



Parks and Recreation Department

City Council Report
July 2019
City Council August 19, 2019

The AFC ended the month with 2814 packages compared to 2729 last year. The very busy summer activities are coming to a close. There are several areas in the facility that are in need of repair and renovating. As a result, the Sauna had a complete make over and is now open. The hot tub and Therapy pool will be re-plastered at the end of August or first of September.

	2014	2015	2016	2017	2018	2019
Packages as of January	2535	2645	2646	2656	2834	3057
Packages as of February	2546	2740	2666	2661	2899	3039
Packages as of March	2549	2700	2589	2682	2840	2954
Packages as of April	2339	2506	2421	2489	2710	2844
Packages as of May	2300	2415	2412	2464	2687	2819
Packages as of June	2317	2486	2467	2575	2755	2811
Packages as of July	2317	2471	2441	2549	2729	2814
Packages as of August	2278	2412	2358	2495	2692	
Packages as of September	2296	2355	2330	2442	2601	
Packages as of October	2236	2330	2324	2614	2709	
Packages as of November	2364	2387	2382	2566	2705	
Packages as of December	2383	2426	2361	2602	2745	

Member check-in:

July 2019: 21,282

July 2018: 21,730

Aquatic Programs

- There were 1485 participants in the water exercise classes, 2277 lap swimmers, 1698 whirlpool users and 2648 therapy pool swimmers

July Events

- Tuesday/Thursday swim lessons ended July 25
- Saturday Lessons continues with 49 swimmers
- Dolphin Summer Swim League ended July 29 celebrated with an Intra-squad Meet and Awards Party.

- 11 free swim assessments were done for Dolphins Pre-Team & swim lessons
- 2 Dolphins clinics were held for 6 new swimmers

- A new Water Exercise Instructor was added with resounding approval
- Sauna renovation began and was finished: new wood, flooring, heater elements

August Scheduled Events

- T/Th group swim lessons continue through the summer
- Saturday group swim lessons will end August 3
- Masters Swim Team began again August 3 with M/W/S practices
- Summer Camp kids in pool Mon/Wed/Fri 1pm - 3 pm. Slide 30 minutes each day will end August 16
- The hot tub/Therapy pool will be re-plastered resulting in a disruption in swim lesson and water exercise classes at end of August and part of September

Fitness Programs

- July 2019 Land class participation: 4342
272 classes for the month
Class average: 15.96
- July 2018 Land class participation: 4462
268 classes for the month
Class average: 16.64
- Total orientations – 16 for the month
- Les Mills Virtual On Demand: 185
- Kids Cardio Circuit 69 participants

Child Watch & Activity Program

- Averaged 20 participants in the morning program Total – 507 visits
- Averaged 8 participants in the evening program Total –186 visits
- 5 kids in gymnasium
- Adult gym participation average was 13 with a total of 170 adults in the gym for the month
- Summer Camp average 55 kids per week

Customer Service

- Total tours 68
- In-state tours 59
- Out of state tours 9
- 46 new member letters were sent out

Recreation

Programming

Pedal in the Park:

- June 7, 2019 @ 7:30 PM. Free bike riding event open to the public. Cancelled due to the weather. Rescheduled for 8/30/2019

Artists Everywhere:

- July 1- August 5 – Dennis Perske

ArtVenture:

- 7/3 – Mommy & Me: Watermelon
- 7/13 – Picnic: Shells

Upcoming

Artists Everywhere:

- August 8 - Christa

ArtVenture

- Mommy & Me: Pineapple
- Picnic: Turtle & Pineapple

Extended Bus Tour:

- Christmas at The Biltmore House featuring a Candlelight Christmas Group Tour
 - Registration opened 7/31/2019
 - 4 Days / 3 Nights
 - December 3-6, 2019
 - Price: \$599.00 per Person – Double Occupancy

First Strides:

- Presented by the Grand Strand Running Club and the City of NMB at the NMB Park & Sports Complex
- September 4th through November 20th , Meet weekly on Wednesdays, 6 PM – 7:15 PM
- Beginner Walking & Running Workshop for Women. This 12-week program will help participants gradually progress from the couch to walking, jogging or running at a pace that is comfortable. Women of all ages, sizes and abilities are welcome.

Special Events/Festivals

Summer Concert Series:

Music on Main:

- July 4 – Tru Sol: Cancelled due to weather
- July 11 – Jim Quick and Coastline: approximately 4,949 people
- July 18 - The Bullfrog Band: Cancelled due to weather

- July 25 - Too Much Sylvia: approximately 8,465 people

Sounds of Summer Concert at Sandhills Bank Amphitheater (Friday):

- July 19 – Andrew Thielen Band: approximately 547 people

Movies at McLean:

- July 12 –The Lego Movie 2 (PG): approximately 207 people

Upcoming:

Summer Concert Series:

Music on Main:

- August 1 – The Craig Sorrells Band
- August 8 – Silk Groove
- August 15 – The Tonez
- August 22 – Part Time Party Band
- August 29 – Chocolate Chip

Sounds of Summer Concert at the Amphitheater (Friday):

- August 16 – The Tams

Movies at McLean:

- August 9 @ 8:15 PM
- NMB Public Safety conducted a car seat safety check.

Sponsorships

Sports Complex/Recreation Sponsorships:

- Renewal:
 - Dave & Busters – Field
- New:
 - Ledo Pizza – Field Sign
 - Fall Soccer League Sponsorship – South Atlantic Bank

Special Events:

- Irish Italian International Festival
 - Irish Stage: Flynn's
 - Italian Stage: South Atlantic

The Great Christmas Light Show

- Tickets – Original Benjamins
- Light Display Zones – SOS, Chickf-fil-a, Tanger
- Individual Lights – Graham Golf Cart, Fun Warehouse, Medieval Times, State Farm, Rioz

Athletics

- 7-8 year old baseball all-stars competed at the Dixie State tournament in Florence on July 5-6
- 9-10 year old baseball all-stars competed at the Dixie State tournament in Anderson on July 13-15
- 11-12 year old baseball all-stars competed at the Dixie State tournament in Bluffton on July 13-18 and finished runner up
- 13-14 year old baseball all-stars competed at the Dixie State tournament in Bluffton on July 20-25 and finished in 3rd place
- Fall youth sports registration begin on July 22nd and runs through Aug 16th for tackle football, flag football, soccer, volleyball, lacrosse, baseball, and softball

Sports Tourism

- July sports tourism events had a direct economic impact of \$10,142,346, up 19% from last year for the NMB Park & Sports Complex for the remainder of the City, Economic Impact was \$3,069,690 down \$13,000.
- WFC hosted their Summer Showcase, Summer Nationals, Beach Showdown, and World Series with a direct impact of \$3,340,425
- Top Gun Baseball hosted for the first time their Summer Nationals with a direct impact of \$1,173,6000
- Triple Crown brought in over 85 teams to North Myrtle Beach with a direct impact of \$2,741,794

Upcoming

- Fall Sports Registration ends Aug 16th, late registration after
- Adult sports registration starts Aug 1st
- Evaluations will start the last week of August for football and soccer
- August will host Top Gun softball, USSSA Softball, and Coast FA Soccer events
- Fields are closed for maintenance from Aug 11-Aug 31

Beach Services

- Recorded 8 significant weather interference days for the month compared to 13 days prior year
- Rental revenue at time of report is estimated to be up 23% over prior year with a large increase in online sales over prior year as well
- During the week of the 4th rental demand was so high online reservations had to be shut down temporarily from 6/28 -7/7 to prevent over selling
- At time of report Cart revenue is estimated to be down 4% compared 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

- Central Park restroom painting
- Maintenance and structure repairs at Heritage Shores Nature Preserve
- Install handicap accessible matting at 10th N and 12th N street ends
- Finalize landscape alterations at 14th N street end new lot construction

Recreation and Special Events

- Logistical support for Top Gun Softball, WFC World Series, Music on Main, Sounds of Summer, Triple Crown Summer Nationals, Top Gun Summer Nationals, and July 4th Fireworks
- Modify underground conduits for Light show electrical

Medians and Right of Ways

- Sight triangle/hazard removal at 1624 27th N, 303 Oak Like Circle, old Buffkin MHP, Timber Ridge, Airport Drive and Bert intersection, Allen/Hunter/Phyllis intersection, and 93 Hillside
- Locate, repair, and update irrigation at Main Street in preparation of planting beds with color

Custodial

- Continue seasonal beachfront restroom cleaning schedule

Landscape Maintenance

- Landscape renovations at Barefoot Fire Station
- Replant hedge row at 32nd N Cherry Grove water tower

Park and Sports Complex

- Aerify playing fields and common areas in soccer facility – 2nd time. Sod as needed. Apply fertilizers and insecticides
- Remove unused walk path at administration building. Sod the void.
- Begin construction of berm to slow water to Bay trail
- Install new main entry gates
- Create annual flower beds at McLeod meadow signs
- Extensive irrigation repairs due to lightning strikes

Other

- Interview for and hire 3 FT positions
- Pursue permits for maintenance building
- Felan, Grainger, and Walters attend Christmas Expo

Upcoming Projects

- Top-dress all athletic turf, aerify baseball complex
- Construction of new crew quarters and storage at NMB Park & Sports Complex Maintenance
- GCLS Infrastructure installation
- Shoring and trenching training 8/13-8/14