



Parks and Recreation Department

City Council Report
June 2019
City Council July 15, 2019

The AFC ended the month with 2811 packages compared to 2755 last year. June started off with the annual Swimming Saves Lives program, free swim lessons for a week. The GSMS Master swimmers assist with offering these awesome lessons. Summer Blast Camp is off to a banner summer with the first 3 weeks at full capacity. AFC continues to grow in 2019 budget year. Membership averaged 2808 packages compared to 2666 in 2018

	2014	2015	2016	2017	2018	2019
Packages as of January	2535	2645	2646	2656	2834	3057
Packages as of February	2546	2740	2666	2661	2899	3039
Packages as of March	2549	2700	2589	2682	2840	2954
Packages as of April	2339	2506	2421	2489	2710	2844
Packages as of May	2300	2415	2412	2464	2687	2819
Packages as of June	2317	2486	2467	2575	2755	2811
Packages as of July	2317	2471	2441	2549	2729	
Packages as of August	2278	2412	2358	2495	2692	
Packages as of September	2296	2355	2330	2442	2601	
Packages as of October	2236	2330	2324	2614	2709	
Packages as of November	2364	2387	2382	2566	2705	
Packages as of December	2383	2426	2361	2602	2745	

Member check-in:

June 2019: 20,063

June 2018: 20,942

Aquatic Programs

- There were 1221 participants in the water exercise classes, 1879 lap swimmers, 1455 whirlpool users and 2112 therapy pool swimmers

June Events

- Tuesday/Thursday swim lessons began with 65 swimmers registered
- Saturday Lessons ended with 43 swimmers
- Shallow Water Lifeguard courses were held for 2 neighboring facilities
- Dolphin Summer Swim League Had a record 42 swimmers registered
 - 2 out of town swim team swimmers swam with the team for 2 weeks
- 6 free swim assessments were done for Dolphins Pre-Team & swim lessons
- 2 Dolphins clinics were held for 6 new swimmers
- Swimming Saves Lives Program was held as a community outreach for non-swimmers. 85 swimmers participated, Age range 5yr-adult

July Scheduled Events

- T/Th group swim lessons continue through the summer
- Saturday group swim lessons continue through the summer
- Masters Swim Team will take a break this month
- Summer Camp kids in pool Mon/Wed/Fri 1p- 3 pm Slide 30 minutes each day
- June 11- August 15, 3 weekly Water fitness classes will be cancelled due to swim lessons in the therapy pool

Fitness Programs

- June 2019 Land class participation: 4013
254 classes for the month
Class average: 15.8
- June 2018 Land class participation: 4678
281 classes for the month
Class average: 16.65
- Total orientations – 16 for the month
- Les Mills Virtual On Demand: 112
- Kids Cardio Circuit: 58 participants

Child Watch & Activity Program

- Averaged 16 participants in the morning program Total – 390 visits
- Averaged 6 participants in the evening program Total – 125 visits
- 6 kids in gymnasium
- Adult gym participation average was 17 with a total of 204 adults in the gym for the month
- Summer Camp average 50 kids per week.

Customer Service

- Total tours 55
- In-state tours 42
- Out of state tours 13

- 44 new member letters were sent out

Recreation

Programming:

Pedal in the Park:

- June 7, 2019 @ 7:30 PM. Free bike riding event open to the public. Cancelled due to the weather.

Artists Everywhere:

- May 6- June 5: Ashley Marie
- June 8 – July 1 : Sean Poole

Upcoming:

ArtVenture

- Watermelon Theme paintings

Special Events/Festivals

Summer Concert Series:

Music on Main:

- June 3 – Painted Man: Cancelled due to weather.
- June 13 – The Entertainers: approximately 5,472 people in attendance
- June 20 – Black Glass: Cancelled due to weather.
- June 28 – Black Water Rhythm & Blues: approximately 4,539 people in attendance

Sounds of Summer Concert at Amphitheater (Friday)

- June 21 – Simply Tina: approximately 2,300 people in attendance

Movies at McLean:

- June 14 –Small Foot (PG): approximately 214 people in attendance
- NMB Public Safety conducted a car seat safety check

Upcoming:

Summer Concert Series:

Music on Main:

- July 4 – True Sol

- July 11 – Jim Quick and Coastline
- July 18 – Bullfrog Band
- July 25 – Too Much Sylvania

Sounds of Summer Concert at the Amphitheater (Friday):

- June 19 – Andrew Thielen Band

Movies at McLean:

- June 14 – The Lego Movie 2
- NMB Public Safety conducted a car seat safety check

Sponsorships

Sports Complex/Recreation Sponsorships:

- Renewal:
 - Chick-Fil-a
 - Courtyard Marriott
 - Burger Fi
 - McLeod
 - First Beach

Athletics

- For the first time in NMB history all four baseball teams have advanced to their respective State Tournaments!
- 7-8 year old baseball all-stars competed at the district tournament in Green Sea on June 14-19 and finished runner-up. They have advanced to the State Tournament in Florence beginning on July 6th
- 13-14 year old baseball all-stars won their district tournament in Aynor on June 14-20. They advanced to the State Tournament in Bluffton beginning on July 20th
- 9-10 year old and 11-12 year old baseball all-stars competed at their district tournaments in Georgetown on June 21-26 and won. The 9-10 teams advanced to their State Tournament in Anderson beginning on July 13th and the 11-12 team advanced to their State Tournament in Bluffton beginning on July 13th
- 9-10 year old softball all-stars competed at the district tournament in Lake View
- 11-12 year old softball all-stars competed at the district tournament in Latta

Sports Tourism

- June sports tourism events at North Myrtle Beach Park & Sports Complex had a direct economic impact of \$1,854,857, down 27% from previous year. City wide \$3,060,690 down only \$13,000.
- USSSA baseball (50 teams) hosted their Global World Series with a direct economic impact of \$1,023,113

- Top Gun softball (51 teams) had a direct economic impact of \$371,835 with their tournament on June 22-23
- Lionheart Lacrosse (25 teams) held their Coastal Classic on June 22-23 with an economic impact of \$344,451

Upcoming

- July will host an abundance of sports tourism events including WFC Softball Summer Showcase July 5-7, WFC Summer Nationals July 8-14, WFC Beach Showdown July 13-14, Top Gun Baseball Summer Nationals July 18-21, Triple Crown Softball East Coast Nationals July 24-28, and WFC Softball World Series July 29-Aug 4

Beach Services

- Staffing Complete.
- There were only 4 significant weather interference days.
- Month to date revenues exceeded prior year by 6% (\$47,461) at time of report.
- 2018 / 2019 Year end actual revenues are estimated to exceed budget by 5% or \$132,383 at 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 and the additional beach re-nourishment helped revitalize sales in certain areas.

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Continue sign, grade and landscape adjustments at parking areas being reconfigured in Tilghman section
- Trim encroaching vines and other plant material at accesses citywide
- Make recycle doo bag dispensers for street ends and parks
- Begin systematically refurbishing benches and trash cans on Main Street
- Finish construction of bocce and cornhole courts behind Community Center

Recreation and Special Events

- Logistical support for employee health fair, Music on Main, Sounds of Summer, Top Gun Softball, WFC Softball, and Lionheart lacrosse
- Aerify all ballfield turf at Central Park
- Continue creating, modifying, and installing GCLS fixtures and infrastructure

Medians and Right of Ways

- Sight triangle hazard correction at Phyllis/Allen/Hunter Streets, Waterside Drive, 11th N medians, and Tanglewood/Forest Drive intersection
- Remove existing plant material from Main Street landscape beds in anticipation of redesigned landscape planting
- Algae control at lakes at 8th N (Hillside), McLean Park, and Thai Season (Hwy 17)

Custodial

- Assume seasonal beach restroom maintenance schedule

Landscape Maintenance

- Landscape renovation at Community Center, South 17 medians
- Irrigation repairs at Edge Drive Park, 32nd N water tower park, Ocean Park, Municipal Complex, NMB Park & Sports Complex, and McLean Park
- Finalize summer annual flower planting

Park and Sports Complex

- Aerify playing fields and common areas in soccer facility

Other

- Advertise and interview for Horticulturist and Irrigation Tech positions
- Employee health fair and sexual harassment training
- Work with Planning Dept and TRC to secure permits for NMB Park & Sports Complex Maintenance Facility building

Upcoming Projects

- Install new main entry gates at NMB Park & Sports Complex
- Construction of new crew quarters and storage at NMB Park & Sports Complex Maintenance
- GCLS Infrastructure installation
- Central Park restroom painting