



Parks and Recreation Department

**City Council Report
March 2017
City Council April 17, 2017**

The Aquatic and Fitness Center ended the month with 2682 packages. The AFC continues to be very busy with classes and programs. The “Winter Friends” are slowly leaving to return home.

	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	
Packages as of May	2072	2191	2230	2300	2415	2412	
Packages as of June	2149	2208	2305	2317	2486	2467	
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:

March 2017: 25,908

March 2016: 24,160

Aquatic Programs

- There were 22504 participants in the water exercise classes, 2818 lap swimmers, 2292 whirlpool users and 2458 therapy pool swimmers

Swimming Lessons

- Completed March swim lessons
- Group swim lessons will begin April 1-18

March Events

- Coastal Scuba rented 10 hours of lane rental
- CAC hosted the Palmetto State Championship Swim Meet with a total of 308 swimmers over the course of 3 days.
- One Dolphins tryout was done resulting in a new Dolphin swimmer
- A lifeguard certification class was held with 7 registered.
- A kayak class was held with four participants

April Events

- Coastal Scuba has requested 8 hours of lane rental for training throughout the month
- A kayak class will be offered April 23
- Lifeguard certification course will be held April with 7 expected participants
- The Dizzy waterslide will be open 4 days this month during spring break
- Four birthday parties will be held this month
- Lane Rental for Riptides swim team for a total of eight hours
- One Dolphins tryout is scheduled this month
- Southeastern regional disability games will hold its annual swim meet this month
- Beach Guards will begin their Academy training this month
- Dolphins swim team continues practice 5 days a week

Fitness Programs

- March 2017 Land class participation: 4922
244 classes for the month
Class average: 20.17
- March 2016 Land class participation: 4066
207 classes for the month
Class average: 19.64
- Total orientations for the month: 25
- Fun Fit Club 17 participants

Child Watch & Activity Program

- Averaged 8 participants in the morning program Total – 230 visits
- Averaged 11 participants in the evening program Total – 249 visits
- 10 kids in gymnasium
- Adult gym participation average was 37 with a total of 479 adults in the gym for the month
- After School average for the month 29
- Open Volleyball Nights - Thursday at 7 pm in the racquetball courts have 6-10 adults each night.
- Coastal Adaptive Sports wheelchair basketball practiced had 12-15 participants
- Two Birthday Parties

Customer Service

Total Tours: 39

Number of In-State Tours: 23

Number of Out-of-State Tours: 11

15 tours letters were sent out and 35 new member letters were mailed to those who joined in March

Recreation

Artists Everywhere

- February 14 - March 15: Rebecca Lindblade (student's artwork)
- March 15 – April 12: Victoria DeAngelis Agler

Special Events / Festivals

- St. Patrick's Day Parade and Festival:
 - March 11 on Main Street
 - Media Sponsor WPDE, Parade Presenting Sponsor NMB Chamber of Commerce
 - Approximately 40,000 attendees
 - 175 Vendor Spaces & 116 Parade Entries
- Touch a Truck
 - Saturday, April 8
 - North Myrtle Beach Park & Sports Complex
- Diva Half Marathon & 5K
 - Expo: May 5 & 6, J. Bryan Floyd Community Center
 - Race: May 7, Main Street
- Mayfest on Main
 - May 13, Main Street
 - Vendor Spots are Full as of April 3
 - Applications Due April 14

- Entertainment: Great White, Russell Thompkins Jr. and The New Stylistics, and Blue Monday
- Summer Concert Series:
 - May 18 - September 28
 - 10 Concerts on Main Street, 10 Concerts in the Horseshoe, 4 Concerts at the Sandhills Bank Amphitheater

Special Events/Festivals (3rd Party)

- Relay for Life
 - May 6, North Myrtle Beach Park & Sports Complex
- Salt Air Jam:
 - May 19, Sandhills Bank Amphitheater

Programing

- Clemson Extension 4H
 - Interest Meeting April 27 at 5:30 PM in the Conference room at the NMB Park and Sports Complex administration building
 - Open to ages 5-19
- ARTventure Mini Masters
 - New Outdoor class starts April 5
- ARTventure Picnic and Painting
 - New Outdoor class starts April 15

Sponsorships

Sports Complex/Recreation:

- New Sponsorships
 - Burger Fi (graphic panel, 2 field signs)
 - Elliott Realty (Field #5)

St. Patrick's Parade & Festival:

- Stage sponsors
 - Burger Fi
 - Flynn's Irish Tavern
 - Santee Cooper

Summer Concert / Movie Series:

- Music on Main Sponsors – CCNB
- Sounds of Summer – Avista
- Movies at McLean – North Strand Nissan

The Great Christmas Light Show

- Tanger Outlets Hwy 17 – Train sponsorship

KNMMB

Appearance Award

Bluegreen Resort and Longhorn Steak House were placed into consideration for the April Community Appearance Award. Members will be notified of the winner by email following a further inspection after the coming freeze. The award will be presented on Monday, April 3rd at 10:00 am.

Committee Reports:

Mary Templeton reported the activities of Yaupon Garden Club's Eco-tots at Ocean Drive Elementary. They learned about the importance of not littering in January; they planted a tree in honor of our presidents in February; and they will make bird feeders in March. NMB Middle School students and teacher Melany Nussbaumer were featured on the Keep NMB Beautiful Facebook page and in the NMB Times. They were commended for their extensive recycling program. NMB High School students continue to be hard-working partners with KNMMB.

Unfinished Business:

- Those attending the SCLCA Conference in February learned about the presence of gangs in South Carolina. Those attending the KSCB Conference heard that most affiliates have a difficult time establishing programs for students in their local schools.
- Community Gardens are progressing. Plots have been laid out.
- Volunteers to collect trash and recycling are needed for Monday after the Masters.
- The annual Waterway Cleanup will be April 22nd, staging at Johnny Causey Landing.
- The high school and the middle school received new banners recently. Another banner for the high school was approved and will be ordered in time to be hung for graduation.
- Grand Strand Professionals will sponsor a cleanup on April 29, staging at Molly Darcy's.

Athletics

Sports Tourism

- Economic Impact = \$6,391,257 (increase of 3% from March 2016)
- Events Held
 - Fastpitch Dreams Collegiate Softball = 91 teams
 - High Tide Ultimate Frisbee = 241 teams
 - Grand Strand Softball Classic = 16 teams (new event in 2017)
 - USA National Prep Basketball = 72 teams
 - Wheelchair Basketball (AFC) = 7 teams
 - NTBA Youth Basketball = 35 teams
 - Palmetto Lower State Swim = 140 swimmers

- Sports Tourism Coordinator traveled to Sacramento, CA for the National Association of Sports Commissions annual conference. Staff met with event holders from all over the country, promoting and recruiting events to North Myrtle Beach.

Athletics

- NMB basketball all-star teams participated on Saturday, March 4th in district tournaments. The 10U boys won their first game vs. Sumter Recreation but lost their second game to Marlboro County Recreation. The 12U boys lost their first game to Florence, and 12U girls lost their first game to Myrtle Beach.
- Spring sports began practices with soccer, baseball, and softball. Total participation for each sport; Soccer (196), baseball (401), softball (109) for a total of 706 participants (the same as last year).
- Practices are held Monday through Friday beginning at 5:30pm. 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. Soccer teams practiced at Nash Field and Krispy Kreme Field and will begin games in April at the Park and Sports Complex.

Beach Services

- Beach Service employment positions are posted for concession worker and supervisor.
- Currently interviewing for concession worker positions.
- Approximately 60% staffed.
- All Beach boxes are on the beach with equipment.
- Pre-season fleet maintenance on vehicles is complete.
- Beach service operations begin April 1st.