



Isle of Palms Recreation Department

Monthly Report

July 2023

Programs, Group Fitness, Summer Camp. Special Events

- All fitness classes continue to maximize numbers.
 - Free Fitness Class Highlight
 - **Beach Yoga:** Tuesdays, 7:30am at 25th Beach Access - averaged 21 participants the month of July
 - **Meditation:** Cancelled for August, class will resume in September
 - **Sea Stroll & Learn:** Thursday, July 13, 7:30am - 24 participants
- **Farmers Market:** Thursday, July 20 from 4:00pm - 7:00pm - 50 booths
- **Camp Summershine:** 7 weeks of camp for ages 5-12 years - approximately 50 enrolled in camp each week.
- **Wee Camp:** 7 weeks of camp for ages 3-4 years - 10 participants enrolled in camp each week.
- **Volleyball Camp:** June 26 - June 30 from 9am - Noon - 22 participants enrolled in camp
- **IOP Beach Run** - Saturday, July 29 at 8am - 345 runners and/or walkers registered - race cancelled due to lightning
- **Youth Soccer** - Registration opened July 18 for Isle of Palms and Sullivan's Island Residents, July 25 for non-residents, currently 115 participants registered. Registration closes August 18

Upcoming Programs, Events & New Offerings

- Soccer Camp: July 31- August 4 from 9:00am - Noon - 27 participants are registered at this time.
- Get Your Spike on Volleyball Camp: August 7 - August 10 - 9:00am - 11:00am - 10 participants are registered at this time.
- Gymnastics & Tumbling Camp: August 7 - August 10 from 10am - Noon - 14 registered
- Cheernastics Camp: August 7 - August 10 from 12:30pm - 2:30pm - 5 registered
- College Application Boot Camp: August 1, 8 and 9 from 3:30pm - 5:00pm - Boot camp is for students and parents preparing for college. Assistance with personal statements and finalizing essays and financial aid assistance for parents.
- Half Rubber Tournament: Saturday, August 12 - Captain's Meeting starts at 7:30am, games start at 8am
- Drawing Series: Thursdays, August 17 - September 14 from 11:30am - 1:30pm
- Watercolor Series: Thursday, August 17 - September 14 from 1:30pm - 3:30pm
- New Fitness Classes for August: Yogalates - Instructor Kathy Berry, Move It Monday - Instructor Paige Hauff, Core & More - Instructor Doug Gordon, Strength Intervals - Instructor Paige Hauff.

Operations

- Hired Fitness Instructor Paige Hauff to start teaching in August
- Dog Park improvement project, design planning and pricing
- National Fitness Court/Outdoor Fitness Court planning
- Activity Guide and planning for September - December 2023 - Guide should be available 2nd week of August
- Aaron Sweet, attends monthly Connector Run Meetings as the City of Isle of Palms representative

Maintenance & Repairs

- Added Batting Cage Rules to posts surrounding cages
- Replaced Toro T7 Sprinkler Head on softball field
- Weekly mowing from 30th Ave. to Driftwood
- Replaced outdoor basketball rim
- Beach Run preparations and course set up
- Mower maintenance at STI
- Replaced battery and minimal repairs to golf cart
- Added temporary handicap parking spaces for events
- Electrical work on outdoor outlets on 28th Avenue

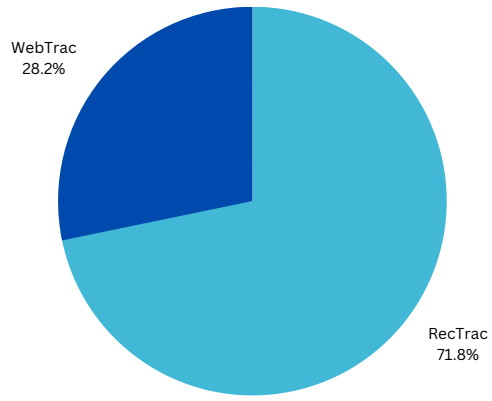
Information & Technology

- Website updates for fall classes and schedule
- Calendar events on City website calendar
- Social Media events & postings
- utilizing SMS/Texting application for RecTrac users and getting participants to sign up for service.

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 July 2023 = 393

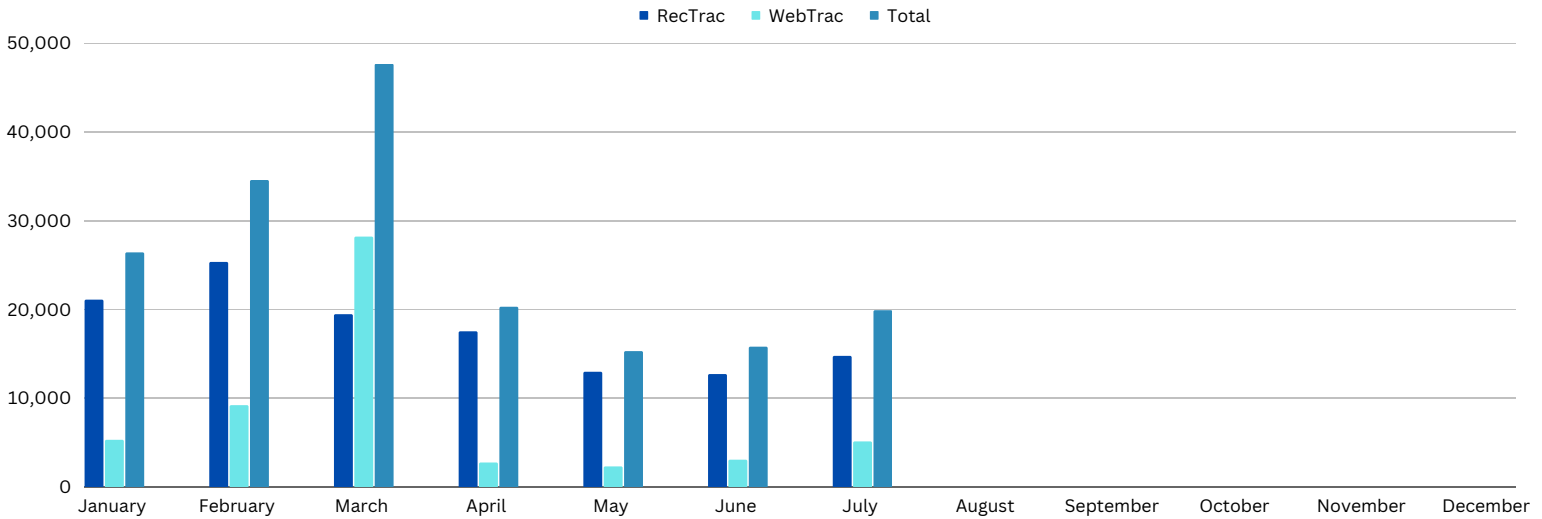


Monthly Revenues 2023

Revenue sales brought in by programs, athletics and events.

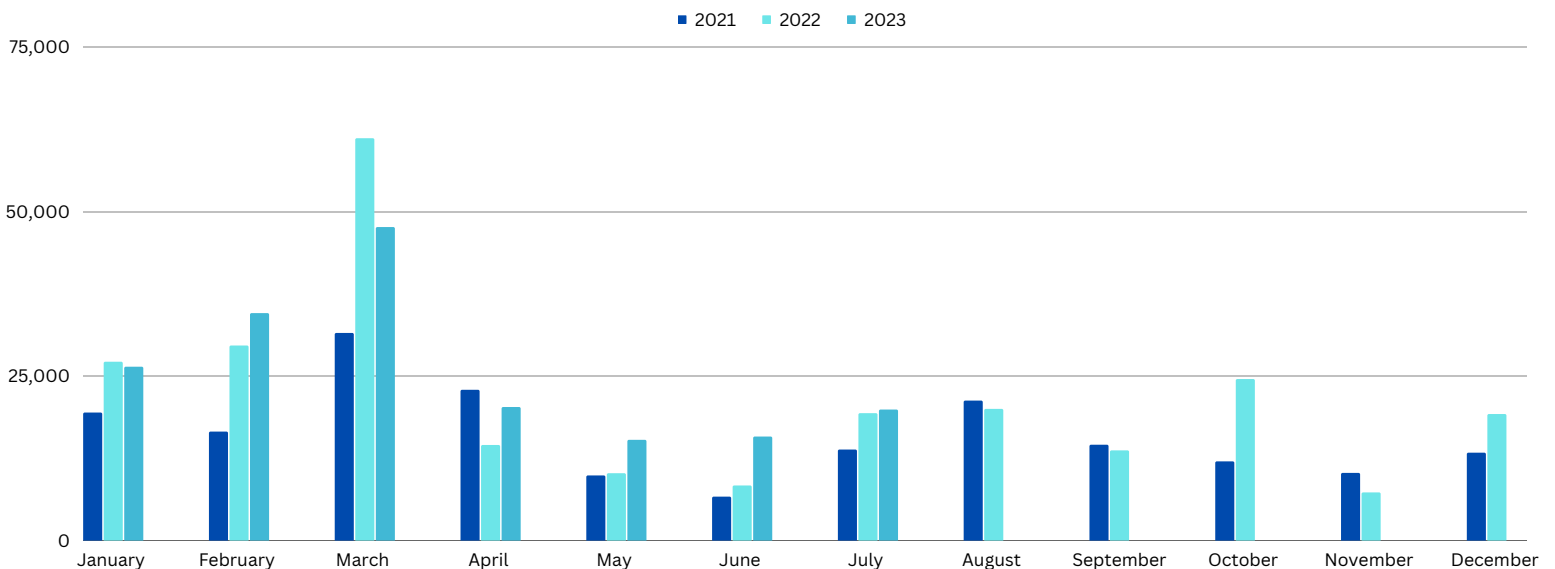
RecTrac: in-house vs WebTrac: online

Total Revenue for July 2023 = \$19,873



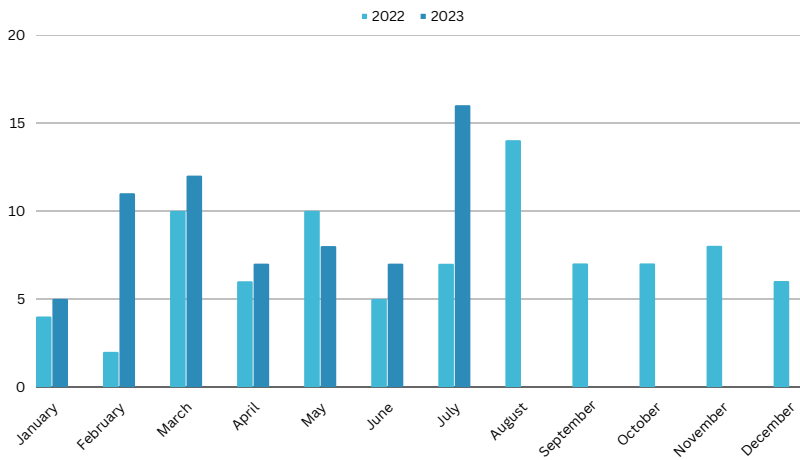
Annual Comparison

Year to Year



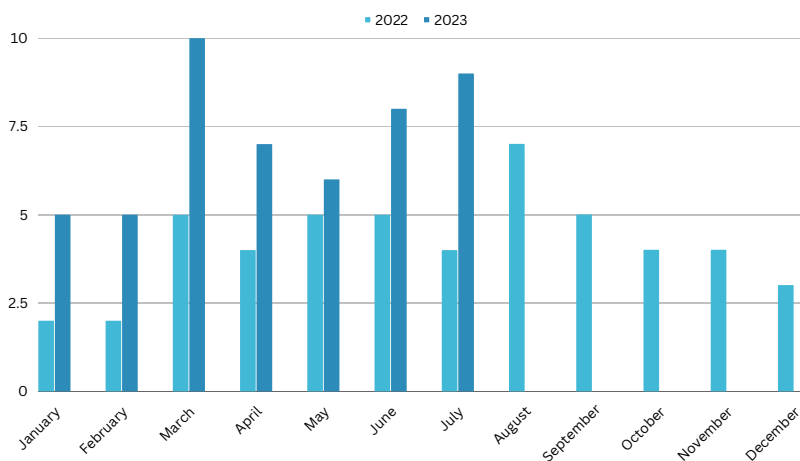
Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



Cardio Room Daily Average Visits

Participants utilizing the cardio room



Social Media Report

Facebook reach ⓘ

10,450 ↓ 21.7%

Instagram reach ⓘ

1,700 ↑ 5.9%

Paid reach ⓘ

0 0%

At a Glance



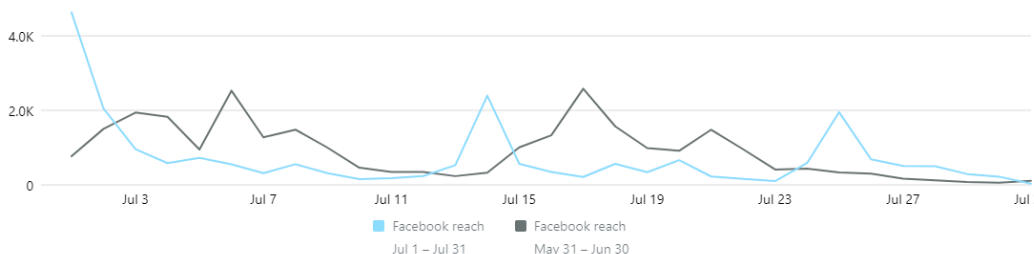
Facebook

1.7K



Instagram

2.2K



Page Overview

last 28 days

6,507
Reach

1487
Engagement

27
New Likes

54
New Follows

527
Photo Views

222
Reactions