



Parks and Recreation

May 2024

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of May 2024 with 3348 packages compared to 3277 in May 2023. During the month of May AFC hosted a member Health Fair, several mini camps for kids, staff and members participated in Beach Clean up. Several areas of the facility was closed for maintenance including, swimming pools required re-piping of pump room, main hallway floors replaced, special needs locker rooms painted and resealed, sauna, pool deck required attention and several areas required striping and waxing. The facility looks awesome!

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	3348
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

May 2024: 21,960 May 2024 daily visit count lower due to Aquatic closure May 25-31

May 2023: 24,349

AQUATIC PROGRAMS

- Total participation in Aquatics – 6217
- Private Lessons – 41
- Group Swim Lessons continue - 224
- Community CPR Class 9
- Lifeguard Cert 9
- Beach Guard testing 20
- Pre-Dolphins 9
- 2 Birthday Parties 20
- Lifeguard in-service training
- Pump room re-piping project

JUNE PLANNED EVENTS

- Sea Haven swims on Friday evenings
- Summer swim league begins
- Group Swim Lessons T/Th & Saturdays
- Lifeguard in-service
- Summer Camp Counselors Aquatic Training
- Summer Camp kids in pool M/W/F

FITNESS PROGRAMS

- May 2024 Land Class Participation: 2890
- 212 classes for the month
Class Average: 13.6
- May 2023 Land Class Participation: 3103
242 classes for the month
Class Average: 12.8
- Total Orientations: 9
- Les Mills Virtual on Demand Participation: 215
- FIT-KIDS: 13

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 13 participants in the morning program – Total: 331 Visits
- Averaged 7 participants in the evening program – Total: 145 Visits
- After School Program averaged 40 students
- 2 Birthday Parties
- Mini Camps 19 kids registered
- Members Beach Clean-up 13 participants
- Health Fair 30 + participants

CUSTOMER SERVICE

- 169 total Annual Memberships sold
 - 51 new annual memberships
 - 118 annual memberships renewed
 - 174 people joined monthly
- 41 tours
 - 4 out of state
 - 37 in state

SPECIAL EVENTS & PROGRAMS

GET OUT & LEARN 5/1/24

- Horseshoe | Beach Fins
- 16 participants

POP UP STORYTIME

- Partnering with NMB Library; held at a different park each week
- May 6-20 | Mondays
- Free event reading books and interacting with kids

FIRST STRIDES 5K 5/9/24

- 11 week walking program for women held at Sports Complex
- 101 women participated | final night consisted of 5K and awards

MOVIES @ MCLEAN 5/10/24

- A free movie at McLean Park
- 85 in attendance / rain
- Sponsored by HTC

BOWTIES & PEARLS GARDEN PARTY 5/11/24

- 80 participated
- McLean Park | Guests dressed in their best for a picnic lunch, games and crafts. Sponsors were Boulineaus, Board and Brush, and Sweet Girlz Bakery. Tickets were \$8 per person.

PARK N PLAY 5/14/24

- Yow Park
- A recreation center on wheels that offers a variety of lawn games and activities children to enjoy.
- 17 attended

PLAYGROUND PLAYDATES 5/21/24

- 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 Underwater Fun. Kids made crafts and learned about whales.

DAYCATIONS (WILMINGTON) 5/29/24

- 15 participants traveled to Wilmington for a boat cruise and railroad museum.

UPCOMING

- Get Out & Learn 6/5/24
- Music on Main 6/6/24
- Park N Play 6/11/24
- Music on Main 6/13/24
- Movies @ McLean 6/14/24
- Playground Playdates 6/18/24
- Music on Main 6/20/24
- Sounds of Summer 6/21/24
- Music on Main 6/27/24
- July 4th Cantata 6/29 & 6/30/24

ATHLETICS

- Spring sports games started to wrap up at the end of May for all sports.
- May 11th was Rec Night at the Myrtle Beach Pelicans for spring sports, with over 200 attendees.
- All star teams were selected in 7-8, 9-10, 11-12, 13-14 baseball and in 9-10, 11-12, 13-15 softball. Practices began immediately after the season was over.
- Summer Sports Camps registration continued with over 475 registrants to date in baseball, softball, boys and girls' basketball, volleyball, football, cheerleading, soccer, and lacrosse.

SPORTS TOURISM

- The economic impact for the month of May was \$2,051,393 which is up 80% from the prior year.
- A new soccer event from Carolina Champions League hosted 83 teams with an impact of \$1,141,139.
- Softball, basketball, and baseball tournaments accounted for the other \$910,254

UPCOMING

- All Star baseball and softball teams will compete at their respective district tournaments.
 - 9-10 softball all stars play in Lake View starting June 7th
 - 11-12 softball all stars play in Johnsonville starting June 7th
 - 13-15 softball all-stars play in North Myrtle Beach starting June 7th
 - 7-8 baseball all stars play in Georgetown starting June 10th
 - 9-10 baseball all stars play in Pawley's Island starting June 10th
 - 11-12 baseball all-stars play in Conway starting June 8th
 - 13-14 baseball all stars play in Andrews starting June 21st
- Summer Sports Camp start June 10th with baseball, boys' basketball, and volleyball. Other sports are to come in the following weeks.
- June Sports Tourism
 - June 1-2 USSSA Baseball
 - June 1-2 NTBA Basketball
 - June 7-9 SCAP 15U Softball
 - June 15-16 Vision Elite Athletics Basketball
 - June 15-16 Top Gun Softball
 - June 21-23 Soccer Youth
 - June 20-23 USSSA Baseball
 - June 27-29 NTBA Basketball
 - June 27-30 DC Fastpitch

BEACH SERVICES

- There were 4 weather interference days for the month.
- Staffing levels for May have been adequate.
- Rental revenue is up \$81,747 or 15% to prior year due mostly to PY Memorial Day Weekend weather interference.

- Italian Ice revenue is up \$26,799 or 84% to prior year due exclusively to an early start of operations.
- Interviewing for beach rental attendant and Italian ice positions are almost complete.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Contract beach walkover construction and access maintenance at 3307WW and 1509WW
- Installation of toy/beach equipment recycle bins at 62N, Towers on the Grove, 21st S, and 46th S
- Coordination of volunteer planting of native plants at Heritage Shores Nature reserve revetment site.
- Install Keep OFF the Dunes signs at newly built Cherry Grove dunes.
- Install split rail fence at 926-928 SOB access walkway, remove fence at Golfview/Surf Estates cut through

RECREATION AND SPECIAL EVENTS

- Removal of outdated and hazardous lighting at McLean Park ballfield.
- Logistical support for USSSA Softball, 212 Coastal Baseball, Top Gun Baseball and Softball, Carolina Champion's League Soccer, OD Music Festival, 5K Race, memorial Day program, PSC, Memorial Bike Week setup/take down, and Public Safety staff photo

MEDIANS AND RIGHT OF WAYS

- Contract awarded and Construction begins on landscape improvements at 6th S and Bay Street.
- Staff landscaping of 6th S/Ocean Blvd parking lot, and Ashland avenue ROW
- Contract replacement of some 40+ palmettos in Park Pointe subdivision

LANDSCAPE MAINTENANCE

- Spring annual flower planting

PARK AND SPORTS COMPLEX

- Prepare for and lay sod at big dog park.
- Field 4 baseball dugout slab redo
- Pre-emergence herbicide application

OTHER

- Parking lot sealing – all complete except for fire stations at Tidewater and Barefoot and random striping.
- Ongoing restroom construction at 62nd N parking and McLean Park.
- Christmas light show rebuilds, repairs, design, and additions.
- Main Street Christmas light design and inventory
- Litter and debris removed from Z canal at 62nd N
- Tree Canopy study with Assistance from Trees SC
- Sign and slide repair (welding) at AFC
- Create storage facility for propane tanks
- Lowe and Lewis complete reasonable suspicion training

UPCOMING PROJECTS

- Pickleball court renovations and complex planning