



Parks and Recreation Department

**City Council Report
December 2016
City Council meeting February 6, 2017**

The Aquatic and Fitness Center ended the month with 2361 packages. The AFC was busy with classes and swim teams while preparing for the New Year. December is a month when our members travel and place their memberships on hold. January 2- 9 the AFC will be offering 50% off joining fee.

	2010	2011	2012	2013	2014	2015	2016
Packages as of January	2229	2301	2427	2441	2535	2645	2646
Packages as of February	2300	2344	2468	2508	2546	2740	2666
Packages as of March	2226	2303	2401	2440	2549	2700	2589
Packages as of April	2064	2142	2182	2291	2339	2506	2421
Packages as of May	2022	2072	2191	2230	2300	2415	2412
Packages as of June	2015	2149	2208	2305	2317	2486	2467
Packages as of July	2035	2166	2221	2343	2317	2471	2441
Packages as of August	1958	2178	2190	2230	2278	2412	2358
Packages as of September	1894	2153	2136	2188	2296	2355	2330
Packages as of October	1916	2155	2143	2185	2236	2330	2324
Packages as of November	2064	2167	2234	2262	2364	2387	2382
Packages as of December	2000	2146	2216	2274	2383	2426	2361

Member check-in:

December 2016: 18,098

December 2015: 17,711

Aquatic Programs

- There were 1377 participants in the water exercise classes, 1957 lap swimmers, 1780 whirlpool users and 1457 therapy pool swimmers

Swimming Lessons

- Taking a break from swim lessons due to Holiday's.

December Events

- Dolphin swim team has 55 participants
- Dolphins had a Christmas party on December 9 with over 100 swimmers and family members participating.
- Our GSMS Teams continues to practice 3 days a week
- There were 8 hours of lane rental for scuba training and private lessons
- Kids on Christmas break were in the pool five days this month

January Events

- GSMS continues to practice and are gearing up for the SCY state meet in February
- Dolphins swim team continues practice 5 days a week
- Dolphins swim team will host 2nd meet of the season January 21
- The Riptides swim team will be holding a 3 day meet at AFC January 13-15.
- Jr. Guard will begin training by Beach Patrol
- Requests for private lessons are beginning and will be scheduled accordingly
- Group swim lessons begin January 28 on Saturdays.
- Lifeguard in-service will be held January 8th
- 3 lane rentals have been scheduled thus far for January.

Fitness Programs

- December 2016 Land class participation: 2658
221 classes for the month
Class average: 12.02
- December 2015 Land class participation: 2686
202 classes for the month
Class average: 13.29
- Total orientations for the month: 18
- Fun Fit Club 15 participants

Child Watch & Activity Program

- Averaged 9 participants in the morning program Total – 236 visits
- Averaged 7 participants in the evening program Total – 153 visits
- 12 kids in gymnasium
- Adult gym participation average was 36 with a total of 472 adults in the gym for the month
- After School average for the month 34
- Kids Day Off-had 56 registered daily over 4 days, December 19-22

Customer Service

Total Tours: 31

Number of In-State Tours: 25

Number of Out-of-State Tours: 6

26 tours letters were sent out

Recreation

Artists Everywhere

- November 26 – December 19: Karen Bullard
- December 19 – January 17 – Rebecca Zdybel

Special Events / Festivals

- The Great Christmas Light Show
 - Sponsorships:
 - Avista Resort (light display)
 - MyrtleBeachFamilyGolf.com (light display)
 - NMB Aquatic & Fitness Center (light display)
 - Original Benjamin's Seafood (tickets)
 - Rockin' Jump (light display)
 - WBTW (light display)
 - Operation Schedule:
 - November 25 – December 10, Thursday, Friday & Saturday;
 - December 15 -December 31, Daily;
 - Closed Christmas Day
- St. Patrick's Day: Accepting applications for vendors and booking entertainment and resources.

Christmas Activities

- Wreath Making Workshop
 - December 6, 1 – 4 PM, J. Bryan Floyd Community Center
- North Myrtle Beach Tree Lighting
 - December 2 @ 5:30 PM, Sandhills Bank Amphitheater
- North Myrtle Beach Christmas Parade
 - December 5 @ 5:30 PM, Main Street
- Christmas Cantata

- December 3 @ 3:30 PM, December 4 @ 3:30 PM & 6:30 PM
- Ocean Drive Presbyterian
- Shop with a Cop Golf Tournament
 - December 10 @ 11 AM, Barefoot Resort & Golf - Love
- Breakfast with Santa
 - Saturday, December 10, 9 AM – 1 PM
 - J. Bryan Floyd Community Center, Partnership with Horry County Parks and Recreation
 - \$5 per child fee

Special Events/Festivals

- St. Patrick's Day Parade and Festival:
 - March 11. Vendor Applications posted on website. All applications are due February 10, 2017.
- Diva Half Marathon & 5k:
 - Expo: May 3 & 4, Race: May 7

Sponsorships

- New:
 - Myrtle Beach Pelicans – Graphic Panel

The Great Christmas Light Show



Recap of The Great Christmas Light Show

- 23 nights of operation
- Average of 721 vehicles a night, totaling 16,584 vehicles
- An estimated 66,000 people enjoyed the light show with the City receiving many positive reviews
- The show generated over \$246,000 in admissions and another \$100,000 at the Christmas Village.

- Staff has already begun preparations and planning for next year's show.

Athletics

- Basketball practices began after Thanksgiving with practices being held Monday through Saturday. Total number of participation is 336, a 7% increase from basketball of 2015-2016.
- The NMB Soccer All Star teams visited Sumter, SC on December 3rd for the Eastern District Tournament and State Tournament for the 17U. North Myrtle Beach brought 4 teams to represent the city. The 10U lost the first game of the day with a score of 4-2 to Cheraw. The 12U went on to win the Eastern District outscoring their opponents 32-0. The 15U won their Eastern Tournament, and outscored their opponents 6-0. The 17U won the State Tournament outscoring their opponents 15-0. The 12U and 15U advanced to the state tournament which was held the following weekend of December 10th and 11th.
- In the SCAP State Tournament, the 12U lost their first 2 games and were eliminated Saturday the 10th. They were outscored 7-4 but played well. The 15U went on to win the State Tournament with some very close games. They won their first game against Sumter 3-1, their second game versus Walhalla in a penalty shootout, and the third game on Saturday they beat Beaufort 2-0. On Sunday they had a tough match against Beaufort again, and lost 1-0 forcing an "If" game for the championship. Both teams fought hard and North Myrtle Beach came out victorious after another penalty shootout at the end of the game. This gave North Myrtle Beach 15U Soccer their third state championship in a row.
- Athletic/Sports Tourism staff worked The Great Christmas Light Show at the Park and Sports Complex from November 25th until December 30th. They were mainly used for the different attractions throughout Santa's Village which included pictures with Santa, the ice rink, and the train ride.

Sports Tourism

- Staff and the Sports Ambassadors assisted with the Greg Norman Golf Academy Global Jr. Golf tournament December 12 - 16. The tournament featured 66 participants between the ages of 12-18 years old from 22 countries. The economic impact of the golf tournament was \$128,684
- Staff continued working on sports tourism events in 2017, collecting deposits and contracts. The 2017 Sports Tourism Calendar is included with this report.

Beach Services

- Beach box repair is underway
- Beach chair and umbrella repairs are complete
- Beach Service employment positions are posted for concession worker and concession supervisor.
- Currently recruiting
- Interviews are currently underway.

Parks and Grounds

Scheduled Projects and Activities

Parks and Beach:

- Reinstall canopies at NMB Park & Sports Complex that were removed in preparation for Hurricane Matthew
- Remove creek access ladders from Heritage Shores dock
- Contract repair of fences at Central and Hill Street Parks damaged by Hurricane Matthew
- Position signs for Christmas tree recycling drop off locations
- Landscape renovations at Central and McLean Parks

Recreation and Special Events:

- Locate and obtain greenery for wreath making workshop
- Hang remaining Christmas decorations City-wide
- Install art display walls at Community Center

Medians and Right of Ways:

- Plant donated trees at Sea Mountain drawbridge and NMB Park & Sports Complex for Arbor Day observances
- Mitigate hazard trees and Row sight triangle encroachments at Sand Ct, 1108 28th South, behind NMB Museum, 700 37th South, and on Seaside Drive near 33rd South
- Work with citizen group at 6th S and Bay to facilitate tree screen along water treatment facility
- Install No Dumping signs at 24th N and Ameron Ct

Grounds Maintenance:

- Remove plant material obstructing drains between Community Center and Possum Trot Villas

Park and Sports Complex

- Contract repair of dog park fences damaged by Hurricane Matthew
- Monitor, correct infrastructure problems, and provide operations staff for Great Christmas Light Show

Other

- Continue working with consultant to establish NMB Parks & Recreation Foundation. Meet with potential members January 17, 2017.

Upcoming Winter Projects:

- Sod infield cutouts at NMB Park & Sports Complex
- Install field drainage at NMB Park & Sports Complex Soccer complex
- Continue installation of split rail fences at NMB Park & Sports Complex baseball complex
- Rail and walkover repair at Heritage Shores
- Winter Planting
- Beach access marker and walkover maintenance