



Parks and Recreation Department

City Council Report April 2018 City Council May 21, 2018

The Aquatic and Fitness Center ended the month with 2710 packages compared to 2489 last year. Starting May 1st all daily and guest pass visitors will be required to provide a driver's license prior to use of the NMB AFC. This step has been taken as a safety precaution for our members and staff. Also beginning May 1st all monthly members will complete a monthly membership form once a year rather than each time they renew, which for some members is every 30 days. This will be a time saving and more efficient for our members and customer service staff. Finally, Dale Brewer, Carolina Massage Therapy, began providing services in March.

	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	
Packages as of June	2208	2305	2317	2486	2467	2575	
Packages as of July	2221	2343	2317	2471	2441	2549	
Packages as of August	2190	2230	2278	2412	2358	2495	
Packages as of September	2136	2188	2296	2355	2330	2442	
Packages as of October	2143	2185	2236	2330	2324	2614	
Packages as of November	2234	2262	2364	2387	2382	2566	
Packages as of December	2216	2274	2383	2426	2361	2602	

Member check-in:

April 2018: 21,428

April 2017: 18,753

Aquatic Programs

- There were 1697 participants in the water exercise classes, 1937 lap swimmers, 1514 whirlpool users and 1932 therapy pool swimmers

April Events

- MB Riptides Lane rental 6 hours
- Coastal Scuba Lane rental 9 hours
- GSSLL Championship meet 84 participants
- Group Swim Lessons Tues/Th & Sat 89 registered
- Birthday Party – 11
- Dolphins End of Season Party 45 plus families
- Pre-Masters Organizational Meeting
- Three hot water heaters installed

May Scheduled Events

- Group Swim Lessons continue
- Dolphins Pre- Team begins 8 swimmers
- Pre-Masters begins 6 swimmers
- Birthday Party with Slide- 2
- Riverside Elementary Special Needs kids swim 8 swimmers
- Hot tub Maintenance: vertical depth markers

Fitness Programs

- April 2018 Land class participation: 4124
245 classes for the month
Class average: 16.83
- April 2017 Land class participation: 3308
207 classes for the month
Class average: 15.98
- Total orientations -15 for the month
- Kids Cardio Circuit: 26 participants

Child Watch & Activity Program

- Averaged 11 participants in the morning program Total – 267 visits
- Averaged 12 participants in the evening program Total –248 visits
- 25 kids in gymnasium
- Adult gym participation average was 30, with a total of 388 adults in the gym for the month
- Afterschool started with 25 kids
- 2-Birthday Parties
- Spring Break – 14 kids for the week and 29 kids that paid daily
- Hosted the Southeastern Regional Wheelchair Games
- Wheelchair basketball practice continues every Wednesday night and Friday night

Customer Service

- Total tours 43

- In-state tours 30
- Out of state tours 12 one person failed to provide information
- 42 new member letters were sent out

Recreation

Programming

Field Trip to Artfields

- April 27
- Bus trip to Lake City to visit ArtFields & support J. Bryan Floyd Community Center Art teacher Nina Ortiz
- 12 people in attendance

Artists Everywhere

- Don McCrary – March 12 – April 9
- Debbie Hicks – April 12 – May 1

Special Events/Festivals

Touch A Truck – April 14

- 36 Exhibitors
- Approximately 1,500 attendees

Sponsorship

Sports Complex/Recreation

- New
 - Zaxby's – two window prints
- Renewals
 - MB Pelicans – graphic panel
 - Car City – field sign
 - Brigman Company – field sign
 - Johnny Rockets - field sign
 - Dick's Last Resort – Field

Summer Concert / Movie Series

- Music on Main Sponsors – CCNB
- Sounds of Summer – Avista

The Great Christmas Light Show

- Tanger Outlets Hwy 17 – Train sponsorship

Athletics

- Spring sports began practices with soccer, baseball, and softball. Spring soccer has 16 teams, baseball has 22, tee ball has 12, and softball has 9. Total participation for each sport; Soccer (214), baseball (384), softball (102), a total of 700
- The annual baseball / softball opening day ceremony was held on April 12th. City Council and the Recreation Commission joined players and staff on the baseball field for the ceremony which included a parade of teams, the national anthem, invocation, and a ceremonial first pitch. Teams then dispersed to different fields where they participated in scrimmages to kick off the season.
- Practices and games are held Monday through Friday beginning at 5:30 pm and end around 8:30pm. The leagues utilize all baseball/softball fields at the North Myrtle Beach Park and Sports Complex as well as the 3 fields at Central Park.
- There are also 5 adult men's softball teams and 4 Co-ed teams this spring

Sports Tourism

- Sports Tourism direct economic impact in April - \$2,952,444
- 432 teams participated in a sports tourism event in April

Major events include:

- UNCW Ultimate Frisbee = 30 teams
- USSSA Game day Baseball = 46 teams
- Top Gun Baseball = 51 teams
- Grand Strand Softball Classic = 52 teams
- Coast FA Soccer = 207 teams

Beach Services

- Revenue for the month is \$70,040 which is down compared to prior year due exclusively to the Easter Holiday being observed on the 1st
- Easter Holiday prior year was observed on the 16th along with above average temperatures for the month
- There were 16 significant weather interference days for the period most were cold temperature and rain related
- Beach Service employment positions are posted for concession worker
- Currently interviewing for concession worker positions
- Approximately 70% staffed

Parks and Grounds

Parks and Beach:

- McLean Park tennis court resurfacing
- Parking lot and beach pre-season landscape maintenance, renovation, and sign/post refurbishment

Recreation and Special Events:

- Logistical support for SoS Spring Safari, SoS employee luncheon, USSSA Baseball, Top Gun Baseball and softball, Touch a Truck, Knuckleheads softball, NMBDPS Motorcycle Rodeo
- Transport GCLS fixtures to storage facility, begin off-season repairs
- Install additional wayfinding signage at McLeod Trail

Medians and Right of Ways:

- Parking lot and median pre-season renovation and weed control

Landscape Maintenance:

- Landscape renovations at Municipal Complex, City gateways, and Hwy 17 medians

North Myrtle Beach Park and Sports Complex:

- Contractor continues building boardwalk through North Myrtle Beach Park & Sports Complex Swamp
- Lake bank clearing cooperative project with Go Ape
- Limited aerification and turf maintenance

Other:

- Finalize winter planting - Citywide
- Sports turf fertilizer application

Upcoming Projects:

- McLean Park 2-5 yr. old playground renovation – begins May 14
- Seasonal Parking lot sealing
- Spring annual flower planting
- Fencing at North Myrtle Beach Park & Sports Complex
- North Myrtle Beach Park & Sports Complex maintenance and dog parks