



**Parks and Recreation Department**

**City Council Report  
May 2018  
City Council June 18, 2018**

The Aquatic and Fitness Center ended the month with 2687 packages compared to 2464 last year. It has been an exciting month for the Fitness room and land classes... a new line of Hammer Strength (the best product in the industry) equipment replaced the outdated Mangum pieces. Several new classes have been added at lunch time that have created a “buzz” among our group fitness participants. Staff continues to identify new programs to promote health and fitness. More to come. June 4-7 the Grand Strand Masters Swim team will offer “Swimming Saves Lives”, free swim lessons to the community!

	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Packages as of January	2427	2441	2535	2645	2646	2656	2834
Packages as of February	2468	2508	2546	2740	2666	2661	2899
Packages as of March	2401	2440	2549	2700	2589	2682	2840
Packages as of April	2182	2291	2339	2506	2421	2489	2710
Packages as of May	2191	2230	2300	2415	2412	2464	2687
Packages as of June	2208	2305	2317	2486	2467	2575	
Packages as of July	2221	2343	2317	2471	2441	2549	
Packages as of August	2190	2230	2278	2412	2358	2495	
Packages as of September	2136	2188	2296	2355	2330	2442	
Packages as of October	2143	2185	2236	2330	2324	2614	
Packages as of November	2234	2262	2364	2387	2382	2566	
Packages as of December	2216	2274	2383	2426	2361	2602	

**Member check-in:**

**May 2018: 21,787**

**May 2017: 19,799**

**Aquatic Programs**

- There were 1662 participants in the water exercise classes, 1996 lap swimmers, 1757 whirlpool users and 2120 therapy pool swimmers

**May Events**

- Riptides Lane rental- 9 hours
- Dolphins Pre-team ended with 9 swimmers

- Birthday Parties (2) 28 attendees
- Riverside Elementary Special Needs Kids - 8 participants plus their aids
- Pre-Masters ended with 6 participants

### **June Scheduled Events**

- Swimming Saves Lives 132 registered
- Group Swim lessons Saturday 38 registered
- Group swim lessons begin June 12 - 63 registered
- Adult swim lessons Wed/Fri & Sat

### **Fitness Programs**

- May 2018 Land class participation: 4924  
274 classes for the month  
Class average: 16.69
- May 2017 Land class participation: 3803  
252 classes for the month  
Class average: 15.09
- Total orientations -13 for the month
- Kids Cardio Circuit: 6 participants

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

- Averaged 11 participants in the morning program Total – 267 visits
- Averaged 12 participants in the evening program Total –248 visits
- 25 kids in gymnasium
- Adult gym participation average was 30, with a total of 388 adults in the gym for the month
- Afterschool 25 kids
- 2-Birthday Parties
- Wheelchair basketball practice continues every Wednesday night
- Preparing for summer camps

### **Customer Service**

- Total tours 51
- In-state tours 43
- Out of state tours 8
- 34 new member letters were sent out

### **Recreation**

#### **Programming**

##### 4H

- Monthly Meeting: May 1
- Nature *I Spy Hike* activity at Park and Sports Complex

Artists Everywhere

- Susan Skelley – May 7 – June 4

Dog Agility

- 6 sessions held
- 4 dog average participation

ArtVenture

- May 12, Park & Sports Complex Shelter
- Two groups participated

**Special Events/Festivals**

Diva Half Marathon & 5k

- Expo: May 4 & 5, J. Bryan Floyd Community Center
- Race: May 6, Main Street

Mayfest on Main

- May 12, Main Street
- Entertainment for Main Stage: Firehouse, The Entertainers & Taylor Dayne
- Entertainment for Community Stage: Gump Fiction, Perlino Band & Jim Quick & Coastline
- Vendors: 119 spaces used

Summer Concert Series

- May 17, May 18, May 24 & May 31
- 3 Concerts in the Horseshoe, 1 Concert at the Sandhills Bank Amphitheater
  - 5/17 – Catalinas; 1280 (rain)
  - 5/18 – Heart Breaker; 252 (rain)
  - 5/24 – N'Tranze; 800
  - 5/31 – Fantastic Shakers; 2700

Irish Italian International Festival

- Applications posted on website on May 15, 2018
- Early Bird Deadline July 27, 2018; Final Deadline August 24, 2018.

**Sponsorships**

Summer Concert / Movie Series

- Music on Main Sponsor – CCNB
- Movies @ McClean – Professional Concrete – June 8<sup>th</sup> & Eggs Up Grill – July 13<sup>th</sup>  
Renewals
- Cherry Grove Automotive - Field Sign
- Cheeseburger in Paradise - Two Field signs

- CCNB - Lake Trail
- First Beach Finance - field sign
- Dave & Busters - baseball field
- Elliott Beach Rentals - baseball field

### **Athletics**

- Spring youth and adult sports are finishing up. All-star teams will be selected in the designated age groups.
- The Department is partnering again with North Myrtle Beach High School to offer the Chiefs Summer Sports Camps. The camps are organized by the Department and conducted by the high school coaches. Camps offered include tennis, baseball, football, wrestling and lacrosse. NFL player and North Myrtle Beach alumnus Ryan Quigley will be conducting a kicking camp as well. Last year over 180 youth participated in the camps.

### **Sports Tourism**

- Sports Tourism direct economic impact in May - \$2,235,716 (down 16% from 2017)
- Over 3,146 participants in sports tourism events held in May
- Major events include:
  - DIVA ½ Marathon and 5k = 2,242 finishers
  - USSSA Gameday Baseball = 29 teams
  - CHE Lacrosse (new event) = 11 teams

### **Beach Services**

- Revenue is down 17% compared to prior month
- There was significant weather interference for the month with 14 day impacting operations
- Completed several beach worker orientations
- Beach Service employment positions are still posted for concession worker
- Currently interviewing for the remaining concession worker positions
- Staffing nearly complete
- New Hippster XL slide was installed May 24th and fully operational May 26<sup>th</sup>

### **Parks and Grounds**

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

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

- McLean, new Playground installed for the 21/2 year olds
- Walkway issues corrected at 3307 SOB, 15<sup>th</sup> N, 1305 SOB, 24<sup>th</sup> N, 46<sup>th</sup> S, and 6<sup>th</sup> S. Preventative trimming performed 55<sup>th</sup> N – Shorehaven and 4<sup>th</sup> N - 17<sup>th</sup> S.
- Seasonal Parking lot sealing – Sea Mountain Highway completed 5/29. Others to follow

**Recreation and Special Events:**

- Logistical support for Music on Main, Sounds of Summer, MB Mutiny Soccer, 5/28 Veteran's Observance, USSSA Softball, OD Football, Divas, Mayfest on Main, WFC Softball, CHE Lacrosse, MBSC Softball, and Assist Street Department with memorial Day traffic control
- Ongoing mapping, repair, and maintenance of GCLS fixtures and infrastructure
- Remove restroom building at Yow Park. Portolet installed.
- Install split rail safety fencing along portion of McLean Park lake bank
- American flags up and down for Memorial Day
- Install 911 location signs at park locations

**Medians and Right of Ways:**

- ROW obstructions corrected at Municipal Complex, 48<sup>th</sup> S, and 6<sup>th</sup> S.

**Landscape Maintenance:**

- Annual Flower planting – 60% complete 5/31

**Park and Sports Complex**

- Contractor continues building boardwalk through North Myrtle Beach Park & Sports Complex Swamp
- Continued spot aerification and turf maintenance
- Relocate Champion's Blvd gates at North Myrtle Beach Park & Sports Complex entrance
- Cleanup of pine cones and debris in both dog parks
- Contractor repainting of baseball complex buildings
- Extensive irrigation repair
- Mulch maintenance at soccer playground

**Other**

- Interview and hire PT staff
- 2<sup>nd</sup> Quarter Safety meeting and lunch May 23
- Orientation and bloodborne pathogen training for new PT staff
- Host Horry County FFA turf competition outing at North Myrtle Beach Park & Sports Complex

**Upcoming Projects:**

- McLean Park 2-5 yr. old playground renovation – begins May 14
- Fencing at North Myrtle Beach Park & Sports Complex maintenance and dog parks
- Palmetto replacement (freeze)
- Planning meeting with contractor to assist with GCLS animation