



Isle of Palms Recreation Department

Monthly Report

June 2023

Programs, Events & New Offerings in June

- All fitness classes continue to have strong participation
 - Free Fitness Class Highlight
 - **Beach Yoga:** Tuesdays, 7:30am at 25th Beach Access - 36 participants
 - **Meditation:** Wednesdays, 8:00am at the Community Dock and 9:00am at the Rec Center
 - **Sea Stroll & Learn:** Thursday, July 13, 7:30am at 25th Beach Access, July educational speaker Mary Pringle, Island Turtle Team
- **Farmers Market:** Thursday, June 15 from 4:00pm - 7:00pm - Over 60 booths
- **Sand Sculpting Competition:** Saturday, June 3 from 9:00am - 1:00pm - 44 registered participants
- **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.
- **Tennis Camp Green Ball:** June 12 - June 15 from 9am - 12pm - 8 tennis players enrolled in camp.
- **Rising Stars Basketball Camp:** June 19 - June 23 from 9am - 1pm - approximately 65 participants enrolled in camp.
- **Tennis Camp Red Ball:** June 19 - June 23 from 9am - Noon - 9 tennis players enrolled in camp.
- **Volleyball Camp:** June 26 - June 30 from 9am - Noon - 22 participants enrolled in camp

Upcoming Programs, Events & New Offerings

- IOP Beach Run: 5K Run/Walk & 10K Run - Saturday, July 29, 8:00am, Front Beach Isle of Palms
- 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.
- 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
- Bridge Social Club: Wednesdays starting September 6 from 10am - 12pm, Free Social Group
- Twirl Camp: Thursdays, September 7 - December 7 from 6:30pm - 7:15pm: ages 5-13, all twirl levels welcome.
- CPR/AED & First Aid: IOP Fire Department will host a community class at the Rec Center on Monday, October 16 at 10:30am

Operations

- Added additional Open Play times on Pickleball Courts with paddle holders.
- Hiring: Group Fitness Instructor for morning fitness classes
- Pricing for Building Risk Assessment; recommendations from Police Department walk through - Cameras, magnetic locking system for front doors, protective coating for exterior doors, and roll down door for hallway.
- Jason Erick attended PGMS seminar about turf trends and mosquito control at the College of Charleston
- Aaron Sweet, attends monthly Connector Run Meetings as the City of Isle of Palms representative

Maintenance & Repairs

- Pricing on Dog Park fence from 3 vendors
- Installed & secured batting cage net
- Trimmed trees overhang parking lot & sidewalk
- Replaced outdoor basketball rim
- NetZero - replaced gym lights with LED lighting fixtures
- Cleaned and painted outdoor signage
- Mosquito Control quote for July - November

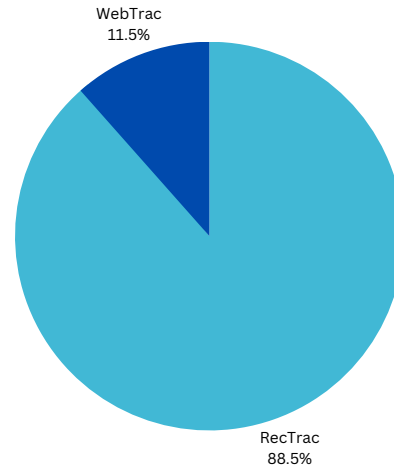
Information & Technology

- Website updates for summer and fall classes
- 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 June

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

Total registrations for June 2023 = 338

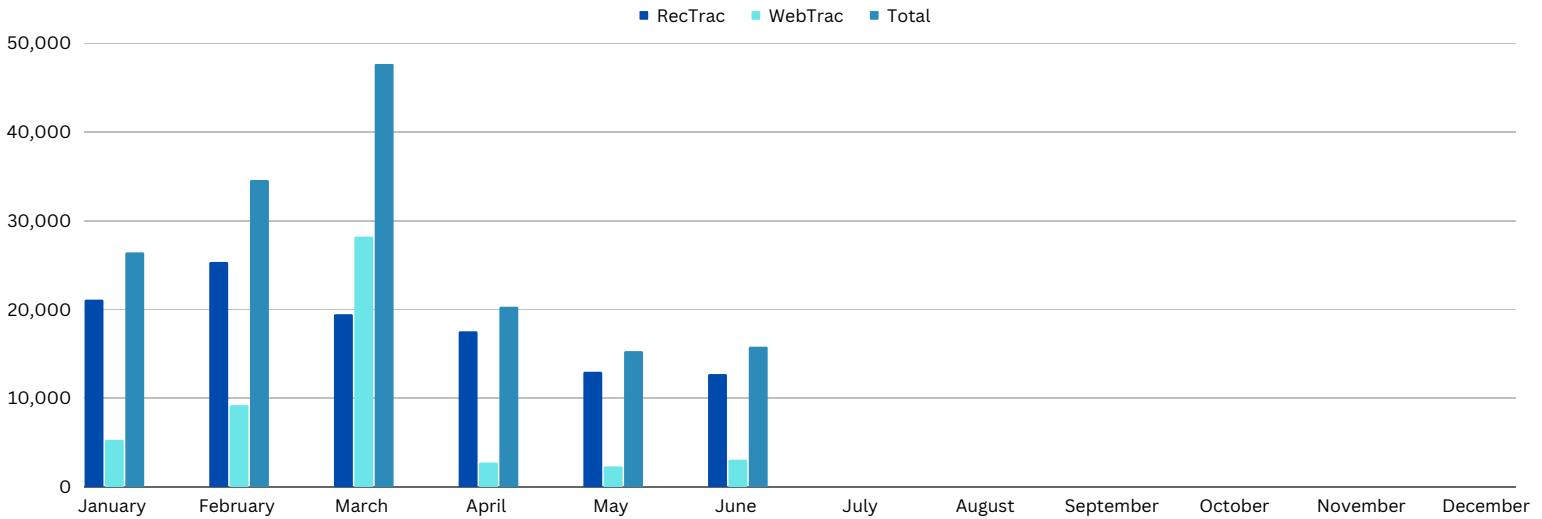


Monthly Revenues 2023

Revenue sales brought in by programs, athletics and events.

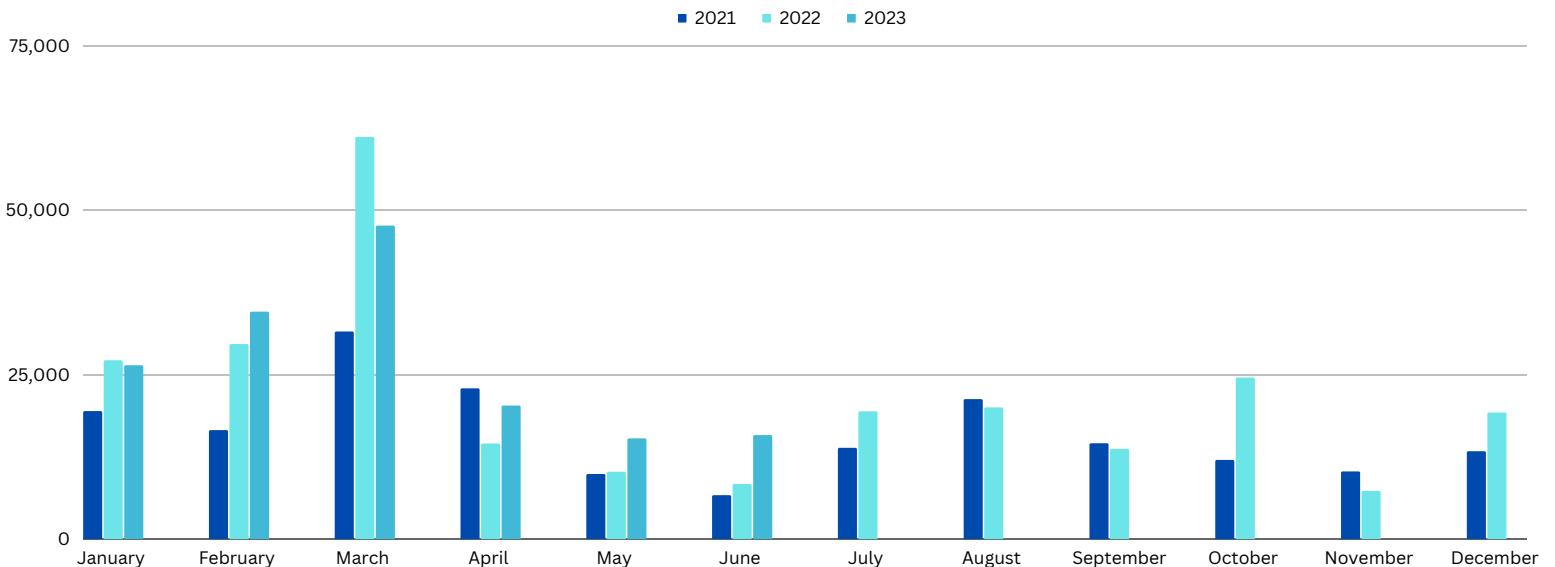
RecTrac: in-house vs WebTrac: online

Total Revenue for June 2023 = \$15,768



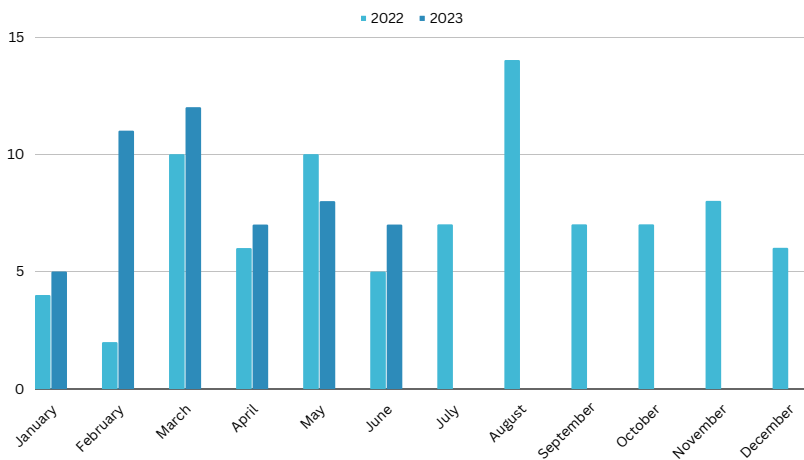
Annual Comparison

Year to Year



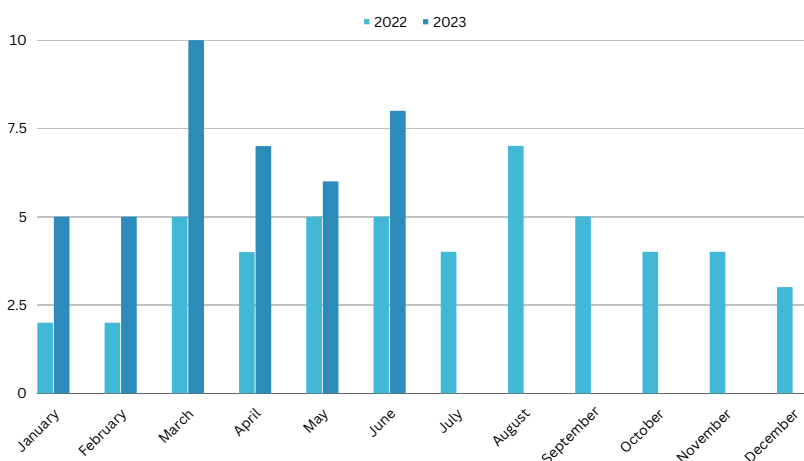
Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



Cardio Room Daily Average Visits

Participants utilizing the cardio room



Social Media Report

Facebook reach ⓘ

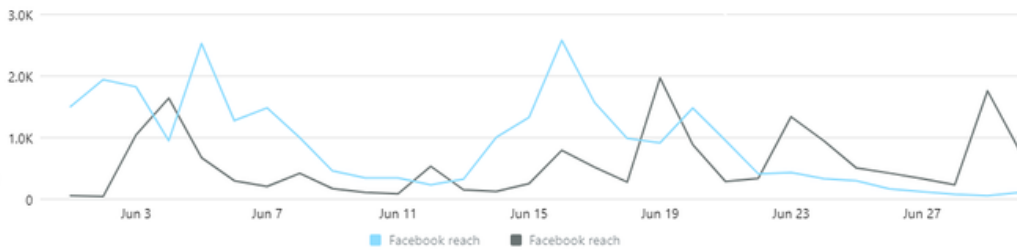
12,847 ↑ 31.1%

Instagram reach ⓘ

1,595 ↑ 88.3%

Paid reach ⓘ

0 0%



At a Glance



Facebook

1.6K



Instagram

2.1K

Page Overview

last 28 days

9,805
Reach

5,675
Engagement

46
New Likes

83
New Follows

2,579
Photo Views

270
Reactions