and Basketball, spaces are available in all special area camps.
- 2024 Event Vendor registration remains open; vendors are applying for Isle of Paws Music Fest, Farmers Market, and Holiday Street Festival
- Keenagers: Wednesday, March 6: Fifty-four (54) seniors attended the social meeting and covered dish luncheon. Carroll Brown entertained the social group. IOP Police Department was onsite to assist with the luncheon.
- 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: Sixteen (16) youth actors/actresses performed Hamlet on March 7, approximately eighty (80) community members attended the performance. Midnight's Summer Dream started March 14 and the performance is scheduled for Thursday, May 23 at 5:30pm.
- Front Beach Fest: was held on Saturday, March 2 from 12-4pm. The Coppertones and The Yacht Club provided live music, over 60 vendors were onsite selling goods and children's activities were located throughout the festival.
- Spring Break Soccer Camp: April 1- April 5 from 9am - Noon, currently eleven (11) participants are enrolled.

Upcoming Programs, Events & New Offerings

- Keenagers: Wednesday, April 3 at 12:00pm - Seniors citizen social group, covered dish luncheon and entertainment
- Community Yard Sale: Saturday, April 13 from 8am - Noon, vendors pay \$5 for a 10X10 space to sell used and like new items. The Yard Sale is held along Hartnett Blvd from 27th - 29th Ave.
- Isle of Paws Music Fest & Dog Show: Saturday, May 4 from 11am - 3pm. Live music, local artist and pet related vendors will be onsite. The event will include a Pet Vaccination Clinic, Free Pet Photos, IOP Dog License, and Dog Show.
- Beach Yoga starts Tuesday, May 7 at 7:30 at the 25th Ave Beach Access - Free program
- Sea Stroll & Learn starts May 9 at 7:30am at the 25th Beach Access - Free program
- Hurricane Expo: Tuesday, May 21 from 4pm - 7pm. Over 30 vendors onsite to provide information on Hurricane and Disaster preparedness.

Operations

- Budget preparations for FY25 capital and operations; contacting vendors and updating quotes and prices for scheduled projects.
- Pickleball Lights: working with MUSCO for updated plan for pickleball lighting.
- Reviewing Risk Assessment and installing safety features around the recreation building.

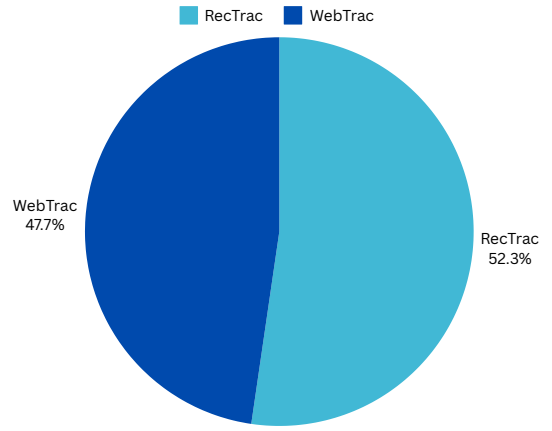
Maintenance & Repairs

- NEVCO Soccer scoreboard installation complete.
- Cardio Room elliptical replacement scheduled for delivery for April
- Irrigation pump at soccer field, repaired and prepping pump and fields for the season.
- Irrigation pump at softball field, repaired and prepped for season.
- Field Maintenance to include: installation of youth baseball fence, practice field painted on multi-purpose field, Fast Start Baseball fields painted on soccer field, Baseball and Softball fields groomed for youth season. Adult 6v6 Soccer field and goals installed on Soccer Field.
- LED Lighting installed in hallway
- Berkley Heating & Air were on site for preventative maintenance
- Vector Security & Liberty Fire were on site for fire extinguishers, hood testing and sprinkler system testing.

Enrollment Report March

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

Total registrations for March 2024 = 1027

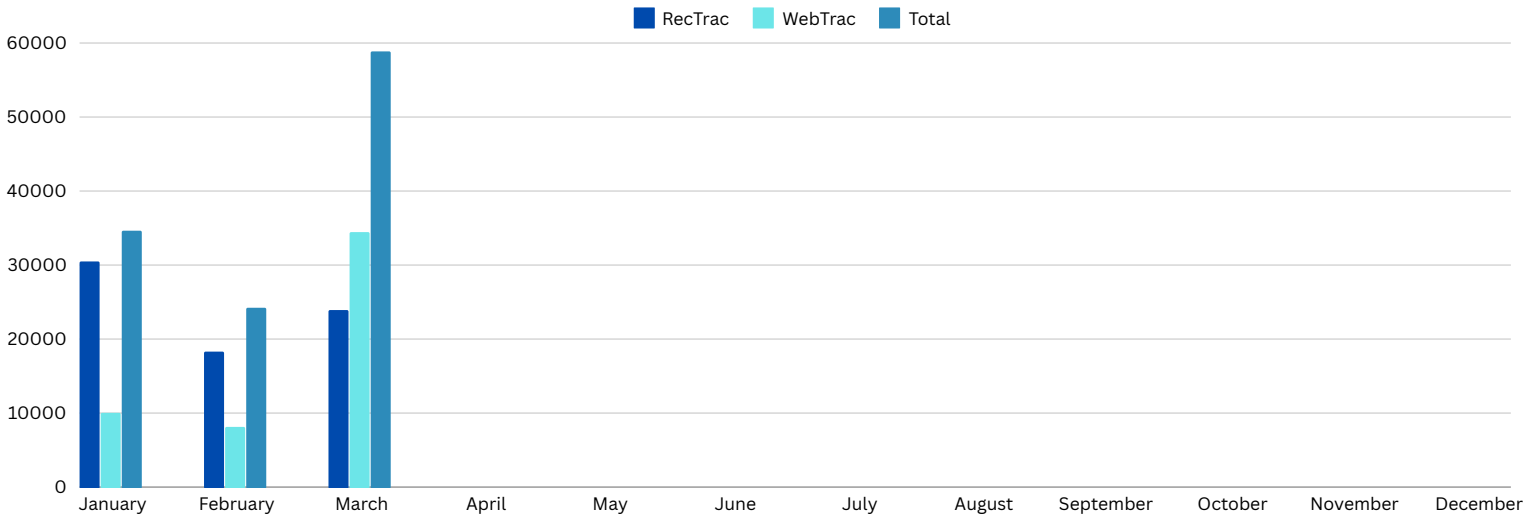


Monthly Revenues 2024

Revenue sales brought in by programs, athletics and events.

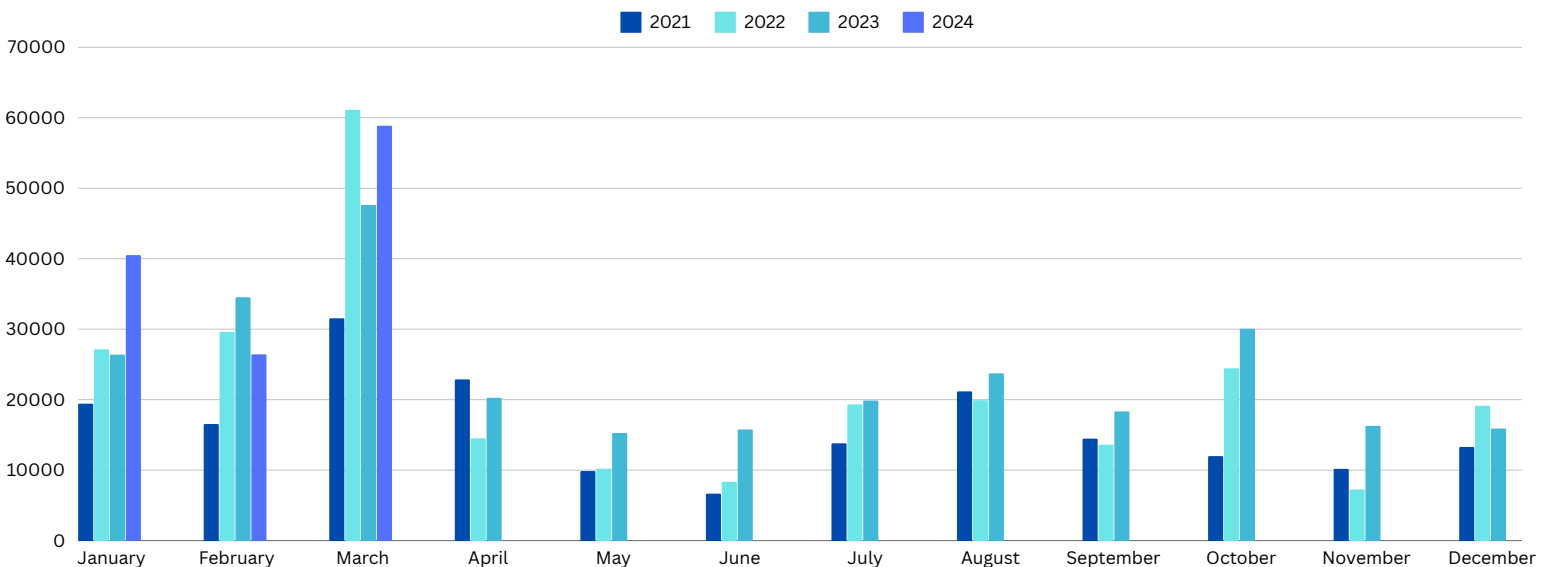
RecTrac: in-house vs WebTrac: online

Total Revenue for March 2024 = \$58,868



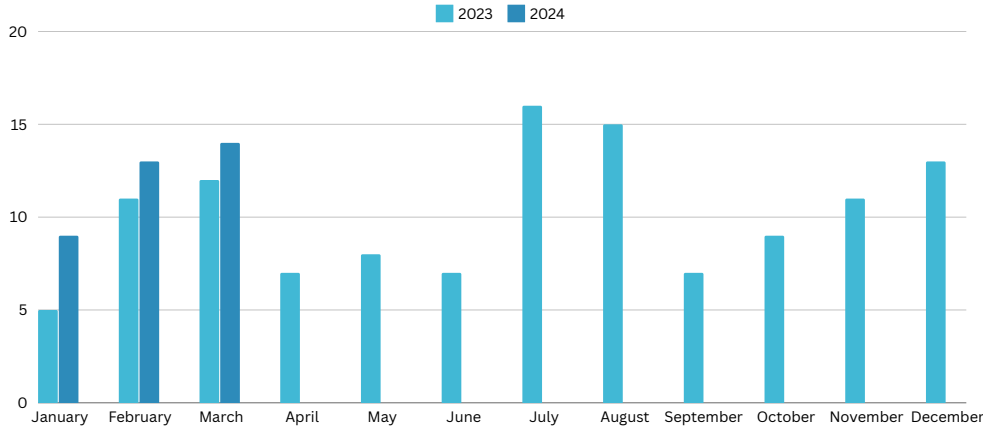
Annual Comparison

Year to Year



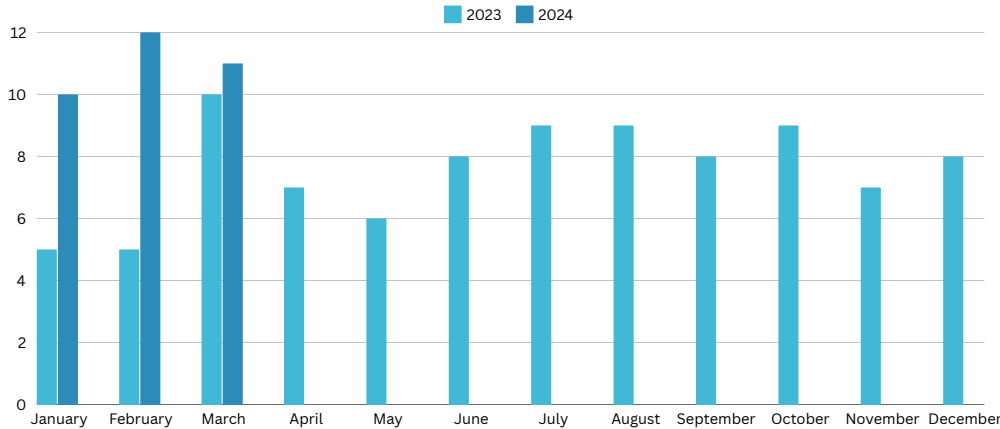
Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



Cardio Room Daily Average Visits

Participants utilizing the cardio room



Social Media Report

Facebook reach ①
9.6K ↓ 37.1%



Instagram reach ①
1.4K ↑ 81.6%



At a Glance



Facebook
2.2K



Instagram
2.5K

Page Overview

last 28 days

9.6K
Reach

1391
Engagement

25
New Likes

73
New Follows

649
Photo Views

202
Reactions