



Parks and Recreation

September 2024

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of September 2024 with 3255 packages compared to 3241 in September 2023. Last month, we hosted NMBHS' first swim meet of the season at our facility, go Chiefs! Our Dolphins Swim Team also started last month, and we have over 65 members of the team currently. Lastly, we welcomed our new Operations Manager, Kellie, to our facility.

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	3255
October	2709	2819	1966	2391	2979	3274	
November	2705	2799	2025	2630	3225	3366	
December	2745	2804	2013	2652	3269	3301	

MEMBER CHECK-INS

September 2024: 21,221

September 2023: 20,588

AQUATIC PROGRAMS

- Total participation in Aquatics – 6905
- Private Lessons – 20
- Group Swim Lessons - 154
- Seahaven Group – 26
- Pre-Dolphins – 52
- Dolphins - 480
- Dolphins started and Masters Continue
- Group Swim Lessons
- Waterslide Days

OCTOBER PLANNED EVENTS

- Sea Haven & Christian Academy swims on Friday evenings
- Dolphins & Masters Swim Teams continue
- October 5 Socastee Regional Swim Meet
- October 7 Pumpkin Contest
- October 14 & 15 KAOS programs
- October 19 Parents Night Out
- October 26 Breast Cancer Walk
- October 25-27 Boiler Installation
- October 29 Charity Zumba Dance Party

FITNESS PROGRAMS

- September 2024 Land Class Participation: 2,807
- 222 classes for the month
Class Average: 12.6
- September 2023 Land Class Participation: 2,501
221 classes for the month
Class Average: 11.1
- Total Orientations: 12
- Les Mills Virtual on Demand Participation: 242
- FIT-KIDS: 41

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 8 participants in the morning program – Total: 208 Visits
- Averaged 6 participants in the evening program – Total: 126 Visits
- After School Program – 49 Kids Enrolled
- 1 Birthday Party in September

CUSTOMER SERVICE

- 172 total Annual Memberships sold
 - 58 new annual memberships
 - 114 annual memberships renewed
 - 164 people joined monthly
- 61 tours
 - 11 out of state
 - 50 in state
 - Number that joined annually from tours: 10
 - Number that joined monthly from tours: 6

SPECIAL EVENTS & PROGRAMS

GET OUT & LEARN – SEPT 4TH

- Horseshoe / Beach
- Myrtle Beach Sharks Teeth Group
- Combing beach for shark's teeth and learning about sharks

PLANT SWAP – SEPT 10TH

- J Bryan Floyd Community Center courtyard
- 1pm – 4pm
- Participants brought plants and clippings to swap
- 75 attended this very successful first-time event

MOVIES @ MCLEAN (BABE) – SEPTEMBER 13TH 7PM

- 118 in attendance
- NMB Lions Club provided refreshments
- HTC sponsors the movie series

DAYCATIONS (GEORGETOWN / PAWLEYS ISLAND) – SEPTEMBER 18TH

- 10 per trip
- Participants visited Hamock Shops and Cap n' Rod Lowcountry tours

9/11 MEMORIAL SERVICE – SEPTEMBER 11TH

- 1200 in attendance
- Lions Club event

MUSIC ON MAIN

- Sept 5th – Embers | 3100 attendance
- Sept 12th – Black Glass | 2100 attendance
- Sept 19th – Pink Slips | 2850 attendance
- Sept 26th – Jim Quick | rain out

SOUNDS OF SUMMER – SEPT 20TH

- Wicked Fire | 3200 attendance
Santana Tribute

20TH ANNUAL IRISH ITALIAN INTERNATIONAL FESTIVAL- SEPTEMBER 28TH

- 118 Vendors
- Two stages of entertainment
- Great weather / 14,000+ in attendance

UPCOMING SPECIAL EVENTS /PROGRAMS

- Get Out & Learn – 10/2nd
- Helen Georgia Bus Trip – 10/9-11th
- Movies @ McLean – 10/11th
- Pedal in the Park – 10/4th
- Concert and Drone Show – 10/12th
- Halloween BOOnanza – 10/26th

ATHLETICS

- Fall youth sports practices continued with games starting on September 12th for 10u and 12u soccer, September 16th for 8u and 17u soccer, September 17th for softball and rookie league soccer, September 18th for volleyball and September 23rd for flag football and baseball
- Volleyball and soccer took team and individual pictures
- Each sport took a mid-season break to practice 1-2 more times before picking back up with games
- Preparation for winter basketball registration started

SPORTS TOURISM

- The economic impact for the month of September was \$3,174,919 which was up 30% from prior year
- Top Gun All American games were hosted over Labor Day weekend with 2,326 players checking in on Friday August 30, 2024. The economic impact for this weekend was \$1,547,364
- Kickoff Soccer Academy hosted their soccer tournament September 14-15 with 81 teams and an impact of \$567,916
- USSSA Baseball and 212 Coastal Baseball hosted events with a combined impact of \$786,069

UPCOMING

- Basketball registration will begin on October 7, 2024 for City of NMB residents and open registration will begin on October 12, 2024.
- Fall sports will continue games and wrap up towards the end of October
- All-stars will be chosen in 10u, 12u, 15u soccer and 12u, 14u volleyball. They will compete at district tournaments in November
- October Sports Tourism Events
 - Oct 5-6 USSSA Baseball
 - Oct 18-20 Lynn Lewis Foundation Pink Games (Women's Flag Football)
 - Oct 19 NMB Women's Club Domestic Violence Awareness Walk
 - October 18-20 212 Coastal Baseball
 - October 26-27 Top Gun Winter World Series

BEACH SERVICES

- Recorded 9 significant weather interference days for the month that includes a Tropical Storm and Tropical Depression.
- Actual month to date revenue for September is \$305,407 compared to prior year of \$414,819 is a decrease of 26% or \$109,412.
- Staffing is satisfactory for the month.
- The beach is divided into several drive sections serviced by trucks into October.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Refurbish Central Park pickleball courts.
- Erosion control at McLean walk path near baseball field 3B dugout
- In-season kayak ramp pressure washing
- Contract landscaping of lot at 1st S, to be followed by 62nd N

RECREATION AND SPECIAL EVENTS

- Logistical support for Music on Main, Movies at McLean, Sounds of Summer, 212 Coastal Baseball, USSSA Baseball (2), Kickoff Soccer, 9/11 Observance, SoS Fun Sunday and Monday, MADD Dash 5K, and Over the Edge at Avista

MEDIANS AND RIGHT OF WAYS

- Add planters and flowers at Ducks on Main
- Remove palmetto and flower bed at sky bar
- Barricade and clean up former Atlantic Breeze property at 14th S and O Blvd
- 2nd S ROW landscape renovation (near 1st Baptist)

CUSTODIAL

- Strip and seal select floors at City Hall

LANDSCAPE MAINTENANCE

- Sod work at JBF Community Center
- Prepare beds and clean beds for Fall annual flowers
- Allen and Lewis attend Arborist Workshop

PARK AND SPORTS COMPLEX

- Fill and grading work ongoing at expansion property
- Tree trimming prior to GCLS light installation
- Steel barricades along expansion lake bank for safety

OTHER

- Ongoing restroom construction at 62nd N parking and McLean Park – headed up by Public Works.
- Christmas light show installation ongoing. Also rebuilds, repairs, design, and additions.
- Quarterly safety meeting 9/25
- Tree Board review of Public and Private Tree Ordinances
- Replacement of trash receptacles with more durable, permanent receptacles.
- New employee orientation
- Foundations of Leadership training – Allen, Freshley, Hitchcock, and Lowe.
- Beach Sweep/Creek Sweep September 21

UPCOMING PROJECTS

- Rip Rap installation at Heritage Shores point
- Fall annual flower planting
- CPSI train/test for Kellam, Lewis, and Slone