



Parks and Recreation Department

City Council Report
November 2018
City Council December 17, 2018

The Aquatic and Fitness Center ended the month with 2705 packages compared to 2566 last year. The focus of the month of November was Thanksgiving. Our After School program decorated the wall in main corridor of AFC with a craft project ...a paper Turkey was placed on the wall and members were encouraged to write what they were thankful for on paper feathers. The feathers were added daily to the wall around the turkey. The land and water fitness classes offered a Turkey Burn workout the day after Thanksgiving. The AFC is very thankful for its members and guests!

	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	2687
Packages as of June	2208	2305	2317	2486	2467	2575	2755
Packages as of July	2221	2343	2317	2471	2441	2549	2729
Packages as of August	2190	2230	2278	2412	2358	2495	2692
Packages as of September	2136	2188	2296	2355	2330	2442	2601
Packages as of October	2143	2185	2236	2330	2324	2614	2709
Packages as of November	2234	2262	2364	2387	2382	2566	2705
Packages as of December	2216	2274	2383	2426	2361	2602	

Member check-in:

November 2018: 20,787

November 2017: 19,467

Aquatic Programs

- There were 1805 participants in the water exercise classes, 2112 lap swimmers, 1502 whirlpool users and 1261 therapy pool swimmers

November Events

- Dolphins Swim Team assessment - 2 swimmers, both made the team
- T/Th group lessons ended for the year. Saturday lessons continue through Dec 22.
- Riptides Swim meet 123 swimmers: 3 day meet with 5 teams
- Dolphins participated in Turkey Swim meet at Pepper- Geddings
- Scuba Lane Rental 1 lane 8 hrs
- Lifeguard in-service 2 hrs/ 10 guards
- First ever Turkey Burn water exercise classes the day after Thanksgiving 149 participants
- Dolphins Swim Team parents decorated our 2 floats for the Christmas Parade, another first!

December Scheduled Events

- Dolphins Christmas Party is scheduled for Friday, December 14
- Dolphins Holiday Classic swim meet in Conway December 15
- Lifeguard in-service scheduled December 9
- After School kids are scheduled to swim December 13
- Masters SCM State Championships Columbia - 2 swimmers participating
- Group swim lessons Sat &T/Th evenings continues
- Riptides Swim meet 123 swimmers: 3 day meet 5 teams

Fitness Programs

- November 2018 Land class participation: 4122
243 classes for the month
Class average: 16.96
- November 2017 Land class participation: 3308
207 classes for the month
Class average: 15.98
- Total orientations – 24 for the month
- Les Mills Virtual On Demand: 71
- Kids Cardio Circuit: 96 participants

Child Watch & Activity Program

- Averaged 9 participants in the morning program Total – 232 visits
- Averaged 10 participants in the evening program Total –207 visits
- 16 kids in gymnasium
- Adult gym participation average was 15, with a total of 182 adults in the gym for the month
- Wheelchair basketball practice continues every Wednesday night
- After School averaged 24 kids

Customer Service

- Total tours 67
- In-state tours 52
- Out of state tours 13
- 2 visitors did not provide information
- 31 new member letters were sent out

Recreation

Artists Everywhere

- Cherie Reid- November 3- December 3, 2018

Programs

- Biltmore House Tour November 6-9th - 44 attendees
- Dog Agility 11/9- 5 people registered
- Pet Photos with Santa 11/25 – 65 Dogs in attendance

Sponsorships

- Sponsorship Renewals
 - McDonalds (3 window prints, 2 field signs)
- New Sponsorships
 - Joes Crab Shack (field sign)
 - Barefoot Landing (field sign)
- Basketball Registration
 - Promote online registrations (social media)
 - Press release

The Great Christmas Light Show

Sponsorships sold:

- Aquatic & Fitness Center (Santa, Run)
- McDonalds (light display)
- Chick-Fil-A (light display)
- McLeod (light display)
- Rockin Jump (light display)
- Colonial Media (light display, Ice Skating)
- Dave & Busters (light display)
- Benjamins (tickets)
- WBTW (train)
- Buffalo Wild Wing (Slide)
- CCNB (lighted walkway)
- Coordinate hotel voucher program

- Arrange Mayor spot on radio for light show (partnership with Colonial Media)
- Coordinate promotions at Tanger Outlets: light displays throughout shopping center to promote the Light Show
- WMBF video for promotion
- Hotel professional / Chamber night
- Deliver comp tickets to sponsors and business partners

St. Patrick's Day Festival & Parade

- T-shirt Design
- Marketing Budget / Plan
- Pics to publications

Events

- Wreath Making Workshop 11/27- Approximately 130 attendees
- Swag Making Workshop 11/27

Other

- News Releases – Tree Lighting, Parade, Light show, The Grinch Hunt, Basketball registrations, Shop with a Cop, Pet Photos, Art Show, Dashing Run

KNMBB

Duplin Winery was chosen as the December recipient of the Community Appearance Award, to be given on November 26th at 10:00 am

Education Committee report

- Driftwood Garden Club's KAB Kids met in October with 12 children present. The students created posters for Smokey the Bear and Woodsie Owl poster contests sponsored by the Garden Clubs of South Carolina. They meet today to paint flower pots and "dig in the dirt."
- Yaupon Garden Club's EcoTots met in October and enjoyed presentations by the NMB Sea Turtle Patrol and Horry County SWA Recycling Coordinator. They learned about recycling, reusing, and reducing waste and took home reusable shopping bags, courtesy of Food Lion
- Banners are up at all schools except the High School. That banner will be up by Thanksgiving

Unfinished Business

- The beach front of NMB and the marsh at Cherry Grove were cleaned by many volunteers at the Beach Sweep on October 13
- Waities Island and the waterway were cleaned during the Waterway Cleanup on October 27th. Trash collected included hurricane debris
- The Citywide Cleanup was November 3rd. Over 3,000 pounds of paper was shredded and recycled
- Arbor Day will be celebrated on December 7th. Driftwood Garden Club will plant a tree at the Sports Park, and Sea Oats Garden Club will plant a tree at Ocean Drive Elementary

New Business

- SC Litter Control Assoc/KSCB State Conference will be February 20-22.
- Waccamaw River Conference is February 9th.
- A spring shredding event is tentatively scheduled for April 12th.
- There will be no KNMBB meeting in December.

Athletics

- Basketball registration wrapped up with 346 registrants including 34 teams
- Evaluations took place on November 19-20 with teams starting practice on November 27
- Rookie League basketball started Nov 12th with 26 participants
- Soccer and football All-star teams competed at district tournaments , 9-10 tackle football competed in Florence, SC, 10u and 15u soccer won their districts in Sumter, 12u finished runner up and 17u won their state tournament in Sumter for the 5th straight year

Sports Tourism

- Direct economic impact in November = \$1,024,655
- November was another great month with 103 teams with 100 of those being out of area, bringing in 3 tournaments with the Top Gun Winter World Series on Nov 3-4, WFC Early Signing Showcase Nov 10-11 and WFC Battle at the Beach Nov 17-18.
- Major events held during the month include:
 - Top Gun Softball WWS=32 teams
 - WFC Early Signing Showcase=42 teams
 - WFC Battle at the Beach= 29 teams

Upcoming

- Basketball games will start in January
- Rookie League Basketball League (5-6 yr. olds) ends Dec 15th
- 10u and 15u compete at state tournament Dec 1st in Walhalla, SC
- Sports Tourism 2019 Calendar will be finalized in December

Beach Services

- All equipment is currently in the warehouse for cleaning and repair.
- All beach boxes are stored behind warehouse for repair in January.
- All umbrellas have been cleaned and repaired.
- Beach Service employment positions will be posted next month for concession worker as well as concession supervisor.
- Some interviews will begin next month.

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Decorate for Christmas east of the waterway
- Heritage shores renovation and signage replacement
- McLean limited renovation prior to Tree Lighting
- Fence repair at Central Park field #5
- Repair damaged retaining wall and pavers at Horseshoe

Recreation and Special Events

- Logistical support for LAX Lacrosse and Top Gun Softball
- Christmas Parade, tree lighting, wreath making, and Arbor Day
- Install GCLS infrastructure and fixtures, staff on open nights

Medians and Right of Ways

- Tree maintenance – 21st N and Spring, stump removal at Lake Homes at Belle Park

Custodial

- Begin off-season deep cleaning cycle

Landscape Maintenance

- Annual flower planting

Park and Sports Complex

- Finish over seeding all areas other than sports playing surfaces
- Mulch naturalized areas around meadow

Other

- Interview for FT positions – no luck as yet

Upcoming Projects

- Rebuild Cherry Grove Boat Ramp stationary dock (Winter)
- Cleanup at North Myrtle Beach Park & Sports Complex swamp footbridge, create and install interpretive signage
- Plant bed added at North Myrtle Beach Park & Sports Complex Vet's memorial with Driftwood Garden Club
- Plant trees for Tree Board Arbor Day observance