



# Parks and Recreation

June 2024

MONTHLY REPORT

# NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of June 2024 with 3433 packages compared to 3314 in June 2023. During the month of June AFC kicked off their 10 week long Summer Camp filled to the brim with fun activities! Our Summer Swim League also started, and our swim lessons have been extremely popular; almost every lesson this summer has been sold out. We end this month saying goodbye to our long-time leader and pillar of the Aquatic & Fitness Center, Melinda Chappell, who is retiring after an awesome 23 years of dedication!

## 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 | 3433 |
| 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

June 2024: 23,124

June 2023: 22,466

## AQUATIC PROGRAMS

- Total participation in Aquatics – 6421
- Private Lessons – 50
- Group Swim Lessons - 427
- Seahaven Group – 12
- Lifeguard Cert - 3
- Beach Guard testing - 58
- Summer Swim League - 44
- Summer Swim league and Masters Continue
- Group Swim Lessons

## JULY PLANNED EVENTS

- Melinda retires July 5
- Facility Closed July 4 holiday
- Sea Haven swims on Friday evenings
- Continuation of Summer Camp and Summer Swim League
- July 10 Assessment Center for Customer Service Supervisor
- July 26 Kick of AFC Olympic Competition Event

## FITNESS PROGRAMS

- June 2024 Land Class Participation: 2,770
- 209 classes for the month  
Class Average: 13.2
- June 2023 Land Class Participation: 2,994  
246 classes for the month  
Class Average: 12.2
- Total Orientations: 10
- Les Mills Virtual on Demand Participation: 157
- FIT-KIDS: 14

## CHILD WATCH & ACTIVITY PROGRAM

- Averaged 16 participants in the morning program – Total: 384 Visits
- Averaged 7 participants in the evening program – Total: 143 Visits
- Camp Summer Blast – 117 Kids Registered
- Jr Counselor Program – 11 Kids Registered
- Pre-K Camp – 30 Kids Registered
- 1 Birthday Parties

## CUSTOMER SERVICE

- 180 total Annual Memberships sold
  - 52 new annual memberships
  - 128 annual memberships renewed
  - 280 people joined monthly
- 55 tours
  - 8 out of state
  - 47 in state

# SPECIAL EVENTS & PROGRAMS

## GET OUT & LEARN 6/5/24

- J Bryan Floyd Community Center | Shark Teeth Forensics
- 45 participants

## MUSIC ON MAIN 6/6, 13, 20, 27/24

- Free concert 7pm-9pm featuring different artists
- Sponsored by CCNB
- 2500-3500 in attendance

## SOUNDS OF SUMMER 6/21/24

- Free concert at the NMB Park & Sports Complex amphitheater
- Sponsored by Food Lion
- 1500 in attendance

## PLAYGROUND PLAYDATES 6/18/24

- 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 Birds. Kids made crafts and learned about birds.

## DAYCATIONS (DARLINGTON) 6/25/24

- 15 participants traveled to Darlington Raceway for a tour and race around the track.

## SPLASH AND PLAY 6/26/24

- Partnering with Fire Department, a pop up splash pad for kids.
- Held at J Bryan Floyd Community center parking lot.
- 62 in attendance

## JULY 4TH CANTATA 6/29 & 6/20/24

- Free All City Choir performance @ Living Water Baptist Church
- 650 tickets were given out for each concert

## UPCOMING

- Music on Main 7/4/24
- Fireworks 7/4/24
- Park N Play 7/9/24
- Music on Main 7/11/24
- Movies @ McLean 7/12/24
- Playground Playdates 7/16/24
- Daycations 7/17/24
- Music on Main 7/18/24
- Sounds of Summer 7/19/24
- Music on Main 7/25/24

## ATHLETICS

- The all-star baseball and softball teams competed at their respective district tournaments over the month of June.
- 10u softball played in Lake View, SC and finished 3<sup>rd</sup>
- 12u softball played in Johnsonville, SC
- 15u softball played in North Myrtle Beach, SC and finished 4<sup>th</sup>
- 8u baseball played in Georgetown, SC
- 10u baseball played in Pawley's Island, SC and won the tournament. They will be competing at the State Tournament in Midland, SC in July
- 12u baseball played in Conway, SC and won the tournament. They will be competing at the State Tournament in Sumter, SC in July
- 15u baseball played in Andrews, SC
- Summer Sports Camps started the week of June 10<sup>th</sup> with various sports hosted each week: baseball, boys basketball, volleyball, lacrosse, cheerleading, softball, soccer, and football. Registration totaled 609 with one camp left in July. This is an 11% increase from prior year

# SPORTS TOURISM

- The economic impact for the month of June was \$5,445,098 which is up 50% from the prior year.
- For FY24, sports tourism finished with an economic impact of \$34,677,885 which is a 12% increase from FY23.
- NTBA had a good month with 128 teams and an impact of \$2,196,705
- USSSA baseball brought 161 teams and had an impact of \$1,586,297.
- DC Fastpitch hosted an event the last month of June that had an impact of \$987,525

## UPCOMING

- 10u All Star Baseball Team will compete at the DYB State Baseball tournament in Midland SC July 5<sup>th</sup>-10<sup>th</sup>
- 12u All Star Baseball Team will compete at the DYB State Baseball tournament in Sumer SCC July 5<sup>th</sup>-10<sup>th</sup>
- Summer Sports Camps will wrap up with Girls Basketball on July 15-17
- Fall sports registration will begin July 15<sup>th</sup> for City of NMB residents and July 20<sup>th</sup> for open registration. Sports offered will be flag football, baseball, softball, soccer, and volleyball
- July Sports Tourism
- July 5-7 USSSA Baseball
  - July 11-14 Big Shots Basketball and Top Gun Sports
  - July 16-19 NTBA Basketball
  - July 16-21 Triple Crown Softball Summer Nationals 12u, 14u
  - July 25-27 NTBA Basketball
  - July 24-28 Triple Crown Softball Summer Nationals 16u, 18u

# BEACH SERVICES

- There were 2 significant weather interference days for the month of June.
- Year-end revenues are up approximately 11% \$474,000 compared to PY at time of report. Due exclusively to proper staffing levels and no lost revenue due to short staffing.
- Italian Ice Cart sales have increased significantly exceeding PY revenue by \$138,940 at the time of report.

- Credit Card sales, including online and beach transactions, continue to increase as more consumers are preferring credit card payment vs cash.
- Beach Services successfully hired a total of 85 Beach Rental Attendants and Italian Ice Attendants as well as 20 J-1 students.

## PARKS & GROUNDS

### Non-Routine Projects and Activities

#### BEACH AND PARKWAY

- Finalize Contract beach walkover construction and access maintenance at 3307WW
- Replace street end trash can lids and liners
- Trim and remove volunteer plant material at Heritage Shores entrance
- Plant material trimming and obstruction elimination
- Trim paths and at Interpretive signs at Ingram Dunes

#### RECREATION AND SPECIAL EVENTS

- Logistical support for Music on Main, Movies at McLean, Top Gun Softball, Sounds of Summer, USSSA Softball, Soccer Youth, DC Fastpitch Softball, and prep for July 4<sup>th</sup> festivities..
- Assist KNMBB with annual Litter Index

#### MEDIANS AND RIGHT OF WAYS

- Ongoing contract landscape improvements at 6<sup>th</sup> S and Bay Street.
- Continued contract replacement of 40+ palmettos in Park Pointe subdivision
- Hazard elimination at 13<sup>th</sup> N and Hillside, 39<sup>th</sup> S and Seaview

#### LANDSCAPE MAINTENANCE

- Sod work at City Hall

#### PARK AND SPORTS COMPLEX

- Timber harvesting/Clearing and grubbing underway for Complex expansion

## OTHER

- Finalize seasonal parking lot sealing - included this year were 6<sup>th</sup> S at Blvd, 50N, 5N, 20S, Public Safety, City Hall, 3S, Shorehaven Drive, PSC Soccer and Baseball west, Main Street, and 4<sup>th</sup> N Street end.
- Ongoing restroom construction at 62<sup>nd</sup> N parking and McLean Park.
- Christmas light show rebuilds, repairs, design, and additions.
- SMART Goals training for evaluating supervisors
- Quarterly safety meeting, PPE Inspection, and luncheon
- Orientation for seven (mostly PT) new staff members
- Bloodborne Pathogen training

## UPCOMING PROJECTS

- Pickleball court renovations and complex planning – July '24
- McLean Park lake fountain repair
- Rip Rap installation and Heritage Shores point
- Palmetto trimming