Parks and Recreation

February 2024

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of February 2024 with 3563 packages compared to 3428 in February 2023. This month, to celebrate our 15 active members over the age of 90, we threw a '90's Club' event in honor of their dedication to staying healthy. We also hosted a successful Master's Swim Meet, and wrapped up this month by refreshing all staff's CPR, First Aid, and Compliance Training.

PACKAGES

	2018	2019	2020	2021	2022	2023	2024
January	2834	3057	3018	2064	2886	3414	3518
February	2899	3039	3068	2154	2989	3428	3563
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

February 2024: 28,468

February 2023: 27,176

AQUATIC PROGRAMS

- Total participation in Aquatics 8657
- Private Lessons – 17
- Group Swim Lessons continue - 186
- Dolphin's Mayors Cup Conway & Master's State Swim Meet
- Masters Swim Team & Dolphins Continue
- Staff CPR/Compliance Training
- Beach Guard Swim Clinics began
- Aquatic Supervisor joined staff

MARCH PLANNED EVENTS

- Sea Haven swims on Friday evenings
- 2 Birthday Parties scheduled
- Group Swim Lessons T/Th & Saturdays
- Dolphins Meet Georgetown
- Dolphins & Masters swim team continue to practice
- Jr Guard and Beach Guard Clinics continue
- NMBHS Surf Club Swim Test
- Book Swap Event
- Summer Camp Registration begins March 22 & 23
- NBM City Job Fair March 23

FITNESS PROGRAMS

- February 2024 Land Class Participation: 4568
- 236 classes for the month
  Class Average: 19.4
- February 2023 Land Class Participation: 3503
  219 classes for the month
  Class Average: 16.2
- Total Orientations: 21
- Les Mills Virtual On Demand Participation: 287
- FIT-KIDS: 37

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 9 participants in the morning program – Total: 235 Visits
- Averaged 9 participants in the evening program – Total: 188 Visits
- After School Program averaged 39 students
- 2 Birthday Parties
- KAOS program 33 kids registered
- Parents Night Out 48 kids registered
- Kids Craft Club 12 Kids registered

CUSTOMER SERVICE

- 254 total Annual Memberships sold
    - 80 new annual memberships
    - 174 annual memberships renewed
    - 292 people joined monthly
- 92 tours
    - 73 out of state
    - 19 in state

SPECIAL EVENTS & PROGRAMS

SWEET STROLL 2/3/24

- 18 businesses participated in providing a sweet treat to all participants
- 200 participants @ $20 per person

GET OUT AND LEARN 2/7/24

- Meeting at J Bryan Floyd Community Center to learn about reptiles
- 24 in attendance for this free event

DAYCATION 2/12/24

- Dooley Planetarium and The Farm (Florence)
- 10 participants

FAMILY FORMAL

- 183 guests @ $8 per person
- Dinner, dancing, DJ and photo ops for families

FIRST STRIDES

- 11 week walking workshop at the Sports Complex
- Thursdays starting 2/29/23

LEAP INTO LEAP YEAR

- Free event for kids
- 12 participants making crafts and activities around frog theme for Leap Day fun

UPCOMING SPECIAL EVENTS & PROGRAMS

- Get Out & Learn – Heritage Preserve 3/6/24
- 34th Annual St Patrick's Day Parade and Festival 3/16/24
- Daycations – Wilmington 3/21/24
- Shamrockin Run – 3/23/24
- Easter Egg Hunt – 3/20/24

ATHLETICS

- Youth basketball games wrapped up on February 8, 2024 for all age groups
- All Star meetings were held to select All Star teams in 12u girls, and 10u, 12u, 14u boys.
- The All Star teams competed in their respective district tournaments against other area recreation departments on February 24, 2024 in various locations
- Spring sports registration began on February 5, 2024 for soccer, baseball, tball, softball, and lacrosse and will wrap up in March.

SPORTS TOURISM

- The economic impact for the month of February was $755,113 which was up from prior year.
- Fastpitch Dreams Spring Classic began on February 26, 2024 with 26 college softball teams from 11 states competing in a weeklong event. The economic impact from this event was $526,714
- UNCW Ultimate Frisbee hosted a tournament with 24 collegiate club ultimate frisbee teams traveling in from 11 states including colleges such as Maryland, Duke, Notre Dame, Rutgers, Penn State, Ohio State, Harvard, and Purdue.

UPCOMING

- Spring registration will close on March 3, 2024 or when all registration spots are filled.
- Evaluations for spring sports will be held on March 13th for baseball, March 14th for softball and March 18th and 19th for soccer and lacrosse
- Teams will be placed on teams and practices will start the week of March 18th for baseball, softball, and tball, and March 19th for soccer and lacrosse
- March Sports Tourism Events:
    - Fastpitch Dreams Spring Class will run through March 19th
    - Hightide Ultimate Frisbee will run for 4 weeks starting March 4th and ending March 28th playing Monday-Thursday each week
    - USA Prep Basketball March 7-9
    - NTBA Basketball March 16-17
    - USSSA Baseball March 23-24

- Grand Strand Softball Classic March 25-29

BEACH SERVICES

- Beach box repairs are complete.
- All beach service trucks will be sent in for preseason maintenance.
- Staff recruiting underway.
- Completing rehire paper-work and new hire as well.
- Staffing interviews underway.
- Beach Service employment positions posted for Beach Rental Attendant, Beach Italian Ice Attendant as well as Concession Supervisor.
- Receiving beach wheel chair reservation requests.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Contract repair of storm damaged beach walkover structures at 5510WW, 17th S, and Towers on the Grove. Replacement and extension at 4414WW.
- McLean Park restroom demolition. Reconstruction to follow.
- Repaint signage at CG Boat Ramp
- Pre-Season walkway and beach access inspection and repairs
- Heritage Shore in depth structure repair and rope walkway delineation.

RECREATION AND SPECIAL EVENTS

- Logistical support for GSHS Macaroni Mania, FastPitch Dreams Softball, UNCW Ultimate Frisbee, Nash Soccer, and High Tide Ultimate Frisbee
- Continued Pre-Season field renovations to all baseball/softball facilities

MEDIANS AND RIGHT OF WAYS

- Landscape renovations at Hwy 17 N medians, Well #9, Little River Neck Rd medians, Thank You sign, Sea Mountain/17 Intersection, and median at Hunter/Phyllis St intersection.
- Hazard removal at 1610 Perrin

LANDSCAPE MAINTENANCE

- Non mulch Landscape Renovations at Barefoot Fire Station, 37th S parking Lot, Tidewater Fire Station, JBF Community Center, and 4th S parking lot

PARK AND SPORTS COMPLEX

- Ongoing restroom facility deep cleaning and painting
- Landscape renovations at baseball complex
- Fertilize Overseeded turf

OTHER

- Finalize maintenance inventory update, begin revamp of Maintenance Plan starting with 753- Parks, Recreation, and Beach
- Citizen's Academy presentations
- J. Lewis CDL training via HGTC
- Mandatory Harassment training for ALL staff
- Green Infrastructure and Tree Canopy study – via grant

UPCOMING PROJECTS

- Pickleball court renovations and complex planning
- Off-Season parking lot sealing
- Living shoreline – Heritage Shores – April 4, '24
- Winter planting
- CDL Training for Slone and Ludlam