



Parks and Recreation Department

City Council Report
September 2018
City Council October 15, 2018

The Aquatic and Fitness Center ended the month with 2601 packages compared to 2442 last year. The group fitness program is slowly introducing Virtual Les Mills classes on demand from 12 pm – 5 pm. The AFC is celebrating the 13th Anniversary early this year from October 1- 13, the joining fee is waived.

	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	2710
Packages as of May	2191	2230	2300	2415	2412	2464	2687
Packages as of June	2208	2305	2317	2486	2467	2575	2755
Packages as of July	2221	2343	2317	2471	2441	2549	2729
Packages as of August	2190	2230	2278	2412	2358	2495	2692
Packages as of September	2136	2188	2296	2355	2330	2442	2601
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:

September 2018: 13,733 *low numbers due to Hurricane Florence

September 2017: 17,733

Aquatic Programs

- There were 1042 participants in the water exercise classes, 1400 lap swimmers, 830 whirlpool users and 894 therapy pool swimmers

September Events

- NMB High School lane rentals 3 hrs.
- Dolphins Swim Team began with 60 swimmers

- T/Th group lessons were cancelled and rescheduled due to Hurricane Florence
- Saturday swim lessons continued
- NMB High School meet cancelled due to hurricane
- MB Christian School and NMB HS cancelled swim practices due to hurricane
- 7 Grand Strand Masters swimmers competed in the Dam Swim For Drew in Columbia

October Scheduled Events

- Masters Swim Team continues MW/Sa
- Dolphins begin with 60 registered to date
- NMB High resumes practice the first week in Oct and will compete in State Championships
- CAC Coastal Classic swim meet October 19-21
- Dolphin's Pumpkin Head Swim Meet October 7

Fitness Programs

- September 2018 Land class participation: 2811
223 classes for the month
Class average: 12.6
- September 2017 Land class participation: 3117
205 classes for the month
Class average: 15.2
- Total orientations - 4 for the month
- Les Mills Virtual On Demand 101
- Kids Cardio Circuit: 12 participants

Child Watch & Activity Program

- Averaged 11 participants in the morning program Total – 228 visits
- Averaged 9 participants in the evening program Total –149 visits
- 12 kids in gymnasium
- Adult gym participation average was 23, with a total of 226 adults in the gym for the month
- Wheelchair basketball practice continues every Wednesday night
- After School averaged 20 kids

Customer Service

- Total tours 27
- In-state tours 20
- Out of state tours 7
- 11 new member letters were sent out

Recreation

Special Events/Festivals

- Irish Italian International Festival
 - Cancelled because of Hurricane Florence

Summer Concert Series

- Music on Main Concerts (Thursday):
 - 9/6 – The Holiday Band – approximately 2128 attendees
 - 9/13 – Chocolate Chip & Company – Cancelled because of Hurricane Florence
 - 9/20 – Blackwater Rhythm & Blues – approximately 1301 attendees
 - Substituted for The Embers – could not make it because of road closures
- Sounds of Summer Concert at Sandhills Bank Amphitheater (Friday):
 - 9/21 – BullFrog – approximately 165 attendees

9-11 Memorial Vigil

- Sunday, September 11
- Cancelled because of Hurricane Florence

Movies at McLean

- September 14 – Peter Rabbit
- Cancelled because of Hurricane Florence

Sponsorships

New

- Outback Steak House – Field Sign
- Joe's Crab Shack – Graphic Panel
- Rockin' Jump – Movies @ McLean, September movie

Irish Italian International:

- Stage Sponsors:
 - Flynn's Irish Tavern
 - South Atlantic
- Food Court – Zaxby's
- Kid's Area – Courtyard Marriott

Sponsorship Renewals

- McDonald's – 3 window prints, 2 field signs
- Beach Benefits – shelter, graphic panel
- Buffalo Wild Wing – baseball field, 2 window prints
- NMB Aquatic & Fitness Center – Dashing Through The Glow

The Great Christmas Light Show

- NMB Aquatic & Fitness Center – attraction
- Dave & Busters – Light Display
- WBTW – attraction
- Benjamin’s Seafood – ticket sponsor
- Tanger Outlet Stores – light display & attraction

Programs

- North Strand 4-H
 - Monthly Meeting: September 4 @ 5:30 PM at the NMB Park and Sports Complex, Diabetes Wellness
 - Monthly Meeting: October 27 – volunteer at Howl-O-Scream
- Artists Everywhere
 - September 6 – October 1: Nina Ortiz & Students

Coming Up

Bus Tours

- Christmas at Biltmore
 - November 6-9th, 2019
 - 48 guests + 2 staff members – Sold out

Artists Everywhere

- October 1 – November 5: Kowena Suckstorf

Summer Concert Series

Music on Main Concerts (Thursday):

- 10/04 – Lee’s Cut (Country/Top 40)
- 10/11 – The Big Time Party Band (Beach/Variety)
- 10/18 - The Embers featuring Craig Woolard (Beach)
- 10/25 – Chocolate Chip and Company (Top 40)

Howl-O-Scream

- Saturday, October 27th
- 5:00 – 8:00 PM
- NMB Park & Sports Complex; Wild Wing Café Soccer/Lacrosse Complex

Athletics

- A total of 784 children are participating in the fall sports leagues (772 participated last fall). Soccer remains the most popular fall sport with 358 registered participants. Other sport leagues offered include flag football, tackle football, baseball, softball, volleyball & lacrosse. Volleyball numbers are at 51 up from 36 last year as well as lacrosse registrants at 25 up from 6 last year
- 7 adult soccer teams started play Sept 25th and 7 adult softball teams started play Oct 1st
- Practices were canceled from Sept 10-Sept 24 due to Hurricane Florence and flooding with optional practices beginning Sept 25th. All teams started back practices Oct 1st week in preparation for games.

Sports Tourism

- Direct economic impact in September = \$138,099 (61% decrease from previous year)
- Hurricanes and/or flooding attributed to 4 canceled tournaments

Upcoming

- Fall youth sports (all but volleyball) games begin (October 8th)
- Fall volleyball games begin Oct 15th
- NMB recreation volleyball night at NMB High School Oct 17th (players get in free by wearing jersey, special game and recognition)
- Basketball registration starting Oct 22-Nov 9
- Major Sports Tourism events
 - October 6-7: YMCA Great Carolina Shootout (51 teams)
 - October 6-7: Top Gun Sports Baseball (56 teams)
 - October 27-28: Top Gun Winter World Series (last year 57 teams)
 - Nov 3-4: Top Gun Winter World Series (last year was only one weekend, now split in to two, expect same number of teams each weekend)

Beach Services

- Recorded 17 significant weather interference days for the month forcing operations to be suspended from the 11th to the 27th all related to impacts from Hurricane Florence.
- All beach equipment was removed from the beach in preparation for Florence.
- Operations resumed on the 28th
- Month to date revenue is down significantly compared to prior year.
- Staffing is at a minimum for the month.
- The beach is divided into several drive sections serviced by trucks into October. Three boxes were placed on the beach for equipment storage.
- All remaining boxes are scheduled to be removed by the end of October.

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Post-Florence sand fence and street end cleanup and debris removal

Recreation and Special Events

- Logistical support for Music on Main, and Sounds of Summer (limited due to Florence)
- Ongoing repair, and maintenance of GCLS fixtures and programming/testing of animated pieces
- Begin installation of GCLS infrastructure

Medians and Right of Ways

- Spray Timber Ridge/Buffkin MHP ditch
- Prepare before and clean up after Hurricane Florence

Custodial

- Formalize procedures and individual duties, responsibilities and accountability

Landscape Maintenance

- Florence debris cleanup

Park and Sports Complex

- Regrade and grub along lake walk path
- Extensive irrigation repairs - ongoing
- Continued progress on electrical installation at new swamp footbridge
- Contract fence and gate modifications and repairs

Other

- Bloodborne pathogen training for new hires
- Assess and plan replacements structures for CG Boat Ramp dock and prioritize second 10 beach walkovers
- FY 2020 Budget Preparation – all divisions

Upcoming Projects

- Rebuild Cherry Grove Boat Ramp stationary dock (Winter)
- Annual flower planting
- Winter overseeding
- Quarterly Safety Meeting October 4
- Palmetto replacement (freeze)
- Cleanup at NMB Park & Sports Complex swamp footbridge, create and install interpretive signage