



**WRIGHTSVILLE BEACH  
PARKS & RECREATION ADVISORY COMMITTEE  
MEETING AGENDA**

**Thursday, April 2, 2026 5:00 pm**

**TOWN HALL CONFERENCE ROOM  
WRIGHTSVILLE BEACH, NORTH CAROLINA**

**Call to Order**

**Pledge of Allegiance**

**Approval of the March 5, 2026 Meeting Minutes**

**Old Business**

- **Parks, Recreation, and Open Space Master Plan Update**
  - Draft #2 Needs Assessment Survey for Master Plan Update
  - Postcard Survey Announcement
  - Master Plan Update Visions and Goals – Examples from Topsail Beach, Carolina Beach, and Wrightsville Beach 2020 – 2030 Master Plan
  - Recommendations from the 2007 – 2012, 2013 – 2018, 2020 – 2030 Master Plans
  - Wrightsville Beach Parks and Recreation History, Facilities and Programs

**New Business**

- **Future of Special Events with the Upcoming Bridge Replacement Project**

**Other Business from the Chairman**

**Other Business from Committee Members**

**Other Business from Staff**

**Adjournment**

*Next meeting scheduled for Thursday, May 7, 2026 at 5:00 pm.*



**Town of Wrightsville Beach**  
**Parks & Recreation Advisory Committee**  
**Meeting Minutes**  
**Thursday, March 5, 2026 5:00 pm**

**CALL TO ORDER:** Cherry Woodbury called the meeting to order at 5:05 p.m.

**PLEDGE OF ALLEGIANCE**

**MEMBERS PRESENT:** Anne Allen, Mindy Gillis, Tali Robich, Tim Winslow (remotely until 5:45 p.m.), Sami Winter, Cherry Woodbury

**BOARD OF ALDERMEN LIAISON:** Alderman Margaret Baggett

**MEMBERS NOT PRESENT:** Jason Bendjy, Tim Winslow (remote attendance until 5:45 p.m.)

**OTHERS PRESENT:** Katie Carus-Childers, Parks & Recreation Director

**APPROVAL OF THE MINUTES:** Cherry Woodbury made a motion to approve the minutes of the February 5, 2026 Parks and Recreation Advisory Committee meeting. Mindy Gillis seconded the motion, and the minutes were approved unanimously.

**OLD BUSINESS:** None

**NEW BUSINESS:**

- **Special Event Permits Requiring Board Approval**
  - 1) **Easter Sunrise Service – Church of the Servant**  
Sunday, April 5, 2026, 4:45 – 7:45 am, Event 6:00 am – 7:15 am  
Approximately 95 people, Beach Access 4 (L-shaped Lot)
  - 2) **Easter Sunrise Service – First Presbyterian Church**  
Sunday, April 5, 2026, 6:00 – 8:00 am, Event 6:30 am – 7:15 am  
Approximately 150 people, Beach Access 34 (North of Crystal Pier)
  - 3) **Sunset DJ Set**  
Saturday, August 1, 2026, 5:00 – 9:00 pm (event 6:42 – 8:42 pm)  
Approximately 150 people, Beach access 43 (south end)
  - 4) **YMCA Pier to Pier Swim**  
Saturday, September 19, 2026, 6:00 am – 12:00 pm (Event 9:00 – 11:00 a m)  
Approximately 350 people, JM Pier to Crystal Pier
  - 5) **5<sup>th</sup> Annual Ocean + Earth Surf Shops Shootout**  
Saturday, November 7, 2026, 6:00 am – 5:00 pm (Event 8:00 am – 5:00 pm)  
Sunday, November 8, 2026, 6:00 am – 5:00 pm  
Approximately 100 people, Beach Access 8 (Lumina Holiday Inn Resort)

Katie said that the Easter Sunrise Services, the YMCA Pier to Pier Swim, and the Surf Shops Shootout were all recurring events with no issues. Katie advised that the Sunset DJ Set was a concern as it was a for profit hosting an event where the organizer thought that 150 people might attend but he didn't know for sure. Katie said the music he intended to play was very nice, but he wants his event during the busy season, and the Board has a policy of no new events from April through September. A discussion continued about the Board's policy about no new events from April through September, traffic and parking concerns, that it appeared to be a promotion of the organizer's business, and setting a precedent if approved.

Cherry made a motion to recommend that the Board of Aldermen approve the special event permit applications numbers 1, 2, 4, and 5 but that item 3, the Sunset DJ set not be approved. Anne Allen seconded the motion. The committee voted unanimously to approve the motion.

- **Parks, Recreation, and Open Space Master Plan Update**

- 2007 – 2012, 2013 – 2018 and 2020 – 2030 Master Plans  
Needs Assessment Survey Responses to Facility and Program Needs
- Draft Needs Assessment Survey for Master Plan Update
- Master Plan Update Visions and Goals

Katie advised the committee that the Board of Aldermen had directed staff to update the Parks and Recreation Master Plan. It's currently a 10-year plan from 2020 to 2030. Jim Herstine is here and is going to facilitate the process. This will be his fourth one for the town. The first thing that needs to be done is a survey.

Jim Herstine: What we have to do first off is come up with the format for the survey and I submitted a format to Katie, and I guess she took it to the town manager, and they've come up with the copy I believe you have in your packet someplace towards the back, which is the first draft that we put together. We intend to distribute the survey two ways one through a mail-out and the other is an online survey to try to catch as many people as we possibly can to respond to it. A 10% response rate is needed to be statistically valid. The survey should remain open for 3 months.

A lengthy discussion took place about the census type data that was in the survey. Jim Herstine reminded the committee that there were many ways that the data would be collected: the online survey, interviews with four individuals, a focus group of 7 to 9 people, three public meetings, staff interviews, and the Parks & Recreation Advisory Committee.

The committee discussed whether or not to provide a list of possible programs or an open question such as what are your top 5 so that the person completing the survey would actually have to think about activities they would like to participate in rather than providing a long list that would be easy to check off. The committee agreed to leave the open responses rather than provide a list of options.

The committee reviewed and discussed all of the questions in the draft survey and decided upon the following changes (see attached draft and draft with changes):

- 1) Change to Jim's original questionnaire regarding residence status
- 2) Add "how long have you lived in Wrightsville Beach"
- 3) Remove the question "How many reside in your household"
- 4) Change to a wider age range
- 5) Add more lines to open-ended questions
- 6) Remove text above the table of facilities (Skatepark, pool, etc.) and leave only the question would you support a property tax increase and remove the "unsure" column forcing a yes or no response.
- 7) Remove the request for the physical address since the original residency question is being changed.

Katie said that she would make the survey revisions and bring it back to the committee for discussion in April. At this point we are looking at conducting the survey August, September, October, or September, October, November.

The group then discussed how the survey would be distributed. It was decided that rather than sending a paper survey, Katie would mail a postcard with a QR code link to the online survey and then offer a hard copy to be mailed directly to the resident to complete if that is their preferred method to complete the survey. Hard copies would also be available at the park office.

Jim Herstine said that in addition to the survey, the next step is to review the goals and objectives to be updated. He will provide examples and then write the goals and objectives based on their ideas.

Anne Allen asked Katie to provide a list of the needs over the past master plans and what has been accomplished because in reading the plans the most important thing was to make sure that all the things that were recommended in the prior master plans were accomplished well and accurately and are continuing that way. The things that were repeated over and over again are bike paths, walking paths, and water access. Katie said she would update the list she had provided with the agenda to include further detail on each of the past master plan recommendations.

A discussion began about the needs such as a swimming pool and that it wasn't feasible. And with the high percentage of requests for bike lanes, it should be priority. Jim explained that it has been priority and that improvements are made as much as possible whenever possible. We aren't doing any work on an indoor swimming pool right now, but we know that there's a demand for it, so we want to keep options open. One of the ground rules is to think big. It's not the committee's responsibility to determine whether or not the town can do something. It's your responsibility to tell them what you want. Because if you don't tell us, we don't have any idea that there's a need for it out there. For the years Jim has been doing this the pools have always been mentioned but we've never done them but look at all the things that have been done. Look at Wrightsville Beach Park to begin with, the amphitheater, the playground that's out there, the pickleball courts, the bike improvements. Look at all that has happened because the need was identified and we have been able to find how to solve that need. These things have been funded because they were in the master plan.

Anne asked about water access. Katie said that Tim had brought that up at the last meeting. Katie is currently working on a list and a map of what the Town maintains and the condition of the accesses, whether or not there are steps. The Town is currently working on two accesses replacing the bulkheads and steps. Sami said that the neighbors on W. Henderson Street where she lives got together to fund the steps at their street end. The neighbors at the end of Live Oak improved their street end as well. Anne said that this should be included in the master plan. Katie said that the committee may want to recommend a program. Jim said that the Division of Coastal Management may be a possible grant source. Katie said that she would get water access information to the committee for discussion but that the survey was priority.

Jim said that he didn't need to interview the committee next month. The whole process will take about 18 months. The most important thing right now is to get the survey up and running, and everything else will fall in place. He asked the committee to be thinking about people they want Jim to interview, and be thinking about the people you want to serve on the focus group. And if we can do August, September, October, for the survey it would be best.

**OTHER BUSINESS FROM CHAIRMAN:** None

**OTHER BUSINESSES FROM COMMITTEE MEMBERS:** Sami Winter stated that Mindy prompted her to share some information about what the Iron Man event gives back to the community. She said that since 2017, Iron Man has distributed \$360,000 in grants to 56 organizations. They also give leftover product away to various organizations following an event. Iron Mas was roughly an 8 million dollar impact to southeastern North Carolina and it's the largest event in southeastern North Carolina.

**OTHER BUSINESS FROM STAFF:** Katie advised that the adult flag football program had been going on for about 30 years. With the growth in the Wilmington area and the bridge replacements projects coming up, she felt it was time to quit offering the adult flag football program. When it originally began there were more residents that participated. Weekends are so busy and now Brunswick County is trying to start a league so it's good timing. The youth program would continue as it's during the week and there are more local kids in the program. Katie said that she felt that Parks & Rec shouldn't offer weekend activities. The committee was in agreement about the decision.

Katie said that WECT will no longer participate in the summer concerts. At the recent budget meeting the Board decided we would continue the series without WECT assistance. She said everything would be the same, but they just wouldn't have the celebrity WECT anchor.

Katie advised that the Easter Egg Hunt is March 28<sup>th</sup> at 9:30 a.m.

Tali asked if there was an update on the court lights. Katie said that four non-residents spoke at the last Board of Aldermen meeting and she has heard that there will be many speaking at the March Board meeting. But nothing has changed with the time the lights shut off. Katie said that she had started keeping track of how many were on the courts at various times of the day. Tali said that it might not reflect the right numbers because if you're too late trying to get to the courts, there is no point in going. Anne asked if there was a way to

determine residents vs non-residents because if there are a lot of residents wanting the lights on that is important to her. She said that non-residents should pay just like the City of Wilmington charges more for non-residents for the golf course.

**ADJOURNMENT:** At 7:00 p.m., Sami Winter made a motion to adjourn the meeting. Anne Allen seconded the motion, and all voted in favor of adjournment.

*The next meeting is scheduled for April 2, 2026 at 5:00 p.m.*



**TOWN OF WRIGHTSVILLE BEACH  
PARKS & RECREATION  
NEEDS ASSESSMENT SURVEY**

**WE NEED  
YOUR INPUT**

The Town of Wrightsville Beach Board of Aldermen, Parks and Recreation Advisory Committee, and Parks and Recreation Department staff are committed to sustaining and enhancing the overall quality of life for the residents and visitors of The Town of Wrightsville Beach. The provision and operation of public parks, recreation and open space programs, services, events, activities, facilities, areas, and parks are important components of the Town's immediate and long-range planning efforts. We need your input and assistance to complete this needs assessment survey! Information gathered through this survey will be used to create the Town's comprehensive **2028 – 2033** Parks, Recreation and Open Space Master Plan. Please take a few minutes to answer ALL of the following questions.

**PLEASE COMPLETE THE SURVEY AND RETURN IT TO US BEFORE **OCTOBER 31, 2026****

**Which of the following best describes your Town of Wrightsville Beach residence status?**

- Full-Time Resident / WB Property Owner
- Part-Time Resident / WB Property Owner
- Full-Time Resident / I rent my home
- Part-Time Resident / I rent my home
- Property owner but do not reside in Wrightsville Beach
- Non-resident / I do not reside in Wrightsville Beach

**How long have you resided in Wrightsville Beach?**

- Less than 2 years
- At least 2 years but less than 5 years
- at least 5 years but less than 15 years
- 15 years or longer

**Including yourself, what are the ages (and number in each age group) of the members of your household?**

- 0 - 9 years old
- 10 - 19 years old
- 20 - 34 years old
- 34 - 54 years old
- 55 - 74 years old
- 74 years and older

**Which of the following recreational programs, services, events, and activities offered by the Town of Wrightsville Beach Parks and Recreation Department have you or any members of your household participated in during the last 12 months? Please mark all that apply.**

- Bark in the Park
- Cardio Crunch
- Adult Tennis Lessons
- Adult Basketball
- Concerts in the Park
- Core Conditioning
- Youth Tennis Lessons
- Youth Basketball
- River to Sea Bike Ride
- Hatha Yoga
- Tennis Camp
- Basketball Camp
- Tree Lighting Ceremony
- Vinyasa Yoga
- Adult Pickleball Lessons
- WB Lacrosse
- Farmers' Market
- Tai Chi
- Youth Pickleball Lessons
- Lacrosse Camp
- Bike Rodeo
- Tone & Stretch
- Pickleball Open Play
- Performance Club
- Easter Egg Hunt
- Youth Strength Training
- Adult Flag Football
- Performance Club Camp
- CPR/AED Training
- Youth Flag Football
- Flag Football Camp
- Jr. Lifeguard Camp
- Jr. Lifeguard Fall Program

Other (please specify) \_\_\_\_\_

I/we haven't participated in any programs, services, events, or activities offered by the Wrightsville Beach Parks and Recreation during the last 12 months.

**How frequently have you or any members of your household participated in the programs, services, events, and activities identified above during the last 12 months?**

- Rarely (1 - 4 times)
- Sometimes (5 - 10 times)
- Frequently (11 - 15 times)
- Often (More than 15 times)

If you have not participated, rarely participated, or only sometimes participated, please explain why \_\_\_\_\_

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**In your opinion, what are the five (5) most important new and/or additional recreational programs, services, events, and activities the Town of Wrightsville Beach Parks and Recreation Department needs to provide in the future?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

It is my opinion that the Town of Wrightsville Beach Parks and Recreation Department does not need to provide any new or additional recreational programs, services, events, or activities.

**Which of the following Town of Wrightsville Beach Parks and Recreation Department recreational facilities, areas, and parks have you or any members of your household visited or used during the last 12 months? Please mark all that apply.**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> South Channel Park     | <input type="checkbox"/> Fran Russ Recreation Center | <input type="checkbox"/> Durwood Sykes Sunset Park |
| <input type="checkbox"/> Greensboro Street Park | <input type="checkbox"/> Lee's Nature Park           | <input type="checkbox"/> Harbor Way Gardens        |
| <input type="checkbox"/> John Nesbitt Loop      | <input type="checkbox"/> Wynn Plaza                  |  |

**WRIGHTSVILLE BEACH PARK FACILITIES:**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Soccer Field      | <input type="checkbox"/> Event Stage          | <input type="checkbox"/> Softball Field     |
| <input type="checkbox"/> Basketball Courts | <input type="checkbox"/> Inclusive Playground | <input type="checkbox"/> Exercise Equipment |
| <input type="checkbox"/> Pickleball Courts | <input type="checkbox"/> Picnic Shelters      | <input type="checkbox"/> Gaga Ball Pit      |
| <input type="checkbox"/> Tennis Courts     | <input type="checkbox"/> Tennis Back Wall     |   |

Other (please specify) \_\_\_\_\_

Other (please specify) \_\_\_\_\_

I/we haven't visited/used any of these recreation facilities, areas, and parks during the last 12 months.

**If you or any members of your household visited or used any of the facilities, areas, and parks listed in the previous question, please identify the facility, area, or park and provide feedback on what you may like to see improved:**

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**In your opinion, what are the five (5) most important new and/or additional recreational facilities, areas, and parks the Town of Wrightsville Beach needs to provide in the future?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

It is my opinion that the Town of Wrightsville Beach Parks and Recreation Department does not need to provide any new or additional recreational facilities, areas, or parks.

**We would like to know if these facilities are important to you and if you would support a property tax increase to fund any of these improvements.**

| FACILITY                  | SUPPORT | DO NOT SUPPORT |
|---------------------------|---------|----------------|
| Gym/Recreation Center     |         |                |
| Water Access Facilities   |         |                |
| Skateboard Park           |         |                |
| Beach Access Improvements |         |                |
| Indoor Swimming Pool      |         |                |
| Outdoor Swimming Pool     |         |                |

**HOW ARE WE DOING?**

**Please circle your rating for the questions below. "1" indicates "Totally Disagree" and "8" indicates "Totally Agree"**

- |  |   |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|---|
| The variety of programs, services, events, activities offered by Parks & Rec is appropriate. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| The quality of programs, services, events, activities offered by Parks & Rec is appropriate. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| The existing programs, services, events, and activities meet the needs of my household.      | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| I am satisfied with the quality of the facilities, areas, and parks provided by the Town.    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| The existing facilities, areas, and parks meet the needs of my household.                    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| The Town needs to provide new and/or improved recreational facilities, areas, and parks.     | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| The Town is an accessible place for persons with disabilities and other special needs.       | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| The Town is bike friendly; a safe place to bike.   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| The Town is pedestrian friendly; a safe place to walk.                                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |





Town of Wrightsville Beach  
321 Causeway Drive  
Wrightsville Beach, NC 28480

**WE NEED YOUR INPUT**

**PLEASE COMPLETE THE ONLINE SURVEY**

Mr. A. B. Smith  
123 Causeway Drive  
Wrightsville Beach, NC 28480

The Town of Wrightsville Beach Board of Aldermen is committed to sustaining and enhancing the overall quality of life for the residents and visitors of The Town of Wrightsville Beach. The provision and operation of public parks, recreation and open space programs, services, events, activities, facilities, areas, and parks are important components of the Town's immediate and long-range planning efforts. We need your input and assistance to complete a needs assessment survey! Information gathered through this survey will be used to create the Town's comprehensive 2028 – 2033 Parks, Recreation and Open Space Master Plan. Please take a few minutes to complete the online survey which you may access through the QR code printed on this postcard. If you prefer to complete a paper copy of the survey, you may contact the Parks and Recreation office and we will mail one to you or you may pick up a hard copy anytime Monday through Friday, 8:00 a.m. to 4:30 p.m. The park office is located behind Town Hall. The online survey will be open to complete beginning August 1 and will remain open through October 31, 2026.

**PLEASE COMPLETE  
THE PARKS & RECREATION  
NEEDS ASSESSMENT  
ONLINE SURVEY!**

**QR  
CODE**

Wrightsville Beach Parks & Recreation  
4 Fran Russ Drive  
(910) 256-7925  
Email: [ParksAndRecreation@towb.org](mailto:ParksAndRecreation@towb.org)



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## CHAPTER TWO: MASTER PLAN VISION, GOALS AND OBJECTIVES

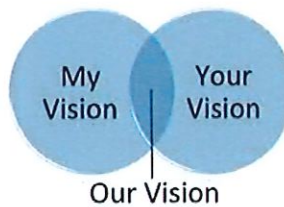
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Contained within this chapter of the comprehensive *Town of Carolina Beach 2024 – 2029 Parks, Recreation and Open Space Master Plan* are the overall Vision, Goals and Objectives of the planning process and the master plan itself. It is with this stated Vision and these overall Goals and Objectives in mind that the planning process was conducted and the structure of the master plan itself designed and formulated.

A clear, concise and dynamic Vision of the future and statements of concrete Goals and Objectives based upon that Vision are important elements of a comprehensive and successful Master Plan. The Vision Statement provides the target to be achieved. Goals and Objectives provide structure, guidance and direction in the formulation of a Parks, Recreation and Open Space Master Plan. In addition, clear and concise Goals and Objectives assist in the definition of overall public policy and aid in decision-making during the planning, development and implementation phases of the Master Plan process. However, a progressive and successful parks, recreation and open space delivery system for the Town of Carolina Beach will require a long-term commitment, adequate public and private funding by the Town of Carolina Beach and

coordinated action by all stakeholders in order to achieve these Goals and Objectives. This long-term commitment and coordinated action must be coupled with an effective program of overall citizen involvement in and support for parks, recreation and open space programs, services, events, camps, activities, facilities, areas, and parks.

A Vision Statement is the anchor point of any strategic plan such as a Parks, Recreation and Open Space Master Plan. It is a road map indicating both what the organization wants to become and guiding transformational initiatives by setting a defined direction for the organization's growth. A Vision Statement is an aspiration description of what an organization would like to achieve or accomplish in the future. The Vision Statement is intended to serve as a clear guide for choosing current and future courses of action.



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### **MASTER PLANNING PROCESS VISION STATEMENT\***

- To offer parks and recreation experiences and opportunities that exceed the recreation and leisure needs, interests and expectations of the citizens of the Town of Carolina Beach by providing a comprehensive, responsive, and functional parks, recreation and open space delivery system that is integrated, inter-connected, environmentally sensitive, accessible, supportive, inclusive, builds upon harmonious relationships and collaborations, comfortable, pleasure inducing, beautification enhancing, and matches the community demographics***



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## **MASTER PLANNING PROCESS GOALS AND OBJECTIVES\***

### **✚ GOAL #1—CONDUCT A COMPREHENSIVE AND MULTI-DIMENSIONAL NEEDS ASSESSMENT RELATED TO PARKS, RECREATION AND OPEN SPACE**

*Implement a thorough needs assessment process in order to understand and evaluate the expressed and latent parks, recreation, and open space needs, wants, and interests of the residents, tourists, and visitors of the Town of Carolina Beach*

- ✓ **Objective A**—to incorporate current growth and demographic trends relevant to the Town of Carolina Beach into the master plan process
- ✓ **Objective B**—to incorporate information and recommendations contained in existing Town of Carolina Beach and New Hanover County comprehensive planning and assessment documents such as the.....
- ✓ **Objective C**—to conduct public meetings, stakeholder interviews, a focus group session and administer a needs assessment survey instrument to allow residents, tourists and visitors of the Town of Carolina Beach the opportunity to express and explain their parks, recreation and open space needs, wants, and interests

### **✚ GOAL #2—FACILITATION OF A FUNCTIONAL, SAFE, ENJOYABLE, RELAXING, AND INTER-CONNECTED SYSTEM OF PARKS AND RECREATION AREAS, FACILITIES, PARKS, AND OPEN SPACE**

*Provide safe, efficient, effective, relaxing, and convenient walking and biking access to the Town of Carolina Beach parks and recreation areas, facilities, parks, and open spaces, existing neighborhoods, downtown area, commercial and service areas, other public areas, the Town of Kure Beach, the Blakeslee Air Force Recreation Area, the Fort Fisher State Historic Site, the Fort Fisher State Recreation Area, and the North Carolina Aquarium at Fort Fisher*

- ✓ **Objective A**—to encourage the implementation of the recommendations contained within the **Town of Carolina Beach 2011 Bicycle Multi-Use Transportation Plan** and the **Town of Carolina Beach Pedestrian Plan—May 2018**
- ✓ **Objective B**—to provide marked, improved and expanded pedestrian and bike paths, trails, pathways and sidewalks particularly those that connect existing neighborhoods, parks and recreation areas, facilities, parks, and open spaces, the downtown area, commercial and service areas, the Carolina Beach Elementary School, and other public areas thereby creating new and safer non-motorized vehicular movement and acceptable alternatives to motorized vehicular movement in and around the Town of Carolina Beach
- ✓ **Objective C**—to facilitate and encourage safe and controlled pedestrian and bike street crossings in appropriate areas of the Town of Carolina Beach

🚩 **GOAL #3—PROTECTION, PRESERVATION, CONSERVATION OF, AND ACCESS TO OPEN SPACES, GREEN SPACES AND NATURAL SPACES**

*Safeguard and ensure the protection, preservation and conservation of open spaces, green spaces and natural spaces in and surrounding the Town of Carolina Beach*

- ✓ **Objective A**—to conserve, preserve, protect and provide access to green, open and natural spaces in existing Town of Carolina Beach park areas and facilities
- ✓ **Objective B**—to incorporate environmentally sensitive techniques and strategies that address the challenges associated with *Climate Change* and *Rising Sea Levels*



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- ✓ **Objective C**—to provide open, green, and natural spaces in and around the Town of Carolina Beach that offer opportunities and experiences for shaded areas



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- ✓ **Objective D**—to acquire land for open space, green space, natural space, and access to and along Carolina Beach’s waterways and marshes



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 **GOAL #4—COLLABORATION AND COOPERATION**

*Encourage, facilitate, and develop mutually beneficial relationships, partnerships, and cooperative agreements with agencies, organizations, and individuals in the Town of Carolina Beach planning jurisdiction as well as inter-departmental collaborations within the Town of Carolina Beach that foster the development of superior parks, recreation and open space experiences and opportunities for ALL residents, tourists, and visitors of the Town of Carolina Beach*

- ✓ **Objective A**—to improve, foster, and expand the Town of Carolina Beach’s positive working relationship with the Military Ocean Terminal Sunny Point (MOTSU)
- ✓ **Objective B**—to improve, foster, and expand the Town of Carolina Beach’s positive working relationship with Carolina Beach State Park
- ✓ **Objective C**—to improve, foster, and expand the Town of Carolina Beach’s positive working relationship with the Town of Kure Beach
- ✓ **Objective D**—to improve, foster, and expand the Town of Carolina Beach’s positive working relationship with the New Hanover County Parks and Gardens Department
- ✓ **Objective E**—to open a positive dialogue with other Town departments which seeks to involve these departments in the coordinated provision of parks, recreation and open space opportunities and experiences
- ✓ **Objective F**—to open a positive dialogue with all sections and segments of the Town of Carolina Beach private and non-profit community organizations, agencies, and individuals which seeks to involve these organizations, agencies and individuals in the planning and provision of parks, recreation and open space opportunities and experiences for the Town of Carolina Beach
- ✓ **Objective G**—to solicit funding support from private and non-profit community organizations, agencies, and individuals to be used to provide, improve and enhance parks, recreation and open space opportunities and experiences for the Town of Carolina Beach

✚ **GOAL #5—PUBLIC ACCESS TO THE WATERS AND SHORELINE OF THE CAPE FEAR RIVER, THE ATLANTIC INTRACOASTAL WATERWAY, AND ALL CREEKS, SHORELINE, AND WATERWAYS IN AND AROUND THE TOWN OF CAROLINA BEACH**

*Provide and ensure free, easily accessible, conveniently located, open, and equitably distributed access to the waters and shoreline in and surrounding the Town of Carolina Beach*

- ✓ **Objective A**—to protect existing public access to the waters and shoreline in and surrounding the Town of Carolina Beach
- ✓ **Objective B**—to improve and enhance existing public access to the waters and shoreline surrounding the Town of Carolina Beach
- ✓ **Objective C**—to facilitate additional public water and shoreline access areas, facilities, sites, and amenities to include small boat, kayak, canoe, and standup paddleboard launches
- ✓ **Objective D**—to explore the potential for making Freeman Park a significant public water and shoreline access area, facility, site, and amenity for the Town of Carolina Beach which is environmentally sensitive and ecologically sound

✚ **GOAL #6—PROVISION OF NEW AND EXPANDED ACTIVE AND PASSIVE RECREATION OPPORTUNITIES AND EXPERIENCES**

*Provide increased opportunities and experiences for residents, tourists, and visitors of all ages and abilities to the Town of Carolina Beach to engage in outdoor and indoor active and passive recreation programs, services, events, and activities*

- ✓ **Objective A**—to utilize all available Town of Carolina Beach and other public areas and facilities to provide parks and recreation opportunities and experiences for residents and visitors to the Town of Carolina Beach
- ✓ **Objective B**—to expand the existing Town of Carolina Beach areas and facilities to provide active and passive recreation programs, services, events, and activities such as greenways, bike trails/paths, walking trails/paths, open space, a Teen Center, and a Senior Center
- ✓ **Objective C**—to ensure there are adequate and appropriate recreation opportunities and experiences for youth and teens
- ✓ **Objective D**—to ensure there are adequate and appropriate active recreation opportunities and experiences for adults
- ✓ **Objective E**—to ensure there are adequate and appropriate active and passive recreation opportunities and experiences for individuals of all ages and abilities
- ✓ **Objective F**—to balance parks and recreation offerings for all ages and abilities in an equitable manner for both the residents of the Town of Carolina Beach and for tourists and visitors to the Town of Carolina Beach

**GOAL #7—COMPLIANCE WITH AMERICAN WITH DISABILITIES ACT (ADA) REQUIREMENTS, UNIVERSAL DESIGN (UD) STANDARDS AND RECOMMENDATIONS AND TOWN OF CAROLINA BEACH AMERICANS WITH DISABILITIES ACT (ADA) TRANSITION PLAN—JULY 2022**

*Ensure all Town of Carolina Beach Parks and Recreation Department offerings are in compliance with current American with Disabilities Act (ADA), Universal Design (UD) accessibility requirements and recommendations, and the Town of Carolina Beach Americans with Disabilities Act (ADA) Transition Plan—July 2022*

- ✓ **Objective A**—to ensure all Town of Carolina Beach Parks and Recreation Department programs, services, events, and activities opportunities and experiences are consistent with and meet ADA and UD guidelines and requirements and adhere to the Town of Carolina Beach Americans with Disabilities Act (ADA) Transition Plan—July 2022



- ✓ **Objective B**—to ensure all Town of Carolina Beach Parks and Recreation Department facilities, areas, and parks are consistent with and meet ADA and UD guidelines and requirements and adhere to the Town of Carolina Beach Americans with Disabilities Act (ADA) Transition Plan—July 2022



- ✓ **Objective C**—to ensure all Town of Carolina Beach Parks and Recreation Department public water access sites and facilities are consistent with and meet ADA and UD guidelines and requirements and adhere to the Town of Carolina Beach Americans with Disabilities Act (ADA) Transition Plan—July 2022

**GOAL #8—IDENTIFY PRACTICAL, REASONABLE AND AVAILABLE ALTERNATIVE SOURCES OF REVENUE**

*Explore all sources of alternative revenue as a means of funding land acquisition requirements and parks, recreation and open space, park, area, and facility development*

- ✓ ***Objective A***—to investigate the practicality and feasibility of a future general obligation bond referendum as a source of revenue for the Town of Carolina Beach
- ✓ ***Objective B***—to investigate the practicality and feasibility of future Parks and Recreation Trust Fund (PARTF) Grants from the State of North Carolina as sources of revenue for the Town of Carolina Beach
- ✓ ***Objective C***—to investigate the practicality and feasibility of future North Carolina Division of Coastal Management Public Beach and Coastal Waterfront Access Grants as a source of revenue for the Town of Carolina Beach
- ✓ ***Objective D***—to investigate the practicality and feasibility of future North Carolina Department of Transportation Bicycle and Pedestrian Planning Grants and North Carolina Department of Transportation Enhancement Program Grants as sources of revenue for the Town of Carolina Beach
- ✓ ***Objective E***—to investigate the practicality and feasibility of future federal grants such as Federal Land and Water Conservation Fund (LWCF) and Safe, Accountable, Flexible, Efficient Transportation Equity Act (SAFETEA): A Legacy for Users Grants as sources of revenue/income for the Town
- ✓ ***Objective F***—to investigate the practicality and feasibility of implementing a Cost Recovery and Pricing Policy to lessen the Town’s budgetary burden as parks, recreation and open space opportunities and experiences are provided
- ✓ ***Objective G***—to investigate the practicality and feasibility of future funding through the Friends of Carolina Beach Parks and Greenways

*\*The Vision, Goals and Objectives of the comprehensive Town of Carolina Beach 2024 – 2029 Parks, Recreation and Open Space Master Plan were developed in conjunction and collaboration with the staff of the Parks and Recreation Department and the members of the Carolina Beach Parks and Recreation Advisory Committee.*



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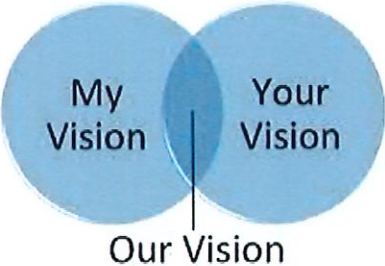
## CHAPTER THREE: MASTER PLAN VISION, GOALS AND OBJECTIVES

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Contained within this chapter of the comprehensive *Town of Topsail Beach 2025 – 2030 Parks, Recreation and Open Space Master Plan* are the overall Vision, goals, and objectives of the planning process and the master plan itself. It is with this stated vision and these overall goals, and objectives in mind that the planning process was conducted and the structure of the master plan itself designed and formulated.

A clear, concise, and dynamic vision of the future and statements of concrete goals, and objectives based upon that vision are important elements of a comprehensive and successful Master Plan. The vision statement provides the target to be achieved. Goals and objectives provide structure, guidance and direction in the formulation of a Parks, Recreation and Open Space Master Plan. In addition, clear and concise goals and objectives assist in the definition of overall public policy and aid in decision-making during the planning, development and implementation phases of the Master Plan process. However, a progressive and successful parks, recreation and open space delivery system for the Town of Topsail Beach will require a long-term commitment, adequate funding by the Town of Topsail Beach and coordinated action by all stakeholders in order to achieve these goals and objectives. This long-term commitment and coordinated action must be coupled with an effective program of overall citizen involvement in and support for parks, recreation and open space programs, services, events, camps, activities, facilities, areas, and parks.

A Vision Statement is the anchor point of any strategic plan such as a Parks, Recreation and Open Space Master Plan. It is a road map indicating both what the organization wants to become and guiding transformational initiatives by setting a defined direction for the organization’s growth. A Vision Statement is an aspiration description of what an organization would like to achieve or accomplish in the future. The Vision Statement is intended to serve as a clear guide for choosing current and future courses of action.



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**MASTER PLANNING PROCESS VISION STATEMENT\***

*To offer parks and recreation experiences and opportunities that exceed the recreation and leisure needs, interests, and expectations of the citizens of the Town of Topsail Beach by providing a comprehensive, responsive, and functional parks, recreation and open space delivery system that maintains the sense of community, culture, and “VIBE” of the Town of Topsail Beach, is family friendly, preserves open space, stresses safety, is environmentally friendly, is in compliance with Americans with Disabilities Act (ADA) requirements and Universal Design (UD) guidelines and recommendations, and projects and protects the essence of the Town of Topsail Beach*



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## MASTER PLANNING PROCESS GOALS AND OBJECTIVES\*

### ✚ GOAL #1—CONDUCT A COMPREHENSIVE AND MULTI-DIMENSIONAL NEEDS ASSESSMENT RELATED TO PARKS, RECREATION, AND OPEN SPACE

*Implement a thorough needs assessment process in order to understand and evaluate the expressed and latent parks, recreation, and open space needs, wants, and interests of the residents, tourists, and visitors of the Town of Topsail Beach*

- ✓ **Objective A**—to incorporate current growth and demographic trends relevant to the Town of Topsail Beach into the Master Plan process
- ✓ **Objective B**—to incorporate information and recommendations contained in existing Town of Topsail Beach and Pender County comprehensive planning and assessment documents such as the **Town of Topsail Beach Comprehensive Parks and Recreation Plan—Adopted 1.22.2014**, the **Town of Topsail Beach CAMA Core Land Use Plan 2015**, the **Town of Topsail Beach, NC: Topsail Beach Walks & Bikes—Adopted 10-09-2019**, the **Town of Topsail Beach, NC 2022 Land Use Plan**, and the **Pender County Parks and Recreation Comprehensive Master Plan—2022 – 2032**
- ✓ **Objective C**—to conduct public meetings, stakeholder interviews, a focus group session and administer a needs assessment survey instrument to allow residents, tourists and visitors of the Town of Topsail Beach the opportunity to express and explain their parks, recreation and open space needs, wants, and interests



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### ✚ GOAL #2—ACQUIRE LAND SPECIFICALLY FOR ACTIVE AND PASSIVE RECREATIONAL OPPORTUNITIES AND EXPERIENCES WITHIN THE TOWN OF TOPSAIL BEACH’S PLANNING JURISDICTION

*Identify and acquire any and all land suitable for parks and recreation facilities, areas, and parks*

- ✓ **Objective A**—to acquire any and all suitable land adjacent or contiguous to any existing Town of Topsail Beach facilities, areas, and parks
- ✓ **Objective B**—to acquire any and all available land potentially suitable for parks and recreation facilities, areas, and parks

✚ **GOAL #3—PROTECTION, PRESERVATION, CONSERVATION OF, AND ACCESS TO OPEN SPACES, GREEN SPACES, AND NATURAL SPACES**

*Safeguard and ensure the protection, preservation, and conservation of open spaces, green spaces, and natural spaces in and surrounding the Town of Topsail Beach*

- ✓ **Objective A**—to conserve, preserve, protect, and provide access to green, open, and natural spaces within the Town of Topsail Beach, especially around Town Center Park
- ✓ **Objective B**—to incorporate environmentally sensitive practices, techniques, and strategies that address the challenges associated with ***Climate Change*** and ***Rising Sea Levels***



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- ✓ **Objective C**—to facilitate the proper utilization, preservation, and conservation of the south end of the Town of Topsail Beach



- ✓ **Objective D**—to acquire land for open space, green space, natural space, and access to and along Topsail Beach’s oceanfront beaches, dunes, waterways, and marshes

**GOAL #4—COLLABORATION AND COOPERATION**

*Encourage, facilitate, and develop mutually beneficial relationships, partnerships, and cooperative agreements with agencies, organizations, and individuals in the Town of Topsail Beach planning jurisdiction as well as inter-departmental collaborations within the Town of Topsail Beach that foster the development of superior parks, recreation, and open space experiences and opportunities for ALL residents, tourists, and visitors of the Town of Topsail Beach*

- ✓ **Objective A**—to open a positive dialogue with all sections and segments of the Town of Topsail Beach private, commercial, church, and non-profit sectors which seeks to involve these organizations, agencies, and individuals in the planning and provision of parks, recreation, and open space opportunities and experiences for the Town of Topsail Beach
- ✓ **Objective B**—to encourage, improve, foster, and expand the Town of Topsail Beach’s positive working relationships with the private and commercial entities operating within the Town of Topsail Beach
- ✓ **Objective C**—to encourage, improve, foster, and expand the Town of Topsail Beach’s positive working relationships with the church and non-profit entities operating within the Town of Topsail Beach
- ✓ **Objective D**—to encourage, improve, foster, and expand interdepartmental collaborations within the Town of Topsail Beach for the purposes of providing parks and recreation, programs, services, events, activities, facilities, areas, and parks
- ✓ **Objective E**—to encourage, improve, foster, and expand the Town of Topsail Beach’s positive working relationship with the Town of Surf City Parks and Recreation Department
- ✓ **Objective F**—to encourage, improve, foster, and expand the Town of Topsail Beach’s positive working relationship with the Pender County Parks and Recreation Department
- ✓ **Objective G**—to solicit funding support from private and non-profit community organizations, agencies, and individuals to be used to provide, improve, and enhance parks, recreation and open space opportunities and experiences for the Town of Topsail Beach

**GOAL #5—PROVISION OF NEW AND EXPANDED ACTIVE OUTDOOR RECREATION OPPORTUNITIES AND EXPERIENCES**

*Provide increased opportunities and experiences for residents, tourists, and visitors of all ages and abilities to the Town of Topsail Beach to engage in active outdoor recreation programs, services, events, and activities*

- ✓ **Objective A**—to provide walking opportunities and experiences



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- ✓ **Objective B**—to provide running opportunities and experiences



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- ✓ **Objective C**—to provide biking opportunities and experiences



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- ✓ **Objective D**—to provide fitness training opportunities and experiences



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- ✓ **Objective E**—to provide kayaking, canoeing, standup paddleboarding, boating, and sailing opportunities and experiences



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**GOAL #6—COMPLIANCE WITH AMERICAN WITH DISABILITIES ACT (ADA) REQUIREMENTS AND UNIVERSAL DESIGN (UD) STANDARDS AND RECOMMENDATIONS**

*Ensure all Town of Topsail Beach Parks and Recreation offerings are in compliance with current American with Disabilities Act (ADA) and Universal Design (UD) accessibility guidelines, standards, requirements, and recommendations*

- ✓ **Objective A**—to ensure all Town of Topsail Beach Parks and Recreation programs, services, events, activities, opportunities, and experiences are consistent with and meet ADA and UD guidelines, standards, requirements, and recommendations



- ✓ **Objective B**—to ensure all Town of Topsail Beach Parks and Recreation facilities, areas, and parks are consistent with and meet ADA and UD guidelines, standards, requirements, and recommendations



- ✓ **Objective C**—to ensure all Town of Topsail Beach Parks and Recreation public water access sites and facilities are consistent with and meet ADA and UD guidelines, standards, requirements, and recommendations

**GOAL #7—IDENTIFY PRACTICAL, REASONABLE, AND AVAILABLE ALTERNATIVE SOURCES OF REVENUE**

*Explore all sources of alternative revenue as a means of funding land acquisition requirements and parks, recreation, and open space, facility, area, and park development*

- ✓ **Objective A**—to investigate the practicality and feasibility of future Parks and Recreation Trust Fund (PARTF) Grants from the State of North Carolina as a source of revenue for the Town of Topsail Beach
- ✓ **Objective B**—to investigate the practicality and feasibility of future North Carolina Division of Coastal Management Public Beach and Coastal Waterfront Access Grants as a source of revenue for the Town of Topsail Beach
- ✓ **Objective C**—to investigate the practicality and feasibility of future North Carolina Department of Transportation Bicycle and Pedestrian Planning Grants and North Carolina Department of Transportation Enhancement Program Grants as a source of revenue for the Town of Topsail Beach



- ✓ **Objective D**—to investigate the practicality and feasibility of future federal grants such as Federal Land and Water Conservation Fund (LWCF) and Safe, Accountable, Flexible, Efficient Transportation Equity Act (SAFETEA): A Legacy for Users Grants as a source of revenue for the Town of Topsail Beach
- ✓ **Objective E**—to investigate the practicality and feasibility of future gifts and donations from private donors as a source of revenue for the Town of Topsail Beach



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*\*The Vision, Goals and Objectives of the comprehensive Town of Topsail Beach 2025 – 2030 Parks, Recreation and Open Space Master Plan were developed in conjunction and collaboration with the staff of the Town of Topsail Beach and the members of the Topsail Beach Parks and Recreation Board*



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## CHAPTER TWO: MASTER PLAN VISION, GOALS & OBJECTIVES

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Contained within this chapter of the *Town of Wrightsville Beach 2020 – 2030 Parks, Recreation and Open Space Master Plan* are the overall vision, goals and objectives of the planning process and the master plan itself. It is with this stated vision and these overall goals and objectives in mind that the planning process was conducted and the structure of the master plan itself designed and formulated.

A clear, concise and dynamic vision of the future and statements of concrete goals and objectives based upon that vision are important elements of a comprehensive and successful Parks, Recreation and Open Space Master Plan. The vision statement provides the target to be achieved. Goals and objectives provide structure, guidance and direction in the formulation of a Parks, Recreation and Open Space Master Plan. In addition, clear and concise goals and objectives assist in the definition of overall public policy and aid in decision-making during the planning, development and implementation phases of the Parks, Recreation and Open Space Master Plan process. However, a progressive and successful parks, recreation and open space delivery system for the Town of Wrightsville Beach will require a long-term commitment,

adequate funding by the Town of Wrightsville Beach and coordinated and cooperative action by all stakeholders in order to achieve these goals and objectives. This long-term commitment and coordinated action must be coupled with an effective program of overall citizen involvement in and support for parks, recreation and open space programs, services, areas and facilities.

A Vision Statement is the anchor point of any strategic plan such as a Parks, Recreation and Open Space Master Plan. It is a road map indicating both what the organization wants to become and guiding transformational initiatives by setting a defined direction for the organization's growth. A Vision Statement is an aspiration description of what an organization would like to achieve or accomplish in the future. The Vision Statement is intended to serve as a clear guide for choosing current and future courses of action.

### VISION\*

 *To offer creative and representative parks, recreation and open space experiences and opportunities that exceed the recreation and leisure needs, interests, desires and expectations of the citizens of the Town of Wrightsville Beach by providing a parks, recreation and open space delivery system that respects private property rights while encouraging cooperation and collaboration between the Town of Wrightsville Beach and other local government entities and community agencies and organizations*

## GOALS AND OBJECTIVES\*

### **🚧 GOAL #1—NEEDS ASSESSMENT**

*Implement a thorough needs assessment process to understand and evaluate the expressed and latent parks, recreation and open space needs, interests, wants and desires of the residents of the Town of Wrightsville Beach*

- ✓ **Objective A**—to incorporate current growth and demographic trends relevant to the Town of Wrightsville Beach into the master plan process
- ✓ **Objective B**—to incorporate information and recommendations contained in existing Town of Wrightsville Beach and New Hanover County comprehensive planning and assessment documents such as the results from the 2007 Parks and Recreation Survey, the 2013 Parks and Recreation Survey, the Town of Wrightsville Beach Mid-Loop Crossing Park Master Plan and the New Hanover County Parks and Gardens 10-Year Master Plan



Town of  
**Wrightsville Beach**  
North Carolina

- ✓ **Objective C**—to conduct public meetings, stakeholder interviews, a focus group session and administer a 2019 needs assessment survey instrument to allow residents of the Town of Wrightsville Beach the opportunity to express and explain their parks, recreation and open space needs, interests, wants and desires

### **🚧 GOAL #2—WATER AND SHORELINE ACCESS**

*Provide and ensure free, easily accessible, conveniently located and equitably distributed access to the waters and shoreline of the Town of Wrightsville Beach*

- ✓ **Objective A**—to protect existing public access to the waters and shoreline of the Town of Wrightsville Beach while respecting private property rights
- ✓ **Objective B**—to improve and enhance existing public access to the waters and shoreline of the Town of Wrightsville Beach while respecting private property rights
- ✓ **Objective C**—to improve and enhance public parking opportunities at the existing public access sites while respecting private property rights
- ✓ **Objective D**—to facilitate additional public water and shoreline access areas, sites and amenities particularly to the sound side waters and shoreline of the Town of Wrightsville Beach while respecting private property rights

### **GOAL #3—SAFE AND ACCESSIBLE PROGRAMS, SERVICES, AREAS AND FACILITIES**

*Provide and ensure convenient, safe and accessible public access and parking to all Town of Wrightsville Beach programs, services, areas and facilities*

- ✓ **Objective A**—to provide when feasible adequate parking at all Town of Wrightsville Beach areas and facilities
- ✓ **Objective B**—to ensure all Town of Wrightsville Beach Parks and Recreation programs, services, areas and facilities are in compliance with current American with Disabilities Act (ADA) and Universal Design accessibility requirements and recommendations
- ✓ **Objective C**—to ensure all Town of Wrightsville Beach Parks and Recreation programs, services, areas and facilities are operated and maintained in a manner consistent with the highest standards of safety and reliability

### **GOAL #4—QUALITY OVER QUANTITY**

*Maintain a decision-making posture that emphasizes enhancement of and improvements to existing parks, recreation and open space opportunities and experiences before the creation of new parks, recreation and open space opportunities and experiences*

- ✓ **Objective A**—to conduct a comprehensive evaluation and assessment of current parks, recreation and open space programs, services, areas and facilities
- ✓ **Objective B**—to use the evaluation and assessment conducted as **Goal #4—Objective A** to recommend enhancements and improvements to current parks, recreation and open space programs, services, areas and facilities
- ✓ **Objective C**—to implement the identified enhancements and improvements recommended as **Goal #4—Objective B** before developing new programs, services, areas and facilities
- ✓ **Objective D**—to develop a Capital Improvements Program (CIP) budget process to facilitate and direct the implementation of the parks, recreation and open space recommendations brought forward through the master plan process

 **GOAL #5—PEDESTRIAN AND NON-MOTORIZED VEHICULAR TRANSPORTATION SYSTEM**

*Provide safe, efficient, effective and convenient walking and non-motorized vehicular access to the Town of Wrightsville Beach parks and recreation areas, facilities and open spaces, existing neighborhoods, commercial and service areas, and other public areas and facilities*

- ✓ **Objective A**—to provide marked, safe, improved and expanded pedestrian and non-motorized vehicular paths, trails, pathways, crosswalks and sidewalks particularly for crossing NC Highway 74/76 and for connecting existing residential neighborhoods, existing parks and recreation areas, facilities and open spaces, commercial and service areas and other public areas and facilities thereby creating new and safer non-motorized vehicular movement and acceptable alternatives to motorized vehicular movement in and around the Town of Wrightsville Beach
- ✓ **Objective B**—to provide a safe and efficient way for pedestrians to cross Causeway Drive when exiting the Wrightsville Beach Park and the Wrightsville Beach Municipal Complex
- ✓ **Objective C**—to improve vehicular traffic movement along Old Causeway Drive and Causeway Drive in the vicinity of the United States Postal Service office

**GOAL #6—ALTERNATIVE SOURCES OF REVENUE AND INCOME**

*Explore all sources of alternative revenue and income as a means of funding land acquisition requirements and parks, recreation and open space program, service, area and facility development*

- ✓ **Objective A**—to investigate the practicality and feasibility of a future general obligation bond referendum as a source of revenue and income for the Town of Wrightsville Beach
- ✓ **Objective B**—to investigate the practicality and feasibility of future Parks and Recreation Trust Fund (PARTF) Grants from the State of North Carolina as sources of revenue and income for the Town of Wrightsville Beach



- ✓ **Objective C**—to investigate the practicality and feasibility of future North Carolina Division of Coastal Management Public Beach and Coastal Waterfront Access Grants as a source of revenue and income for the Town of Wrightsville Beach
- ✓ **Objective D**—to investigate the practicality and feasibility of future North Carolina Department of Transportation Bicycle and Pedestrian Planning Grants and North Carolina Department of Transportation Enhancement Program Grants as sources of revenue and income for the Town of Wrightsville Beach



- ✓ **Objective E**—to investigate the practicality and feasibility of future federal grants such as Federal Land and Water Conservation Fund (LWCF) and Safe, Accountable, Flexible, Efficient Transportation Equity Act (SAFETEA): A Legacy for Users Grants as sources of revenue and income for the Town of Wrightsville Beach



- ✓ **Objective F**—to investigate the practicality and feasibility of future public-private partnerships as a source of revenue and income for the Town

#### **GOAL #7—COMMUNITY PARTNERSHIPS AND RELATIONSHIPS**

*Initiate an aggressive program designed to encourage and implement effective and efficient working relationships with various community organizations and agencies*

- ✓ **Objective A**—to open a positive dialogue with the New Hanover County school system to facilitate a relationship allowing the Town of Wrightsville Beach to utilize school system areas and facilities when available and appropriate
- ✓ **Objective B**—to open a positive dialogue with private and non-profit community organizations and agencies which seeks to involve these organizations and agencies in the provision of parks, recreation and open space programs, services, areas and facilities for the Town of Wrightsville Beach
- ✓ **Objective C**—to solicit funding support from various community organizations and agencies to be used to improve and enhance parks, recreation and open space programs, services, areas and facilities

#### **GOAL #8—LAND ACQUISITION**

*Initiate a program of actively pursuing the acquisition of lands suitable for parks, recreation and open space purposes in and around the Town of Wrightsville Beach*

- ✓ **Objective A**—to pursue the acquisition of lands suitable for parks, recreation and open space purposes through donations from public and private donors while respecting private property ownership rights
- ✓ **Objective B**—to pursue the acquisition of lands suitable for parks, recreation and open space purposes through direct purchase while respecting private property ownership rights

#### **GOAL #9—“DOG FRIENDLY ENVIRONMENT”**

*Conduct a comprehensive evaluation of the current Town rules and regulations related to dogs and recommend changes and revisions to those rules and regulations as appropriate*

- ✓ **Objective A**—to evaluate and assess all Town rules and regulations related to an individual’s ability to bring dogs onto the beach strand
- ✓ **Objective B**—to use the evaluation and assessment conducted as **Goal #9—Objective A** to recommend changes as appropriate to Town rules and regulations related to an individual’s ability to bring dogs onto the beach strand

*\*The Vision, Goals and Objectives of the Town of Wrightsville Beach 2020 – 2030 Parks, Recreation and Open Space Master Plan were developed in conjunction and collaboration with the Parks and Recreation staff and the members of the Parks and Recreation Advisory Committee.*

## WBPR Master Plan Recommendations

| 2007-2012 Master Plan Recommendations  | 2013-2018 Master Plan Recommendations  | 2020-2030 Master Plan Recommendations   | NOTES  |
|--|--|---|--|
| <b>Land Acquisitions</b>   |  |   |  |
| No Specifics. Acquire as available and affordable for water access, green space, parks, etc. | Acquire as available & affordable for water access, green space, parks, etc. Better utilization of existing TOWB properties. | Acquire as available & affordable for water access, green space, parks, bike/ped improvements, etc. |  |
| <b>Facility, Area, and Park Development</b>  |  |   |  |
| Recreation Center  | Recreation Center  | Recreation Center   |  |
| Bike / Ped Improvements  | Bike / Ped Improvements  | Bike / Ped Improvements   | Salisbury wide shoulders, Old Causeway & Pelican sharrows, Causeway bike lanes & sharrows through muni complex |
| Water Access   | Water Access ("reclaim")   | Water Access  |  |
| Light Tennis Courts  | Light Tennis Courts  | Light Tennis Courts   | Lights on court facility 2025  |
| Additional Tennis Courts   | Additional Tennis Courts   | Pickleball Courts   | PB courts & lights 2025  |
| Additional Basketball Court  |  |   | 2nd Basketball Court 2010  |
|  | Skateboard Park  | Skateboard Park   |  |
| Amphitheater   |  |   | Event Stage 2010   |
|  | Dog Park   | Dog Park  | Studied area now a commercial parking lot  |
| Increase parking in WB Park  |  | Parking Improvements  | 2010 & 2025 parking improvements WB Park   |
|  | Outdoor Fitness Equipment  | Outdoor Fitness Equipment   | 2016 equipment   |
|  |  | Playground Equipment  | 2016 new playground  |
| Enclose tennis backwall  | Shuffleboard, bocce, horseshoes  | Outdoor Sand Volleyball Cts   |  |
| Replace the softball fence   |  |   |  |
| Boardwalk over marsh   |  |   | Private property (Lees)  |
| Upgrade landscaping  |  |   | 2010, 2025 and on-going  |
| Widen the Loop, improve lighting, misting and fitness stations                               | Widen the Loop, improve lighting, misting and fitness stations   | Widen the Loop, improve lighting, misting and fitness stations                                      | Loop Expansion Project 2026<br>Bridge replacement has bike/ped improvements 2028                               |
| New Floor & Sound System in Rec Center   | New Sound System in Rec Ctr, Rain garden/bio-ention areas  |   | New floor in 2007, sound system?   |
| Causeway Dr Mini Park - Covered benches & gazebo   | Causeway Dr Mini Park - Covered benches & gazebo   | Repair bulkhead, trash bins, covered bench/swing, grill, table, lighting, kayak launch              | Bulkhead repaired 2023ish  |
| Greensboro St Park - Play equipment and water fountain                                       | Greensboro St Park - Play equipment and water fountain   | Water fountain, trash bins, splash pad, shade sails, lighting                                       | 2011 equipment additions   |
| S. Channel Park - Add steps  | Landscaping and rain garden  | Covered bench swings, trash bins, pier, doggi pot station   | Steps added in 2009  |
| Island Dr Park - landscaping   | Landscaping and rain garden  | Covered bench swings, smal playground, picnic shelter, tables, grill, lighting                      |  |

## WBPR Master Plan Recommendations

| 2007-2012 Master Plan Recommendations                   | 2013-2018 Master Plan Recommendations | 2020-2030 Master Plan Recommendations | NOTES   |
|---|---------------------------------------|---------------------------------------|---|
| <b>Facility, Area, and Park Development (Continued)</b> |                                       |                                       |   |
| Wynn Plaza - Kayak/Canoe Trail markers                  | Kayak/Canoe Launch, Trail             | Trash receptacles, kayak launch       | Wynn Plaza has launch, trail is maintenance concern |
|   |                                       | Public Restrooms                      |   |
|   |                                       | Renovate Lee's Nature Park            | RILO Foun. Renovations                              |
|   |                                       | Convert old FD to open air            |   |
|   |                                       | PM Storage Area Improvements          |   |
|   |                                       | Park Office Improvements              | Renovated in 2023                                   |
|   |                                       | Historic Square Improvements          | FY26  |
|   |                                       | Softball Field Improvements           | FY26  |
|   |                                       | Event Stage Improvements              | 2025 Decking replaced                               |
|   |                                       | Park Promenade MUP                    | 2025 and Proposed FY27                              |
|   |                                       | Covered pavillion at bball cts        |   |
|   |                                       | Shade playground                      | WBPR tabled topic - expensive                       |
|   |                                       | Trash & recycle thru park             |   |
|   |                                       | Wi-fi in park & in rec center         |   |
|   |                                       | Phone chargers in park,rec ctr        |   |
|   |                                       | Backboard on tennis courts            |   |
| <b>Program and Service Development</b>                  |                                       |                                       |   |
| Farmers' Market   |                                       |                                       | 2009 to present                                     |
| Aquatic Programs  | Aquatic Programs                      | Aquatics,SUP,Kayak,Canoe              | Kayak Workshops 2008                                |
| Outdoor events w/ stage                                 | Outdoor events w/ stage               | Family oriented programs              | Concerts, Movies, PC                                |
| Bicycle related programs                                | Bicycle related programs              | Biking, Walking, Running              | Bike Rodeo, Bike to School, River to Sea            |
| Fitness programs  | Fitness programs                      |                                       | Early am & pm lack of ppl                           |
| Hobby-related classes                                   |                                       | Hobby-related classes                 | Boot Camp, Tai Chi                                  |
|   | Youth / teen advisory board           |                                       | Youth cooking, bridge                               |
|   |                                       | Meditation & Stretching               | Tried in 2024 - lacked ppl                          |
|   |                                       | Yoga, Tai Chi on the beach            | Tai Chi Jan 2025                                    |
|   |                                       | Tennis ladder                         | COW   |
| <b>Policy and Procedure Considerations</b>              |                                       |                                       |   |
| Partnerships  | Partnerships                          | Partnerships                          |   |
| WMPO Bike/Ped Committee                                 | WMPO Bike/Ped Committee               |                                       | Staff on WMPO Bike/Ped                              |
| ADA accessibility                                       | ADA accessibility                     | ADA accessibility                     | Sandwheelchair program                              |
| Certified Playground Safety Insp                        | Certified Playground Safety Insp      |                                       | Parks Maintenance Cert                              |
|   |                                       | Separate Parks & Rec Dept             | July 2025   |
|   |                                       | Update Com Trans Plan                 | June 2024   |
|   |                                       | 2016 Park Master Plan                 | Parking,PB Crts,MUP 2025                            |
|   |                                       | Gifts & Donations Catalog             |   |
|   |                                       | Advertising & Marketing               | Communications Mgr 2025                             |
|   |                                       | Revise TOWB Ordinances,               | Dogs on Beach currently                             |
| <b>Personnel Considerations</b>                         |                                       |                                       |   |
| Separate Planning & Parks                               | Separate Planning & Parks             | Separate Planning & Parks             | July 2025   |
| Director Position, Rec Specialist                       | Director Position, Rec Specialist     | Dir Position, Rec Specialist          | July 2025   |
| Added Parks Maintenance Position                        | Added Parks Maintenance Positions     | Added Parks Main Positions            | PM to Public Works 2023                             |
| Park Ranger to Parks & Recreation                       | Park Ranger to Parks & Recreation     | Park Ranger to Parks & Rec            | Park Ranger to PD 2023                              |

# Wrightsville Beach Parks and Recreation History

March 20, 2026

The Parks and Recreation Department of Wrightsville Beach was founded in July 1974. The Board of Aldermen approved an ordinance that created a Parks and Recreation Advisory Committee on July 26, 1974, and just weeks later the Board of Aldermen appointed the first Parks & Recreation Director on August 5, 1974.

In March 2003, the Parks & Recreation Director's position was eliminated, and Parks & Recreation combined with Planning & Inspections to create the Department of Planning & Parks. In 2023, Parks Maintenance moved to the Public Works Department where facilities maintenance and sanitation had recently been contracted out. Cape Fear Public Utility Authority took over the water and sewer system in 2025. On July 1, 2025 the Planning & Parks Department separated into two departments: Planning & Inspections and Parks & Recreation.

The Town of Wrightsville Beach through the LWCF (Land & Water Conservation Fund) officially obtained Wrightsville Beach Park in November 1975. The Park was developed with fields, tennis and basketball courts, tennis back wall, and picnic shelter. The Recreation Department's office was in what was originally planned to be a storage building but was converted to an office. The staff moved into the 1 Bob Sawyer Drive office in 1989, and the Fran Russ Recreation Center opened for programming in 1990. A new cushioned floor was installed in December 2007. The Old Fire Station located on Live Oak Drive had been used for programming since the 70's but was taken for use by Central Parking in 2001 and later leased to various businesses.

In Wrightsville Beach Park, the softball field fence was replaced after Hurricane Fran in 1996 and an addition to right field was installed in 2003. Tennis courts were resurfaced in 2003, 2007, 2011, 2021, 2025. A second picnic shelter was added in August 2005. Playground equipment in Wrightsville Beach Park was replaced in 1999 and again in 2004, with a second structure added for younger children in 2006. Later updates were made through a grant from Trillium Health Resources.

In early 2009, an ordinance regulating business activities operating on the beach was adopted. As a result, the Town's Board of Aldermen eliminated the surfing lessons that were offered by the Planning and Parks Department believing it to be in direct competition with surfing businesses acquiring Business on the Beach permits. The department offered its final season of surfing lessons in the summer of 2009. Also, in 2009 with a struggling economy, the Board of Aldermen increased softball program fees to cover the expense of a part-time maintenance worker bringing the fees from the proposed \$495 to \$600 with the stipulation that 22 teams participate. With only 10 teams registered in the fall and 11 in the spring, the league had its final season in 2010. In the Summer of 2012, the Wilmington Softball Association began a co-ed league under a contract for use of the facility. Their last season was 2022.

In July 2010, the Town was awarded a Parks and Recreation Trust Fund (PARTF) grant for improvements to the park facilities including: a tennis court lift and new fence, improvements to the parking lot islands, an additional basketball court, and an event stage. The project was completed in June 2011. In 2025, the event stage surface was replaced with Trex due to rotting wood.

Improvements to Wynn Plaza and Greensboro Street mini park began in 1996 and were completed by 2000 with the dedication of Wynn Plaza in September 2002. In 2011, further improvements were

made to Greensboro Street Park. South Channel Mini Park with its three donated benches offers a view of Banks Channel. The mini park was updated in 2012 with new steps to the water and a kayak/canoe roller to allow ease of putting smaller watercraft into Banks Channel.

In 2014, the WB Foundation funded Easy-Up basketball goals for the department's youth basketball program and the gaga ball pit, which was also part of an Eagle Scout project. In December 2014, the Wrightsville Beach Lions Club held their final Christmas Eve Santa Visit event. The program began in the late 1950's. Santa would ride around the beach on Christmas Eve then sit at the location of the municipal dock. Occasionally he would arrive by boat. Then in the 1970's, Santa began the tradition of arriving by fire truck by way of the draw bridge to the former fire station location on Causeway then moving to the former fire station on Seawater Lane where a decorated tree used to sit until it was lost during a hurricane. In 2006, the Lions Club began using the municipal tree in front of Town Hall. The Wrightsville Beach Lions Club disbanded in early 2015, so the Wrightsville Beach Foundation stepped in and funded the long-running Christmas Eve program that continues today.

In early 2015, the Wrightsville Beach Foundation funded portable pickleball nets and the lining of two of the four existing tennis courts for pickleball. To facilitate the growth of pickleball, the parks and recreation department added pickleball lessons to its programs. On Tuesdays, Thursdays, and Saturdays pickleballers met for round robin-style play. Volunteers set up the courts. In December 2017, the WB Foundation funded two more pickleball courts to accommodate the growing interest in pickleball and participants in the open play program. The pickleballers donated two additional nets.

The Town was awarded a \$300,000 grant from Trillium Health Resources in October 2015 to construct an inclusive playground in Wrightsville Beach Park. The ribbon cutting ceremony was held on June 16, 2016. The playground included the Liberty Swing which is a swing designed for use by individuals in a wheelchair. It also has two fitness stations along the perimeter including equipment for core strengthening and plyometric training. The age 2 – 5 playground equipment was relocated to an area beside the Harbor Way Gardens, and the remaining equipment was removed to allow for the new playground. In 2024, the wheelchair swing was removed. It had rusted and replacement parts were not available and the company that had included the swing as a requirement of the Trillium Grant was in Australia and unable to be reached. A more inclusive piece of equipment was installed that allowed wheelchair users and non the ability to play together.

On February 13, 2016, the Parks and Recreation Department held its inaugural Wrightsville Beach Valentine 10k. The race was created to raise funds to support concerts, movies, and other free community events offered by the department. The last WBPR Town sponsored Valentine Run was held February 12, 2022. Sponsorships were difficult to secure given that it wasn't a charity event.

Island Drive Park is a neighborhood mini park on South Harbor Island. The Harbor Island Garden Club (est. 1952) often added plants and worked in the flower beds, but local resident Durwood Sykes dedicated many hours over many years, at least as early as 2012, maintaining the garden always in communication with the Parks Maintenance Department. Durwood passed away in March 2025. The park was renamed Durwood Sykes Sunset Park in his memory. The dedication ceremony was held in November 2025.

The tennis courts were resurfaced in August 2022 and one of the courts was converted to 4 dedicated pickleball courts. The pickleball group raised funds to pay for the dedicated courts (\$6,000+). Also,

The tennis courts were resurfaced in August 2022 and one of the courts was converted to 4 dedicated pickleball courts. The pickleball group raised funds to pay for the dedicated courts (\$6,000+). Also, in August 2022 the Town was awarded a \$397,000 PARTF grant for 5 new dedicated pickleball courts and lighting for the entire court facility. A multiuse path adjacent to the courts and connecting the museum, courts, restroom and playground was also part of the PARTF project.

Special Event Permits are processed through the park office. Approximately 200 permits are processed each year including weddings and surf events on the beach as well as walks, runs and other events centered in Wrightsville Beach Park.

**Mission Statement:** Our overall objective is to provide constructive and socially acceptable leisure opportunities, whether of an active or passive nature, that will contribute significantly toward the physical, social, and/or emotional well-being of the citizenry and to the overall social needs of the community.

Throughout the years, some programs have come and gone but many have maintained a consistent level of participation. Changes occur due to the trends of the time. The following is a list of Parks and Recreation programs and special events that have been provided since the department began (what we have been able to confirm since 2002). Those preceded by an asterisk (\*) are not currently offered.

Adopt-A-Beach Access 1993 – 2020

\*Art Classes 1979

\*Art Camp 1996 – 2015

\*After School Care 1977 – 2018

Adult Fitness Classes - 1979 Slimnastics, Low Impact 1982, Cardio Crunch 2018 – to present

\*Azalea Festival Volleyball Tournament 1978 – 1993

Bark in the Park Canine Disc Competition (Skyhoundz Hyperflite) 1992 – to present

Barre: Barre Fit 2015-2020, Barre-lates 2021, Core Conditioning 2024 – to present

Basketball Camp 2013 to present

Basketball Instructional League for Youth 2014 to present

Basketball League 1979 to present

\*Belly Dancing 1978 and again in 2000

Bike Rodeo with WBPD 2025 to present

\*Boot Camp 2006 – 2018

\*Bridge open play ended 1993 and offered again, 2008 – 2014 with lessons and workshops

Christmas Decorating Contest 1979 – 2004, 2013 – 2024

Christmas Eve Santa Visit late 1950's – 2014 WB Lions Club, now provided by WB Foundation

Community CPR/AED with Wbfd 2021 to present

Concerts in the Park 1996 to present (WECT cancelled participation after 2025 season)

\*Cooking Classes for Adults 2008 (no classes due to lack of participation)

Cotillion, February 2009 – 2024

\*Drama Camp 1978 – 2003

Easter Egg Hunt 1982 – 2012 WB Lions Club, WB Churches 2013 – 2015, WBPR 2019 to present

\*Extreme Cross Training 2012 - 2015

Farmers' Market 2009

\*First Aid 1976

\*Flag Football 2000 – 2026

\*Flag Football State Tournament 2007 – 2009  
Flag Football for Youth – Spring 2016  
\*Get Fit 2013 – 2015  
\*Indoor Cycling Classes 2016 – 2017  
Junior Lifeguard Program 2015 to present  
\*Kayak Lessons 1999, 2001, 2008  
\*Kids' Cooking Classes 2012 – 2019  
\*Kids Run the Nation 2019 – 2025  
Lacrosse Camp 2008  
Lacrosse (WB Lax Club) 2021 to present  
\*Line Dancing 2012 – 2019  
\*Loop Challenge / PACET 2005 - 2007  
Movies in the Park 2010, 2011 – 2014, 2021 (surf movies 2005 – 2007, 2021-present)  
Performance Club 2008 to present (Elf Patrol 2013 to present)  
Pickleball Lessons 2015 to present  
Pickleball Open Play 2017 to present  
\*Pilates 2003 – 2015  
River to Sea Bike Ride  
\*Safe Sitter Babysitter Training 2015 – 2021 (ARC 2014)  
Sand Wheelchair 1999 to present (5 currently in inventory)  
\*Shag Lessons 1998 – 2021  
\*Sailing Lessons 1975 - 1994  
\*Soccer Camps: Hammerheads 1993 - 2009, 2012 to present, \* British Soccer 2010 – 2012  
\*Soccer Shots year-round and summer camps 2020 – 2024  
\*Softball League 1979 – 2009  
\*Step Class 1996 – 2001  
\*Surf Sun Sand Volleyball Tournament 1981 – 2012 (Bocce Ball Tournament added in 2007)  
\*Surfing Lessons 1975 – 2009  
\*Summer Day Camp 1977 – 2003  
\*Swimming Lessons (American Red Cross) 1967 – 2000  
Tai Chi 2025 to present  
Tennis Camp for Youth 2007 to present  
\*Tennis Day for Ladies 1976 – 2004  
\*Tennis Ladder (Women 2000 - 2015, Men 2008 - 2015)  
Tennis Lessons 1976 (Jackie Jenkins 1990)  
Tone, Strengthen, and Stretch 1996 to present  
Tree Lighting Ceremony 2006 to present  
\*Water Safety & Boating Safety Classes (Coast Guard Auxiliary) 1976-2021  
\*Wrightsville Beach Valentine 10k 2016 - 2022  
Yoga, Gentle 1974, Nancy Hayes 1983 to present  
Yoga, Power 2005, Vinyasa, 2013 to present  
\*Yoga on the Beach 2010  
\*Zumba® 2012 – 2014, Zumba Gold ended in 2020

## **Wrightsville Beach Park Facilities and Date Built or Installed**

Recreation Center – Opened for programming 1990, Floors resurfaced in December 2007, Park office relocated to recreation center following Hurricane Floyd in 2018. The former Bob Sawyer Drive office was demolished in February 2022. Staff moved into the new office in the rec center in January 2023.

Soccer Field 1975

Softball Field 1978

Tennis Courts (4) 1978? Resurfaced 2003, 2007, 2011, August 2022, July 2025 and lights added

Tennis Back Wall – August 1979, resurfaced 2003, 2007, 2011, 2018, 2025

Basketball Court – 1978, resurfaced 2007, 2<sup>nd</sup> court added 2011, resurfaced 2018, 2025

Overlook Deck – August 1979 to March 2011

Shelter 2 – January 1988 (Donated by WB Lions Club)

Shelter 1 – October 2005 (Donated by Eddie & Margaret Collins, Keith Beatty)

Sand Volleyball Courts 1978? Historic Square home added 2021 so all courts removed

Harbor Way Gardens 2003

Shelter between Museum and tennis courts 2007, removed with 2025 project

Shelter on Loop at Museum 2009

Event Stage June 2011

Exercise Equipment Set – 2011, added boxes 2013

Tennis Court Shelter – 2013 (Boy Scout Project with WB Foundation assistance)

Playground – Inclusive with Liberty Swing, fitness equipment June 2016 (swing removed in 2024)

Playground at Harbor Way Gardens – moved from park playground 2016

Pickleball Court Lines 4 Courts in 2015, 2 more added December 2017

Pickleball – 4 dedicated courts added to one tennis court with resurfacing August 2022

Pickleball – 5 new dedicated courts with lights 2025

# WRIGHTSVILLE BEACH SPECIAL EVENTS, FILMING, RESERVATIONS

| Weddings and other beach events, Filming, Park Facilities & Recreation Center Reservations |                          |                  |  |  |                      |
|--|--------------------------|------------------|--|--|----------------------|
| Activity   | Number of Events in 2025 | Number of People | Organizer                                  | Locations  | *Revenue Totals 2025 |
| Weddings   | 27                       | 838              | Private Individuals                        | Beach strand at various locations                    | \$5,145              |
| Summer Church Services   | 19                       | 1665             | Little Chapel on the Boardwalk, and other  | Access 4   | \$0                  |
| Other beach or town facilities   | 10                       | 489              | Private Individuals                        | Beach strand at various locations, Sykes Sunset Park | \$2,180              |
| Beach Sweeps   | 3                        | 165              | Private Individuals or Groups              | Various beach locations                              | \$0                  |
| Filming  | 14                       | 595              | Various Film Agencies                      | South end, Pelican Drive, Other beach locations      | \$3,725              |
| Park Reservations  | 78                       | 3642             | Various Private Individuals or Groups      | Event stage, shelters, fields                        | \$12,650             |
| Park Reservation with SEP  | 8                        | See SEP          | Various Non Profits with SEPs listed below | Event stage, shelters, fields                        | \$2,800              |
| Rec Center Reservations  | 39                       | 1122             | AA, Private Individuals                    | Recreation Center                                    | \$2,393              |
|  |                          |                  |  | <b>TOTAL</b>   | <b>\$28,893</b>      |

| Town Sponsored Recurring Activities |                                   |          |                 |                      |                 |
|-------------------------------------|-----------------------------------|----------|-----------------|----------------------|-----------------|
| 2026 Event Dates                    | Event Name                        | Approx   | Event Organizer | Location             | Revenue         |
| March 28                            | Easter Egg Hunt                   | 500      | WBPR            | WB Park              | \$0             |
| May 3                               | River to Sea Bike Ride            | 450      | WMPO & WBPR     | WB Park - Bikes only | \$0             |
| Mondays May 4 thru Dec 7            | Farmers' Market                   | 200-2000 | WBPR            | WB Park              | \$40,645        |
| May 9                               | Art in the Garden (& Azalea Tour) | 100      | HIGC & WBPR     | WB Park              | \$0             |
| Thursdays June 11, 18, 25           | Concerts in the Park              | 600      | WBPR            | WB Park              | \$0             |
| Thursdays July 2, 9, 16, 23, 30     | Concerts in the Park              | 600      | WBPR            | WB Park              | \$0             |
| Thursday Aug 6                      | Concerts in the Park              | 600      | WBPR            | WB Park              | \$0             |
| October 3                           | Bark in the Park                  | 200      | WBPR            | WB Park              | \$0             |
| October 10                          | Tour of Homes                     | 100      | HIGC & WBPR     | WB Park              | \$0             |
| October 18                          | Bike Rodeo                        | 250      | WBPR & WBPD     | WB Park              | \$0             |
| October 30                          | Movie in the Park                 | 200      | WBPR            | WB Park              | \$0             |
| November 27                         | Tree Lighting Ceremony            | 500      | WBPR            | WB Park              | \$0             |
| December 4                          | Movie in the Park                 | 200      | WBPR            | WB Park              | \$0             |
|                                     |                                   |          |                 | <b>TOTAL</b>         | <b>\$40,645</b> |

# WRIGHTSVILLE BEACH SPECIAL EVENTS, FILMING, RESERVATIONS

The events highlighted in green require road closures with contracted WBPD support for traffic and crowd control. Special event permit fees and a road closure fee are collected in addition to any WBPD/WBFD support, parking, and/or reservation fees.

| Other Recurring Special Events |  |        |                                    |  |                 |
|--------------------------------|--|--------|------------------------------------|--|-----------------|
| 2026 Event Dates               | Event Name                                   | Approx | Event Organizer                    | Location   | Revenue         |
| January 1                      | Wrightsville Plunge                          | 1900   | Communities In Schools             | Beach Access 36                                      | \$700           |
| February 28                    | Novant Health Wilmington Marathon            | 4000   | Tom Clifford Without Limits        | JM Pier start and run off beach                      | \$3,331         |
| March 21                       | O'Neill East Coast Grom Surf Contest         | 90     | O'Neill                            | Access 29  | \$180           |
| April 5                        | Easter Sunrise Service                       | 100    | Church of the Servant              | Beach Access 4                                       | \$0             |
| April 5                        | Easter Sunrise Service                       | 275    | Grace Baptist Church               | Beach Access 2                                       | \$0             |
| April 5                        | Easter Sunrise Service                       | 1000   | WB Com.Churches                    | Beach Access 16 - 17                                 | \$0             |
| April 5                        | Easter Sunrise Service                       | 150    | First Presbyterian                 | Beach Access 34                                      | \$0             |
| April 5                        | Easter Sunrise Service                       | 500    | North Point Church                 | Beach Access 37                                      | \$0             |
| April 24 - 26                  | Carolina Pro Am Surf                         | 150    | Haywood Newkirk World Paddle Assoc | Beach Access 38 - 29                                 | \$750           |
| May 16                         | Grey Liston Pier to Pier Swim                | 300    | Rick Liston & David Sokolofsky     | JM - Crystal Pier                                    | \$400           |
| June 27                        | ESA SNC Surf Contest                         | 100    | Eastern Surf Assoc                 | Oceanic - Birmingham                                 | \$180           |
| August 8 - 9                   | Wahine Surf Contest                          | <200   | Jo Pickett                         | Access 30 - 32                                       | \$500           |
| August 22                      | ESA SNC Surf Contest                         | 100    | Eastern Surf Assoc                 | Oceanic - Birmingham                                 | \$180           |
| September 19                   | YMCA Pier to Pier Swim                       | 350    | YMCA Sarah Gibbs                   | JM - Crystal Pier                                    | \$400           |
| September 20                   | Liam Strong 5k                               | 400    | Kim Batten                         | JM Pier Out and Back (north)                         | \$400           |
| September 25                   | YMCA Triathlon                               | 1000   | YMCA Tom Clifford                  | Packet pickup  | \$600           |
| September 26                   | YMCA Triathlon                               | 1500   | YMCA Tom Clifford                  | Banks Channel, Bike off beach, return and run Loop   | \$1,327         |
| October 2                      | WBES Fall Festival                           | 500    | WBES                               | WB Park  | \$0             |
| October 16                     | Ironman 70.3 Bike Check-in                   | 3000   | Iron Man Sami Winter               | WB Park  | \$800           |
| October 17                     | Ironman 70.3                                 | 3000   | Iron Man Sami Winter               | Banks Channel Swim, Trans in WB Park, Bike off beach | \$2,323         |
| October 24                     | ESA SNC Surf Contest                         | 100    | Eastern Surf Assoc                 | Oceanic - Birmingham                                 | \$180           |
| October 24                     | Seaside Shuffle                              | 400    | Road Runner Club Mike St. Jacques  | WB Park and Loop                                     | \$535           |
| November 7                     | Surf Shop Shoot Out                          | 100    | Ocean Events USA                   | Beach Access 8                                       | \$180           |
| November 14                    | USA Surf Event                               | 100    | USA Surf Assoc.                    | Beach Access 27-28                                   | \$180           |
| November 26                    | Thanksgiving Day Turkey Trot                 | 4000   | CF Habitat for Humanity (Hackman)  | WB Park and Loop                                     | \$2,599         |
| November 28                    | Flotilla Day in Park, Boat Parade, Fireworks | 10,000 | NC Holiday Flotilla Committee      | TOWB   | \$2,200         |
| November 28                    | ESA SNC Surf Contest                         | 100    | Eastern Surf Assoc                 | Oceanic - Birmingham                                 | \$180           |
|                                |  |        |                                    | <b>TOTAL</b>   | <b>\$18,125</b> |