

MONMOUTH COUNTY PARK SYSTEM 2020 ANNUAL REPORT OPERATIONS



Thomas E. Fobes, Superintendent of Parks

The Monmouth County Park System's Operations staff worked very hard during 2020 and through the Pandemic. Staff managed and maintained our County Parks so that visitors could continue to enjoy our parks during very challenging times.

Due to Covid -19, and the associated restrictions placed on residents of the county and state, people searched for areas to be outside, exercise and relieve stress. As there were few places to go, our parks were and remain popular and extremely valuable to the visiting public. The Park Systems operation staff managed unanticipated, record breaking attendance, system wide in 2020.

Operating protocols and procedures had to be modified and changed so that our parks remained safe and inviting during the pandemic. Procedures were altered and implemented such as thorough cleaning and disinfecting of facilities, equipment, vehicles, tools, playgrounds and rental operations.

Capacity limits and managing plans were developed and put in place in areas such as Seven Presidents Oceanfront Park. One way travel on the 5 mile trail was implemented at our most visited park, the Manasquan Reservoir. As indoor activity was restricted, many agencies sought places to hold ceremonies and graduations in our parks. The Park Systems operations staff worked with many groups such as the Monmouth County Vocational Schools and the Monmouth County Police Academy so that they could have graduation ceremonies at East Freehold Showgrounds.

Traditional Park System Ceremonies such as the 911 Memorial Ceremony at Mount Mitchill Scenic Overlook had to be altered and modified so that the event could take place. Staff worked diligently on the memorial ceremony not only setting up and taking down but also training replacements for those that were part of the ceremony in the event that one became ill. As camps and programs resumed, the operations staff worked with visitor services in developing and implementing new processes and procedures so that programming could safely get underway.

Similar to all, the operations staff had to be flexible and able to adjust to ever changing directives And requirements throughout 2020. Parks remained open, but for a short time, and visitors had a place to go, be outside, exercise and relieve pandemic stress.

Shelter, Picnic Pavilion and Tent Rentals

Park closures, limited park capacities, group gathering restrictions relating to Covid - 19 had significant impact on visitors use of park rental facilities in 2020. Rental revenues declined 26% from 2019. We were able to assist with a few new uses as businesses such as Dance and Modeling schools began searching for outdoor facilities for their end of year shows.



MCPS 2020 Shelter, Picnic Pavilion, & Tent Rentals

Shark River Park	Picnic Pavilion	Revenue	Shelter Building	Revenue
	34	\$8,538	26	\$7,547

Holmdel Park	Forest Edge	Revenue	Hill Top	Revenue
	33	\$11,640	24	\$8,305

Turkey Swamp Park	Evening Shelter Bldg	Revenue	Oak Point Shelter	Revenue	Sandy Run	Revenue
	2	\$360	21	\$4,205	20	\$7,500

Thompson Park	Tent	Revenue	Old Orchard Pavilion	Revenue
	9	\$1,908	12	\$3,589

Seven Presidents Oceanfront Park	North Tent	Revenue	South Tent	Revenue
	8	\$1,583	8	\$1,585

Dorbrook Recreation Area	Field Side Shelter Bldg	Revenue	Act. Barn Shelter Bldg	Revenue	Court Side Shelter Bldg	Revenue
	12	\$1945	19	\$5,080	11	\$1,875

Park	Total Shelters, Picnic Pavilions, & Tents		Revenue
Shark River Park	60		\$16,085
Holmdel Park	57		\$19,945
Turkey Swamp Park	43		\$12,065
Thompson Park	21		\$5,497
Seven Presidents Oceanfront Park	16		\$3,168
Dorbrook Recreation Area	42		\$8,900
Total	239		\$65,660

Weddings in the Parks

Parks are wonderful settings for outdoor weddings. This year many couples were forced to find outdoor settings as the restrictions resulting from the Pandemic prevented most indoor venues. The Park System hosted 56 weddings in 2020 compared to 25 in 2019. Deep Cut Gardens was the most popular site in 2020 followed by Tatum Park Holland Activity Center and surrounding grounds.



2020 Wedding Ceremony Overview & Total Revenue

Park System Location	Number of Ceremonies	2020 Ceremony Revenue
Area 423 – Deep Cut Gardens	27	\$12,620.00
Area 407 – Holmdel Park	6	\$1,375.00
Area 420 – Seven Presidents	5	\$1,175.00
Area 439 – Bayshore Waterfront	1	\$450.00
Area 435 – Fisherman’s Cove	1	\$225.00
Area 406 – Shark River Park	1	\$150.00
Area 417 – Hartshorne Woods	<u>1</u>	<u>\$150.00</u>
Total:	42	\$16,145.00



Special Events in Parks

Parks are popular sites for fundraisers and events held by outside Organizations. The Operations Department works closely with Event organizers throughout the year so that they may hold a successful event.

Previous years, prior to Covid - 19 The Monmouth County Park System Hosted approximately 65 Special Events, annually. Despite the impact Of Covid - 19, the Monmouth County Park System was able to host 10 Special Events during 2020.



2020 SPECIAL EVENTS

<u>Area</u>	<u>Date</u>	<u># of Participants</u>	<u>Cost</u>
<u>Area 407 – Holmdel Park</u>			
Colts Neck Trial Riders – Hunter Pace	10/18/2020	60	\$96.00
Shore Athletic Club –Alumni Cross Country Race	11/21/2020	125	\$440.00
<u>Area 411 – Thompson Park</u>			
Kidney & Urology Foundation	9/13/2020	100	\$375.76
Sea Turtle Recovery, Inc.	10/25/2020	125	\$211.00
Fellowship of Christian Athletes	11/8/2020	150	\$346.00
<u>Area 415 – Tatum Park</u>			
Hudson Valley Orienteering Club	11/22/2020	40	\$226.00
<u>Area 419 – Huber Woods Park</u>			
Hackensack Meridian Health Foundation Family Fireworks	7/3/2020	120	\$389.00
<u>Area 420 – Seven Presidents Oceanfront Park</u>			
Stephy’s Place – A Mourning Walk	9/13/2020	100	\$407.00
Clean Ocean Action Surf Contest	10/24/2020	90	\$289.00
<u>Area 441 – Crosswicks Creek</u>			
NJ Fire Museum & Fallen Firefighters	9/27/2020	500	\$0.00

- 15 Scheduled Events were cancelled due to Covid-19 Pandemic
- An additional 20 Annual Events were not able to be scheduled due to Covid-19 Pandemic

Special Request - Event

Graduations were difficult and in some instances virtual only during 2020. The Monmouth County Vocational Schools inquired of the possibility of holding outdoor graduations at East Freehold Showgrounds. We were pleased to be able to honor the request, hosting 5 separate graduations. The operations staff provided assistance and staffing for set up and day of graduation. The Director of the Monmouth County Police Academy then asked to hold a Police Academy Graduation and again we were happy to provide the setting and staffing.



Temporary Use and Occupancy Agreements

These agreements consist of an arrangement between an organization and the Park System often relating to parking on Park property for a large events . The event typically doesn't take place on park property however large parking areas are needed – example, the NJ Marathon. Other common Examples of Temporary Use and Occupancy Agreements relate to youth sporting activities. We are able to accommodate Temporary Use and Occupancy requests providing park impact is minimal. As most large events were not held in 2020, we did not receive those requests. We did, once again, host practice fields for Shore Youth Football and Cheer. We also hosted the Colts Neck Recreation Department's Youth Basketball program.

Shore Youth Football and Cheer	8-1-20 through 11-15-20	200 participants	Revenue \$2172
Colts Neck Youth Basketball	9-15-20 through 10-31-20	various age groups	Revenue \$3160



Turkey Swamp Park Camping

The 2020 camping season at Turkey Swamp consisted of an interesting mix relating to attendance. Whereas group camping at the Nomoco Group camping area and cabin rentals in the family camping area significantly reduced as a result of Covid, family camping increased. Family camping, an outdoor activity, where social distancing was easily applied was extremely popular throughout the season. Visitors enjoyed all that Turkey Swamp Park offers and the family campgrounds had a very successful season. Family camping, already a very popular activity at Turkey Swamp had nearly a 5% increase in revenues which amounted to approximately \$9100.



TURKEY SWAMP CAMPGROUND GROUP & FAMILY CAMPING

FAMILY CAMPSITE RENTALS

	# OF NIGHTS	REVENUE
RESIDENT	1,645	\$57,685
NON-RESIDENT	3,558	\$140,277
TOTAL:	5,203	\$197,962

GROUP CAMPGROUND RENTALS

	# OF NIGHTS	REVENUE
RESIDENT	0	\$0
NON-RESIDENT	1	\$180

CABIN RENTALS

	# OF PERMITS	REVENUE
RESIDENT	86	\$5,934
NON-RESIDENT	50	\$3,950
TOTAL:	136	\$9,884



Monmouth Cove Marina

Monmouth Cove Marina again exceeded \$1,000,000 in revenues.

Quality facilities, quality equipment, and exceptional Customer Service contribute to the success of the marina. Customers have occupied nearly all available space, annually. The Purchase of the new marine fork lift and travel lift were monumental this past year at the Marina. As word of the new equipment spread throughout the local boating community, additional interest and inquiries relating to available space were received by staff.

In 2020, staff also received, assembled and installed a new 40' dock for our customers.





MONMOUTH COVE MARINA SALES OUTLINE

TOTAL REVENUE RECEIVED FOR 2020/2021 = \$1,270,030.74

CONTRACTS ALONE WERE AT \$931,380.07

(THIS DOES NOT INCLUDE ANY CONTRACTS OR REVENUE FOR 2019/2020 SEASON)

Marina Sales Outline

Total of 404 Contracts for 2020/2021

Non-County = 96

In-County = 300

Voids Or Upgraded = 8



2020 HIGHLIGHTS:

- ❑ BOAT RACKS AND WET SLIPS SOLD OUT
- ❑ TOTAL REVENUE FOR RACKS IN 2020 = \$197,000.00
- ❑ TOTAL OF 321 WORK ORDERS FOR 2020 (COST TOTALING \$91,000.00)
- ❑ COMPLETED NEW PURCHASE OF TRAVEL AND MARINE FORKLIFT
- ❑ PURCHASED AND INSTALLED NEW FLOATING LIFT DOCK

2020 Revenue Summaries

Deer Hunting Permits Purchased	Total Permits / Total Revenue
842 Permits \$33,720.00	941 \$35,700.00
99 Discounted Permits \$ 1,980.00	

414 - East Freehold Showgrounds	Horse & Dog Shows	Revenue
	11 Horse Shows	\$11,770.00
	3 Dog Shows	\$5,340.00
	Combined Total Revenue	\$17,110.00

409 - Turkey Swamp Park	Campfire/Fire Pit Rentals	Revenue
	4	\$155.00

417 - Hartshorne Woods Park	Cabin Rentals	Revenue
	1	\$67.00

425 - Manasquan Reservoir	Fishing Tournaments	Revenue
	25	\$2,085.00

420 - Seven Presidents Oceanfront Park	Total Beach Badges Sold	Revenue
	1,744	\$86,672.50

420 - Seven Presidents Oceanfront Park	# of Full Season Badges	# Mid Season	Revenue
Adult	1,542	0	\$107,940.00
Senior	901	0	\$22,525.50
Disabled	35	0	\$525.00
Daily Weekday Admit	56,699		\$453,592.00
Daily Weekend Admit	49,554		\$396,432.00
Season Parking Passes	800		\$56,000.00
Daily Weekday Parking	26,633		\$266,833.00
Daily Weekend Parking	19,520		\$195,200.00
Bus Parking	0		\$0
Military Admit - No Fee	1,253		\$0
Military Parking - No Fee	503		\$0
Viply Sales Admit	9,388		\$75,104.00
Viply Sales Parking	0		\$0
	Total Beach Revenue		\$1,573,648.00

Sledding



2020 Sledding, Ice Skating, and Ice Fishing Statistics

Sledding	Days/Attendance
Holmdel Park:	5 Days / 2200 Sledders
Wolf Hill:	1/2 Day / 20 Sledders
<u>Sledding Attendance System Wide = 2,220</u>	
Ice Skating	Days/Attendance
Holmdel Park:	0 Days / 0 Skaters
Turkey Swamp:	0 Days / 0 Skaters
Shark River:	0 Days / 0 Skaters
Seven Presidents:	0 Days / 0 Skaters
<u>Skating Attendance System Wide = 0</u>	
Ice Fishing	Days/Attendance
Turkey Swamp:	0 Days / 0 Fishermen
Thompson Park:	0 Days / 0 Fishermen
<u>Ice Fishing Attendance System Wide = 0 Fishermen</u>	



Monmouth County Parks Hosting Cross Country

Cross Country races in parks were much different than previous years. The large events held annually at Holmdel Park, did not take place as a result of Covid however, smaller races were held. The Monmouth County Park Systems operations staff worked closely with the NJSIAA and Monmouth County High Schools, establishing procedures so that High School races could continue in the parks. As Holmdel Park's Cross Country Course is Nationally recognized, special attention was applied by staff and procedures implemented so that both practices and races could take place.



Cross Country In The Parks -2020

LARGE EVENTS HELD AT HOLDMEL PARK

<u>DATE</u>	<u>RUNNERS</u>	<u>ORGANIZATION</u>	<u>COST</u>
10/21/20.....	125.....	CBA Colt Invitational.....	\$1,240.00
10/25/20.....	75.....	Shore Athletic Club Alumni Race.....	\$440.00
11/25/20.....	170.....	Holmdel Invitational.....	\$1,240.00
12/5/20.....	125.....	East Coast Cross Country Championship.....	\$1,240.00
Various.....	60.....	Shore Athletic Club of NJ (7 Races).....	\$1,805.00

WHERE IS CROSS COUNTRY HELD?

(INCLUDES HOME COURSES, SINGLE MEETS, SPECIAL MEETS & ALL CROSS COUNTRY SPECIAL EVENTS)

PARKS	# OF PERMITS OR AGREEMENTS	TOTAL REVENUE BROUGHT IN FROM CROSS COUNTRY
AREA 406 -SHARK RIVER PARK	3	\$1,080.00
AREA 407 - HOLMDEL PARK	20	\$9,825.00
AREA 411 - THOMPSON PARK	1	\$230.00
AREA 415 - TATUM PARK	1	\$230.00
AREA 417 – HARTSHORNE WOODS	1	\$425.00
AREA 425 – MANASQUAN RESERVOIR	1	\$425.00
AREA 442 – BIG BROOK PARK	4	\$1,505.00
AREA 443 – WOLF HILL RECREATION	3	\$1,275.00
TOTAL REVENUE		\$14,995.00

Cross Country In The Parks

SHORE ATHLETIC CLUB'S YOUTH & ADULT SERIES

<u>DATE</u>	<u>LOCATION</u>	<u>COST</u>
9/26/20.....	Holmdel Park.....	\$230.00
10/3/20.....	Tatum Park.....	\$230.00
10/10/20.....	Thompson Park.....	\$230.00
10/17/20.....	Big Brook Park.....	\$230.00
10/24/20.....	Shark River Park.....	\$230.00
10/25/20.....	Holmdel Park Alumni Race.....	\$440.00
10/31/20.....	Holmdel Park.....	\$230.00
9/1/20 -10/31/20.....	Holmdel Park Youth Series.....	\$425.00

PARKS	# OF PERMITS OR AGREEMENTS	TOTAL REVENUE BROUGHT IN FROM CROSS COUNTRY
AREA 407 - HOLMDEL PARK	9	\$885.00
AREA 406 - SHARK RIVER PARK	1	\$230.00
AREA 411 - THOMPSON PARK	1	\$230.00
AREA 415 - TATUM PARK	1	\$230.00
AREA 442 - BIG BROOK PARK	1	\$230.00
	TOTAL REVENUE	\$1,805.00

Seven Presidents Oceanfront Beach Lifeguard Statistics

	Bather	Bather	Reported	Patron	Lost	Days In
Year	Rescues	Assists	Incidents	Assists	Persons	Season
2019	151	422	19	214	47	100
2020	558	780	30	279	55	113

Bather Recues is the number of bathers judged to be in imminent peril and brought to safety by a lifeguard, usually with a RFD (rescue floatation device).

Bather Assists includes all other means of physical assistance to bathers from lifeguards such as helping a patron who falls in the shore zone and is disoriented.

Reported Incidents include disturbances or major injuries where further medical / police assistance is summoned and/or incident reports are filed.

Patron Assists consist of those individuals who needed assistance from the beach such as first aid.

Preventive Action (Verbal) - whistle of visual warnings to people who are in a position where, if they were to remain or continue, their safety would be compromised; or actions taken to remove potential hazards.

Days In is the total number of days the beach was open and protected.

Lost Persons 100% of lost patrons were found.



Construction and Repair

Plumbers
Electricians
Carpenters
Painter
Sites Crew

JANUARY	175
FEBRUARY	149
*MARCH	91
*APRIL/MAY	133
JUNE	156
JULY	103
AUGUST	137
SEPTEMBER	214
OCTOBER	130
NOVEMBER	60
DECEMBER	99
TOTAL	1,447
*Covid-19 impacted workforce	

MCPS Incident Reports

**Total of 510 Incident Reports filed in
2020**

(25 more than last year)

- ▣ 94 Incidents were Deer Management related
(28 > than last year)
- ▣ 40 Incidents were at Golf Courses
(5 > than last year)