



Parks and Recreation Department

City Council Report
October 2018
City Council December 3, 2018

The Aquatic and Fitness Center ended the month with 2709 packages compared to 2614 last year. This has been a very busy month hosting several swim meets while celebrating the 13th Anniversary of AFC. The AFC welcomed 192 New Membership packages during our Membership Special October 1-13. AFC held 2 large swim meets in October, CAC over 400 participants and Pumpkinhead 166 swimmers.

	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	2709
Packages as of November	2234	2262	2364	2387	2382	2566	
Packages as of December	2216	2274	2383	2426	2361	2602	

Member check-in:

October 2018: 21,581

October 2017: 18,812

Aquatic Programs

- There were 1880 participants in the water exercise classes, 2569 lap swimmers, 1283 whirlpool users and 1269 therapy pool swimmers

October Events

- NMB High School lane rentals 4 lanes 1.5 hrs.
- Dolphins Swim Team Clinics (2) Breaststroke & Fly/IM Transitions

- T/Th group & Sat group lessons 164
- CAC Swim Meet 3 day meet- over 400 swimmers
- Dolphins Pumpkin Head Meet 166 swimmers
- Scuba Lane Rental 1 lane 2 hrs

November Scheduled Events

- Masters Swim Team continues MW/Sa
- Masters SCM State Championships Columbia- 2 swimmers participating
- Group swim lessons Sat &T/Th evenings continues
- Riptides Swim meet 123 swimmers: 3 day meet 5 teams

Fitness Programs

- October 2018 Land class participation: 4658
277 classes for the month
Class average: 16.82
- October 2017 Land class participation: 3347
228 classes for the month
Class average: 14.67
- Total orientations – 30 for the month
- Les Mills Virtual On Demand: 78
- Kids Cardio Circuit: 96 participants

Child Watch & Activity Program

- Averaged 10 participants in the morning program Total – 210 visits
- Averaged 10 participants in the evening program Total –251 visits
- 8 kids in gymnasium
- Adult gym participation average was 11, with a total of 115 adults in the gym for the month
- Wheelchair basketball practice continues every Wednesday night
- After School averaged 21 kids

Customer Service

- Total tours 85
- In-state tours 73
- Out of state tours 10
- 2 visitors did not provide information
- 220 new member letters were sent out
- 282 Winter Friends letters were sent out

Recreation

Artists Everywhere

- October 1 – November 2: Kowena Suckstorf

Festivals/Events

- Movies@McLean
 - October 12 @ 6:55 PM – CoCo (PG)
 - McLean Park, 153 Attendees
 - Open to public, free admission
- Howl-O-Scream
 - Saturday, October 27
 - Partnership with Coastal Carolina University Recreation and Sport Management Program
 - Wild Wing Café Soccer/Lacrosse Complex, North Myrtle Beach Park and Sports Complex
 - Approximately 4,312 attendees
 - \$2 ages 15+, \$1 ages 5-14, Free 4 and under

Programs

- Dog Agility Classes
 - 8 Week Sessions continued

Sponsorships

- Sponsorship Renewals:
 - Car City – Field Sign
 - Brigman Company – Field Sign
 - Bistro 90 – Field Sign
- New Sponsorships:
 - Fairfield Inn – Field Sign & 3 Teams
- The Great Christmas Light Show
 - Sponsorships
 - Aquatic & Fitness Center (Santa, Run)
 - McDonalds (light display)
 - Chick-Fil-A (light display)
 - McLeod (light display)
 - Rockin Jump (light display)
 - Colonial Media (light display, Ice Skating) Radio package value
 - Dave & Busters (light display)
 - Benjamins (tickets)
 - WBTW (train)
 - Buffalo Wild Wing (Slide)
 - CCNB (lighted walkway)

Future Events/Activities/Programs

- Group Bus Tour to the Biltmore – November 6-9, 44 people registered
- Dashing Through the Glow – November 16 @ 7PM @ North Myrtle Beach Park & Sports Complex
- The Great Christmas Light Show 1st Day – November 23 @ 5:30 PM
- Pet Photos With Santa – November 25 @ 10AM – 2 PM @ North Myrtle Beach Park & Sports Complex
- Wreath Making Workshop – November 27 @ 1-4 PM @ JBFCC
- Christmas Tree Lighting – December 4 @ 6PM @ McLean Park
- Pet Photos with Santa – December 8 @ 10 AM – 2 PM @ North Myrtle Beach Park & Sports Complex

KNMBB

- Strand Resorts, Main Street Ocean Drive, was nominated and approved for the October Community Appearance Award, to be presented on October 16th at 10:00 am.
- We have permission from the principals at all area schools to put a banner up, and banners have been made for all schools. Weather permitting, we hope to have the banners up soon.
- Eco Tots will meet on October 19. The program will incorporate the NMB Sea Turtle Patrol presentation that had to be cancelled in September. This presentation will include the danger of plastic bags to sea turtles. Food Lion donated 30 reusable shopping bags to give to students, along with a letter from KNMBB and the Sea Turtle Patrol urging parents to bring their own bags and say no to plastic.
- Driftwood Garden Club is sponsoring a KAB Kids group at Riverside Elementary. The first meeting was postponed until October 9 due to the hurricane.

Beach Sweep

- The Annual Beach Sweep Cleanup was held on Saturday, October 13th. We had over 80 participants with most being NMB High School Students. This event was scheduled for September but was moved because of Hurricane Florence.

Waterway Cleanup

- This is a new event for the fall and we had about 40 volunteers help with this event. The area cleaned was along the waterway and Waite's Island.

KNMBB and NMB Sea Turtle Patrol co-sponsored a table at Boulineau's Customer Appreciation Days, September 26-28. We gave free reusable shopping bags to anyone who would pledge to begin using them instead of plastic.

New Business

- The SC Litter Control Assoc/KSCB State Conference is in February.
- The Waccamaw River Conference is in February
- There will be no KNMBB meeting in December.

Other Announcements

- The home school children's community garden has been postponed because of the weather.
- NMB Middle School students have a community garden on school property.

BFF Pink Ribbon Run

- This 5k and 10k event was held at Barefoot Resort and attracted about 250 participants. All money raised goes to local cancer charities.

Horry County Cross Country Meet

- The Horry County Cross country meet was held at the Sports Park on October 10th. Over 250 high school students from across the county participated in this event.
- The Sports Park also hosted the NMB High School Regional Meet on October 16th.

Athletics

- Fall sports are starting to wrap up with 792 participants. Tackle football finished up play on October 30th while flag finished playing October 29
- Basketball registration began on October 22
- All-star teams are being chosen to begin practice in preparation for district tournaments
- 57 coaches completed their National Association of Youth Sports coaching certification this season

Sports Tourism

- Direct economic impact in October = \$1,099,088 (4% increase from previous year)
- October was a great month with 203 teams with 96 of those being out of area, bringing in 4 tournaments with the Top Gun Winter World Series on Oct 27-28. We hosted 30-8u teams and 13-16u teams.
- Major events held during the month include:
 - Top Gun Baseball=42 teams
 - USSSA Baseball=67 teams
 - Top Gun Softball=46 teams

Upcoming

- Basketball registration ends Nov 9th
- Rookie League basketball starts Nov 12th
- Fall soccer, softball, baseball seasons end on Nov 7
- All-star team tournaments:
 - 9-10 tackle football Nov 17 in Florence

- 10u, 12u, 15u, 17 soccer Nov 17 in Sumter
- Major Sports Tourism events held in November
 - Nov 3-4 Top Gun Winter World Series (32-14u teams)
 - Nov 10-11 WFC Showcase (42-16u teams)
 - Nov 16-Dashing through the Glow 5k/1mile
 - Nov 16-17 WFC Battle at the Beach (30 teams)

Beach Services

- Weather for the period had a greater impact on operations compared to prior year. There were 9 weather days including TS Michael. Overall temps were much cooler than prior year.
- Month to date revenue is down 18% due exclusively to weather.
- Remaining rental boxes have been removed from the beach.
- Currently organizing the warehouse to begin equipment repairs

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Assess and prioritize next 10 walkover locations for repair/replacement. Information provided to public works.

Recreation and Special Events

- Logistical support for Music on Main (extended due to Hurricane Florence), USSSA Softball, Top Gun baseball, and two AFC Swim meets
- Ongoing repair, and maintenance of GCLS fixtures
- Installation of GCLS infrastructure and fixtures

Medians and Right of Ways

- Tree maintenance at 2416 Douglas, 20th N at Tortuga Ln, 4511 Osprey, and Ocean Park

Custodial

- Pressure wash beach restrooms – beach south

Landscape Maintenance

- Annual flower planting
- Palmetto replacement (contractor)

Park and Sports Complex

- Re-install canopies and windscreens after Hurricane Florence
- Pressure wash decorative trees at entry sign

Other

- Winter overseeding in all areas other than NMB Park & Sports Complex sports playing surfaces
- Quarterly Safety Meeting October 4
- Sexual harassment training for all staff

Upcoming Projects

- Rebuild Cherry Grove Boat Ramp stationary dock (Winter)
- Cleanup at PSC swamp footbridge, create and install interpretive signage
- Plant bed added at NMB Park & Sports Complex Vet's memorial – with Driftwood Garden Club
- Plant trees for Tree Board Arbor Day observance
- Decorating all non-GCLS areas city-wide for Christmas