



Parks and Recreation Department

City Council Report March 2018 City Council April 16, 2018

The Aquatic and Fitness Center ended the month with 2840 packages compared to 2682 last year. January, February, March produced the largest numbers ever. McLeod held the third seminar in the *Ask the Doctor Series* on Joint Replacement. It is the hope to offer more seminars in the future. Classes continue to be very busy. A new class was added in the evening that focuses on cardio dance. The AFC was named the **Safety Department of the Year!** Finally, the racquetball courts were re-surfaced.

	2012	2013	2014	2015	2016	2017	2018
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	
Packages as of May	2191	2230	2300	2415	2412	2464	
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:

March 2018: 27,910

March 2017: 25,908

Aquatic Programs

- There were 2456 participants in the water exercise classes, 2632 lap swimmers, 2102 whirlpool users and 2143 therapy pool swimmers

March Events

- CAC lane rental – 22 hours
- Riptides Lane rental 8 hours
- Coastal Scuba Lane rental 19 hours
- Dolphins Intra-squad meet 37
- Group Swim Lessons Tues/Th & Sat 79 registered
- Dolphins Swim Team Valentine Meet Georgetown
- Birthday Party – 16
- Adult Flip Turn clinic- 8

April Scheduled Events

- Group Swim Lessons continue
- Dolphins Swim Team Championship meet to be held at AFC
- Birthday Party with Slide- 2
- Beach Guard Training Saturdays
- Pre-Masters Organizational Meeting

Fitness Programs

- March 2018 Land class participation: 4822
283 classes for the month
Class average: 17.04
- March 2017 Land class participation: 3308
207 classes for the month
Class average: 15.98
- Total orientations -17 for the month
- Fun Fit Club 21 participants

Child Watch & Activity Program

- Averaged 9 participants in the morning program Total – 247 visits
- Averaged 11 participants in the evening program Total –245 visits
- 28 kids in gymnasium
- Adult gym participation average was 36, with a total of 470 adults in the gym for the month
- Afterschool started with 28 kids
- 1 Birthday Party
- Wheelchair basketball practice continues every Wednesday night and Friday night

Customer Service

- Total tours 72
- In-state tours 40
- Out of state tours 32
- 43 new member letters were sent out

Recreation

Artists Everywhere:

- February 14- March 12: Mike Covington
- March 12 – April 9: Don McCrary

Special Events / Festivals:

- St. Patrick's Day Parade and Festival:
 - March 17 on Main Street
 - Media Sponsor WPDE, Parade Presenting Sponsor NMB Chamber of Commerce
 - Approximately 49,000 attendees
 - 192 Vendor Spaces & 120 Parade Entries

Programing:

- Clemson Extension 4H
 - Still accepting members
 - Meets Monthly

Sponsorships:

Sports Complex/Recreation:

- New Sponsorships
 - Mellow Mushroom Graphic Panel
 - Dunkin Donuts field sign
- Renewals / Payments
 - Captain Juels (field sign)
 - Fairfield Inn (field sign, team)
 - Monster Coupon Book (field sign)
 - MB Family Golf (picnic shelter, graphic panel)

St. Patrick's Parade & Festival:

- Stage sponsors
 - Freedom Boat Club
 - Flynn's
 - Sticky Fingers

Summer Concert / Movie Series:

- Music on Main Sponsors – CCNB
- Sounds of Summer – Avista
- Movies at McLean – NMB Lifeguard Foundation (July 13)

The Great Christmas Light Show:

- Tanger Outlets Hwy 17 – Ticket Sponsorship

KNMBB

Turtle Mart, 39th S and Hwy 17 in Windy Hill, was selected as the Community Appearance Award recipient in April. The award will be presented on Monday, April 2 at 10 am.

Committee Reports:

Mary Templeton reported that Eco-tots met in February and honored our presidents by planting a tree. The group will learn about birds in March and make bird food from a peanut-butter free recipe. Gerry reported that the High School banners were misplaced during renovation and construction at the school. The old Middle School banner has not been located yet, but a new one has been ordered.

Old Business:

- Dee reported on the Litter Control Association Conference in February. The group is working on new litter laws, especially as applies to illegal dumping and improper disposal of animal carcasses.
- Monday after the Masters is April 9. Keep NMB Beautiful volunteers are needed to collect recycling and trash from the course during the tournament. Sign-up information to come.
- The Waterway Cleanup is April 21, staging at Johnny Causey Boat Landing at 8:30 am. Breakfast and lunch will be provided for volunteers.

New Business:

- Keep NMB Beautiful will co-sponsor an Earth Day Birthday Party with the NMB Sea Turtle Group and the NMB Historical Museum on Sunday, April 22 (Earth Day). We will provide a banner and birthday cake as well as have exhibits and children's activities. Buddy Earth will be there also. Volunteers are needed.
- Gerry gave an update on the plastic bag ban. She will speak to the City Council again on March 19 to promote the ban of plastic bags as well as Styrofoam containers and a resolution to the State Senate.
- Keep NMB Beautiful will have a booth at Touch a Truck on Saturday, April 14 at the North Myrtle Beach Park & Sports Complex soccer field parking lot, 9 am until 1 pm. Reusable water bottles filled with cold water will be given away to encourage reusable bottles. Volunteers are needed.

Announcements:

- The Natural Awareness Festival is scheduled for October 13, 2018. It was suggested that a beekeeper be invited to the festival. Bellamy Farms has a beekeeper.

Community Garden

- The Community Garden at 27th Ave. South and Hilton has all the plot assigned, planting should begin soon. We are planning a grand opening later in the spring.

Easter Egg Hunt

- The 36th annual North Myrtle Beach Community Easter Egg Hunt was held on Saturday, March 31st.
- The egg hunt was at McLean Park and it again attracted several thousand people.
- Over 1200 bags of candy were given to the kids participating in the egg hunt. Volunteers for the event were provided by the NMB Lions Club, the Optimist Club, NMB Garden clubs, keep North Myrtle Beach Beautiful, the Pilot club and the local school students.

Athletics

Sports Tourism

- Economic Impact = \$6,656,347 (*down \$299,557 or 4% decrease from 2017. Decrease due to High Tide having 27 less teams and USA National Prep having 10 less teams*)
- Notable Events Held
 - Fastpitch Dreams Collegiate Softball = 87 teams
 - High Tide Ultimate Frisbee = 214 teams
 - Grand Strand Softball Classic = 25 teams (49 additional teams in April)
 - USA National Prep Basketball = 62 teams
 - Wheelchair Basketball (AFC) = 7 teams
 - NTBA Youth Basketball = 36 teams
 - Palmetto Lower State Swim = 140 swimmers

Athletics

- Spring sports began practices with soccer, baseball, and softball. Total participation for each sport; Soccer (216), baseball (383), softball (90) for a total of 689 participants compared to 706 participants last year (*currently down 2% from last year, still registering participants in older leagues*).
- Practices are held Monday through Friday beginning at 5:30pm. The leagues utilize all baseball/softball fields at the North Myrtle Beach Park and Sports Complex as well as the 3 fields at Central Park. Soccer teams practiced at Nash Field and Krispy Kreme Field and will begin games in April at the Park and Sports Complex.

Beach Services

- Beach Service employment positions are posted for concession worker and supervisor.
- Currently interviewing for concession worker positions.
- Approximately 60% staffed.
- All Beach boxes are on the beach with equipment.
- Pre-season fleet maintenance on vehicles is nearing completion.
- Beach service operations begin April 1st.

Parks and Grounds

Non-Routine Projects and Activities:

Parks and Beach:

- Begin McLean Park tennis court resurfacing – 3/28/18
- Parking lot and beach assessment and pre-season maintenance

Recreation and Special Events:

- Logistical support for St Patrick's Day parade and festival, Saltwater highland games, Fast Pitch Dreams Softball, and Ultimate Frisbee, and Nash Soccer
- Inventory and assess all GCLS fixtures
- Repair and PM portable stage

Medians and Right of Ways:

- Imitation rubberized mulch installation at Main Street medians – Hillside to Boulevard
- Relocate blue gates on Champion's Blvd at NMB Park & Sports Complex entrance

Landscape Maintenance:

- Landscape renovations at NMB Park & Sports Complex and Municipal Complex, Hwy 17 north medians and select parking areas.

Park and Sports Complex:

- Contractor begins building boardwalk through NMB Park & Sports Complex Swamp
- Complete installation of erosion control curbing at baseball facility

Other:

- Winter Planting - Citywide
- Forklift recertification training for HEO's
- Pre-emergence weed control application

Upcoming Projects:

- McLean Park 2-5 year old playground renovation
- Lake bank clearing cooperative project with Go Ape
- Seasonal Parking lot sealing
- Offseason GCLS fixture repair and preparation
- Fencing at NMB Park & Sports Complex maintenance and dog parks