



Parks and Recreation Department

City Council Report
July 2018
City Council August 20, 2018

The Aquatic and Fitness Center ended the month with 2729 packages compared to 2549 last year. AFC has been busy with Summer Camps, Swim lessons, Swim teams and lots of fun classes. AFC along with DEW'S is hosting its 4th Annual Golf Tournament to benefit Teen Angles on August 18th.

	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	
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:

July 2018: 21,722

July 2017: 19,492

Aquatic Programs

- There were 1223 participants in the water exercise classes, 1772 lap swimmers, 1439 whirlpool users and 2802 therapy pool swimmers

July Events

- Summer Swim League ended with 30 registered Dolphins
- NMB High lane rental 9 hours

- Adult swim lessons Mon/Wed and Sat classes began
- Hot tub vertical depth markers installed
- Grand Strand Masters Swim attended PanAm Games in Florida. Set several State records and several swimmers in top 10 for various events

August Scheduled Events

- Group swim lessons Sat & T/Th continue
- Pre-Dolphins will begin 4 weeks training
- Summer Camp ends August 17
- NMB High continues practice 4 days a week for 1.5 hrs. each day
- Grand Strand Masters Swim will participate in Growler meet in Charleston August 25-26

Fitness Programs

- July 2018 Land class participation: 4462
268 classes for the month
Class average: 16.64
- July 2017 Land class participation: 3030
206 classes for the month
Class average: 14.7
- Total orientations - 21 for the month
- Kids Cardio Circuit: 67 participants

Child Watch & Activity Program

- Averaged 18 participants in the morning program Total – 447 visits
- Averaged 9 participants in the evening program Total –186 visits
- 12 kids in gymnasium
- Adult gym participation average was 24, with a total of 331 adults in the gym for the month
- Wheelchair basketball practice continues every Wednesday night
- Summer Camps
 - Week 4 - 35 kids, Fun Friday- 1 *4th of July week
 - Week 5 - 52kids, Fun Friday- 2
 - Week 6 - 48 kids, Fun Friday- 2

Customer Service

- Total tours 68
- In-state tours 47
- Out of state tours 20
- 7 new member letters were sent out

Recreation

Artists Everywhere:

- July 2 – August 6: Trisha McQuade, photographer

Programing:

- Extended Bus Tours: Christmas Tour to the Biltmore information published and open for registration. 7/23/2018.

Special Events/Festivals:

Summer Concert Series:

- Music on Main Concerts (Thursday):
 - 7/5 Black Glass – approx. 1857 people
 - 7/12 Hip Pocket – cancelled due to weather conditions
 - 7/19 Tru Sol – approx. 3,304 people
 - 7/26 Too Much Sylvia – approx. 3983 people
- Sounds of Summer Concert at Sandhills Bank Amphitheater (Friday):
 - 07/20 Oracle Blue – cancelled due to weather conditions

Movies at McLean:

- 7/13 Lion King (PG)
 - Approx. 186

Irish Italian International Festival:

- Receiving applications for festival vendors. Early Bird ends 7/27/18. All applications due 8/24/2018.

Sports Complex/Recreation Sponsorship Renewals:

- Sponsorship Renewals
 - McLeod – meadow
 - Pelicans – panel
- New Sponsorships
 - Dirty Dawg Spa – Dog Park
 - South Atlantic Bank – Fall Soccer
 - Zaxby's - Irish Italian International Food Area
 - Courtyard Marriott – Irish Italian International Children's Area

Upcoming Events:

- August 9 – Silk Groove (Motown/Beach)
- August 10 – Sherlock Gnomes

- August 16 – Painted Man (R & B /Variety)
- August 17 – Rocketman (Elton John Tribute)
- August 23 – Blackwater Rhythm & Blues (Beach/Blues)
- August 30 – Tim Clark Band (Variety)

Athletics

- Fall sports registration began, Youth sport leagues offered this fall include soccer, baseball, softball, flag football, tackle football, lacrosse clinics and volleyball. Adult sport leagues offered include men's softball, coed softball and adult soccer.
- Amanda Player-Wofford was hired as Athletic and Sports Tourism Director.

Sports Tourism

- Sports Tourism direct economic impact in July = \$8,516,547
- Over 13,000 participants in sports tourism events held in June
 - Major events included:
 - National Travel Basketball Association (2 events) = 181 teams
 - World Fastpitch Connection (3 events) = 123 teams
 - Eaglestyx Lacrosse = 28 teams
 - Triple Crown Softball = 88 teams

Upcoming

- Sports Tourism events:
 - Sept. 1-2: Top Gun Sports (last year 22 teams)
 - Sept. 8-9: Teammate Basketball *New Event*
 - Sept. 15-16: USSSA Baseball (last year 34 teams)
 - Sept. 15-16: Paddle at the Beach pickleball tournament (100 participants)

Beach Services

- Staffing Complete
- There were only 3 significant weather interference days for June
- Month to date revenues are estimated to exceed prior year by 4% (\$27,222) at time of report
- 2017 / 2018 Year end actual revenues are estimated to be even to prior year at the time of report
- There were several key factors leading to the revenue success: there were no missed revenue opportunities due to staffing. Weather in June was ideal and reservations exceeded prior year
- The beach re-nourishment helped revitalize sales in certain areas

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Repair fence at 20th S. and Havens
- Walkway issues corrected at 3411 SOB, 2610 NOB, and 807 SOB

Recreation and Special Events

- Logistical support for Music on Main, Sounds of Summer, MB Mutiny Soccer, WFC Softball, Eagle Stix Lacrosse, and 4th of July Fireworks,
- Ongoing repair, and maintenance of GCLS fixtures and infrastructure
- Inventory animated pieces of GCLS, prepare drawings for contract specialist

Medians and Right of Ways

- ROW obstruction correction at 2nd N and Hwy 17, 11th S/Strand intersection
- Tree removal/pruning at

Landscape Maintenance

- Landscape renovations at 50th N parking lot, Shorehaven ROW, Blockade Runner Medians, ye Olde Kings/Hunter median, 11th N medians, 2nd N and Boulevard medians

Park and Sports Complex

- Fencing at North Myrtle Beach Park & Sports Complex maintenance, dog parks, and GCLS storage – 90% complete
- Contractor continues building boardwalk through North Myrtle Beach Park & Sports Complex Swamp- 95% complete
- Continued extensive irrigation repair due to lightning
- Install concrete slabs beneath dog park benches – North Myrtle Beach Park & Sports Complex
- Sprig and grow in wear and cold damaged Soccer fields – North Myrtle Beach Park & Sports Complex
- Begin deep cleaning of restrooms and picnic shelters

Other

- Bores for GCLS – done by Water Department staff
- Division assumes oversight of custodial crew

Upcoming Projects

- Palmetto replacement (freeze), and contract trimming
- Finalize contract with specialist to assist with GCLS animation
- Cleanup at North Myrtle Beach Park & Sports Complex swamp footbridge
- Electrical infrastructure installation for GCLS