Parks and Recreation

July 2024

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of July 2024 with 3399 packages compared to 3432 in July 2023. During the month of July our Summer Swim League team hit the height of their summer competition. We also started two Olympic Games themed events for our regular members and our corporate members to take part in!

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	3399
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

July 2024: 25,534

July 2023: 22,854

AQUATIC PROGRAMS

- Total participation in Aquatics – 7445
- Private Lessons – 73
- Group Swim Lessons - 506
- Seahaven Group – 18
- Beach Guard testing - 18
- Summer Swim League - 336
- Summer Swim league and Masters Continue
- Group Swim Lessons

AUGUST PLANNED EVENTS

- New Customer Service Supervisor Kurt started
- Sea Haven & Christian Academy swims on Friday evenings
- August 7 Pre-Dolphins starts back up
- August 19 After School Starts back up
- August 24 Parents Night Out Ice Cream Social

FITNESS PROGRAMS

- July 2024 Land Class Participation: 3135
- 239 classes for the month
  Class Average: 13.1
- July 2023 Land Class Participation: 2,807
  224 classes for the month
  Class Average: 12.5
- Total Orientations: 11
- Les Mills Virtual on Demand Participation: 244
- FIT-KIDS: 36

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 18 participants in the morning program – Total: 464 Visits
- Averaged 9 participants in the evening program – Total: 206 Visits
- Camp Summer Blast – 117 Kids Registered
- Jr Counselor Program – 11 Kids Registered
- Safe Sitter Program – 8 Kids Registered
- No birthday parties in June

CUSTOMER SERVICE

- 213 total Annual Memberships sold
    - 48 new annual memberships
      165 annual memberships renewed
    - 266 people joined monthly
- 54 tours
    - 7 out of state
    - 47 in state

SPECIAL EVENTS & PROGRAMS

JUY 4TH FIREWORKS

- Cherry Grove Pier

MOVIES @MCLEAN 7/12

- A free movie at McLean Park. (Free Willy)
- 88 in attendance
- Sponsored by HTC

MUSIC ON MAIN 7/4,7/11,7/18,7/25

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

SOUNDS OF SUMMER 7/19

- Free concert at the NMB Park & Sports Complex amphitheater
- Sponsorsed by Food Lion
- 1950 in attendance

PARK N PLAY 7/9

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

PLAYGROUND PLAYDATES 7/15

- 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 weather. Kids made crafts and learned about weather

DAYCATIONS (OCEAN ISLE) 7/17

- 15 participants traveled to Ocean Isle Museum and then to Little River for
- lunch and to ride the Sea Screamer

SPLASH AND PLAY 7/31

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

UPCOMING

- Music on Main every Thursday
- Park N Play 8/13/24
- Movies @ McLean 8/9/24
- Playground Playdates 8/20/24
- Daycations 8/12/24
- Sounds of Summer 8/16/24

ATHLETICS

- 10u All Star Baseball Team competed at the DYB State Baseball tournament in Midland SC July 5th-10th
- 12u All Star Baseball Team competed at the DYB State Baseball tournament in Sumer SC July 5th-10th
- Summer Sports Camps wrapped up with Girls Basketball on July 15-17 with 60 registrants
- Fall sports registration began July 15th for City of NMB residents and July 20th for open registration. Sports offered are flag football, baseball, softball, soccer, and volleyball

SPORTS TOURISM

- The economic impact for the month of June was $5,445,098 which is up 50% from the prior year.
- The economic impact for the month of July was $9,907,410 which is up 6% from the prior year.
- Triple Crown Softball hosted Summer Nationals over two weeks with an impact of $3,405,881
- NTBA Basketball also hosted their girls and boys Summer Nationals with over 260 teams and $3,576,808

- Top Gun Softball and Baseball hosted Summer Nationals with 126 teams and an impact of $2,383,189

UPCOMING

- Fall youth sports registration will continue through August 11, 2024 or when spots are filled
- Adult co-ed softball registration begins August 1st
- Evals for fall youth sports will begin August 21st and 22nd for volleyball and soccer and 26th, 27th, and 28th for flag football, softball, and baseball respectively.
- Practices will start right after evaluations are completed
- August Sports Tourism
    - Soccer fields closed for routine maintenance until August 16th
    - Baseball fields closed for routine maintenance until August 23rd
    - Coast FA Soccer August 17-18, 2024
    - USSSA Baseball August 24-25, 2024
    - Top Gun Sports All American Games August 30-September 2, 2024

BEACH SERVICES

- Recorded 9 significant weather interference days for the month compared to 6 days prior year
- Total Beach Service revenue at time of report is estimated to be down 14% $196,837 to prior year. Due primarily to the increase in weather days vs. prior year
- Total Rental revenue at the time of the report is estimated to be down 13% $155,448 compared to prior year
- Total Cart revenue at the time of report is estimated to be down 24% $41,389 compared to prior year
- Staffing levels have been maintained through the month
- Will see the loss of some staff due to school in August

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Finalize mulching contract city-wide
- Monitor and maintain handicap beach access ramps
- Refurbishment of McLean Tennis courts and Central Park pickleball courts
- McLean Park lake fountain repair
- Refurbish Cherry Grove Boat Ramp entrance sign
- Construct port o let housing at 1st S street end parking
- Clean shower drain at 21st S street end

RECREATION AND SPECIAL EVENTS

- Logistical support for Music on Main, Movies at McLean, 4th of July Cantata and fireworks, USSSA baseball, Rotary Fields of Honor, Lion's Club Salute to America, Splash days, Big Shots and NTBA basketball, and Triple Crown softball (2X)
- Pressure wash commercial and recreational kayak launches at CGBR
- Paint rims in gym 2 – JBFCC

MEDIANS AND RIGHT OF WAYS

- Ongoing contract landscape improvements at 6th S and Bay Street.
- Hazard elimination at 46th S, Community Center, McLean Park, 1303WW, and 933WW,
- Contract Palmetto trimming City-Wide, Phase II replacement and bracing in Park Pointe
- Tree removal and trimming to open up ROW and access at SandCrest near 9th S

CUSTODIAL

- Carpet cleaning at community center

LANDSCAPE MAINTENANCE

- Sod work at City Hall

PARK AND SPORTS COMPLEX

- Clearing, grubbing, and grading work ongoing at expansion property
- Sod slopes along long sidewalk at Soccer complex

OTHER

- Ongoing restroom construction at 62nd N parking and McLean Park – headed up by Public Works.
- Christmas light show display rebuilds, repairs, design, and additions.
- Managing older employee training for younger supervisors
- Orientation for 4 new staff members
- Creation of Standards for Maintenance Plan reference

UPCOMING PROJECTS

- Rip Rap installation and Heritage Shores point