



Isle of Palms Recreation Department

Monthly Report

October 2023

Programs, Group Fitness, Summer Camp. Special Events

- **New Programs:** Zumba, Women's Self Defense, Yopalates, Move-It, Wild Roll fitness with City Staff, Creative Writing for Middle Schoolers, Acrylic Art for Adults.
- **Free Beach Yoga:** Tuesdays, 7:30am at 25th Beach Access - averaged 17 participants the month of October, beach yoga will end October 31 and resume in the Spring of 2024.
- **Sea Stroll & Learn:** Thursday, October 12: 7:30am cancelled due to weather
- **Farmers Market:** Thursday, October 19: 4 - 7p.m. - 57 vendors last market of the season, will resume June 2024
- **Keenagers:** Wednesday, October 4: 40 participants attended and enjoyed a musical performance by Carroll Brown.
- **Youth Soccer -** Soccer season is running smoothly, season is set to end the last week of October.
- **Adult Athletic Leagues:**
 - All Leagues will play through the month of October and end in November.
 - Pickleball Social League - 16 players league ended on October 13.
- **Youth Basketball Registration:** 5/6 Co-Ed League 7/8 Co-Ed League 9/10 Co-Ed League 11-14 Co-Ed League, Registration is open through November 17.
- **Youth Volleyball League Play:** Thursdays, October 12 - November 16
 - 2nd & 3rd Grades: 18 participants - new age group added this season.
 - 4th & 5th Grades: 31 participants
 - Middle School: 38 participants
 - 9th Graders: 13 participants (advanced middle schoolers moved to this age group).
- **Community Wellness Fair -** Friday, October 6: 7am - 11am - approximately 30 employees participated in the blood work provided by PEBA and Fitness Forum, 20 community members participated in the free fasting blood work provided by East Cooper Medical Center. 30 medical and wellness vendors were onsite for information and consultations.
- **Connector Run -** Saturday, October 7: 8am - 11am, approximately 900 runners
- **Ghostly Tide Tales -** Friday, October 20: 6pm - 7pm Front Beach Isle of Palms - 2 stories told and event ended early due to weather conditions.
- **Halloween Golf Cart Parade & Carnival -** Friday, October 27: 4pm - 6pm, 56 golf carts registered

Upcoming Programs, Events & New Offerings

- Keenagers - Wednesday, November 1 and December 6: 12:00pm - Covered dish luncheon and entertainment
- Serenity Sea Stroll & Learn - Thursday, November 9: 7:30am, 25th Avenue Beach, last stroll of the season.
- Holiday Street Festival - Saturday, December 2: 2pm - 7pm - Vendor application process is now open.
- Santa's Cookie Workshop - Tuesday, December 19: 2pm - decorate cookies with IOP Rec Staff

Operations

- Dog Park improvement project, hardscaping completed on October 2. Fence installation is set to begin Monday, October 30 and be completed by November 7. Additional seating and dog park amenities are being priced and secured.
- National Fitness Court/Outdoor Fitness: Concrete slab was completed on October 18, continue working with installation team on projected time line, schedule for the week of November 6.
- Aaron Sweet and Karrie Ferrell attended IOP Connector Run meetings and Run event on Sat. October 7

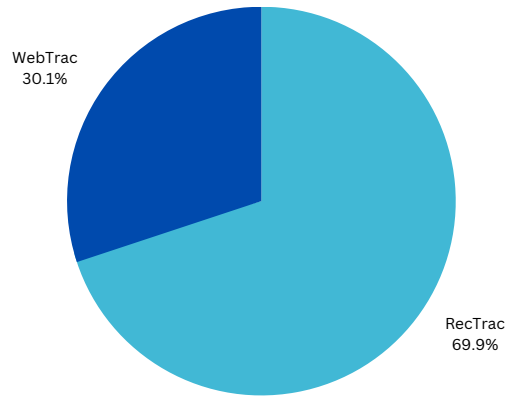
Maintenance & Repairs

- Replaced Scoreboard lights on Soccer Field, securing information for new Soccer Scoreboard.
- Musco lighting: Tennis court outage, work will be covered under warranty.
- Playground repairs and installed new brackets, removed faulty piece of equipment. Added mulch to playground.
- Repaired dog wash station and cleaned and repaired dog park tunnel.

Enrollment Report October

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

Total registrations for October 2023 = 605

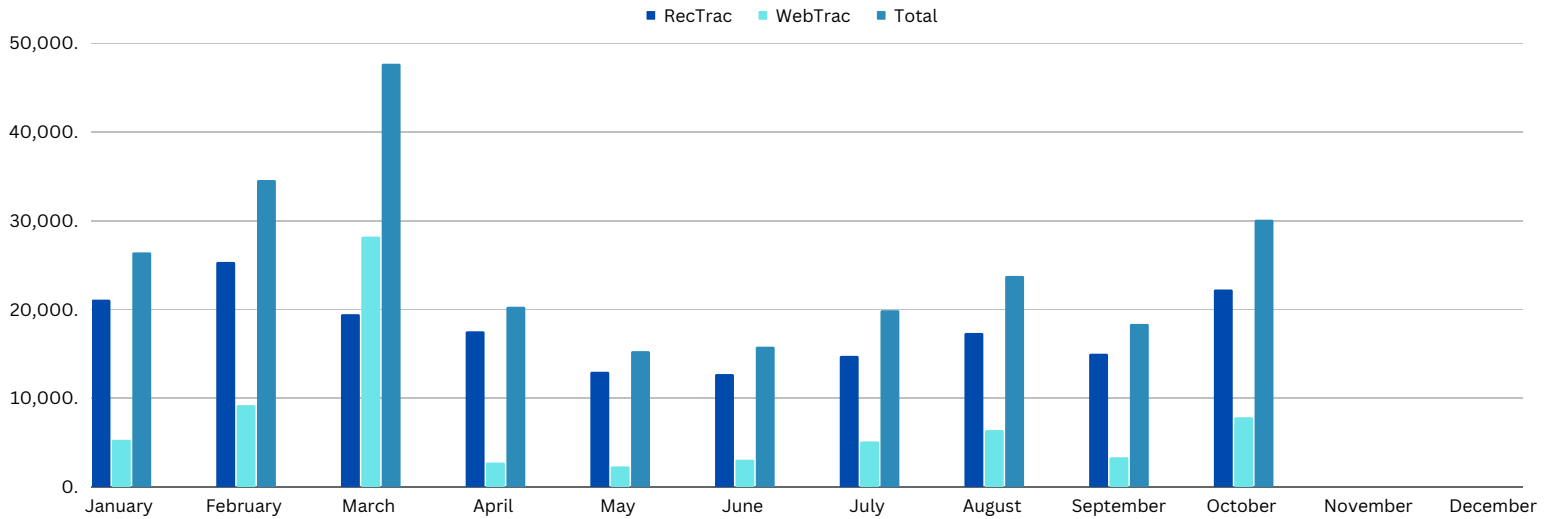


Monthly Revenues 2023

Revenue sales brought in by programs, athletics and events.

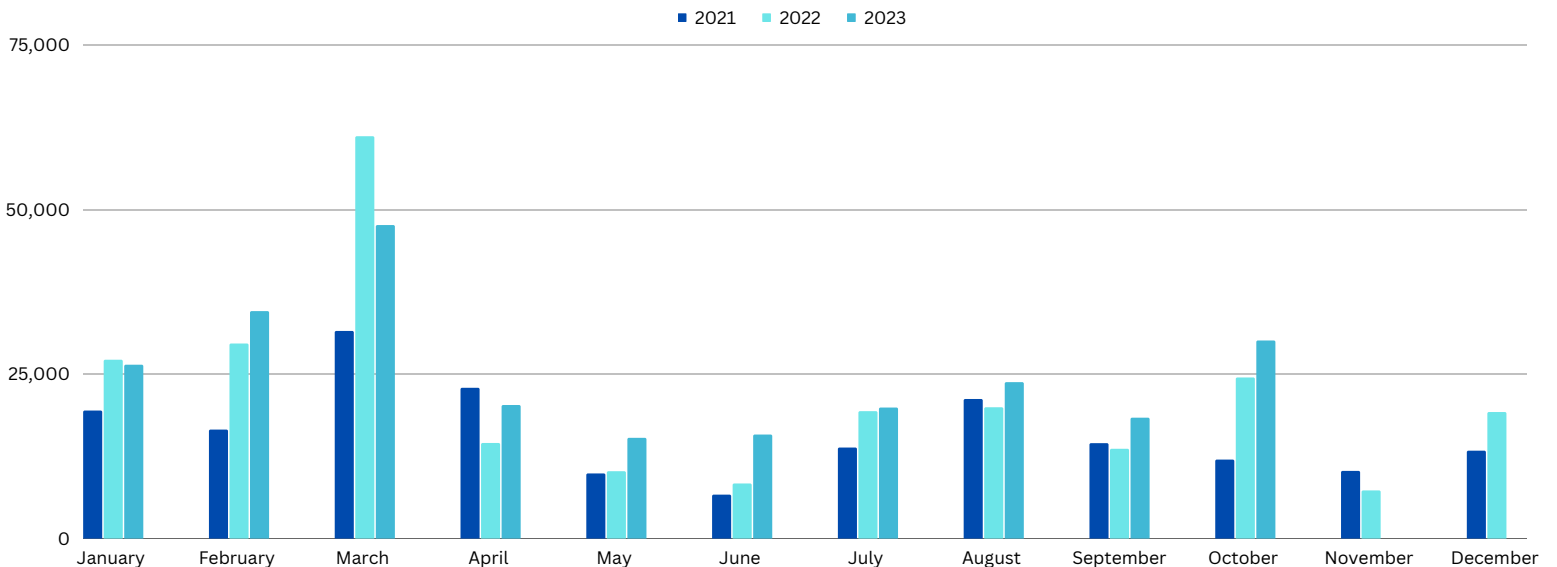
RecTrac: in-house vs WebTrac: online

Total Revenue for October 2023 = \$30,067



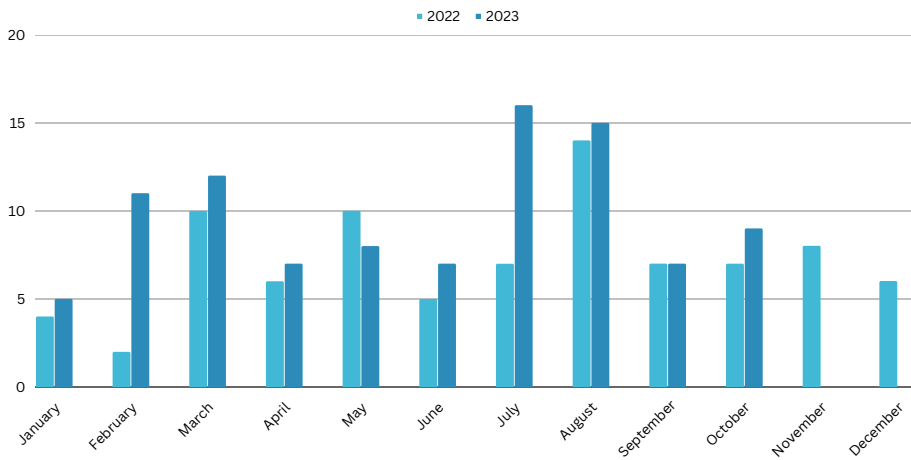
Annual Comparison

Year to Year



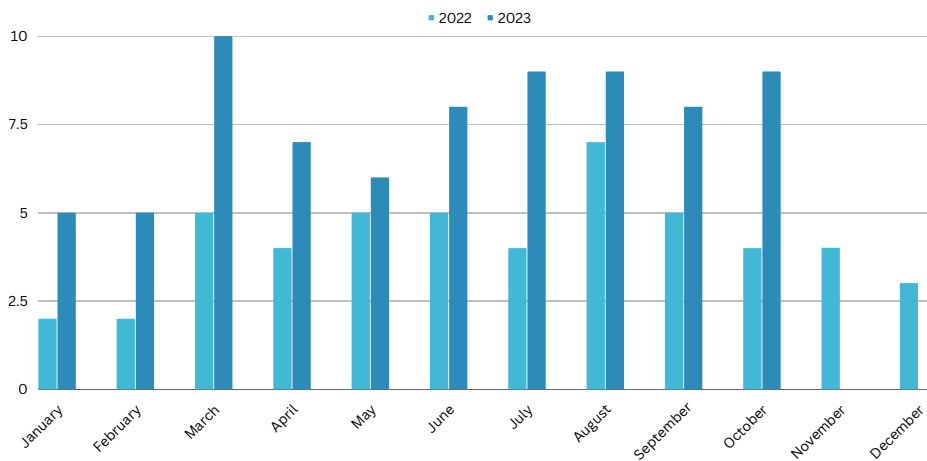
Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



Cardio Room Daily Average Visits

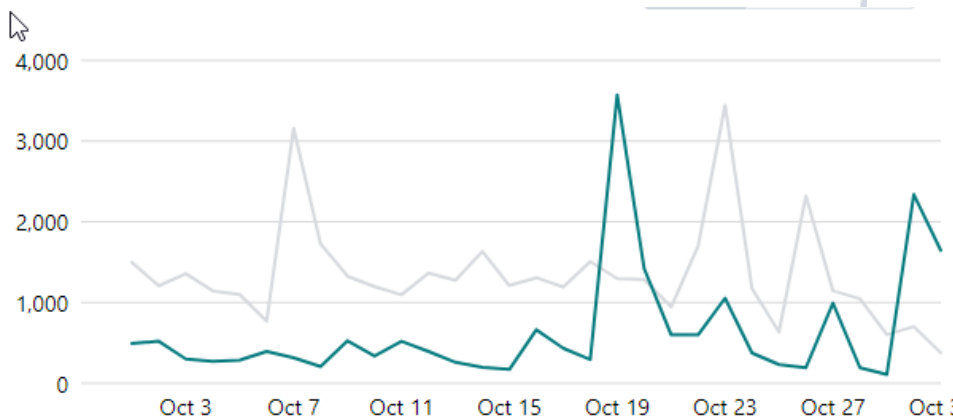
Participants utilizing the cardio room



Social Media Report

Facebook reach
 11,547 ↓ 64.5%

Instagram reach
 4,243 ↑ 85.7%



At a Glance

Facebook 1.8K	Instagram 2.3K
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Page Overview
 last 28 days

10,392 Reach	2,087 Engagement	22 New Likes	57 New Follows
1,168 Photo Views	268 Reactions		