



Parks and Recreation

March 2024

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of March 2024 with 3429 packages compared to 3359 in March 2023. Our popular Summer Camp registration opened March 22nd and sold out that same weekend. We also attended the NMB City Job Fair, hosted our first book swap for members, and finished off our month donating the food collected from our donation drive.

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	3429
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

March 2024: 27,614

March 2023: 28,299

AQUATIC PROGRAMS

- Total participation in Aquatics – 10,381

- Private Lessons – 11
- Group Swim Lessons continue - 302
- Lifeguard Recertification
- Community CPR Class

APRIL PLANNED EVENTS

- Sea Haven swims on Friday evenings
- 2 Birthday Parties scheduled
- Group Swim Lessons T/Th & Saturdays
- Step Into Spring Walking Group
- Coastal Carolina Tours April 9
- Masters Swim Meet in Charleston April 13
- Dolphins Championship Meet Conway April 20
- Last month for Dolphins then beginning Pre-Dolphins April 29
- Lifeguard Certs April 11-14
- Community CPR Class April 25
- Parents Night Out Pizza and Pajama Party April 28

FITNESS PROGRAMS

- March 2024 Land Class Participation: 3926
- 221 classes for the month
Class Average: 17.76
- March 2023 Land Class Participation: 3691
245 classes for the month
Class Average: 15.10
- Total Orientations: 14
- Les Mills Virtual on Demand Participation: 215
- FIT-KIDS: 33

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 10 participants in the morning program – Total: 237 Visits
- Averaged 11 participants in the evening program – Total: 222 Visits
- After School Program averaged 40 students

- 2 Birthday Parties
- Parents Night Out 48 kids registered

CUSTOMER SERVICE

- 250 total Annual Memberships sold
 - 60 new annual memberships
 - 190 annual memberships renewed
 - 274 people joined monthly
- 62 tours
 - 45 out of state
 - 17 in state

SPECIAL EVENTS & PROGRAMS

GET OUT AND LEARN 3/6/24

- Meeting at Heritage Preserve @ Secrets of the Salt Marsh
- 10 in attendance for this free event

34TH ANNUAL ST PATRICK'S DAY PARADE AND FESTIVAL 3/16/2024

- 120 entries for televised parade
- 150 vendors
- 3 stages of entertainment
- Beautiful day with 30,000+ in attendance

DAYCATION 3/21/24

- Wilmington
- 10 participants

SHAMROCKIN RUN 3/23/24

- 1423 participated
- 794 were located outside the immediate area with 37 states and 3 countries being represented

EASTER EGG HUNT 3/20/2024

- Free event for kids at McLean Park
- 1800 attendance / 800 kids

UPCOMING SPECIAL EVENTS & PROGRAMS

- Touch A Truck – 4/6/24
- Park N Play – 4/9/24
- Get Out & Learn – 4/10/24
- Fishing with Friends – 4/13/24
- Playground Playdates – 4/16/24
- 40th Anniversary Shag Concert – 4/18/24
- Daycations (Artfields) – 4/30/24

ATHLETICS

- Spring sports registration closed on March 3, 2024 for all spring sports. 1048 participants registered for tball, baseball, softball, soccer, and lacrosse. This is a 4% increase from spring 2023 and an all time high.
- Roughly 50 players were placed on the waiting list due to full capacity leagues and field availability
- Evaluations for spring sports took place on March 13th, 14th 18th and 19th to place all players on teams
- Practices began the week of March 18th for baseball, softball, and tball. Practices began for soccer and lacrosse the week of March 25th
- Summer Sports Camps registrations opened. Each year, NMB Parks and Recreation partnered with NMB High School to offer summer sports camps. This summer will offer baseball, girls and boys basketball, volleyball, lacrosse, cheerleading, softball, football, and soccer.

SPORTS TOURISM

- The economic impact for the month of March was \$6,016,075 which is down 12% from the prior year due to a decrease in team numbers for two events.
- Fastpitch Dreams Spring Classic continued through March 19th with an impact of \$1,969,472.
- High Tide Ultimate Frisbee hosted 4 weeks of tournament with an impact of \$2,221,344.
- Grand Strand Softball Classic hosted their first week of spring break tournaments for high school softball teams. With 34 teams, they brought an impact of \$1,152,006.

UPCOMING

- Spring sports will continue practices with games beginning around the week of April 15th for baseball, tball, and softball and April 22nd for soccer and lacrosse.
 - April Sports Tourism Events
 - Grand Strand Softball Classic (April 1-5)
 - NTBA Basketball (April 6-7)
 - USSSA Baseball (April 6-7)
 - 212 Coastal Baseball (April 13-14)
 - Top Gun Sports (April 20-21)
 - Coast FA Soccer (April 20-21 and April 27-28)
 - USSSA Baseball

BEACH SERVICES

- Currently interviewing for Beach Rental & Italian Ice attendant positions.
- Approximately 50% staffed.
- All Beach boxes are on the beach with equipment.
- Pre-season fleet maintenance on vehicles is nearing completion.
- Beach service operations begin April 1st.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Contract beach walkover construction and access maintenance at 5804WW, 4414WW, 3704WW, and 927WW.
- Mulcing of beds at CG Boat Ramp, McLean Park, and Central Park
- Beach access and beach parking sign updates and replacement
- New bench and swing installation at Towers on the Grove Park
- Parking lot sealing begins – 50th N, 5thN, 6th S, 20th S, complete.
- Contract construction begins at McLean Park RR. Overseen by Public Works and Facilities Maintenance

RECREATION AND SPECIAL EVENTS

- Logistical support for NTBA and USA Prep Basketball, Easter Egg Hunt, Fast Pitch Dreams Softball, High Tide UF, GSSC, USSSA, St Pats Parade and Festival, Shamrock 'n' Run
- Preemergent weed control on all parks and athletic facilities
- Wall pads added at Community Center Gym #2
- GCLS design and product spec for 2024 show – 95% complete

MEDIANS AND RIGHT OF WAYS

- Landscape improvements at 6th S new parking lot
- Relocate boxes and fences at Community Garden

LANDSCAPE MAINTENANCE

- Non mulch Landscape Renovations at Horseshoe, South gateway sign, North Gateway sign, Hwy 17 medians, Park NMB Offices
- Turf aerification at – Municipal Complex, Museum, Farmers Market, North Sign, , Drawbridge Sign, Burgess Preserve, and 53rd N lot

PARK AND SPORTS COMPLEX

- Ongoing Restroom upgrade and refinish/paint interior and exterior
- Aerification and pre-emergence weed control applications
- Sponsor sign updates and replacement

OTHER

- Finalize maintenance inventory update, begin revamp of Maintenance Plan – starting with 753- Parks, Recreation, and Beach
- Winter planting – 70% complete
- CDL Training for Slone and Ludlam

UPCOMING PROJECTS

- Pickleball court renovations and complex planning
- Off-Season parking lot sealing
- Living shoreline – Heritage Shores – April 4, '24
- Landscaping (contract) at 6th S/Bay St, 62nd N and 1st S parking