



Isle of Palms Recreation Department

Monthly Report

August 2023

Programs, Group Fitness, Summer Camp. Special Events

- **Free Beach Yoga:** Tuesdays, 7:30am at 25th Beach Access - averaged 20 participants the month of August
- **Sea Stroll & Learn:** Thursday, August 10, 7:30am -24 participants
- **Soccer Camp:** July 31- August 4 from 9:00am - Noon - 31 participants
- **Get Your Spike on Volleyball Camp:** August 7 - August 10 - 9:00am - 11:00am - 17 participants
- **Farmers Market:** Thursday, September 21, 4 - 7p.m. - 56 vendors and 86 booths
- **Youth Soccer -** Registration: July 18 - August 18, Season: practice starts in September and games in October
 - **Fast Start (3 & 4 years): 36 participants** (IOP - 26, Non-resident - 10)
 - **5-6 years: 42 participants** (IOP - 31, Non-resident - 11)
 - **7-8 years: 41 participants** (IOP - 38, Non-resident - 3)
 - **9-12 years: 56 participants** (IOP - 48, Non-resident -8)
- **Gymnastics Camp:** August 7-10 - 14 participants
- **Cheer Camp:** August 7-10 - 9 participants
- **College Application Boot Camp:** August 1, 8, and 9 from 3:30 - 5p.m. - 2 participants
- **Half Rubber Tournament:** Saturday, August 12 - 8 teams participated from Charleston and Savannah Area
- **Adult Athletic Leagues:**
 - 3 on 3 Basketball - 5 Teams, games will be played on Tuesdays starting in September
 - 6 v 6 Soccer - 6 teams, games will be played on Tuesdays starting in September
 - Table Tennis Singles - 10 players, league will be held on Tuesdays starting in September
 - Pickleball Social League - 16 players, league will be held on Fridays starting in September

Upcoming Programs, Events & New Offerings

- New Fitness Class for September: Drums Alive , Zumba, Wild Roll Wednesday with Fire and Police, Yogalates, Strength Interval, Move It!, Core & More.
- Farmers Market: September 21 4-7 p.m. - 59 vendors with 86 booths
- Keenagers - 1st Wednesday of the month September - May, Senior Social group covered dish luncheon and entertainment
- Community Wellness Fair - Friday, October 6 from 7am - 11am - Vendor applications open, blood work for the community will be provided by East Cooper Medical
- Ghostly Tide Tales - Friday, October 20 from 6pm - 7pm Front Beach Isle of Palms
- Halloween Golf Cart Parade & Carnival - Friday, October 27th from 4pm - 6pm
- Holiday Street Festival - Saturday, December 2 from 2pm - 7pm - Vendor application process is now open

Operations

- Hired new instructors for Fall programming
- Dog Park improvement project, design planning and pricing, getting quotes
- National Fitness Court/Outdoor Fitness Court planning, concrete and pricing
- Director, Attended Area Directors meeting at Charleston County Parks & Recreation
- Staff, registered with South Carolina Recreation & Parks Association for annual conference in December.
- Aaron Sweet, attended IOP Connector Run meetings as city liaison.

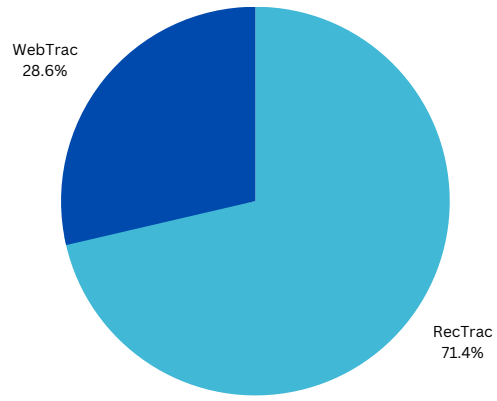
Maintenance & Repairs

- Weekly mowing from 30th Ave. to 21st Ave along Waterway Blvd.
- Added temporary handicap parking spaces for events
- Scheduling power washing for building
- Cleaning up from camp and preparing building for fall programming
- Field prep for Half Rubber Tournament and Soccer season
- Musco lighting: Tennis court outage, work will be covered under warranty.
- Hurricane Idalia preparations and grounds clean up after the storm.
- HVAC in High Tide Room, thermostat replaced

Enrollment Report July

Participants registering for classes during the month from June 1 - June 30 , 2023. RecTrac: in-house registration vs. WebTrac: online Registrations.

Total registrations for August 2023 = 426

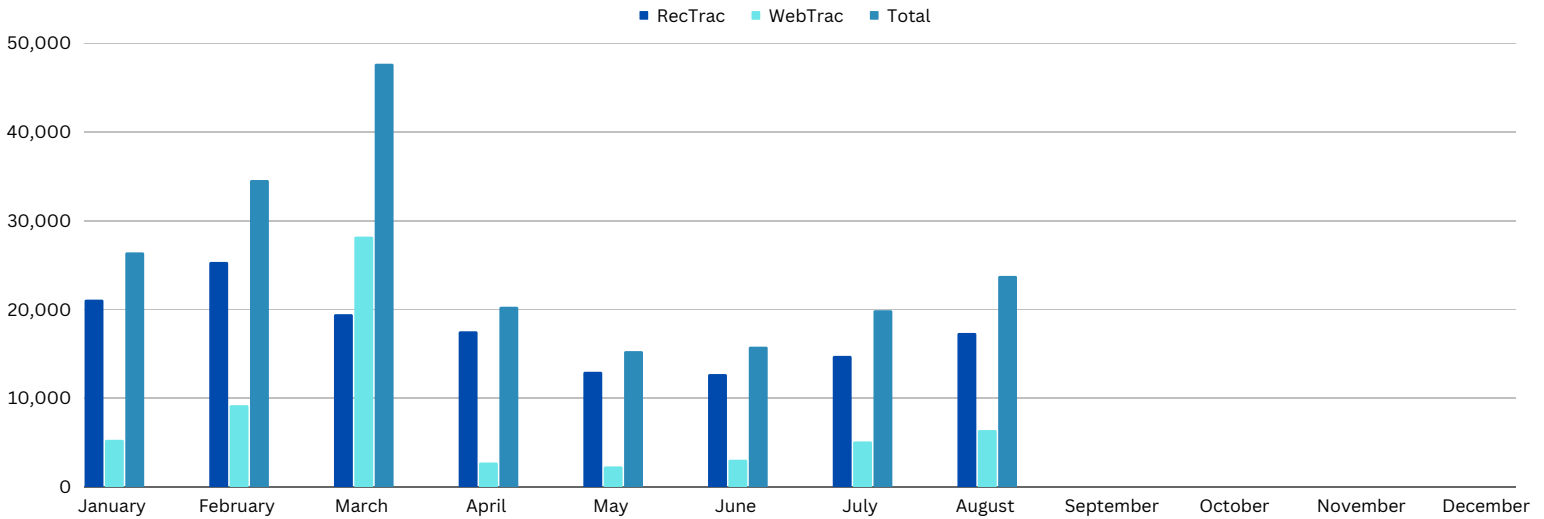


Monthly Revenues 2023

Revenue sales brought in by programs, athletics and events.

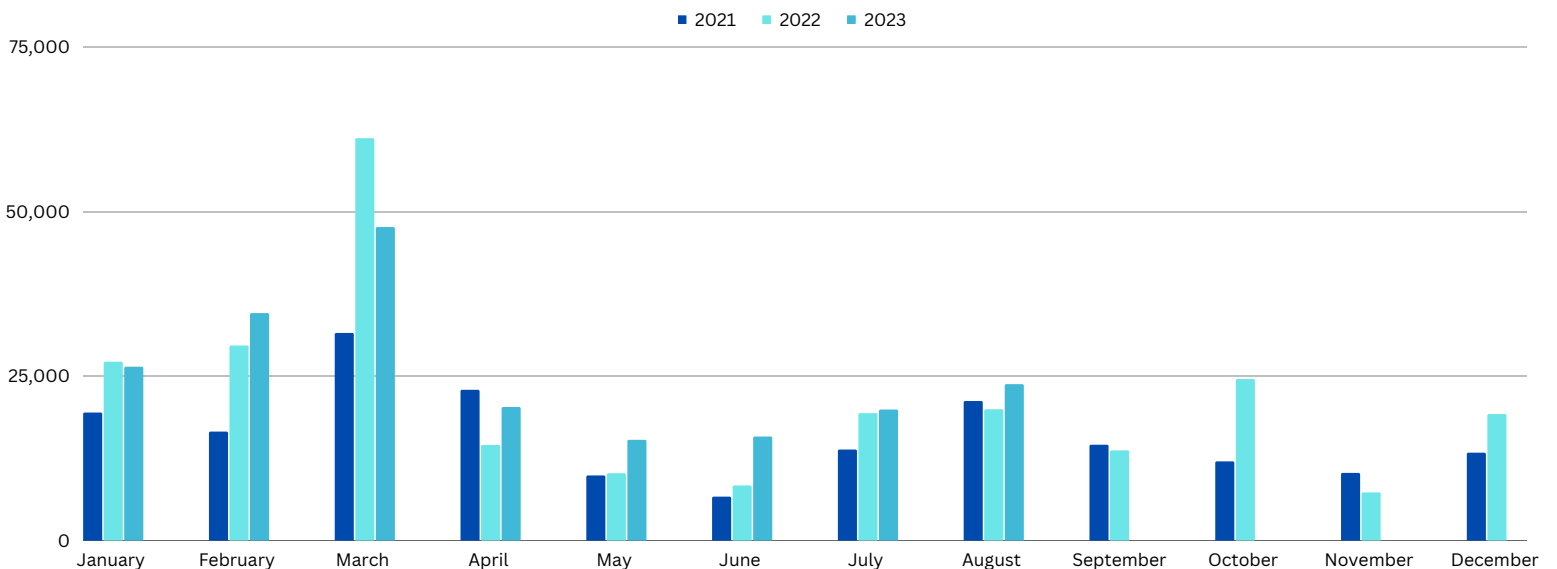
RecTrac: in-house vs WebTrac: online

Total Revenue for August 2023 = \$23,734.25



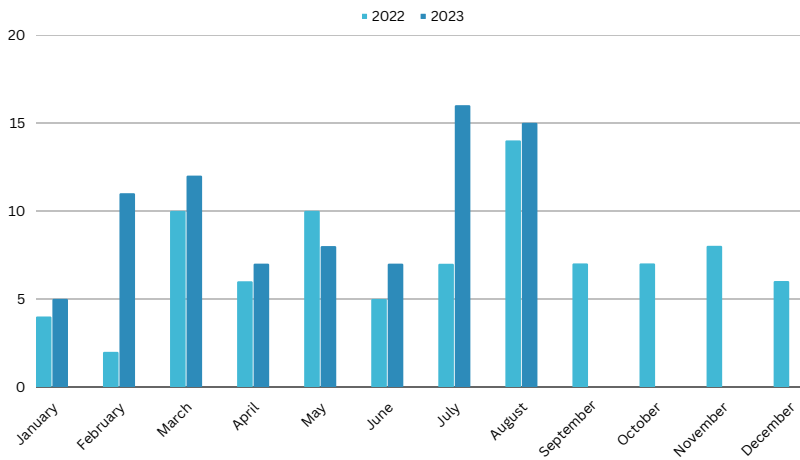
Annual Comparison

Year to Year



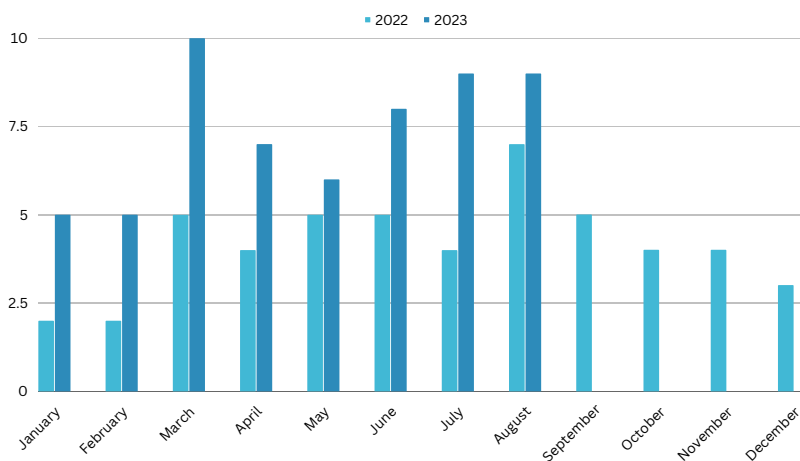
Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



Cardio Room Daily Average Visits

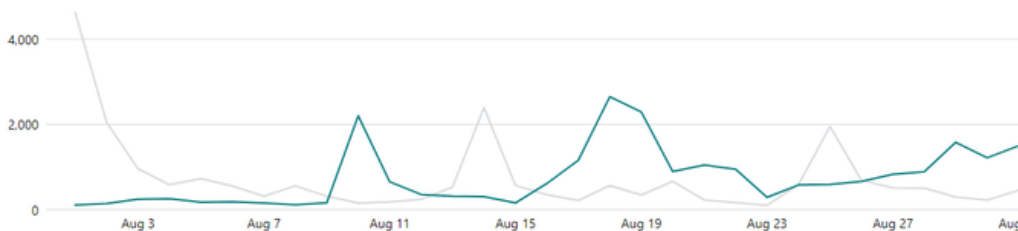
Participants utilizing the cardio room



Social Media Report

Facebook reach
10,724 ↑ 0.2%

Instagram reach
1,760 ↑ 3.3%



At a Glance

Facebook	Instagram
1.7K	2.2K

Page Overview

last 28 days

 13,592 Reach	 2,549 Engagement	 25 New Likes	 60 New Follows
 683 Photo Views	 278 Reactions		