



Isle of Palms Recreation Department

Monthly Report

May 2024

Programs, Group Fitness, Summer Camp, Special Events

- Special area camps include: Gymnastics, Tennis, Youth Art, Volleyball, Soccer and Basketball, spaces are available in all special area camps.
- Adult Classes with top producing participation: Tennis lessons (20), Barre (10), Cardio & Core (14), Move It (19), Strength Interval (17), Over 60 Fitness (11), Suspension (12), RXFit (9), Strength and Stability (8), Yin Yoga (16), Line Dancing (10), and Pilates (8).
- Keenagers: Wednesday, May 1 - The Coastal Belles performed for the group, 43 seniors attended. The May luncheon was the last of the season and the group will resume in September.
- Isle of Paws Music Fest & Dog Show: Saturday, May 4 from 11am - 3pm. Live music by Weigh Station Duo and Idle Wild Revival. Twenty-four (24) local artist and pet related vendors were on site selling goods and providing services. Forty-five (45) dogs participated in the dog show.
- Beach Yoga started Tuesday, May 7 at 7:30 at the 25th Ave Beach Access the program will run through November 14. A total of 24 yogis of all levels have participated in the free program.
- Hurricane Expo: Tuesday, May 21 from 4pm - 7pm. Thirty (30) vendors were onsite providing information on storm preparations. The Expo was a family friendly event that included face painting, balloon artist and chalk art. Approximately 200 participants were onsite gathering information and preparing for hurricane season.
- Youth Theater Performance 'A Midsummer Night's Dream": Thursday, May 23 at 5:30pm. 95 people attended the youth performance. 16 actors participated in the session and productions.
- Fast Start and Youth Baseball season: 141 children participated in the league ages 3-12 years.
- Engraved Bricks: request continue to come in for engraved bricks. The next set of bricks will be engraved at the end of the summer.

Upcoming Programs, Events & New Offerings

- Sand Sculpting Competition: Saturday, June 1 at 9am on Front Beach Isle of Palms.
- Farmers Market & Food Truck Jam: Thursday, June 20 from 4pm - 7pm
- Beach Yoga is scheduled every Tuesday, May - November at 7:30 at the 25th Ave Beach Access - Free program
- Sea Stroll & Learn is scheduled for June 13 at 7:30am at the 25th Beach Access - Free program
- Camp Summershine: Monday, June 17 - August 2 from 8:30am - 3:30am for ages 5-12.
- Wee Camp: Monday, June 17 - August 2 from 8:30am - 3:30am for ages 3-4.
- Rising Stars Basketball Camp: Monday, June 17 - June 21 from 9am - 1pm. Currently 52 campers enrolled.
- Volleyball Camp: Monday, June 24 - June 28 ages 7-15. Currently 21 campers enrolled.
- Beach Run 5K & 10K run is scheduled for Saturday, July 27 at 8am. Registration is open.

Operations

- Budget preparations for FY25 capital and operations; contacting vendors and updating quotes and prices for scheduled projects.
- Community Enrichment Youth Session: session questions and reaching out to youth to attend session.
- Pickleball Lights: working with MUSCO for updated plan for pickleball lighting.
- USTA Southern Parks & Recreation Branch: applied for and approved \$2000 for the youth and adult tennis program.

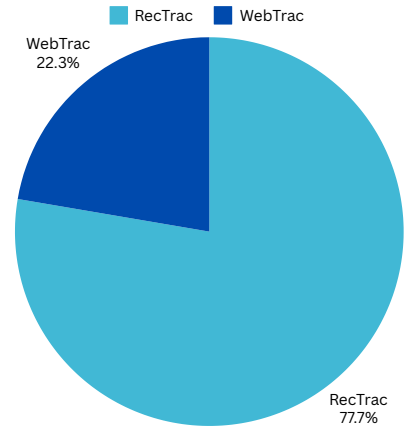
Maintenance & Repairs

- Cardio Room elliptical replaced May
- Irrigation pump at soccer field, repaired and prepping pump and fields for the season.
- Rutherford Company: installed new gymnasium curtain and basketball wall padding
- Replaced door to the cardio room & painted cardio room
- Painted and updated signage around the facility
- Contacted Burry's Footers for sidewalk repairs around the facility.
- Contacted Carolina Sport Surfaces for damage repairs to outdoor basketball courts.
- Prepped fields for summer growing season, weeds and pest control
- Repaired areas due to vandalism (gymnasium door, fitness court, and basketball court nets and padding)

Enrollment Report May

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

Total registrations for May 2024 = 313

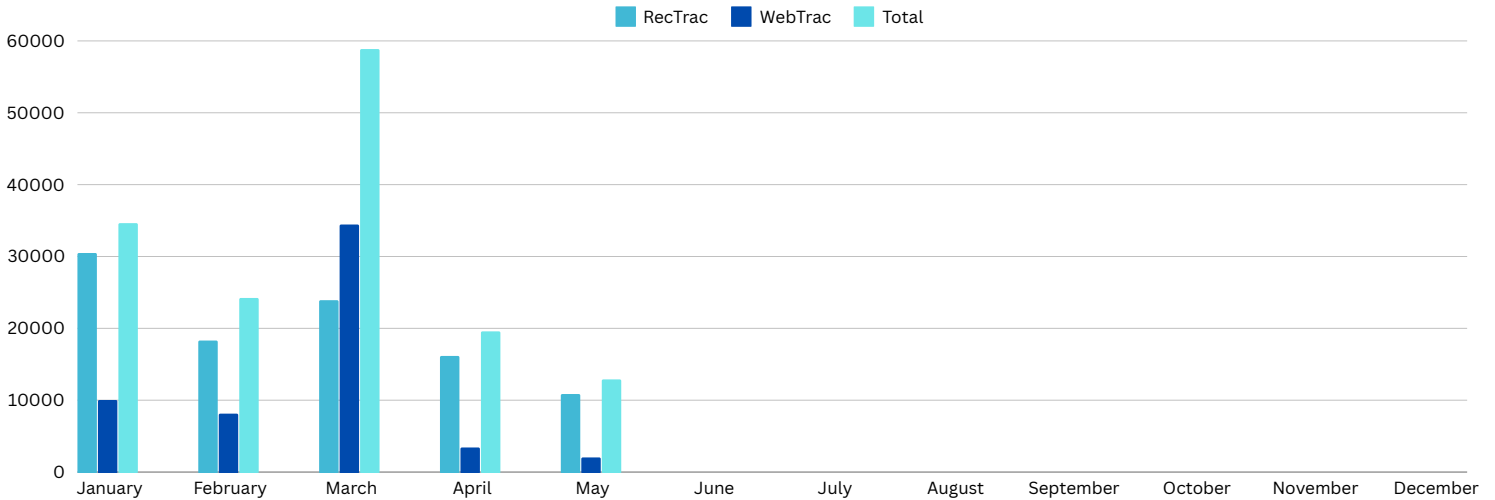


Monthly Revenues 2024

Revenue sales brought in by programs, athletics and events.

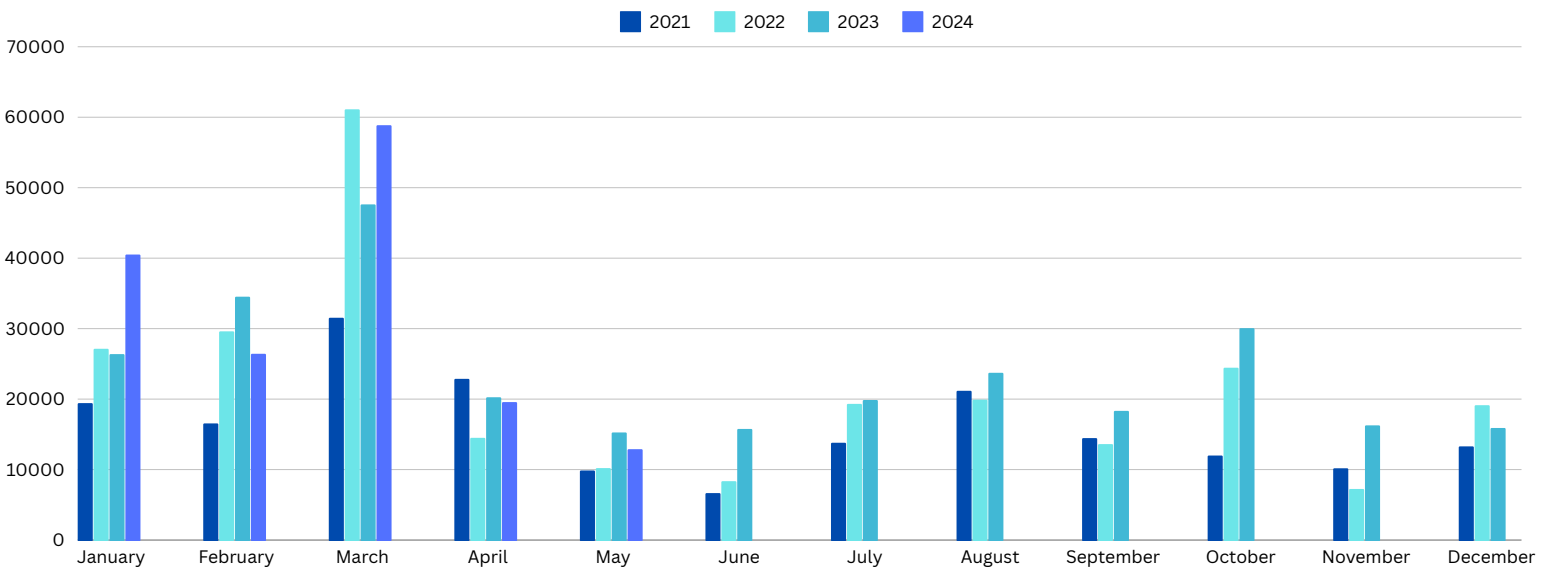
RecTrac: in-house vs WebTrac: online

Total Revenue for May 2024 = \$12,895



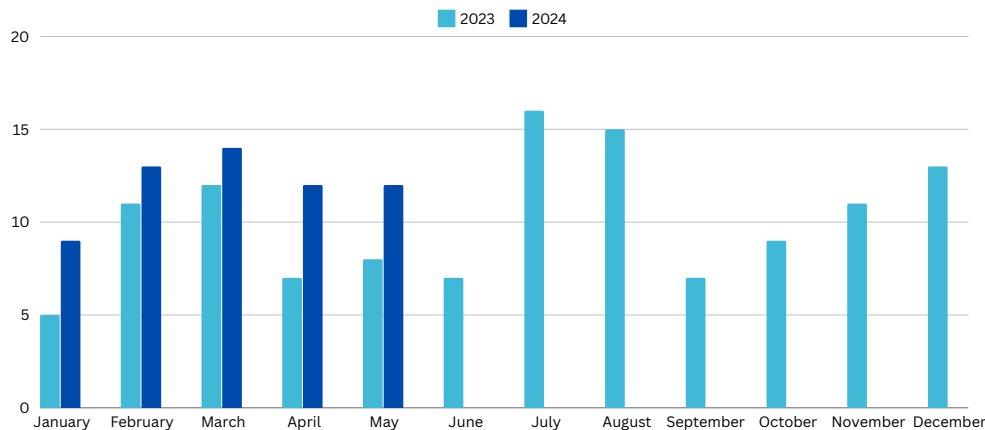
Annual Comparison

Year to Year



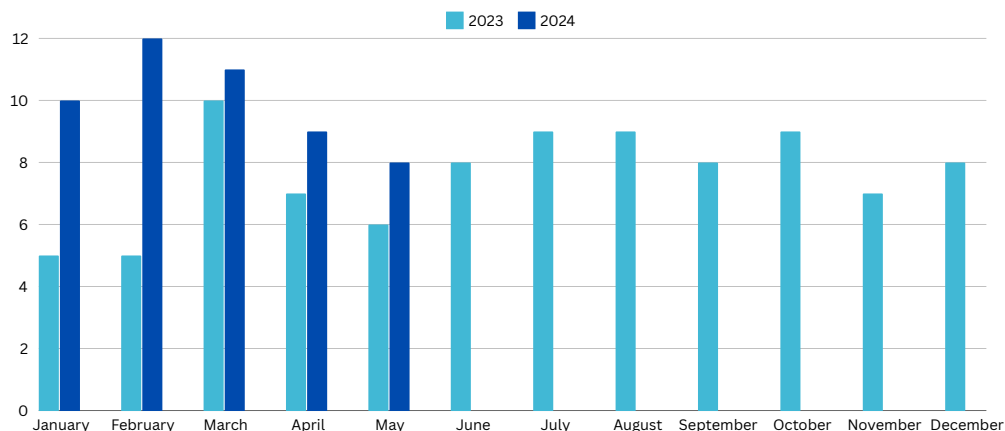
Open Gym Daily Average Visits

Participants utilizing the gymnasium for open play



Cardio Room Daily Average Visits

Participants utilizing the cardio room



Social Media Report

Facebook reach **26.5K** ↓ 57.3%



Instagram reach **1.9K** ↑ 54.8%



At a Glance

Facebook	Instagram
2.4K	2.6K

Page Overview

last 28 days

 26.5K Reach	 2003 Engagement	 22 New Likes	 54 New Follows
 722 Photo Views	 275 Reactions		