



Parks and Recreation Department

City Council Report November 2017 City Council December 18, 2017

The Aquatic and Fitness Center ended the month with 2566 packages compared to 2382 last year. The AFC sponsored Dashing Through the Glow road race in the Sports Park and is a sponsor of a light display for the Great Christmas Light show.

	2011	2012	2013	2014	2015	2016	2017
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	2495
Packages as of September	2153	2136	2188	2296	2355	2330	2442
Packages as of October	2155	2143	2185	2236	2330	2324	2614
Packages as of November	2167	2234	2262	2364	2387	2382	2566
Packages as of December	2146	2216	2274	2383	2426	2361	

Member check-in:

November 2017: 19,467

November 2016: 17,234

Aquatic Programs

- There were 1786 participants in the water exercise classes, 2093 lap swimmers, 1607 whirlpool users and 1292 therapy pool swimmers

November Events

- Dolphins swim team began with 78 swimmers registered
- Riptide Racing Team lane rental - 24 hours
- Coastal Scuba lane rental - 3 hours
- CAC lane rental - 21 hours
- Group Swim Lessons T/Th evenings ended
- Dolphins Swim Assessment -2
- Dolphin Swim clinics held one Saturday with 27 swimmers

Fitness Programs

- November 2017 Land class participation: 3308
207 classes for the month
Class average: 15.98
- November 2016 Land class participation: 2489
216 classes for the month
Class average: 11.50
- Total orientations 44 for the month
- Fun Fit Club 2 participants

Child Watch & Activity Program

- Averaged 7 participants in the morning program Total – 179 visits
- Averaged 9 participants in the evening program Total – 187visits
- 15 kids in gymnasium
- Adult gym participation average was 31, with a total of 373 adults in the gym for the month
- Afterschool started with 25 kids
- Wheelchair basketball practice continues every Wednesday night

Customer Service

- Total Tours: 53
- Number of In-State Tours: 41
- Number of Out-of-State Tours: 12
- 55 new member letters were mailed to those who joined in November

Recreation

Artists Everywhere

- Richard McGrath- October 16- November 6
- Rebecca Lindblade- November 13-December 18

Dog Agility

- 8 week classes
- 2 classes: intermediate and advanced

Special Events / Festivals

- The Great Christmas Light Show
 - Sponsorships sold: Aquatic & Fitness Center (light display), Avista (light display), Chick-Fil-A (light display), 710 Bowling (light display), Rockin Jump (light display), Callie Wise State Farm (light display), Dave & Busters (light display), Original Benjamins (tickets), WBTW (train), Bar B Que House (slide)
- Dashing Through The Glow - 5k & 1 Mile Fun Run
 - Mile Fun Run – 179 participants
 - 1K – 413 participants
 - Sponsored by the Aquatic & Fitness Center
- St. Patrick's Day: Accepting applications for vendors and booking entertainment and resources.

Sponsorships:

- Sponsorship Renewals:
 - Burger Fi - field sign
 - Bar B Que House – picnic shelter
- New Sponsorships
 - Sea Trail Plantation – graphic panel

KNMBB

Unfinished Business

- All community gardens have been adopted and most have been planted for fall harvest.
- The banner at Ocean Drive Elementary is up. Efforts will be made to get the NMB Middle School banner up.

- The City-wide Cleanup was a success. Many items were reclaimed and restored and saved from the landfill.
- The KSCB/SC Litter Patrol State Conference will be Feb. 22nd at the Hilton.

New Business

- The Tree Committee will commemorate Arbor Day at 10 am on December 1st, Driftwood Garden Club will follow with an event at the Sports Park at 10:30 am.
- Keep NMB Beautiful will not meet in December.

Other Announcements:

A small group from Keep NMB Beautiful will attend the Southeast Wildlife Expo in Charleston in February to get ideas for the Natural Awareness Festival in North Myrtle Beach.

Athletics

- Basketball registration ended in November. 353 participants are playing in the basketball league, an increase of 5% from last season. Included in the participants are 37 children who are playing in the 5-6 year old Rookie League instructed by Coach Joe Lategano. This is Coach Joe's 18th year instructing the Rookie League.
- The NMB Soccer All-stars were selected and participated in district tournaments held in Sumter, SC. The 17 & under team won the district, which made them State Champions for the 3rd year in a row. The 12 & under and 15 & under teams also won the district tournaments, they competed in Orangeburg in the State Tournament.

Sports Tourism

- Sports Tourism direct economic impact in November - \$1,030,098 (up 75% from November 2016)
- Year to date in 2017, sports tourism has generated \$31,858,083 direct economic impact to the community, a 26% increase from 2016.

Beach Services

- All equipment is currently in the warehouse for cleaning and repair.
- All beach boxes are stored behind warehouse for repair in January.
- All umbrellas have been cleaned and repaired.

- Beach Service employment positions will be posted next month for concession worker as well as concession supervisor.
- Some interviews will begin next month.

Parks and Grounds

- Set up for the Great Christmas Light Show