



Parks and Recreation Department

**City Council Report
June 2017
City Council July 17, 2017**

The Aquatic and Fitness Center ended the month with 2575 packages. The AFC offered 50% joining fee June 8 - 15th resulting in 49 new membership packages. Summer Camp and Summer Swim lessons are off to a very busy start to the season. Eight new spin bikes were installed at the end of the month!

	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	
Packages as of August	2178	2190	2230	2278	2412	2358	
Packages as of September	2153	2136	2188	2296	2355	2330	
Packages as of October	2155	2143	2185	2236	2330	2324	
Packages as of November	2167	2234	2262	2364	2387	2382	
Packages as of December	2146	2216	2274	2383	2426	2361	

Member check-in:

June 2017: 20,217

June 2016: 18,710

Aquatic Programs

- There were 1566 participants in the water exercise classes, 1831 lap swimmers, 1366 whirlpool users and 2617 therapy pool swimmers

Swimming Lessons

- T/Th swim lessons AM/PM kids-67
- Sat Group Swim Lessons Kids & Adults - 53

June Events

- Adult Freestyle Flip Turn Clinic - 7
- Swimming Saves Lives- 270
- Beach Guard Swim Test - 11
- Summer Camp 720
- CAC Lane Rental – 1 hour
- NMB Fire Dept water safety training in lap pool Sunday am X2
- Kayak tour to Waites Island 17- plus 5 staff = 22
- Summer Swim League- 35 swimmers
- Water Slide open Wed/Fri 1:30 pm- 2:00 pm

Fitness Programs

- June 2017 Land class participation: 3455
218 classes for the month
Class average: 15.08
- June 2016 Land class participation: 2340
195 classes for the month
Class average: 12
- Total orientations for the month: 15
- Fun Fit Club 24 participants

Child Watch & Activity Program

- Averaged 17 participants in the morning program Total – 448 visits
- Averaged 10 participants in the evening program Total – 218 visits
- 6 kids in gymnasium
- Adult gym participation average was 24 with a total of 318 adults in the gym for the month
- Open Volleyball Nights - Thursday at 7 pm in the racquetball courts have 3-5 adults each night.

Summer Camps:

- Week 1: 42 registrations
- Week 2: 47 registrations
- Week 3: 50 registrations
- Week 4: 51 registrations

Customer Service

- Total Tours: 55
- Number of In-State Tours: 43
- Number of Out-of-State Tours: 11
- 71 new member letters were mailed to those who joined in June
- 49 new membership packages during the 50% off joining fee June 8 – 15th

Recreation

Programming:

4H:

- Monthly Meeting: June 28
- 3 children and 3 parents in attendance

Artists Everywhere:

- May 10 – June 12 – April Bensch
- June 12 – July 10 – Oliva Thornton

Outdoor Programming:

- Zumba in the Park: Tuesdays & Thursdays 6 PM
- Outdoor ArtVenture Picnic and Painting: 3 Saturdays
- Outsider ArtVenture Mommy & Me: 1st and Last Wednesday

Special Events/Festivals:

Summer Concert Series:

- Music on Main Concerts (Thursday):
 - 6/1– Envision
 - 6/8 – Tim Clark Band
 - 6/15 – The Fantastic Shakers
 - 6/22 – PaperWork
 - 6/29 – Too Much Sylvia
- Sounds of Summer Concert at Sandhills Bank Amphitheater (Friday):
 - 6/16 – The Reggie Sullivan Band

Movies at McLean:

- 6/19 – Sing (PG)

Sponsorships:

Sports Complex/Recreation Sponsorship Renewals:

- New:
 - McLeod Seacoast (Nature Trail)
- Renewal:
 - Hawaiian Rumble (Graphic Panel)
 - Dick's Sporting Goods (4 Field Signs)
 - Avista (Baseball Complex)
 - Dairy King (Field Sign)
 - Little River Elks Lodge (Field Sign)

Athletics

- All youth and adult sports wrapped up in the early weeks of June. Baseball and softball finished their seasons with an end of the season tournament. Trophies are awarded for the winners and 2nd place. All other participants receive medals or t-shirts.
- North Myrtle Beach All Star teams were selected to represent the city in the district tournaments for Dixie Baseball and Softball. Eight teams were picked, and they played in their tournaments that last 2 weeks of the month. Each team plays in a double elimination tournament.
 - 7-8 Girls (First Season All Stars) 2-2
 - 7-8 Boys- 2-2
 - 9-10 Girls- 1-2
 - 9-10 Boys- 5-0 Sub District, 2-0 District. (Advance to State Tournament in Hartsville)
 - 11-12 Girls- 3-0 (Advance to State Tournament in Marion)
 - 11-12 Boys- 1-2
 - 13-15 Girls- 2-2
 - 13-14 Boys- 1-2
- North Myrtle Beach Parks and Recreation teamed up with NMB High School to provide Chief Summer Sport Camps. Of the 5 camps provided in June, there were 153 participants.
 - Baseball Camp- 70
 - Boys Basketball Camp- 40
 - Girls Basketball Camp- 16
 - Tennis- 14
 - Wrestling 13
- Challenger Soccer's British Soccer Camp also brought 41 participants to the complex. The majority of the participants were full day campers, from 9am-4pm.

Sports Tourism / Events

- Sports Tourism direct economic impact in June - \$3,946,844 (up 45% from June 2016)
- Over 11,000 participants and spectators were involved in sports tourism events held throughout the City in June
 - Major events include:
 - WFC softball (2 events) – 56 total teams
 - Baseball Youth baseball – 29 teams
 - Top Gun baseball – 53 teams
 - Lionheart Lacrosse – 47 teams
 - USSSA baseball – 45 teams
 - NTBA basketball (2 events) – 61 teams

Fiscal Year 16/17

- Economic Impact of all Events held in the City = \$27,253,005
(7% increase from FY 15/16)
- Economic Impact of events held at the Park and Sports Complex = \$20,805,972 *(19% increase from FY 15/16)*

Beach Services

- Staffing Complete
- There were 12 significant weather interference days
- Month to date revenues fell short to prior year by 4% (\$27,192) due exclusively to weather specifically 6/19 – 6/25 accounting for 6 weather interference days
- 2016 / 2017 Year end gross revenues totaled \$2,670,096 exceeding prior year by 7% or \$188,947
- 2016 / 2017 Year end gross revenues exceeded projected budget by 13% or \$355,096
- There were several key factors leading to the revenue success: there were no missed revenue opportunities due to staffing. Beach service operations began April 1st. Easter was observed on 4/16 and combined with ideal weather also contributed to the revenue success

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach:

- Contractor completes repair/replacement of walkover structures damaged or deemed unsafe as a result of Hurricane Matthew. Posts that do not meet spec still to be changed out.
- Finalize replacement of beach access markers
- Contract sealing of parking lots at 3rd N and 5th N street ends
- Begin wholesale nailing and inspection of beach walkover structures
- Access trimming at 25th S street end, 4306 NOB, 14th N Street end,

Recreation and Special Events:

- Logistical Support for SoS and MoM concerts, Lionheart Lacrosse, USSSSA Softball, Athletx Baseball, and WFC Softball

Medians and Right of Ways:

- Hazard tree removal/trimming at 21st S parking lot, 2403 Metts, Phyllis/Hunter streets, 9th S and Hillside, Westport Drive, 602 39th S, Park and Sports Complex, 24th N, 22nd N, 206 NOB, and 2nd S treatment ponds
- Grade, fill, and level GSWSA trail phase two
- Algae treatment for lakes at 8th N/Hillside, 9th S/Hwy 17, and Park & Sports Complex

Landscape Maintenance:

- Staff train on Tree Inventory software, joined by Median and ROW Crew
- Repair Museum irrigation. Landscape reclamation/renovation needed and planned for July.

Park and Sports Complex

- Continue installing water diversion devices at dugouts for baseball fields
- Finish sealing of Soccer parking lot East

Other

- Contractor construction of GCLS Storage building and trailer prototype – both 95% complete
- 1st aid/CPR Training for Rabon and Vance

Upcoming Projects:

- Soccer and baseball field aerification
- Build boardwalk through PSC Swamp
- Change out doggie doo bag dispensers for eco-friendly version
- Install electrical services and crossovers for GCLS
- 3rd quarter safety meeting – 7/12/17