



Isle of Palms Recreation Department

Monthly Report

September 2023

Programs, Group Fitness, Summer Camp. Special Events

- **New Programs:** Zumba, Women's Self Defense, Yoyalates, Move-It, Wild Roll fitness with City Staff, Creative Writing for Middle Schoolers, Acrylic Adult Art.
- **Free Beach Yoga:** Tuesdays, 7:30am at 25th Beach Access - averaged 18 participants the month of September
- **Sea Stroll & Learn:** Thursday, September 14, 7:30am - 12 participants
- **Farmers Market:** Thursday, September 21, 4 - 7p.m. - 67 vendors
- **Keenagers:** Wednesday, September 6th - 41 participants, entertainment provided by Lisa Berenzy of Bulldog Tours
- **Youth Soccer** - youth practiced through the first 3 weeks of September and games started the last week of September. The season will run through October.
- **Adult Athletic Leagues:**
 - 3 on 3 Basketball - 5 teams and 30 players in the league that started Tuesday, September 5th.
 - 6 v 6 Soccer - 6 teams and 72 players in the league that started Tuesday, September 5th.
 - Table Tennis Singles - 10 players in the league that started Tuesday, September 5th.
 - Pickleball Social League - 16 players in the league that started Friday, September 8th.

Upcoming Programs, Events & New Offerings

- Community Wellness Fair - Friday, October 6 from 7am - 11am - Vendor applications open, blood work for the community will be provided by East Cooper Medical. Over 25 medical and wellness vendors.
- Connector Run - Saturday, October 7th from 8am - 11am, Connector Closes at 7:00am, approximately 750 runners
- Serenity Sea Stroll & Learn, Thursday, October 12th, 7:30am, 25th Avenue Beach
- Farmers Market: October 19th from 4-7 p.m. Last market of the season.
- Ghostly Tide Tales - Friday, October 20th from 6pm - 7pm Front Beach Isle of Palms
- Halloween Golf Cart Parade & Carnival - Friday, October 27th from 4pm - 6pm, Registration opens October 2.
- Youth Basketball Registration will open for Isle of Palms and Sullivan's Island Residents October 10, Non-resident registration will open October 17.
- Youth Volleyball League Play: 6 week skills based learning league for grades 2 - middle school will be held October 12 - November 16.
- Holiday Street Festival - Saturday, December 2 from 2pm - 7pm - Vendor application process is now open.

Operations

- Dog Park improvement project, hardscaping entrance and paver walkway to be installed September 29 -October 2, Fence Bid process - Friday, September 29 at 10am.
- National Fitness Court/Outdoor Fitness: Fitness Equipment delivered and stored. Concrete slab to be poured October 3 - October 9, working with installation team on projected time line, tentatively schedule for the week of October 23. Permitting concrete cure time and weather.
- Director, Attended Area Directors meeting at Charleston County Parks & Recreation
- Aaron Sweet and Karrie Ferrell attended IOP Connector Run meetings as city liaison.
- Jason Erick, completed, Non-Commercial Certified Pesticide Applicator License with Clemson Extension

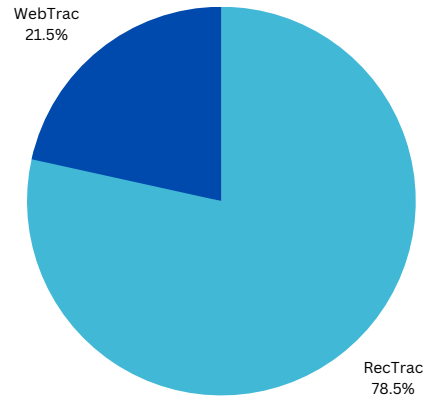
Maintenance & Repairs

- Weekly mowing from 30th Ave. to 21st Ave along Waterway Blvd.
- Added temporary handicap parking spaces for events
- Under Pressure LLC: power washed building on Friday, October 8
- Musco lighting: Tennis court outage, work will be covered under warranty.
- Field preparations for soccer season
- Playground inspection completed.
- Liberty Fire performed 5 year FDC check valve and pipe hydrotest.

Enrollment Report September

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

Total registrations for September 2023 = 362

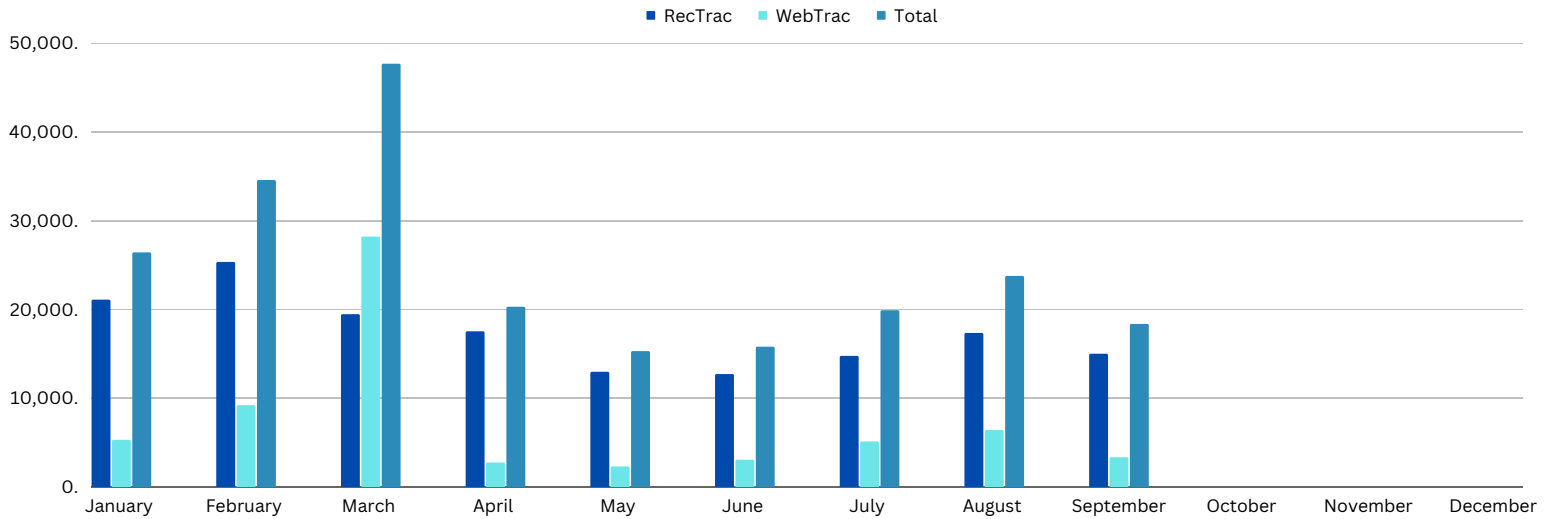


Monthly Revenues 2023

Revenue sales brought in by programs, athletics and events.

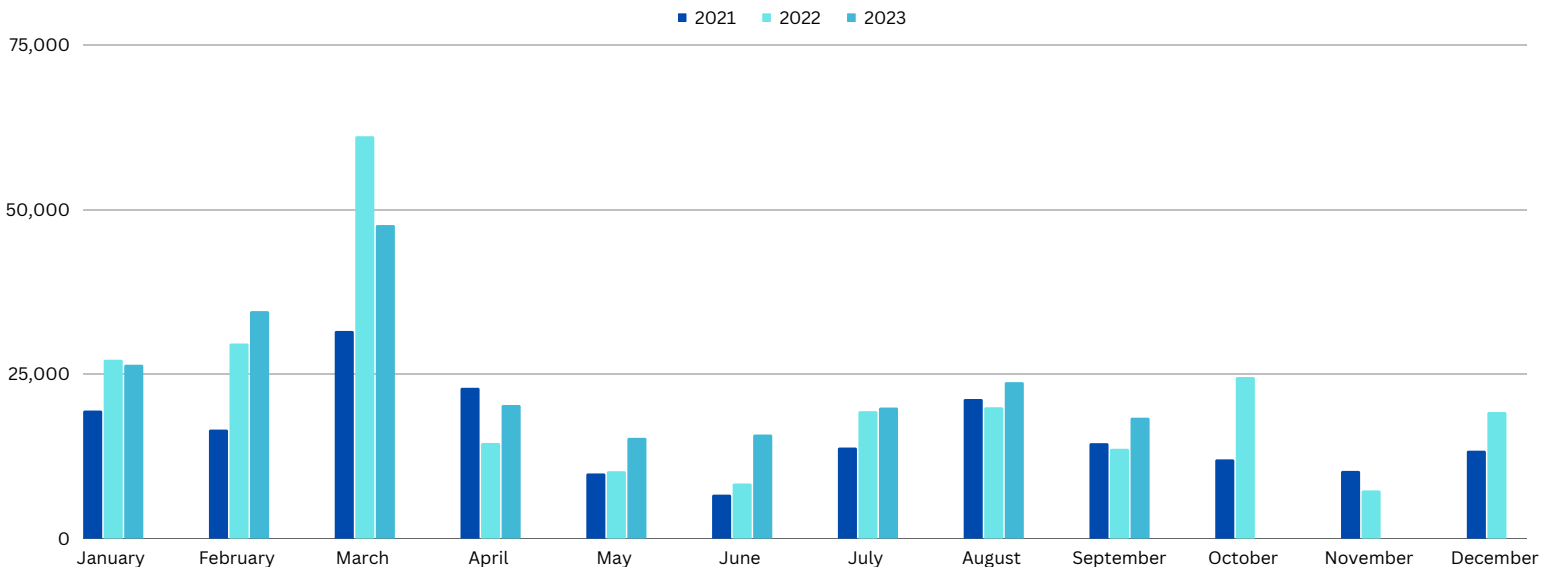
RecTrac: in-house vs WebTrac: online

Total Revenue for September 2023 = \$18,331



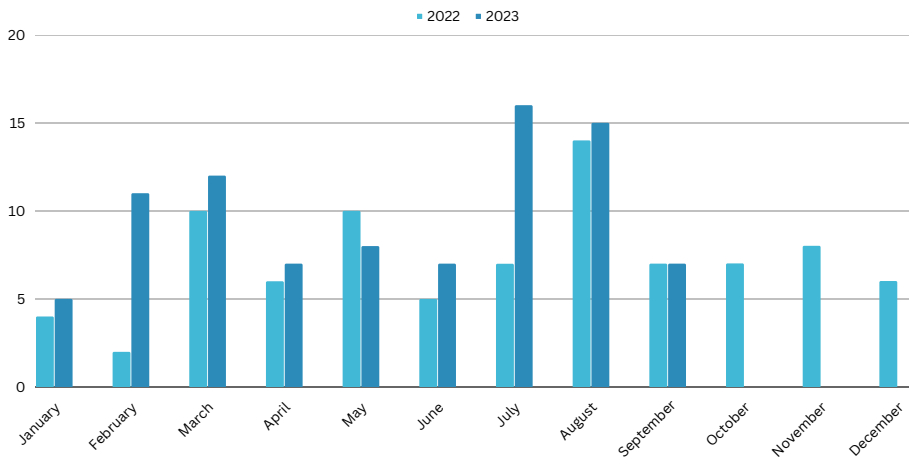
Annual Comparison

Year to Year



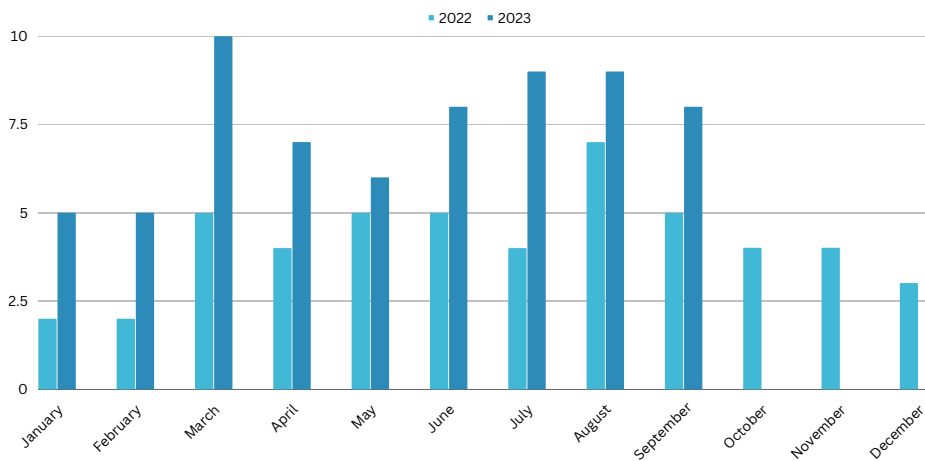
Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



Cardio Room Daily Average Visits

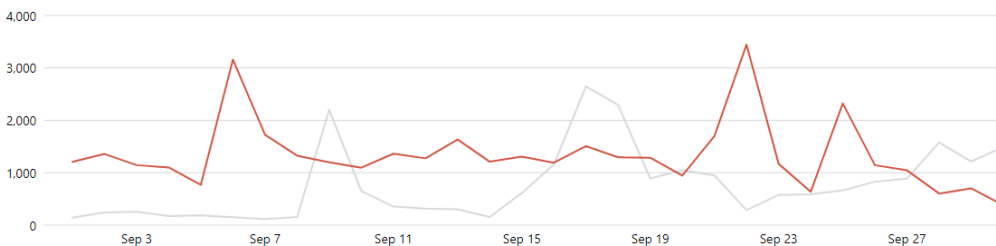
Participants utilizing the cardio room



Social Media Report

Facebook reach
 32,079 ↑ 199.5%

Instagram reach
 2,249 ↑ 27.9%



At a Glance

Facebook 1.8K	Instagram 2.3K
------------------	-------------------

Page Overview
 last 28 days

29,828 Reach	2,813 Engagement	32 New Likes	78 New Follows
620 Photo Views	226 Reactions		