

Kings Bay

ANNUAL 2024 REVIEW

INVEST

in facilities and parks to maintain maximum satisfaction among customers.

- Completed the development of the state-of-the-art NOFFS ZONE at the Fitness Center, featuring new high-performance equipment and renovated spaces to enhance training capabilities
- Full upgrade and modernization of the Triplex Liberty, Recreation, and Conference Center including new ELEVATE Game Room and audio-visual systems
- Upgraded amenities at Barks & Recreation Dog Park
- Funding approved for String Bowling and Lane Renovation project at Finnegan's Bowling
- Secured funding for fitness and recreation equipment for restricted waterfront areas
- Re-design and renovation of the Pine Bluff Lodge and painting all cabins at Navy Lake Site Allatoona
- Replacement of critical pieces of Greens Keeping equipment at Trident Lakes and Ballfields

ELEVATE

the MWR Kings Bay brand through further integration into facilities, programs and services.

- Accredited by CAPRA as one of only four agencies in DoD and among 200 nationwide.
- Selected as one of ten accredited agencies in the nation to Beta Test new CAPRA standards
- Developed a comprehensive rebranding style guide for use at TRIPLEX
- Social media platforms generate 17,000 followers with an average monthly page view of 250K
- Content interactions are up 16% from previous year
- Established new guerilla marketing technique with large portable boards and electronic displays
- E-Newsletter doubled to 4K subscribers with an average open rate of 55%
- Since implementing texting program, growth has risen over 200% with more than 4,300 contacts

RECRUIT,

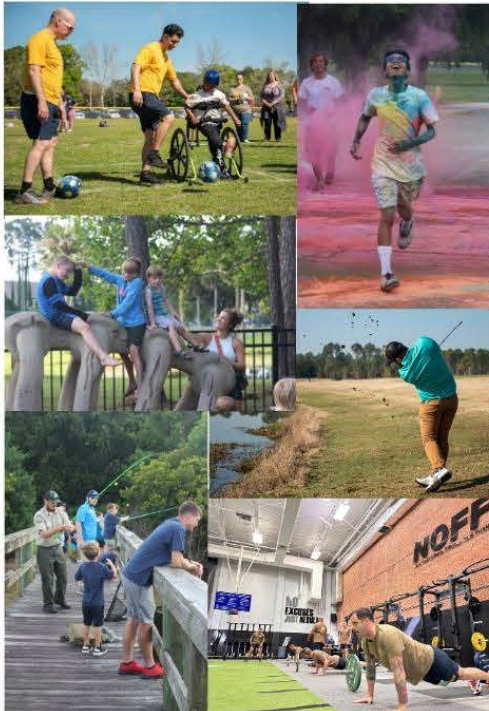
select, train and retain the best talent for peak performance.

- Bravo Bucks introduced as a new reward program for employees
- Standardized interview questions created and implemented for NF1 position
- Conduct candidate feedback surveys after each hiring process to improve recruitment experience
- Surveying employees for Opportunities for Improvement at Feedback Forums
- Increased use of CNIC LMS for staff training
- 100% compliant on CNIC required training for front-line staff
- 100% compliant on SUBASE GMT Training
- 100% compliant on all hiring conducted exclusively through USAJobs website
- Utilizing the texting program to regularly inform staff of organizational news and events

MAXIMIZE

resources to deliver unparalleled programs while maintaining financial stability.

- Record breaking year in Commercial Sponsorship and Advertising program reaching nearly 100K
- Partnership with Gary Sinise Foundation to delivered 30K in food securities to Kings Bay underserved population
- Trident Lakes Golf generated 1.5M in revenue (highest ever)
- Upgraded and increased golf fleet at Trident Lakes Golf Club to include new beverage cart
- New Grab and Go Snack Bar operation for Finnegan's Bowling netted 10K in profit
- Funding approved for Car Wash renovation
- Relaunched The Kings Bay Theater with expanded hours, snack bar and programs, tripling profitability
- 274K in Grant Funding captured for programs and services
- All Business Revenue Generators exceeded 100% profitability



FOSTER

a culture of creativity and innovation to deliver exceptional programs that exceed customer satisfaction.

- Hosted the second annual Submariner 5K/10K, attracting over 600 runners across Southeast Georgia and Northeast Florida
- Record breaking 15,000 attendees at MWR Large Special events, including Trunk or Treat, Kringle Comes to the Crab, Kings Bay Carnival, and Bunny Bonanza
- Inaugural Food Truck Frenzy
- Opened 24-hour Unmanned Fitness Access
- Media room at The CRAB now offering Sensory Zone with new educational activities
- Intramural Sports was re-energized with an across the board 50% increase in participation
- Community Recreation expanded EFMP Summer Programming to incorporate other MWR programs and facilities and provide more offerings



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