



# Parks and Recreation

August 2024

MONTHLY REPORT

# NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of August 2024 with 3344 packages compared to 3362 in August 2023. During the month of August, we kicked off our Pre-Dolphins and NMB High School swim season. School is back in session as well, our summer camp ended after 10 fun weeks and afterschool has begun again. We also hosted a school supplies drive and were able to gift 16 local teachers a box of supplies to start their year.

## 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	3344
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

August 2024: 22,965

August 2023: 23,671

## AQUATIC PROGRAMS

- Total participation in Aquatics – 7272
- Private Lessons – 67
- Group Swim Lessons - 401
- Seahaven Group – 21
- Pre-Dolphins - 22
- Summer Swim league and Masters Continue
- Group Swim Lessons

## SEPTEMBER PLANNED EVENTS

- Sea Haven & Christian Academy swims on Friday evenings
- September 5 - 27 Pre-Dolphins
- September 9 Dolphins Swim Season Start
- September 14 first 'Waterslide Day'
- September 21 NMBHS Swim Meet
- September 28 Booth @ Irish Italian Festival
- September 28 CPR Class

## FITNESS PROGRAMS

- August 2024 Land Class Participation: 2,893
- 212 classes for the month  
Class Average: 13.6
- August 2023 Land Class Participation: 3,291  
255 classes for the month  
Class Average: 12.9
- Total Orientations: 10
- Les Mills Virtual on Demand Participation: 295
- FIT-KIDS: 38

## CHILD WATCH & ACTIVITY PROGRAM

- Averaged 12 participants in the morning program – Total: 332 Visits
- Averaged 7 participants in the evening program – Total: 145 Visits
- Camp Summer Blast – 117 Kids Registered
- Jr Counselor Program – 12 Kids Registered
- Parents Night Out – 37 Kids Registered
- After School Program – 50 Kids Enrolled
- No birthday parties in August

## CUSTOMER SERVICE

- 184 total Annual Memberships sold
  - 55 new annual memberships
  - 129 annual memberships renewed
  - 228 people joined monthly
- 52 tours
  - 8 out of state
  - 44 in state
  - Number that joined annually from tours: 15
  - Number that joined monthly from tours: 4

# SPECIAL EVENTS & PROGRAMS

## MOVIES @MCLEAN 8/9

- A free movie at McLean Park. (Migration)
- 91 in attendance
- Sponsored by HTC

## MUSIC ON MAIN 8/1, 8/8, 8/15, 8/22, 8/29

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

## SOUNDS OF SUMMER 8/16

- Free concert at the NMB Park & Sports Complex amphitheater
- Shania Twain tribute
- Sponsored by Food Lion
- 2200 in attendance

## PARK N PLAY 8/13

- McLean Park
- A recreation center on wheels that offers a variety of lawn games and activities children to enjoy.
- Held at a different park each month.
- 51 in attendance

## PLAYGROUND PLAYDATES 8/20

- 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 Outer Space. Kids made crafts and learned about space.

## DAYCATIONS (OCEAN ISLE) 8/19

- 15 participants traveled to Georgetown for a carriage tour and lunch and then to Huntington State Park.

## UPCOMING

- Get Out and Learn 9/4/2024
- Plant Swap 9/10/2024
- 9/11 Memorial Service 9/11/24
- Music on Main every Thursday in September
- Movies @ McLean 9/13/24
- Daycations 9/18/24
- Sounds of Summer 9/20/24

## ATHLETICS

- Fall youth sports registration wrapped up August 11, 2024 with over 975 participants for soccer, baseball, softball, flag football and volleyball. This is an 8% increase from Fall 2023.
- Adult co-ed softball registration began on August 1<sup>st</sup> and ended on August 30, 2024
- Evaluations for fall youth sports were held on August 21<sup>st</sup> and 22<sup>nd</sup> for volleyball and soccer and 26<sup>th</sup>, 27<sup>th</sup>, and 28<sup>th</sup> for flag football, softball, and baseball respectively.
- Practices started after evaluations were completed

## SPORTS TOURISM

- The economic impact for the month of August was \$820,295 with two events hosted
- Coast FA hosted a soccer tournament with 64 teams and an impact of \$650,064
- USSSA hosted a baseball tournament with 41 teams and an impact of \$170,231

- Athletic fields at the North Myrtle Beach Sports Complex and Central Park were closed for maintenance for the majority of August to prepare for the fall athletics and sports tourism seasons

## UPCOMING

- Fall youth sports practices will continue for a few weeks with games starting on September 12<sup>th</sup> for 10u and 12u soccer, September 16<sup>th</sup> for 8u and 17u soccer, September 17<sup>th</sup> for softball and rookie league soccer, September 18<sup>th</sup> for volleyball and September 23<sup>rd</sup> for flag football and baseball
- September Sports Tourism
  - Sept 7-8 USSSA
  - Sept 14-15 Top Gun Sports
  - Sept 14-15 KOSA Soccer
  - Sept 21-22 USSSA
  - Sept 27-29 212 Coastal Baseball

## BEACH SERVICES

- Recorded nine significant weather interference days for the month compared to seven prior year. Tropical Storm Debbie storm prep accounted for seven of the nine weather days.
- Month to date revenue is down 26% or \$203,451 compared to prior year due primarily to tropical storm Debbie which impacted our weather for seven days and halted rental and Italian Ice sales for four days during the first week of August.
- High school and college students returned to school by mid-August, however staffing is still sufficient to handle customer demand.
- An additional truck section was created to handle the loss of staff and respond to customer demand.
- Staffing will be limited to approximately 15 to 18 employees daily after September 15<sup>th</sup>.

# PARKS & GROUNDS

## Non-Routine Projects and Activities

### BEACH AND PARKWAY

- Refurbishment of McLean Tennis courts. Central Park pickleball courts to follow.
- Walkway maintenance and repairs at 4104WW, 20<sup>th</sup> S, 11<sup>th</sup> S, and 915WW.
- Tennis court net replacement at CP court #2 and light control repair at Hill St courts (Facility Maintenance).
- Extensive repairs to rail at Burgess preserve foot bridge
- Heritage Shores washout repair from Hurricane rainfall

### RECREATION AND SPECIAL EVENTS

- Logistical support for Music on Main, Movies at McLean, Sounds of Summer, Top Gun BB/SB, Coast FA, Splash and Play,

### MEDIANS AND RIGHT OF WAYS

- Finalize landscape improvements at 6<sup>th</sup> S and Bay Street including addition of 8 lauropetalums and renovation of turf
- Reseed drawbridge landscape turf
- Replace flagpole rope at south end gateway
- Hazard elimination at 44<sup>th</sup> N and Lake, Holloway Cir, McLean park, and Main Street medians.

### CUSTODIAL

- Deep clean clinic in anticipation of Grand Reopening

### LANDSCAPE MAINTENANCE

- Sod work at City Hall

### PARK AND SPORTS COMPLEX

- Clearing, grubbing, and grading work ongoing at expansion property
- Landscape renovations and trellis cleaning

## OTHER

- Alter traffic pattern at Community Center (Street Dept).
- Parks & Recreation Staff Day 8/28
- Ongoing restroom construction at 62<sup>nd</sup> N parking and McLean Park – headed up by Public Works.
- Christmas light show installation begins. Also, ongoing display rebuilds, repairs, design, and additions.
- Backflow preventer certification training for Walters, Lewis, and Petit.

## UPCOMING PROJECTS

- Rip Rap installation and Heritage Shores point
- Quarterly safety meeting
- Tree Board review of Public and Private Tree Ordinances