



Parks and Recreation Department

City Council Report
October 2017
City Council November 20, 2017

The Aquatic and Fitness Center ended the month with 2614 packages compared to 2324 last year. The AFC celebrated it's 12th Anniversary celebration one month early this year. 233 new members joined during the celebration. The Breast Cancer Awareness Memorial Rock Garden raised \$700 to be donated to the local charity, Caring in Our Lifetime. The AFC hosted several swim meets in October: CAC 9th Annual meet with over 480 swimmers, Carolina Forest Hosted Regional High School 1 day meet with 208 swimmers and the AFC's Pumpkin head meet that serves local recreational swim teams had 135 swimmers.

| | 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 | 2442 |
| Packages as of October | 2155 | 2143 | 2185 | 2236 | 2330 | 2324 | 2614 |
| Packages as of November | 2167 | 2234 | 2262 | 2364 | 2387 | 2382 | |
| Packages as of December | 2146 | 2216 | 2274 | 2383 | 2426 | 2361 | |

Member check-in:

October 2017: 18,791

October 2016: 14,156

Aquatic Programs

- There were 1743 participants in the water exercise classes, 2940 lap swimmers, 1325 whirlpool users and 1199 therapy pool swimmers

October Events

- Dolphins swim team began with 78 swimmers registered
- Carolina Forest hosted the Regional High School Swim One Day Meet with 208 swimmers
- CAC Coastal Classic swim meet (3 day) 482 total swimmers
- Pumpkin Head swim meet (1 day) 135 swimmers
- CAC lane rental 7 hours
- Group Swim Lessons T/Th evenings - 23 swimmers registered
- Dolphins Swim Assessment -1

Fitness Programs

- October 2017 Land class participation: 3347
228 classes for the month
Class average: 14.67
- October 2016 Land class participation: 2335
197 classes for the month
Class average: 11.85
- Total orientations for the month: 12
- Fun Fit Club 9 participants

Child Watch & Activity Program

- Averaged 6 participants in the morning program Total – 146 visits
- Averaged 9 participants in the evening program Total – 198 visits
- 20 kids in gymnasium
- Adult gym participation average was 23 with a total of 325 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
- Afterschool started with 25 kids

Customer Service

- Total Tours: 91
- Number of In-State Tours: 83
- Number of Out-of-State Tours: 6
- 236 new member letters were mailed to those who joined in October
- 396 "Winter Friend" letters sent out to previous monthly members

Recreation

Artists Everywhere:

- September 13 – October 16: Nina Ortiz
- October 16 – November 6: Richard McGrath

Festivals/Events

- Movies@McLean
 - October 13 @ 6:45 PM – Monster House (PG) At McLean Park
 - 196 Attendees
 - Open to public, free admission
- Howl-O-Scream
 - Saturday, October 28
 - Partnership with Coastal Carolina University Recreation and Sport Management Program
 - Wild Wing Café Soccer/Lacrosse Complex, North Myrtle Beach Park and Sports Complex
 - Approximately 3,350 attendees
 - \$2 ages 15+, \$1 ages 5-14, Free 4 and under

Programs

- 4 H Program
 - October 3 MTG – Community Garden
 - Hosted October 13 craft at Movies @ McLean
- Dog Agility Classes
 - 1st Class October 26 at Central Park
 - 8 Week Sessions

Sponsorships

- Sponsorship Renewals:
 - Car City – Field Sign
 - Wyndham – Baseball Complex
 - McLeod – Nature Trail
 - 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 – Light Display
 - Avista – Light Display
 - Chick-Fil-A – Light Display
 - 710 Bowling – Light Display
 - Rockin Jump – Light Display

- Callie Wise State Light – Light Display
- Dave & Busters – Light Display
- Joe's Crab Shack - Tickets

KNMBB

Education Committee Report: Melany Nussbaumer will be the Keep NMB Beautiful liaison to NMB Middle School. Melany will design two new banners for the school. She has been training teachers and students to carry on the award-winning recycling program at the school.

Widening the road at Ocean Drive Elementary is delayed putting up the banner there. There may be a place on the side street for the banner. Gerry will look into that.

Unfinished Business:

- All community gardens have been reserved and most are planted
- The banners at Waterway and Riverside Elementary are up and can be viewed on Keep North Myrtle Beach Beautiful FB page
- There was a very good turn-out for the Natural Awareness Festival. The KNMBB booth had a steady stream of visitors and many participants in the activities offered
- Over 200 volunteers cleaned NMB beaches on Beach Sweep Saturday, October 7
- Beach Litter Reports may now be made to DHEC directly online. All Adopt-a-Beach volunteers will be made aware of this

New Business:

- The City-Wide Cleanup is October 21st, 9 am until 12 pm. The collection site is the Sanitation Department area on 2nd Avenue South. Hazardous materials (no medical waste or drugs) may be brought as well as household items to be discarded. Free shredding of documents will be available
- A 4-H Club is now meeting in North Myrtle Beach. Meetings are held once a month at different times in different places. About 15 children are enrolled, led by a person from Clemson Extension Service
- The Keep SC Beautiful/SC Litter Control Association state conference will be held in February in North Myrtle Beach. More details of times and place and registration procedures will be sent out later

Cross Country meets

- The North Myrtle Beach High School team hosted the Horry County Cross country meet at the NMB Sports Park on Wednesday, October 11th. 36 teams with over 300 high school runners from across the county participated
- The High School hosted the Regional cross country meet on October 17th with 20 teams participating.

Athletics

- Fall sports league continued. All-star teams were selected in the 10 & under soccer, 12 & under soccer, 15 & under soccer, 18 & under soccer, 10 & under football and 12 & under football. All star tournaments will be held in November
- The 10 team adult soccer league continued games, leagues remains the largest adult soccer league in Horry County
- Winter basketball registration began on October 23rd, registration continued through the first week of November

Sports Tourism

- Sports Tourism direct economic impact in October - \$1,055,574 (up 54% from October 2016)
- Year to date in 2017, sports tourism has generated \$30,827,984 direct economic impact to the community, a 20% increase from 2016
- Over 6,300 participants and spectators were involved in sports tourism events held throughout the City in September
 - Major events include:
 - YMCA Soccer Tournament – 37 teams
 - Top Gun Winter World Series – 54 teams
 - USSSA baseball – 28 teams

Beach Services

- Weather for the period was close to ideal with only 5 significant interference days to report
- Month to date revenue is up \$33,885 or 32% compared to prior year of \$15,990 due to hurricane Mathew
- Year to date revenues of \$1,490,082 are better than prior year of \$1,489,020
- 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:

- Begin changing out doggie doo bag dispensers for eco-friendly version

- Begin renovation of McLean Park baseball/softball field. Infield to be skinned and clayed.

Recreation and Special Events:

- Logistical support for
- GCLS light and infrastructure setup – ongoing
- Logistical support for employee picnic, Howl-O-Scream, Heartwalk, USSSSA Softball, Top Gun Baseball
- Cover remaining exposed roots on McLeod/Seacoast nature trail

Medians and Right of Ways:

- Hazard tree removal/trimming at Dietra Lane, Diane Circle/Airport Blvd, Woodland and Surf Streets,
- Palmetto tree trimming at street ends, Main Street and City Hall
- Trim hedge row on 2nd Ave. south at water treatment facility
- Reinstall benches at Main Street near Nathan's and Melts

Landscape Maintenance:

- Plant annual flowers city-wide. 95% complete on October 31
- Mulch AFC Playground
- Landscape renovation at north end Thank You and Welcome signs

Park and Sports Complex

- Street Department install turn lane into North Myrtle Beach Park & Sports Complex entrance
- Contractor install new GCLS services. Santee Cooper connect.
- Install concessions canopies, wind screens, and sponsor signs after September storm threat

Other

- Finish construction of ticket booths for GCLS
- All overseeding complete except North Myrtle Beach Park & Sports Complex soccer and baseball playing surfaces and common areas
- Accept delivery of donated lumber for North Myrtle Beach Park & Sports Complex wetland footbridge

Upcoming Projects:

- McLean Park tennis court resurfacing
- Build boardwalk through North Myrtle Beach Park & Sports Complex Swamp
- McLean Park 2-5 year old playground renovation