



Parks and Recreation

December 2023

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of December 2023 with 3301 packages compared to 3269 in December 2022. The month was filled with Christmas activities across all areas of the facility. The Toy Drive was once again, a huge success. The AFC is looking forward to 2024!

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	3301	

MEMBER CHECK-INS

December 2023: 21,632

December 2022: 21,538

AQUATIC PROGRAMS

- Total participation in Aquatics 7347
- Private Lessons – 38
- Group Swim Lessons continue -39
- Dolphins Winter Classic Meet
- Christmas Parade and Christmas party celebrations
- Masters Swim Team & Dolphins Continues
- Masters compete in North Charleston: SC Short Course Meters Championship
- Swim clinics 27
- Scuba rental 2 lanes

JANUARY PLANNED EVENTS

- Sea Haven swims on Friday evenings
- 1 Birthday Party
- Group Lessons Sat & T/Th begin
- Dolphins & Master continue to practice
- Coastal Scuba rentals

FITNESS PROGRAMS

- December 2023 Land Class Participation: 2336
- 217 classes for the month
Class Average: 12
- December 2022 Land Class Participation: 2235
201 classes for the month
Class Average: 11.12
- Total Orientations: 13
- Les Mills Virtual On Demand Participation: 188
- FIT-KIDS: 28

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 10 participants in the morning program – Total: 230 Visits
- Averaged 5 participants in the evening program – Total: 104 Visits

- After School Program averaged 46 students
- 1 Birthday Party
- Parents Night Out 29 registered
- Mini Camps 46 registered

MEMBER ACTIVITIES

- Holiday Toy Drive was a huge success
- Ugly Sweater Contest
- Maintain Don't Gain Fitness

CUSTOMER SERVICE

- 164 total Annual Memberships sold
 - 28 new annual memberships
 - 136 annual memberships renewed
 - 196 people joined monthly
- 63 tours
 - 13 out of state
 - 50 in state

SPECIAL EVENTS & PROGRAMS

ALL CITY CHOIR CHRISTMAS CANTATA 12/2 & 12/3

- Living Water Baptist Church
- Both shows were full
- Largest Choir with over 100 participants

BILTMORE ASHEVILLE BUS TRIP 12/5-7

- 45 participants
- Visited Biltmore, Grove Park Inn and toured Asheville

PET PHOTOS WITH SANTA 12/9

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

GET OUT AND LEARN 12/11

- Nature Trail
- 10 participants
- Fall Leaves

DAYCATION 12/13

- Hopsewee Plantation Candlelight Tour
- Georgetown waterfront

UPCOMING SPECIAL EVENTS & PROGRAMS

- Get Out & Learn 1/10/24
- NMB Winter Run 1/20/24
- Sweet Stroll 2/3/24
- Family Formal 2/17/24
- 34th Annual St Patrick's Day Parade and Festival 3/16/24

ATHLETICS

- The 15u co-ed All Star Soccer team competed in the South Carolina SCAP State Tournament in Clemson, SC on December 1-3, 2023. It was a double elimination tournament
- Basketball practices continued through December 16th with optional practices over the holiday break
- There are a total of 52 teams participating in the Winter Basketball League that will begin games in January

SPORTS TOURISM

- There were no sports tourism event scheduled for the month of December due to the Great Christmas Light Show
- The 2024 Sports Tourism Calendar was completed with over 70 events scheduled for City of North Myrtle Beach facilities and park
- Returning events include Fastpitch Dreams Spring Classic, Coast FA Spring Classic, Hightide Ultimate Frisbee, USSSA Global World Series, Triple Crown Softball Summer Nationals, Top Gun Labor Day All-American Games, plus many more

UPCOMING

- Basketball games will begin on January 6th and run through the middle of February with games being played at J Bryan Floyd Community Center and NMB High School
- Preparation will begin for spring sports registration
- There are no sports tourism events scheduled for January for field maintenance in preparation for upcoming season
- First sports tourism events will begin in the middle of February

BEACH SERVICES

- Beach box repair is still underway.
- Beach Services Rental Attendant and Italian Ice Cart Attendant positions will be posted Jan 1 for the 2023 season.
- Beach wheelchair rentals are ongoing.
- Recruiting for seasonal positions set to begin Jan 1.

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 – ongoing – 85% complete
- Monitor Christmas decorations City-wide – set up tree recycling sites

RECREATION AND SPECIAL EVENTS

- Logistical support for Christmas Parade, AFC Swim Meet, Christmas cantata, Tree Board Arbor Day celebration, and GCLS.
- Replace lights on Main Street palmettos
- Finish replacing parking bollards at JBFCC with sports themed control devices
- Repair repeat vandalism damage to City Christmas tree at McLean Park

MEDIANS AND RIGHT OF WAYS

- Bay St/2nd S hedge trimming
- Nor'Easter prep and cleanup. Sand, sand fence and, post removal.

LANDSCAPE MAINTENANCE

- Landscape renovations at Municipal Complex

PARK AND SPORTS COMPLEX

- Daily monitoring and preparation for GCLS
- Restroom facility deep cleaning and painting
- Finalize dismantling of Go Ape apparatus

OTHER

- Co-ordinate construction of 182 MWR (Manufactured Wire Reefs) for Heritage shores shore revetment in April
- Update maintenance inventory, ongoing
- Staff attend SC/NC joint P+R Conference
- Biometric health screening for all staff
- Annual budget preparation

UPCOMING PROJECTS

- Dismantle and store GCLS fixtures and infrastructure
- Pickleball court renovations and complex planning
- Off-Season parking lot sealing
- McLean Park restroom demolition and replacement.
- Walkover repair and refurbishment
- Living shoreline – Heritage Shores – April '24
- Winter planting