



Parks and Recreation Department

City Council Report
September 2017
City Council October 16, 2017

The Aquatic and Fitness Center ended the month with 2442 packages compared to 2330 last year. The AFC has had a busy September with swim meets and the Basil's Pizza Family Fun run. The 12th Anniversary celebration will be moved up to October 16- 28. We will celebrate Breast Cancer Awareness Month in October with a Memorial Rock Garden. Money raised through the rock garden sales will be donated to a local charity, Caring in Our Lifetime.

	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	
Packages as of November	2167	2234	2262	2364	2387	2382	
Packages as of December	2146	2216	2274	2383	2426	2361	

Member check-in:

September 2017: 17,148

September 2016: 19,593

Hurricane Irma contributed to lower numbers in September this year.

Aquatic Programs

- There were 1499 participants in the water exercise classes, 2154 lap swimmers, 1184 whirlpool users and 1125 therapy pool swimmers

September Events

- Dolphins swim team began with 58 swimmer registered
- NMB High School Swim One Day Meet 186 swimmers
- CAC Lane Rental 3 hours
- Group Swim Lessons T/Th evenings - 123 swimmer registered
- Dolphins Swim Assessment -1
- CCU Student Intern experienced a variety of Aquatic Activities.

Fitness Programs

- September 2017 Land class participation: 3117
205 classes for the month
Class average: 15.2
- September 2016 Land class participation: 2934
237 classes for the month
Class average: 12.37
- Total orientations for the month: 12
- Fun Fit Club 8 participants

Child Watch & Activity Program

- Averaged 6 participants in the morning program Total – 151 visits
- Averaged 10 participants in the evening program Total – 219 visits
- 5 kids in gymnasium
- Adult gym participation average was 17 with a total of 209 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
- 11th Annual Basil's Pizza Family Fun Run had 303 participants

Customer Service

- Total Tours: 42
- Number of In-State Tours: 36
- Number of Out-of-State Tours: 6
- 25 new member letters were mailed to those who joined in September

Recreation

Special Events/Festivals

- Irish Italian International Festival
 - Saturday, September 30
 - 102 Street Vendor Spots
 - Approximately 22,500 people in attendance

Summer Concert Series

- Music on Main Concerts (Thursday):
 - 9/7- The Embers, approximately 3,981 attendees
 - 9/14 – CC & CO, approximately 2,156 attendees
 - 9/21 – Blackwater Rhythm and Blues, approximately 1,120 attendees. Concert cancelled at 7:45 PM due to lightning.
 - 9/28 – Jim Quick and Coastline, approximately 3,886 attendees

Sounds of Summer Concert at Sandhills Bank Amphitheater (Friday)

- 9/15 – Snake Malone & The Black Cat Bone, approximately 250 attendees

9-11 Memorial Vigil

- Sunday, September 11
- Cancelled because of hurricane threat

Movies at McLean

- September 8 – Beauty and the Beast (2017)
- Approximately 130 people

Recreational Sponsorships

- New:
 - McLeod Seacoast – Nature Trail at NMB Park and Sports Complex
 - South Atlantic Bank – Irish Italian International Stage Sponsor
 - NMB Aquatic and Fitness Center – The Great Christmas Light Show Light Display sponsor, Dashing Through the Glow Title Sponsor
 - Dave & Busters – The Great Christmas Light Show Attraction Sponsor
 - Bistro 90 – The Great Christmas Light Show Light Display Sponsor
- Sponsorship Renewals:
 - McDonalds – 3 window prints, 2 field signs
 - Beach Benefits – shelter, graphic panel
 - Buffalo Wild Wings – baseball field, 3 window prints
 - Flynn's Irish Tavern – Irish Italian International Stage Sponsor
 - Ancient Order of Hibernians – Irish Italian International Festival Sponsor

Programs

- North Strand 4-H:
 - Monthly Meeting: September 19 @ 5:30 PM at the NMB Park and Sports Complex
- Artists Everywhere:
 - August 14 – September 8 – Tonya and Newt Merricks

- September 13 – October 16: Nina Ortiz

USATF Youth Cross Country Meet

- Saturday, September 23rd we hosted a cross country meet that attracted 200 plus runners age 7-14 from around the state. There were 7 different races for boys and girls in age groups 7-8, 9-10, 11-12 and 13-14
- The girls 7-8 and the boys 7-8 ran a 2k (1.24 miles) course. The 9-10 girls, 9-10 boys, 11-12 girls and the 11-12 boys ran a 3k (1.86 miles) course. The 13-14 boys and girls ran a 4k (2.48 miles) course
- The start finish was on the soccer fields and the courses were around lake trails. There will be another meet on Saturday, October 28th and they expect around 300 participants

KNMBB

Community Garden

- The community garden at 27th Ave. South and Hilton is going well. All 12 of the plots have been assigned and most have been planted with fall plants
- Volunteers from Keep North Myrtle Beach Beautiful Assembled the frames in Late August and they were planted soon after. We hope to add more plots to this space in the spring

BFF Pink Ribbon Run 5K & 1mile

- The 5th annual BFF Pink Ribbon Run was held on Saturday, September 16th
- The event was again held in Barefoot Resort and had over 400 participants
- All money raised go to local breast cancer charities

Natural Awareness Festival

- The 2nd Natural Awareness festival was held on Saturday, August 23rd and had a good attendance. The Birds of Prey group out of Awendaw, near Charleston, were popular.
- There were other groups such as Alligator Adventure, home depot, DNR and other outdoor based activities

Athletics

- Fall Sports leagues continued. Sports offered: baseball, softball, soccer, lacrosse, volleyball, tackle football, flag football, adult soccer and adult softball
- Games and practices will continue nightly at the North Myrtle Beach Park and Sports Complex throughout the month
- Winter basketball registration begins on October 23rd.

Sports Tourism

- Sports Tourism direct economic impact in September - \$360,640 (up 23% from September 2016)
- Year to date in 2017, sports tourism has generated \$29,712,027 direct economic impact to the community, a 22% increase from 2016
- Over 3,600 participants and spectators were involved in sports tourism events held throughout the City in September
 - Major events include:
 - Paddle at the Beach Pickleball Tournament – 160 players
 - BFF Run – 400 participants
 - Baseball Youth – 67 players
 - Top Gun baseball/softball – 31 teams
 - USSSA baseball – 37 teams

Beach Services

- Recorded 13 significant weather interference days for the month that includes four king tides and impacts from Hurricane Irma
- Due to the uncertainty of Hurricane Irma's path all but 10 beach boxes were removed from the beach starting on September 13th
- Month to date revenue is down \$43,398 or 21% compared to prior year
- A majority of the loss occurred during the second week of the period with practically every day effected by weather when compared to ideal conditions prior year
- Staffing is at a minimum for the month
- A majority of the beach is divided into several drive sections serviced by trucks
- All remaining boxes are scheduled to be removed by the end of October

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach:

- Remove hazardous parking bumpers in non-paved lots
- Reclaim Nash field after extreme wear and insect damage
- Remove all kayak launch signs and remnants from Heritage Shores parking lot
- Dig out shower and drains at Ocean Park
- Repair washout at 27th S street end, lesser hazards at 1709 SOB, 4312 SOB

Recreation and Special Events:

- Logistical support for Ill Festival, Environmental Festival, SoS Fun Monday and Sunday, Basil's Family Fun Run, WFC Softball, Baseball Youth, and SoS and MoM Concerts. Assist Beach Services with inflatable slide take down.
- Begin installation of GCLS fixtures and decorations

Medians and Right of Ways:

- Hazard tree removal/trimming at 405 17th S
- Clean Main Street trash cans
- Landscape renovation at 31st N water tower
- Trim RoW's at Woodland and Surf Streets – 45-47 south

Landscape Maintenance:

- Landscape renovation at Municipal Complex, North gateway sign and Thank You sign

Park and Sports Complex

- Insecticide, herbicide,
- Install electrical services (contractor) and crossovers (water department boring crew) for GCLS

Other

- Continue construction of ticket booths for GCLS
- 11.8" of rain in September
- Prepare for pending Hurricane Irma including removing all bleacher, playground, and concession stand canopies
- 3rd Quarter safety and expectations meeting

Upcoming Projects:

- McLean Park tennis court resurfacing
- Build boardwalk through PSC Swamp
- Change out doggie doo bag dispensers for eco-friendly version
- Fall Annual Flower Planting
- Winter rye overseeding