



# Parks and Recreation

January 2024

MONTHLY REPORT

# NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of January 2024 with 3518 packages compared to 3414 in January 2023. The AFC had a busy New Year with 129 new membership packages sold during the special. The facility has been very busy in all areas.

## PACKAGES

	2018	2019	2020	2021	2022	2023	2024
January	2834	3057	3018	2064	2886	3414	3518
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

January 2024: 29,670

January 2023: 28,648

## AQUATIC PROGRAMS

- Total participation in Aquatics 9467
- Private Lessons – 22
- Group Swim Lessons continue -110
- Dolphins Swim Team - Mayors' Cup Conway
- Masters Swim Team & Dolphins Continues
- Sea Haven
- 2 Birthday Parties
- Scuba rental 2 lanes/8 hours
- Lifeguard Certification 3 AFC staff

## FEBRUARY PLANNED EVENTS

- Sea Haven swims on Friday evenings
- 3 Birthday Parties scheduled
- Group Swim Lessons T/Th begin
- Dolphins & Masters swim team continue to practice
- SC Masters Swimming SCY State Championship Feb 23-25
- Beach Jr Guard program begins
- Beach Lifeguard Swim Clinics begin

## FITNESS PROGRAMS

- January 2024 Land Class Participation: 4410
- 249 classes for the month  
Class Average: 17.7
- January 2023 Land Class Participation: 3526  
208 classes for the month  
Class Average: 16.9
- Total Orientations: 31
- Les Mills Virtual On Demand Participation: 204
- FIT-KIDS: 42

## CHILD WATCH & ACTIVITY PROGRAM

- Averaged 9 participants in the morning program – Total: 239 Visits
- Averaged 10 participants in the evening program – Total: 217 Visits
- After School Program averaged 44 students
- 3 Birthday Parties
- KAOS program 37 kids registered

## CUSTOMER SERVICE

- 479 total Annual Memberships sold
  - 179 new annual memberships
  - 300 annual memberships renewed
  - 297 people joined monthly
- 121 tours
  - 21 out of state
  - 100 in state

# SPECIAL EVENTS & PROGRAMS

## GET OUT AND PLAY 1/10/24

- Met at the Horseshoe and searched for shells and sharks teeth
- Three in attendance (cold and windy)

## NMB WINTER RUN 1/20/24

- Organized by Coastal Race Productions
- 939 participants

## UPCOMING SPECIAL EVENTS & PROGRAMS

- Sweet Stroll 2/3/24
- Get Out & Learn 2/7/24
- Daycation 2/12/24
- Family Formal 2/17/24
- First Strides Begins 2/29/24
- Leap in to Leap Day 2/29/24
- 34<sup>th</sup> Annual St Patrick's Day Parade and Festival 3/16/24

# ATHLETICS

- Youth basketball games started on January 6th for all ages and will continue through the first week in February. Games are being played at J Bryan Floyd Community Center and North Myrtle Beach High School
- Games were played Monday-Friday evenings and Saturday mornings
- This season was dedicated to Coach Joe Lategano and each jersey that the players were had a patch in his memory
- Spring sports registration preparation began

# SPORTS TOURISM

- There were no sports tourism events scheduled for the month of January due to fields being closed for routine winter maintenance
- The 2024 Sports Tourism Calendar was completed and is estimated to bring in over \$35 million in economic impact to the City of NMB in 2024. Teams will travel from all over the country to play in events at NMB facilities all year

## UPCOMING

- Basketball games will wrap up on February 8, 2024 for all age groups
- All Star meetings will be held February 5 and 7 to select all star teams in 10-12 year old girls, and 9-10, 11-12, and 13-14 year old boys. These teams will practice and then compete at their respective district tournaments the weekend of February 24th
- Spring sports registration will begin for City of NMB residents on February 5th and then open to everyone on February 10th. Sports to be offered include baseball, softball, tball, soccer, and lacrosse. All registration will be conducted online
- The athletic department will be accepting sponsors for tball, softball, and baseball teams for the spring season.
- Sports tourism events return in February
- February 16-17 Michael Nash Soccer Tournament hosted by NMB High School
- February 24-25 UNCW Ultimate Frisbee Tournament
- February 25-March 3 Fastpitch Dreams Spring Classic Week 1

# BEACH SERVICES

- Beach rental box repairs is close to completion.
- Scheduling recruiting participation at Coastal Carolina and local high schools.
- Beach wheelchair rentals are ongoing.
- Currently interviewing for Beach Service Beach Rental Attendant and Italian Ice Cart Attendant.

# PARKS & GROUNDS

## Non-Routine Projects and Activities

### BEACH AND PARKWAY

- Dock Repair at Heritage Shores completed, Only Path delineation, Seawall naturalization, and upland planting remain.
- Monitor and maintain Christmas tree recycling sites
- Remove ineffective and outdated walkover structures at 3913 and 4207 SOB WW's
- Lower elevation of beach walkway at 4316 NOB
- Cleanup and repair signage at all public parking lots

### RECREATION AND SPECIAL EVENTS

- Logistical support for Christmas Parade, AFC Swim Meet, Christmas cantata, Tree Board Arbor Day celebration, and GCLS.
- Removal and storage of GCLS fixtures and infrastructure, begin assessment and planning for 2024 show
- Off-Season field renovations to all baseball/softball facilities
- Replenish playground mulch City-wide
- Assist Recreation staff in cleaning up storeroom at Community Center

### MEDIANS AND RIGHT OF WAYS

- Irrigation installation at 6<sup>th</sup> S parking lot. Landscape plants to be added in Feb/March
- Aggressively cut back plant material at Boulevard median at 20<sup>th</sup> Ave N

### LANDSCAPE MAINTENANCE

- Finalize landscape renovations at Municipal Complex, begin renovations at Barefoot Fire Station

### PARK AND SPORTS COMPLEX

- Restroom facility deep cleaning and painting
- Fertilization of overseeded areas

## OTHER

- Continue maintenance inventory update, ongoing, 82% complete
- Trenching and shoring training
- New Supervisors participate in Supervisor training
- Orientation for 6 new staff members
- Slone and Prevatte attend NRPA Maintenance Management School
- Prepare for Citizen's Academy

## 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 – Heritage Shores – April '24
- Winter planting