



# Isle of Palms Recreation Department

## Monthly Report

### May 2023

#### Programs, Events & New Offerings in May

- All fitness classes will continue through the summer
  - Free Fitness Class Highlight
    - **Beach Yoga:** Tuesdays, 7:30am at 25th Beach Access
    - **Meditation:** Wednesdays, 8:00am at the Community Dock and 9:00am at the Rec Center
    - **Sea Stroll & Learn:** 2nd Thursday of the month through July through October, 7:30am at 25th Beach Access
  - New Fitness Classes
    - **Beach Body Blast:** Wednesdays at 6:00pm - Meet at the Rec Center
    - **RX Mobile Gym and Circuit Training:** Tuesday & Thursday at 9:30am
    - **RX Mobile Gym and Circuit Training:** Two Saturdays per month at 9:00am - 11:00am
- **Music in the Park:** Saturday, May 6 from 3:00 - 7:00pm - approximately 150-200 attended
- **Hurricane Preparedness Expo:** Tuesday, May 16 from 4:00pm - 7:00pm
- **Bike Safety Rodeo:** Saturday, May 20 from 10:00am - 12:00pm - approximately 45-50 attended
- **IOP Kids Year-end Celebration:** Thursday, May 25, 9:00am - 11:00am
- **Coffee with the Mayor:** Friday, May 26 at 9:00am

#### Upcoming Programs, Events & New Offerings

- Sand Sculpting Competition: Saturday, June 3 at 9:00am
- Camp Summershine & Wee Camp: 7 weeks running from June 12 to July 28
- Tennis Camp: Green Ball - June 12 - June 15
- Farmers Market: Thursday, June 15, 4:00pm - 7:00pm
- Tennis Camp: Red Ball - June 19 - June 22
- Rising Stars Basketball Camp: June 19 - June 23
- Volleyball Camp: June 26 - June 30
- Tennis Camp: Orange Ball - July 10 - July 13
- Farmers Market: Thursday, July 20, 4:00pm - 7:00pm
- IOP Beach Run: 5K Run/Walk & 10K Run - Saturday, July 29, 8:00am, Front Beach Isle of Palms

#### Operations

- Hired 8 camp counselors for Camp Summershine & Wee Camp
- Hired part-time position for front desk, weekends & events
- Conducted training for camp counselors and front desk staff
- Scheduled CPR, AED & First Aid for camp counselors, instructors, full and part-time staff
- Pickleball Courts, Basketball Courts and Batting Cage project complete
- Hiring: Group Fitness Instructor

#### Maintenance & Repairs

- Inspected playground and replaced mulch
- Cleaned and painted Recreation sign at entrance
- HVAC Preventative Maintenance Schedule: Berkley Heating and Air
- Repaired gate in the dog park
- Repaired irrigation heads on the softball field

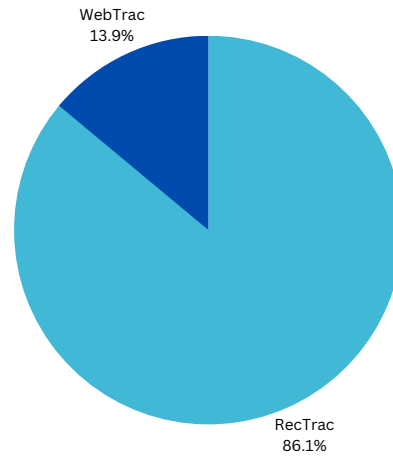
#### Information & Technology

- Website updates for summer and fall classes
- Calendar events on City website calendar
- Facebook Events & postings
- Facebook photo album uploads for May Events
- New SMS/Texting application for RecTrac users

# Enrollment Report May

Participants registering for classes during the month from May 1 - May 31, 2023. RecTrac: in-house registration vs. WebTrac: online Registrations.

**Total registrations for May 2023 = 380**

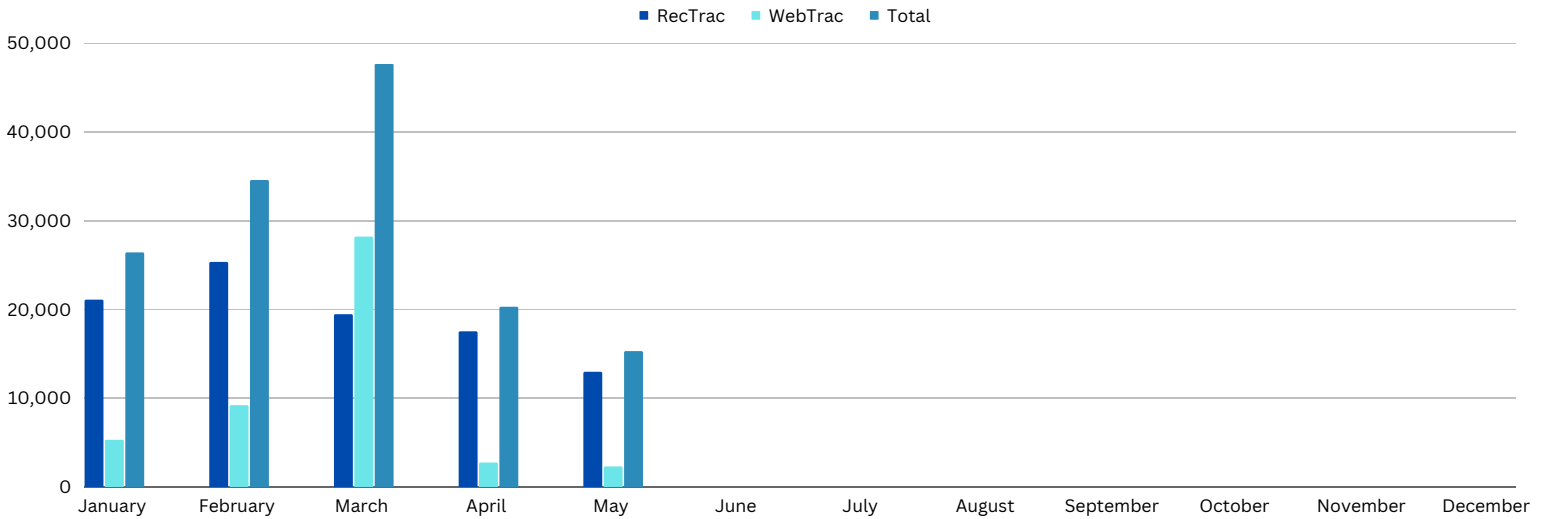


# Monthly Revenues 2023

Revenue sales brought in by programs, athletics and events.

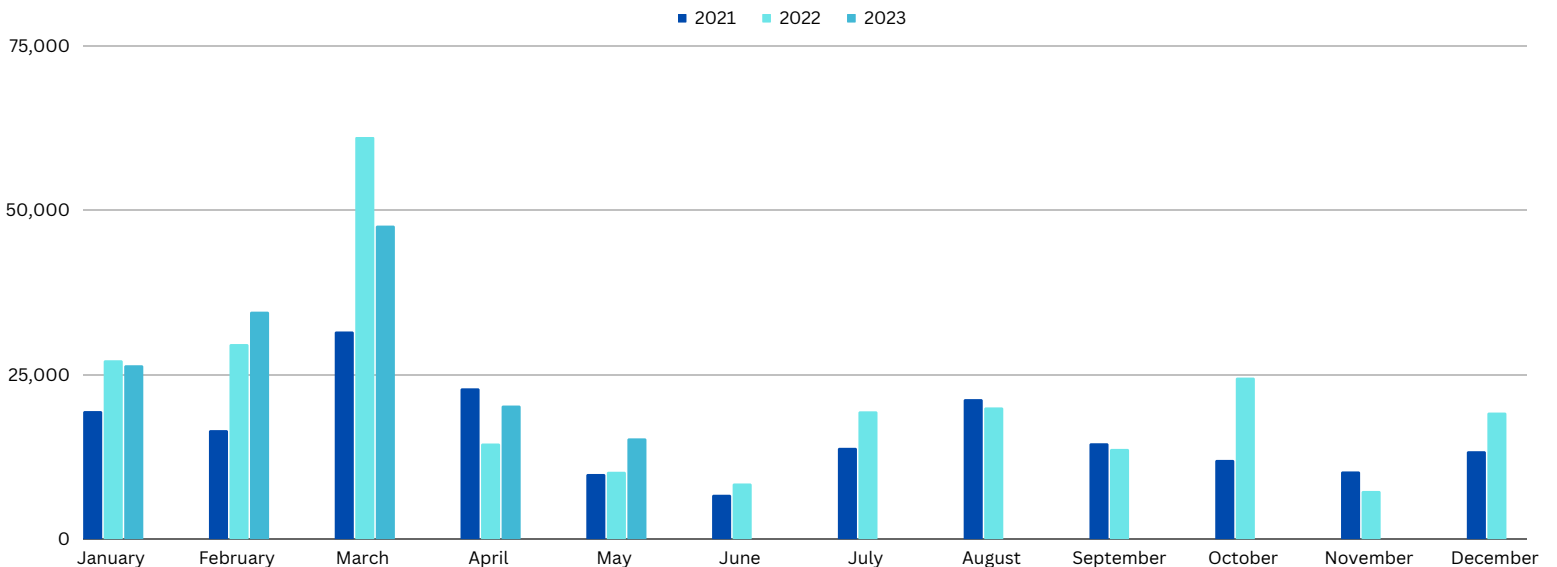
RecTrac: in-house vs WebTrac: online

**Total Revenue for May 2023 = \$15,268**



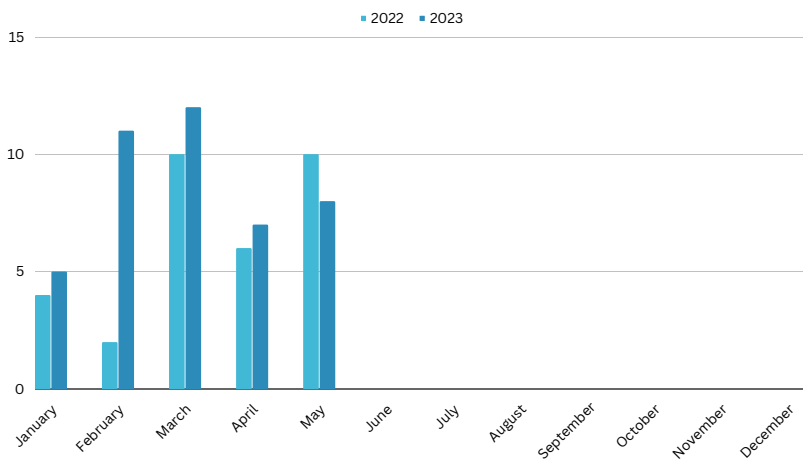
# Annual Comparison

Year to Year



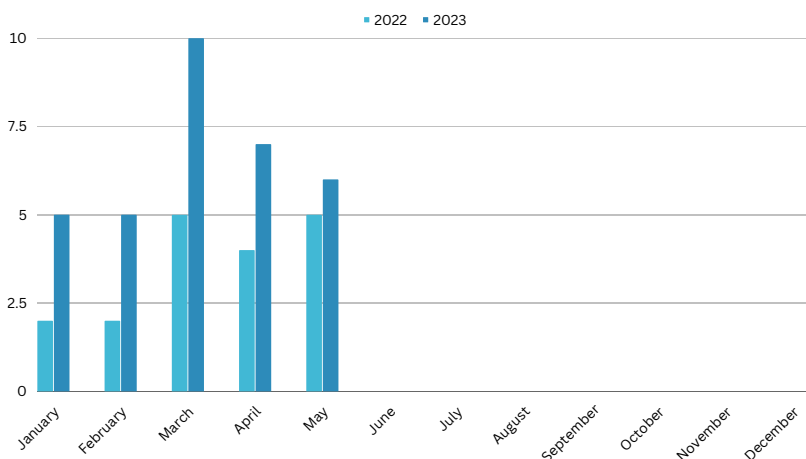
# Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



# Cardio Room Daily Average Visits

Participants utilizing the cardio room



# Social Media Report

Facebook Page reach ⓘ

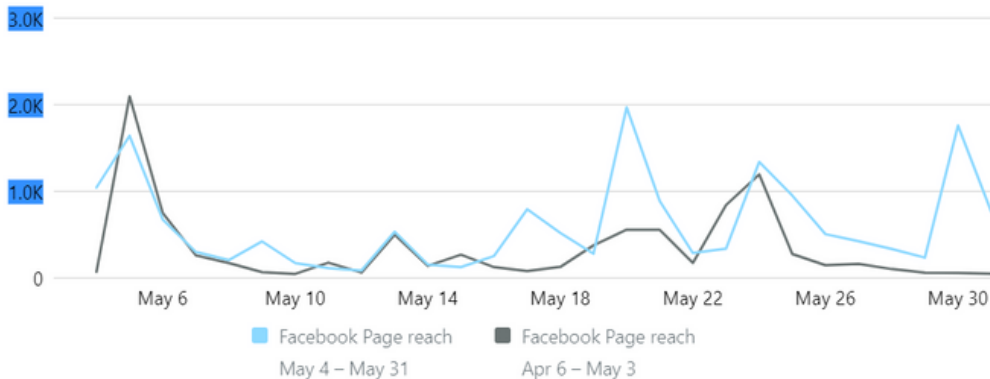
9,750 ↑ 62.3%

Instagram reach ⓘ

837 ↓ 31.6%

Paid reach ⓘ

0 0%



At a Glance



Facebook

1.5K



Instagram

2.1K

Post Average

last 28 days

8331  
Reach

1463  
Engagement

23  
New Likes

55  
New Follows