



**Parks and Recreation Department**

**City Council Report**  
**July 2017**  
**City Council August 21, 2017**

The Aquatic and Fitness Center ended the month with 2549 packages which is an all-time high for July. The summer has been very busy with camps, swim lessons, swim team, and Fun Fit club.

|                          | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> | <b>2015</b> | <b>2016</b> | <b>2017</b> |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Packages as of January   | 2301        | 2427        | 2441        | 2535        | 2645        | 2646        | 2656        |
| Packages as of February  | 2344        | 2468        | 2508        | 2546        | 2740        | 2666        | 2661        |
| Packages as of March     | 2303        | 2401        | 2440        | 2549        | 2700        | 2589        | 2682        |
| Packages as of April     | 2142        | 2182        | 2291        | 2339        | 2506        | 2421        | 2489        |
| Packages as of May       | 2072        | 2191        | 2230        | 2300        | 2415        | 2412        | 2464        |
| Packages as of June      | 2149        | 2208        | 2305        | 2317        | 2486        | 2467        | 2575        |
| Packages as of July      | 2166        | 2221        | 2343        | 2317        | 2471        | 2441        | 2549        |
| Packages as of August    | 2178        | 2190        | 2230        | 2278        | 2412        | 2358        |             |
| Packages as of September | 2153        | 2136        | 2188        | 2296        | 2355        | 2330        |             |
| Packages as of October   | 2155        | 2143        | 2185        | 2236        | 2330        | 2324        |             |
| Packages as of November  | 2167        | 2234        | 2262        | 2364        | 2387        | 2382        |             |
| Packages as of December  | 2146        | 2216        | 2274        | 2383        | 2426        | 2361        |             |

**Member check-in:**

**July 2017: 19,492**

**July 2016: 18,800**

### **Aquatic Programs**

- There were 1566 participants in the water exercise classes, 1831 lap swimmers, 1366 whirlpool users and 2617 therapy pool swimmers

### **Swimming Lessons**

- T/Th swim lessons AM/PM kids-67
- Sat Group Swim Lessons Kids & Adults - 53

### **June Events**

- Adult Freestyle Flip Turn Clinic - 7
- Swimming Saves Lives- 270
- Beach Guard Swim Test - 11
- Summer Camp 720
- CAC Lane Rental – 1 hour
- NMB Fire Dept water safety training in lap pool Sunday am X2
- Kayak tour to Waites Island 17- plus 5 staff = 22
- Summer Swim League- 35 swimmers
- Water Slide open Wed/Fri 1:30 pm- 2:00 pm

### **Fitness Programs**

- July 2017 Land class participation: 3030  
206 classes for the month  
Class average: 14.7
- July 2016 Land class participation: 2515  
189 classes for the month  
Class average: 13.3
- Total orientations for the month: 21
- Fun Fit Club 65 participants

### **Child Watch & Activity Program**

- Averaged 16 participants in the morning program Total – 415 visits
- Averaged 10 participants in the evening program Total – 204 visits
- 10 kids in gymnasium
- Adult gym participation average was 24 with a total of 292 adults in the gym for the month
- Open Volleyball Nights - Thursday at 7 pm in the racquetball courts have 3-5 adults, but not every Thursday night.

Summer Camps:

- Week 5: 35 registrations (July 4<sup>th</sup> week, a lot of families took vacation that week)
- Week 6: 48 registrations
- Week 7: 52 registrations
- Week 8: 38 registrations

Customer Service

- Total Tours: 45
- Number of In-State Tours: 32
- Number of Out-of-State Tours: 12
- 36 new member letters were mailed to those who joined in July

Recreation

Artists Everywhere:

- June 12 – July 10: Oliva Thornton
- July 10 – August 14: Elaine Goodman

Outdoor Programing:

- Think Fit 365 fitness program to start at the North Myrtle Beach Park and Sports Complex

Special Events/Festivals:

Summer Concert Series:

- Music on Main Concerts (Thursday):
  - 7/6 Davisson Brothers – approx. 1950 people
  - 7/13 Catalinas – approx. 2,000 people
  - 7/20 Tru Sol – approx. 3,700 people
  - 7/27 Gary Lowder & Smokin' Hot – approx. 2078 people
- Sounds of Summer Concert at Sandhills Bank Amphitheater (Friday):
  - 07/21 Oracle Blue – approx. 290 people
- Movies at McLean:
  - 7/7 Moana (PG)
  - Approx. 300
  - Free craft class offered by ArtVenture Outdoor before the movie.

Sports Complex/Recreation Sponsorship Renewals:

Sponsorship Renewals:

- James Plumbing (Field Sign)
- Rockin Jum (Warm Up Area)
- Subway (Graphic Panel)
- Martin Heat & Air (Field Sign)
- Seaside Vacation (Window)
- Burger Fi (Window, Graphic Panel)
- South Atlantic Bank (Team Sponsorship, 3 Field Signs)

New Sponsorships:

- McLeod Seacoast (Nature Trail)
- NMB Aquatic & Fitness Center (Dashing Through the Glow)

**Future**

9/11 Memorial:

- Event Date: Monday, September 11
- Location: Main Street, Horseshoe

Irish Italian International Festival:

- Event Date: Saturday, September 30
- Location: Main Street
- Now accepting applications for vendors. Early Bird discount deadline 7/28/2017. Final deadline 8/25/2017.

**Athletics**

- Three North Myrtle Beach All Star teams participated in state tournaments for baseball and softball. Two of the teams advanced from their district tournaments with undefeated records. The third team (Dixie Pre-Majors 15-16) participated in the state tournament, as there are no teams to play in the district. The tournaments all began on Saturday, July 15.
  - Dixie Minors (9-10) played in Hartsville and went 1-2.
  - Dixie Softball Ponytails (11-12) played in Marion, went 2-2, losing in the semifinal.
  - Dixie Pre Majors (15-16) played in North Charleston and lost their first two games.
- North Myrtle Beach Parks and Recreation teamed up with NMB High School to provide Chief Summer Sport Camps. 158 children participated in the Chiefs Summer Sports Camps.

- Challenger Soccer's Tetra Brazil Soccer Camp also brought 20 participants to the complex. The majority of the participants were full day campers, from 9am-4pm.

### **Sports Tourism**

- Sports Tourism direct economic impact in July - \$9,197,579 (up 37% from July 2016)
- Over 18,000 participants and spectators were involved in sports tourism events held throughout the City in July

Major events include:

- WFC softball – 137 teams
- Triple Crown softball – 84 teams
- Top Gun baseball – 53 teams
- Eagle Stix Lacrosse – 41 teams
- Big Shots Basketball – 110 teams
- NTBA basketball (2 events) – 153 teams

### **Beach Services**

- Recorded 7 significant weather interference days for the month.
- Month to date rental revenue is up \$32,840 or 4% compared to prior year.
- Month to date cart revenue is up \$22,658 or 16% compared to prior year.
- Month to date Hipster XL slide revenue is even to prior year.
- Staffing levels are good. Will see a decrease in early August.
- All boxes are staffed.

### **Parks and Grounds**

#### **Non-Routine Projects and Activities**

##### **Parks and Beach:**

- Contractor continues changing out walkover posts that do not meet spec.
- Trim walkway and/or maintain walkway at 14<sup>th</sup> N street end, 6<sup>th</sup> S street end,
- Aerification of Central Park soccer fields
- Replace (12) missing beach access informational signs

##### **Recreation and Special Events:**

- Logistical Support for SOS and MoM concerts, and USSSA Triple Crown, and WFC tournaments – most week-long

**Medians and Right of Ways:**

- Hazard tree removal/trimming at 901 Westport Dr, 21<sup>st</sup> S parking lot, 1608 16<sup>th</sup> N, 602 39<sup>th</sup> S, and Barefoot Fire Station
- Relocate palmettos from sidewalk site along Bay Street between 2<sup>nd</sup> and 6<sup>th</sup> S
- Complete construction and fortification of GSWSA trail, phase II. Only signage remains.

**Landscape Maintenance:**

- Landscape renovation at NMB Museum

**Park and Sports Complex**

- Continue installing water diversion devices at dugouts for baseball fields
- Soccer field and common area aerification
- Pressure wash and facilitate drainage at 2<sup>nd</sup> avenue S boat ramp
- Remove rogue decks at Heritage Shores
- Sod worn turf areas at soccer facility – 20,000 square feet
- Landscape renovation at Towers on the Grove Park-22<sup>nd</sup> N
- Fertilizer and insecticide applications
- Coordinate Veteran's Memorial bench installation with KoC
- Install "No Pawing" dugout signage

**Other**

- Contractor complete construction of GCLS Storage building and trailer prototype
- Interview for and hire 6 new PT staff
- Bloodborne pathogens training for all employees

**Upcoming Projects:**

- Baseball field aerification
- McLean Park tennis court resurfacing
- Build boardwalk through PSC Swamp
- Change out doggie doo bag dispensers for eco-friendly version
- Install electrical services and crossovers for GCLS