



**Parks and Recreation Department**

**City Council Report**  
**February 2017**  
**City Council March 20, 2017**

The Aquatic and Fitness Center ended the month with 2661 packages. The facility has been busy with winter friends, several special events, and members having fun while they participate in fitness classes.

	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
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	
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:**

**February 2017: 23, 240**

**February 2016: 25,568**

### **Aquatic Programs**

- There were 2110 participants in the water exercise classes, 2284 lap swimmers, 2057 whirlpool users and 1888 therapy pool swimmers

### **Swimming Lessons**

- Group swim lessons that began in January will end March 11.

### **February Events**

- The AFC hosted the SC SCY State Championship meet with 162 participants
- Dolphin swim team has 55 participants
- Coastal Scuba had 8 hours of lane rentals over a four day period
- A Water Exercise Instructor in-service was held with 6 participating
- One Dolphin tryout was done and two swim assessments for lesson placement were done

### **March Events**

- Dolphins swim team will participate in a swim meet in Conway this month
- Jr. Guard continue training with Beach Patrol
- Coastal Scuba has requested 8 hours of lane rental for training throughout the month
- A kayak class will be offered March 30
- A lifeguard re-certification is scheduled for March 5
- Lifeguard certification course will be held March 16-20
- AFC will facilitate the Palmetto Championship swim meet March 24-26
- NMB Fire Dept will hold staff swim training several days this month
- Dolphins swim team continues practice 5 days a week

### **Fitness Programs**

- February 2017 Land class participation: 4351  
215 classes for the month  
Class average: 20.24
- February 2016 Land class participation: 4241  
196 classes for the month  
Class average: 21.6
- Total orientations for the month: 32
- Fun Fit Club 44 participants

### **Child Watch & Activity Program**

- Averaged 8 participants in the morning program Total – 202 visits
- Averaged 11 participants in the evening program Total – 218 visits
- 12 kids in gymnasium
- Adult gym participation average was 39 with a total of 475 adults in the gym for the month
- After School average for the month 31
- Open Volleyball Nights - Thursday at 7 pm in the racquetball courts have 6-10 adults each night.
- Parents Night Out had 13 participants
- One Birthday Party for a member

### **Customer Service**

Total Tours: 54

Number of In-State Tours: 34

Number of Out-of-State Tours: 20

39 tours letters were sent out and 55 new member letters were mailed to those who joined in February

### **Recreation**

#### **Artists Everywhere**

- January 17 – February 15: Jewel Becker Simmons
- February 14 - March 15: Rebecca Lindblade (student's artwork)

#### **Special Events/Festivals**

##### **St. Patrick's Day Parade and Festival**

- March 11
- All applications are due February 10, 2017
- New Logo

##### **Touch a Truck**

- April 8
- NMB Park & Sports Complex
- Currently accepting applications for vendors

##### **Diva Half Marathon & 5k**

- Expo: May 5 & 6
- Race: May 7

Mayfest on Main

- May 13
- Vendor applications will be released March 14, 2017

Summer Concert Series

- Music on Main: May 18- September 28, every Thursday 7-9PM
- Sounds of Summer: June 16 – September 15, third Friday 7-9PM
- All entertainment for the concerts are booked

Outdoor Programming

Clemson Extension

- Working with Clemson Extension to gauge interest in possible programs at the NMB Park and Sport Complex. Possible programs include gardening, robotics, engineering, wildlife, nature, agriculture, entomology, and other topics of interest to young people. Open to ages 5-19.

Sponsorships

Sports Complex/Recreation:

- New Sponsorships
  - Cheeseburger in Paradise
- Renewals
  - Cherry Grove Beach Houses
  - Brigman Company
  - Bagel Port
  - Bonyourslef.com
  - Dairy King
  - Dicks Last Resort
  - CCNB
  - Car City
  - Cherry Grove Automotive

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

## **KNMMB**

### **Unfinished Business**

- There will be a planning meeting in March for the October 2017 GO Festival.
- The SCLCA/KSCB Conference will be February 23<sup>rd</sup> at the Hilton. Four KNMBB members are registered to attend. Others who are interested may be able to register at the door.
- NMB High School and CCU students, along with other volunteers, cleaned the dunes and beach accesses on February 11<sup>th</sup>. Another cleanup is scheduled for Sunday, February 26<sup>th</sup> from 2:00 pm – 4:30 pm. Participants will meet at Burgess Preserve and be shuttled to the Cherry Grove beach accesses.
- A group of residents applied to plant a Community Garden on city-owned property on 27<sup>th</sup> Avenue South, west of Highway 17. The City Attorney is meeting with them to work out the details. If approved, they are eligible for \$250 in reimbursement for expenses.
- Monday after the Masters is April 10. Volunteers for full-day or half-day shifts are needed.
- The annual Waterway Cleanup will be April 22<sup>nd</sup>, Earth Day, staging at Johnny Causey Landing. Breakfast and lunch will be provided. Volunteers will clean marshes, waterways, and Waities Island from 8:30 am until noon.
- A new banner was hung at NMB High School. The NMB Middle School banner is ready and will be hung when the school liaison is available. Banners for the elementary schools are planned.

### **New Business**

- The Grand Strand Professionals organization will sponsor a beach cleanup on April 29<sup>th</sup>, staging at Molly Darcy's on 17<sup>th</sup> Avenue South.

### **Other Announcements**

- Keep North Myrtle Beach Beautiful will have a booth at Mayfest. Ideas were discussed for attracting children to the booth.

## **Athletics**

- NMB Youth Basketball games ended on Friday, February 17. Basketball for 2017 ended with 336 participants and 33 teams ranging from ages 7 to 15 (increase of 8% from 2015)
- Basketball All Star teams were selected for the 10U, 12U, 14U boys and 12U girls to participate in the SCAP District tournaments.
- Spring sport registration began on January 30<sup>th</sup> and ended on February 24<sup>th</sup>. Sports offered are youth baseball, youth softball, youth soccer, adult soccer and adult softball. To date, over 530 children have registered from the spring sports season.

### **Sports Tourism**

- 4 sports tourism events held in February
  - SC Masters Swim Meet (AFC) – 162 swimmers
  - Beach City basketball – 12 teams
  - UNCW Frisbee – 24 teams
  - Michael Nash Soccer Tournament – 19 teams
- Total February Economic Impact = \$444,859 (62% increase from 2016)
- Attended South Carolina Sports Alliance annual business meeting
- Met with Sports Ambassadors
- Continued preparations for USA National Basketball Tournament and upcoming Collegiate Spring Training Events.

### **Beach Services**

- Beach boxes repaired and ready to return to beach 3/29/17
- All beach service trucks have maintenance request forms completed
- Completing rehire paper work and new hire as well
- Currently 50% staffed with interviews still underway
- Beach Service employment positions still posted for concession worker as well as concession supervisor
- Receiving beach wheel chair reservation requests

### **Parks and Grounds**

#### **Non-Routine Projects and Activities**

##### **Parks and Beach**

- Finalize Rail and walkover repair at Heritage Shores
- Hurricane Matthew Sand fence debris removal and temporary sand fill at uncovered beach walkover structures
- Easing of dune escarpments to make beach accessible this beach season
- Landscape renovations and mulching at Central Park

##### **Recreation and Special Events**

- Remove Christmas tree recycling remains and debris
- Contractor repair of Hurricane Matthew damaged backstops at Central Park

- Topdress and Roll North Myrtle Beach Park & Sports Complex Meadow damage from GCLS

#### **Medians and Right of Ways**

- Hazard tree consultation and/or mitigation at 9<sup>th</sup> S and Edgewood, Shadowmoss, 1205 Edge, 809 Hillside, Possum Trot Rd, 20<sup>th</sup> N, and North Myrtle Beach Park & Sports Complex wetlands
- Fill/grade ROW drain at Havens/Holly near 13<sup>th</sup> S
- Hand clear airport ditch near air traffic tower

#### **Grounds Maintenance**

- Landscape renovations at Municipal Complex, Main Street Connector, Main Street, Community Center and select Fire Stations.

#### **Park and Sports Complex**

- Finish landscape renovations at Baseball and soccer complexes. Mulch all of baseball and common areas.
- Finish installation of split rail fencing at baseball press boxes and seating areas
- Installation of drainage modification and weir system at soccer complex
- Pre-season infield renovations and tournament preparation

#### **Other**

- Plan and coordinate Phase II of GSWSA trail and wetland footbridge between North Myrtle Beach Park & Sports Complex lakefront and baseball parking

#### **Upcoming Projects**

- Contractor repair/replacement of damaged or unusable beach walkover structures
- Mulch North Myrtle Beach Park & Sports Complex soccer complex and parking
- Winter Planting
- Staff 1<sup>st</sup> aid/CPR training and certification
- Beach access marker and walkover maintenance
- Spring Annual flower planting
- Construct GCLS Storage building and trailers