



Parks and Recreation

November 2023

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of November 2023 with 3366 packages compared to 3225 in November 2022. AFC celebrated our 18th anniversary with 290 memberships sold during the 12 day “Special”. November was busy with kids programs, member Health Fair, 3 day swim meet and the Annual Turkey Burn the day after Thanksgiving.

PACKAGES

	2018	2019	2020	2021	2022	2023	2024
January	2834	3057	3018	2064	2886	3414	
February	2899	3039	3068	2154	2989	3428	
March	2840	2954	COVID	2075	2846	3359	
April	2710	2844	COVID	2190	2846	3250	
May	2687	2819	2268	2203	2676	3277	
June	2755	2811	2119	2358	2969	3314	
July	2729	2814	2031	2359	2735	3432	
August	2692	2752	1894	2378	2963	3362	
September	2601	2724	1890	2366	2962	3241	
October	2709	2819	1966	2391	2979	3274	
November	2705	2799	2025	2630	3225	3366	
December	2745	2804	2013	2652	3269		

MEMBER CHECK-INS

November 2023: 22,341

November 2022: 20,842

AQUATIC PROGRAMS

- Private Lessons – 36
- Group Swim Lessons continue -129
- IM Breast Cancer Awareness 3 Day Meet Rental -200 swimmers
- 2 Birthday parties 47 participants
- Swim clinics and Assessments 8 participants

DECEMBER PLANNED EVENTS

- Christmas Parade and Christmas party celebrations
- Sea Haven swims on Friday evenings
- 4 Birthday Parties
- Group Lessons Sat & T/Th end
- Masters Swim Team & Dolphins Continues
- Masters compete in North Charleston: SC Short Course Meters Championship
- Dolphins Winter Classic swim meet
- Start Clinic & Breaststroke Clinic
- Coastal Scuba rentals begin

FITNESS PROGRAMS

- November 2023 Land Class Participation: 2882
- 240 classes for the month
Class Average: 12
- November 2022 Land Class Participation: 2154
181 classes for the month
Class Average: 13.2
- Total Orientations: 22
- Les Mills Virtual On Demand Participation: 205
- FIT-KIDS: 50

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 7 participants in the morning program – Total: 173 Visits
- Averaged 9 participants in the evening program – Total: 172 Visits

- After School Program averaged 46 students
- 4 Birthday Parties

MEMBER ACTIVITIES

- Health Fair

CUSTOMER SERVICE

- 638 total Annual Memberships sold
 - 311 new annual memberships
 - 290 memberships were sold during the “Special”
 - 327 annual memberships renewed
 - 133 people joined monthly
- 109 tours
 - 12 out of state
 - 97 in state

SPECIAL EVENTS & PROGRAMS

FLAVORS OF FALL 11/4

- 144 participants / 15 businesses
- Participants visited participating shops to sample fall treats and discover Main Street

GET OUT AND LEARN 11/7

- Heritage Preserve
- 50 participants
- Secrets of Salt Marsh

DASHING THROUGH THE GLOW 11/17 & 11/18

- 772 participated 11/17
- 621 participated 11/18
- AFC was sponsor

GREAT CHRISTMAS LIGHT SHOW 11/20-12/30

PET PHOTOS WITH SANTA 11/26

- At the Park & Sports Complex Dog Park
- 50 dogs participated

CHRISTMAS TREE LIGHTING 11/28

- McLean Park
- 300 in attendance
- Local dance troupes and singers performed
- Santa arrived to visit with kids and hand out treats

WREATH MAKING WORKSHOP 11/30

- J Bryan Floyd Community Center
- 140 participants

UPCOMING SPECIAL EVENTS & PROGRAMS

- All City Choir Cantata 12/2 & 12/3
- Biltmore Asheville Bus Trip 12/5-7
- Pet Photos with Santa 12/9
- Get Out and Learn 12/11
- Daycation 12/13

ATHLETICS

- For the first time ever, Volleyball all stars competed in their district tournaments on November 11, 2023 in Johnsonville, SC. Both the 12u and 14u teams finished runner up at the tournaments.
- Soccer all stars for 10u, 12u, 15u competed at their district tournaments in Sumter, SC on November 18, 2023. The 15u team won the district tournament and secured a place in the State tournament in December
- Basketball registrations wrapped up on November 5, 2023 with a record number of 507 registrants, which is up 12% from previous year
- Basketball evals were held on November 13 and 14, 2023 and practices started the week of November 27th at J Bryan Floyd Community Center, the AFC, and the NMB Middle School
- The 2023-2024 basketball season is being dedicated to the late Coach Joe Lategano who passed way in June of this year. Coach Joe dedicated more than 30 years to our Parks and Recreation Department.
- Because of donations made to the Parks and Recreation Department in his honor, all of our Rookie League basketball participants (ages 5-6) were able to play for free this year and uniforms were purchased with these

SPORTS TOURISM

- The economic impact for November was \$1,028,969 which was up \$14,000 from prior year
- There were 183 teams playing with 100 being from 90 miles or more away
- For the FY24, economic impact is up \$2,347,749 from FY23

UPCOMING

- Basketball practices will continue through December 16th and then will take a break until January 2nd for the holidays
- Basketball games will begin in January
- 15u all-star soccer team will compete at the SC SCAP State tournament in Clemson, SC on December 1-3, 2023. It is a double elimination tournament
- There are no Sports Tourism events scheduled for December 2023 due to the Great Christmas Light Show
- All fields are closed for maintenance during the Great Christmas Light Show

BEACH SERVICES

- Most all chairs have been sorted and repaired for next season.
- Boxes are currently being repaired and stored in the Beach Service Truck parking lot.
- Most all umbrellas have been sorted and will be repaired over the next month.
- J-1 interviews will begin next month.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Continued permitting battle, living shoreline and revegetation at Heritage Shores
- Dock Repair at Heritage Shores – Begun 11/1- ongoing
- Replenish playground mulch
- Contract playground repairs at McLean Park 5-12yr old PG
- Install Christmas decorations City-wide prior to Tree lighting and Parade

RECREATION AND SPECIAL EVENTS

- Logistical support for USSSA Baseball, Top Gun Baseball and Softball, LAX USA, First Strides, Cross Country, Veteran's day events, Christmas tree lighting, wreath and swag making, AFC Swim Meet, Main Street and City Hall Christmas decorations
- Renovate wiring and bulbs on high profile artificial Christmas trees

- Finalize GCLS setup, staff and operate for the first week.
- Contractor completes removal of Go Ape apparatus at PSC wooded areas
- Replace parking bollards with sports themed control devices
- Floor tile repair and replace at Community Center.

MEDIANS AND RIGHT OF WAYS

- Assist KNMBB volunteers with installation of split rail fenced at Community Garden
- Hazard removal at Possum Trot and Outrigger Roads
- Rewrap Main Street palmettos with new, improved lights

LANDSCAPE MAINTENANCE

- Finalize fall annual flower planting
- Layout landscape improvements at 6th S parking lot, design irrigation and secure materials for winter installation
- Arborists attend Trees SC Conference in Charleston
- Overseed landscape turf

PARK AND SPORTS COMPLEX

- Provide a shop and guidance for KNMBB Volunteers to building Oyster reef MWR's through December
- Overseed in all sports and common area turf

OTHER

- Annual Employee meetings
- Update maintenance inventory, ongoing
- Arbor Day observance and tree planting
- Christmas decorate Farmer's Market
- Provide additional custodial services for Free Massage days at clinic
- Pesticide applicators and turf managers attend SCSTMA training

UPCOMING PROJECTS

- Pickleball court renovations and complex planning
- Off-Season parking lot sealing
- McLean Park restroom demolition and replacement.
- Walkover repair and refurbishment
- Living shoreline – Nov'23 – April '24
- Winter planting