



Parks and Recreation Department

City Council Report
August 2017
City Council September 18, 2017

The Aquatic and Fitness Center ended the month with 2495 packages which is an all-time high for August. The summer has been very busy with camps, swim lessons, swim team, and Fun Fit club. The AFC along with DEW's hosted the 3RD Annual golf tournament that benefitted Teen Angels. A check was presented to Renee Hembree, Teen Angels director on August 30.

	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	
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:

August 2017: 19,765

August 2016: 19,514

Aquatic Programs

- There were 1616 participants in the water exercise classes, 2148 lap swimmers, 1162 whirlpool users and 2164 therapy pool swimmers

Swimming Lessons

- T/Th swim lessons AM/PM kid/adults and Sat 119 registered

August Events

- Summer Camp 432 swimmers
- CAC Lane Rental – 6 hours
- Pre-Dolphins- 17 swimmers
- Water Slide open Wed/Fri 1:30 pm- 2:00 pm

Fitness Programs

- August 2017 Land class participation: 3346
214 classes for the month
Class average: 15.6
- August 2016 Land class participation: 3086
238 classes for the month
Class average: 13
- Total orientations for the month: 15
- Fun Fit Club 22 participants

Child Watch & Activity Program

- Averaged 12 participants in the morning program Total – 331 visits
- Averaged 8 participants in the evening program Total – 187 visits
- 7 kids in gymnasium
- Adult gym participation average was 18 with a total of 252 adults in the gym for the month
- Open Walleyball Nights - Thursday at 7 pm in the racquetball courts have 3-5 adults, but not every Thursday night
- We had one member birthday party.
- Afterschool started with 24 kids.

Summer Camps:

- Week 9: 49 registrations (July 4th week, a lot of families took vacation that week)
- Week 10: 42 registrations
- Week 11: 35 registrations
- Fun Fridays averaged 1-2 additional registrations per week

Customer Service

- Total Tours: 49
- Number of In-State Tours: 41
- Number of Out-of-State Tours: 8
- 34 new member letters were mailed to those who joined in August

Recreation

Artists Everywhere:

- July 10 – August 14: Elaine Goodman
- August 14 – September 8: Tonya & Newt Merricks

Festivals/ Events / Concerts:

Movies@McLean

- 8/11/2017 – The Secret Life of Pets (PG) @ 8:00 PM
- Approximately 161 people and crafts with ArtOutdoors/Nina Ortiz

Music on Main

- 8/3/17 – Black Glass Band (Main Street) - approximately 2,000 attendees – rained 6:30-7:30 (.10")
- 8/10/17 – Midnight Allie (Horseshoe) – approximately 1,200 attendees –rained all morning and early afternoon 60%
- 8/17/17 – Painted Man (Main Street) – approximately 1,200 attendees – rained until 7:00 pm 30%
- 8/24/17 – The Holiday Band – approximately 1,014 attendees – Threat of rain 20%
- 8/31/17 – Brick House Band – approximately 1,100 attendees – scattered thunderstorms, cancelled at 8:00pm Tornado Warning

Sounds of Summer

- 8/18/17 – Steve Rieley & the Quartet – approximately 150 attendees – Scattered clouds

Marketing & Sponsorships

Sports Complex/Recreation Sponsorships:

- New Sponsorships
 - McLeod Seacoast (Nature Trail)
- Sponsorship Renewals
 - Chick-Fil-A (Field)
 - First Beach (Field Sign)
 - Dave & Busters (Field)
 - South Atlantic Bank (League)
 - Flynn's (Stage)
 - Burlington Coat Factory (Kids Area)

Athletics

- Fall Sports Registration concluded, 727 children (26% INCREASE!) registered for youth sports leagues. Sports offered:
 - Tackle Football
 - Flag Football
 - Soccer
 - Baseball
 - Softball
 - Volleyball
 - Lacrosse
- League practices and games are scheduled throughout September and October at the North Myrtle Beach Park and Sports Complex

Sports Tourism

- Sports Tourism direct economic impact in August - \$2,065,339 (up 76% from August 2016) due to additional of 2 new events.
- Year to date in 2017, sports tourism has generated \$29,401,829 direct economic impact to the community, a 14% increase from 2016.
- Over 4,300 participants and spectators were involved in sports tourism events held throughout the City in August

Major events include:

- WFC softball – 91 teams
- Top Gun baseball/softball – 44 teams
- Greg Norman Golf Academy Tournament – 75 participants

Beach Services

- Recorded 16 significant weather interference days for the month
- Month to date revenue is down \$42,439 or 9% compared to prior year due exclusively to weather interference
- A majority of the beach services staff returned to school by mid-August
- Three drive cart sections were created to handle customer demand
- Staffing will be limited in September

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach:

- Contractor finished changing out walkover posts that did not meet spec.
- Add steps to newly repaved walkovers at 3204 and 3208 NOB

- Remove rogue decks from Heritage Shores Nature Preserve
- Complete the replacement of missing and/or damaged street end signage
- Volunteer installation of benches at Veteran's Memorial
- Repair bad washouts at McLean Park, 25th S street end and 27th S street end

Recreation and Special Events:

- Logistical Support for SOS and MoM concerts, WFC and Top Gun tournaments
- Baseball field aerification
- Finalize construction and signage at GSWSA/McLeod trail. Only mulching of exposed trails remains
- Prepare lumber for community garden box construction

Medians and Right of Ways:

- Hazard tree removal/trimming at 1905 24th N, 2nd S boat ramp, 11th N and Hillside, 11th S and Strand, 907 Strand, 1000 8th N, 1608 26th N, 107 Cedar, and Golfview cut through
- Landscape renovation at north end Hwy 17 medians
- Clean up Main Street connector – walk portion

Landscape Maintenance:

- Landscape renovation at AFC, Municipal Complex – (Ongoing), Cherry Grove Fire Station, and Towers on the Grove Park
- Cleanup old NAPA store at 27th S and 17

Park and Sports Complex

- Insecticide, herbicide, and plant growth regulator treatments as necessary
- Baseball field aerification, sodding of worn turf at soccer complex

Other

- Begin construction of ticket booths for GCLS
- Management team attends Global Leadership Summit
- 8/23 – 3rd quarter safety meeting and cleanup
- 18.5" rain in August alone

Upcoming Projects:

- 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
- Installation of GCLS fixtures and decorations