



City of Marco Island

Date: April 2025

From: Samantha Malloy-Manager of Parks, Culture & Recreation

Re: Parks & Recreation Review & Highlights
October 2023 – April 2024 vs October 2024 – April 2025

Veterans Community Park

Park Reservations

- **Oct 2023 – Apr 2024:** 65 reserved dates
- **Oct 2024 – Apr 2025:** 74 reserved dates
Increase shows growing community demand for events and gathering space.

City Parks & Recreation-Organized Events

- **Farmers Market**
Held mid-November through mid-April, this remains one of SW Florida's most popular markets.
 - **Estimated Attendance:**
 - November, December, April: ~1,000/day
 - January–March: ~3,000/day
- **Island Rocks Concert Series**
Expanded to 3 concerts this season thanks to donor support.
 - **Attendance:**
 - January: 500–800 (weather-dependent)
 - February: Moderate increase
 - March: Park reached full capacity
- **Celebration of Service Performance**
Occurs in November, prior to Veterans Day, made possible by private donations.
- **Winter Concert Series**
January – March, Weekly free Sunday big band performances by local groups at the bandshell.
- **Comedy Show**
Attendance grew significantly in its second year:
 - Year 1: ~50 attendees
 - Year 2: ~250 attendees

- **Holiday Movie in the Park**
A family-friendly event hosted by Parks & Recreation and funded by Christmas Island Style.
- **Veterans Day & Memorial Day**
Organized by the American Legion with City support.

Community & Partner Events

All events are supported by Parks and Facility staff, with Police and Fire support as needed:

- Blue Ribbon Art Shows (Dec–Apr)
- Tree Lighting Ceremony (Christmas Island Style)
- Marco Island Middle School Country Jam
- Law Enforcement Against Drugs Concert (*First held 2025 – anticipated to become annual*)
- Marco Island Center for the Arts Outdoor Art Show
- Kiwanis Car Show
- Worship on the Rock Concert
- Good Friday Concert
- Numerous private rentals and celebrations

Mackle Park Community Center

Open Monday – Friday 8am – 8pm; Saturday 8am – 6pm, Sunday 9am – 5pm

City Parks & Recreation-Organized Events

- **Movie in the Park (Oct–Mar)**
Attendance has declined; improvements under consideration.
- **Halloween Spooktacular**
Annual crowd: 600–800 (attendance varies with competing events)
- **Cookies & Milk with Santa**
Features Santa’s helicopter arrival, sponsored by Christmas Island Style.
 - Estimated Attendance: 400–600
- **Spring Jubilee**
Our largest event, drawing approximately 2,000 attendees.
- **Teen End of School Bash**
Annual youth celebration
- **Camp Mackle & Camp Stellar**
Summer youth camps averaging 65 children per day

Partner Events

- Cross Country Meet
- Cure PSP Awareness & Memorial Walk
- Burrow Buddy Celebration (Audubon)
- Santa Fun Run (Rotary Club fundraiser)
- Souper Bowl (Leadership of Marco)
- Laser Regatta

Programs & Field Usage

Programs run nearly daily from October through May. Summer camp occurs June–August, with gradual program return in September.

Instructional Programs (*65/35 Revenue Split – Instructor/City*)

- Yoga (2x/week)
- Ballroom Dancing (1x/week)
- Line Dancing (2x/week)
- Fit Beyond 50 (3x/week)
- Mah Jongg Classes (1x/week)

Social Groups

- Knitting
- Mah Jongg
- Canasta

Available Activities (equipment is provided for majority), our facilities and equipment are used on a daily basis.

- Basketball
- Soccer, Football, Volleyball
- Bocce
- Shuffleboard
- Pool
- Foosball
- Ping Pong
- Connect 4
- Chess/Checkers

Casino Trips

- Four trips annually
- Average: 14 participants per trip with City van transportation

Room Rentals

- 27 private celebrations annually (birthdays, luncheons, etc.)
- 95 meetings annually (clubs, HOAs, associations)
Most require Parks staff for setup and breakdown.

Winterberry Park

- Thursday Night Softball League remains popular
- Regular use by:
 - Youth Soccer
 - Little League
 - Adult Softball
 - Football
 - Lacross

Racquet Center

Open Monday – Friday 8am – 8pm; Saturday 8am – 1pm, Sunday 9am – 1pm

- **Membership Scans:** Decrease of ~1,000 compared to the previous season
- **Guest Usage:** Increase in guests compared to the previous season