



Parks and Recreation

April 2024

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of April 2024 with 3412 packages compared to 3250 in April 2023. During the month of April, Coastal Carolina students came by with their class to tour the facility and learn more about local recreation. Last month rounded out swim season for us, both our Masters and Dolphins had their Championship Meets, and finally we hosted our first Step into Spring Walking Club.

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	3412
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

April 2024: 24,779

April 2023: 21,888

AQUATIC PROGRAMS

- Total participation in Aquatics – 8,506
- Private Lessons – 17
- Group Swim Lessons continue - 266
- Community CPR Class
- Dolphins & Masters Championship Meet

MAY PLANNED EVENTS

- Sea Haven swims on Friday evenings
- 1 Birthday Party scheduled
- Group Swim Lessons T/Th & Saturdays
- Mini Craft Club & All Sports Camp
- Pre-Dolphins
- Lifeguard Classes
- May 15 AFC Health Fair 10 – 11:30
- May 18 Beach Cleanup
- May 25 – June 3 pool re-piping pool
- May 28-30 Pre-K Camp

FITNESS PROGRAMS

- April 2024 Land Class Participation: 3375
- 234 classes for the month
Class Average: 14.4
- April 2023 Land Class Participation: 2834
217 classes for the month
Class Average: 13.05
- Total Orientations: 8
- Les Mills Virtual on Demand Participation: 272
- FIT-KIDS: 28

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 12 participants in the morning program – Total: 318 Visits
- Averaged 9 participants in the evening program – Total: 188 Visits
- After School Program averaged 40 students
- 1 Birthday Party
- Parents Night Out 35 kids registered

CUSTOMER SERVICE

- 222 total Annual Memberships sold
 - 64 new annual memberships
 - 158 annual memberships renewed
 - 228 people joined monthly
- 53 tours
 - 44 out of state
 - 9 in state

SPECIAL EVENTS & PROGRAMS

TOUCH A TRUCK 4/6/24

- Free event held at the NMB Park & Sports Complex 10am-2pm
- This event provides a hands-on opportunity to explore larger-than-life vehicles like fire trucks, law enforcement vehicles, construction equipment, race cars and much more! Many civic groups were on site offering unique experiences for the children to grow and learn while having fun.
- 30+ vehicles were on site | 2500+ in attendance

PARK N PLAY 4/9/2024

- Hill Street Park
- A recreation center on wheels that offers a variety of lawn games and activities for children to enjoy.
- 18 attended

GET OUT & LEARN 4/10/24

- McLean Park | Backyard Birding Basics
- 14 participants

FISHING WITH FRIENDS 4/13/24

- 40 participated
- Sea Coast Anglers Association members helped with instruction and supplies and judged fish competitions. North Myrtle Beach Police and Fire Departments were on site to fish with participants and handout freebies.

PLAYGROUND PLAYDATES 4/16/24

- Playground Playdates is a monthly program for pre-school / elementary ages to come together and play. The program is FREE and consists of a quick themed activity presented by the Parks & Recreation team and then time together on the playground.
- This month's theme was Volcanos. Kids made and learned about volcanos.

40TH ANNIVERSARY SHAG CONCERT 4/18/2024

- Partnered with Destination NMB to celebrate the Shag anniversary and kick off SOS.
- 2500+ in attendance
- Sand sculpture was built in the horseshoe with logos

DAYCATIONS (ARTFIELDS) 4/20/24

- 15 participants traveled to Lake City SC to experience Artfields

UPCOMING

- Get Out & Learn 5/1/24
- Movies @ McLean 5/10/24
- Bowties & Pearls 5/11/24
- Park N Play 5/14/24
- Playground Playdates 5/21/24
- Memorial Day Program 5/27/24
- Daycations 5/29/24

ATHLETICS

- Spring sports games started for all sports with baseball, lacrosse, and 8u soccer playing on Mondays and Wednesdays and softball, tball, 10u and 12u soccer playing on Tuesdays and Thursdays
- Summer Sports Camps registration continues. 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.
- The economic impact for the month of April was \$5,426,804 which is down 2% from the prior year.
- Grand Strand Softball Classic hosted their second week of spring break tournaments for high school softball teams. With 58 teams, they brought an impact of \$1,954,926
- Coast FA hosted their Spring Classic tournament with a combined impact of \$2,323,763
- USSSA baseball hosted 3 events with an impact of \$634,215

UPCOMING

- Spring sports games will wrap up at the end of May for all sports
- May 11th will be Rec Night at the Myrtle Beach Pelicans for our spring sports, discounted tickets available
- All star teams will be chosen in 7-8, 9-10, 11-12, 13-14 baseball and 9-10, 11-12, 13-15 softball. These teams will compete at district tournaments in June against other recreation department teams
 - May Sports Tourism Events
 - May 4-5 Top Gun Softball
 - May 4 Running Hawaiian 5K
 - May 11 212 Coastal Baseball
 - May 11-12 Carolina Champions League Soccer
 - May 18-19 NTBA Basketball
 - May 18-19 USSSA Baseball

BEACH SERVICES

- Actual 2024 MTD revenue \$ \$178,171.
- Revenue is down 27% or \$67,278 compared to MTD 2023 due primarily to cold mornings, a March Easter week as well as an early Spring Break.
- Easter was observed 3/31/24.
- Beach Service employment positions are posted for Beach Rental Attendant and Italian Ice Attendant.
- Currently interviewing for all beach worker positions.
- Also attending local job fairs and recruiting events.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Contract beach walkover construction and access maintenance at 1509WW and 5804WW.
- Mulching of beds at 21st S and 6th S street ends
- Off-Season parking lot sealing – 8 locations remain
- Removal of old, outdated and hazardous light system at McLean Park ball field.
- Installation of Living shoreline at Heritage Shores, reestablish upland plants also. +/- 5300 plants total

- Refurbish/replace signage at public pay parking lots

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
- Logistical support for SoS Parade, Concert and Sand Castle building, GSSC Softball, USSSA Baseball and Softball, Top Gun Baseball, Coast FA Soccer, Big Shots basketball, Main Street Showtime Car Show, Touch a Truck, and PD Motorcycle Rodeo,
- Ongoing Restroom construction at McLean Park and 62nd N. Led by Public Works.
- Upgraded maintenance of McLean baseball field for league and rental practices

MEDIANS AND RIGHT OF WAYS

- Continued Landscape improvements at 6th S new parking lot and PSC admin building

LANDSCAPE MAINTENANCE

- Non mulch Landscape Renovations at drawbridge sign and WHFS

PARK AND SPORTS COMPLEX

- Ongoing off-season restroom deep cleaning and pressure washing
- Pre-emergence weed control on athletic

OTHER

- Winter planting – 95% complete
- Tree Canopy study – with assistance from Trees SC
- GCLS new fixture specification and procurement
- Trenching/Shoring training for select leadership employees, refresher BBP raining for 59/68 staff members
- Quarterly Safety Meeting and lunch
- Disposal and cleanup after Christmas Tree recycling project w/GSWSA
- Pre-Season bed mulching
- Park Point palmetto replacement
- Orientation for Taylor, Clemmons, and Wood

UPCOMING PROJECTS

- Pickleball court renovations and complex planning
- Landscaping (contract) at 6th S/Bay St, 62nd N and 1st S parking
- Spring annual flower planting, plant material arrives 4/29/24