



# Parks and Recreation

October 2024

MONTHLY REPORT

# NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of October 2024 with 3221 packages compared to 3274 in October 2023. Last month was a busy one for the AFC! All through the month we ran our Buddy Up for Breast Cancer Charity event. Our events included a mobile mammography truck, Pumpkin Contest, our second annual Buddy Up Walk, and Zumba Dance Party. We also hosted the Socastee and Riptides Breast Cancer Swim Meet. It was an awesome month!

## 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	3221
November	2705	2799	2025	2630	3225	3366	
December	2745	2804	2013	2652	3269	3301	

## MEMBER CHECK-INS

October 2024: 21,287

October 2023: 21,536

## AQUATIC PROGRAMS

- Total participation in Aquatics – 7858
- Private Lessons – 13
- Group Swim Lessons - 15
- Pre-Dolphins – 8
- Dolphins - 65
- Group Swim Lessons
- Waterslide Days
- Socastee Swim Meet
- Riptides Swim Meet

## NOVEMBER PLANNED EVENTS

- Sea Haven Swims on Fridays
- Dolphins & Masters Swim Teams continue
- Charity Food Drive all month
- November 8, 15, 22 TGIF Camp
- November 9-10 New boiler installed
- November 28 Facility Closed for Thanksgiving

## FITNESS PROGRAMS

- October 2024 Land Class Participation: 3,312
- 249 classes for the month  
Class Average: 13.3
- October 2023 Land Class Participation: 2,841  
236 classes for the month  
Class Average: 12.0
- Total Orientations: 6
- Les Mills Virtual on Demand Participation: 278
- FIT-KIDS: 35

## CHILD WATCH & ACTIVITY PROGRAM

- Averaged 6 participants in the morning program – Total: 174 Visits
- Averaged 8 participants in the evening program – Total: 177 Visits
- After School Program – 49 Kids Enrolled
- Parents Night Out – 35 Kids Enrolled
- KAOS Program – 29 Kids Enrolled
- No Birthday Parties in September

## CUSTOMER SERVICE

- 134 total Annual Memberships sold
  - 30 new annual memberships
  - 104 annual memberships renewed
  - 167 people joined monthly
- 89 tours
  - 20 out of state
  - 69 in state
  - Number that joined annually from tours: 5
  - Number that joined monthly from tours: 2

# SPECIAL EVENTS & PROGRAMS

## GET OUT & LEARN – SEPT 4<sup>TH</sup>

- Museum | Wild About Animals
- 48 participants

## PEDAL IN THE PARK – OCTOBER 4<sup>TH</sup>

- NMB Park and Sports Complex | 33 participants
- Fire Dept and Police were there to lead the race
- Let it Glow theme

## BLUE RIDGE BUS TRIP – OCTOBER 9<sup>TH</sup>-11<sup>TH</sup>

- 46 participants
- Colors of the Blue Ridge Scenic Railway

## MOVIES @ MCLEAN (KUNG FU PANDA 4) – OCTOBER 11<sup>TH</sup> @ 7PM

- 135 in attendance
- NMB Lions Club provided concessions
- HTC sponsors the movie series

## LIGHT UP THE SKY DRONE SHOW – OCTOBER 12<sup>TH</sup>

- Tru Sol to perform concert with Drone show following
- 4000+ in attendance

## DAYCATIONS – OCTOBER 17<sup>TH</sup>

- Ramseur, NC and Ellerbee NC; Millstone Creek Orchard and The Berry Patch
- 12 participants

## HOWL O SCREAM – OCTOBER 26<sup>TH</sup>

- 2363 in attendance
- CCU Leadership class and NMB High NJROTC volunteered with set up and games
- 12 inflatables, over 25 interactive games, Magic Show, roasted marshmallows, fire safety, police tent, stilt walker, face painting

## UPCOMING SPECIAL EVENTS /PROGRAMS

- Flavors of Fall – Nov 2<sup>nd</sup>
- Get Out and Learn – Nov 6<sup>th</sup>
- Veteran’s Day Memorial- Nov 11<sup>th</sup>
- Dashing Thru the Glow – Nov 22<sup>nd</sup> & 23<sup>rd</sup>
- Great Christmas Light Show – Nov 25<sup>th</sup> – 30<sup>th</sup>

## ATHLETICS

- Basketball registration began for City of North Myrtle Beach residents on October 7, 2024 for boys and girls ages 5-15
- Open registration was available starting on October 12, 2024
- Fall sports wrapped up the last two weeks of October in soccer, volleyball, baseball, softball, and flag football
- All star teams were chosen in 10u, 12u, and 15u soccer as well as 12u, and 14u volleyball
- Adult co-ed softball continued games with starting their post season tournament the last week of October

## SPORTS TOURISM

- The economic impact for the month of October was \$2,685,820 which was up 130% from prior year
- The Lynn Lewis Foundation hosted a new event called October Pink Games which is a national event. 80 teams from all over the Southeast and East Coast travel to play in this event. The impact from this tournament was \$1,825,667. This event helps to raise awareness for breast cancer. They also partnered with the NMB Women’s Club who hosted their annual “What a Difference a Mile Makes” event that bring attention to domestic violence in our community

- USSSA Baseball hosted 87 teams at the beginning of October with an impact of \$333,983
- Top Gun Softball hosted the first weekend of their Winter World Series with an impact of \$312,701

## UPCOMING

- Basketball registration will end on November 3, 2024 or when spots are filled.
- All star soccer and volleyball teams will compete at their district tournaments in Florence, SC on November 16<sup>th</sup>, 2024. If they win their respective tournaments, they will compete November 23, 2024 at the State Tournament.
- November Sports Tourism Events
  - Top Gun Softball November 2-3
  - USSSA Baseball November 9-10
  - Top Gun Baseball November 16-17

## BEACH SERVICES

- Rental operations concluded on Sunday 10/20.
- Revenue for the month is \$82,301.00 which is \$3,157.00 or 4% down to prior year.
- Prior year operations concluded on Sunday 10/22.
- Currently organizing the warehouse to begin sorting chairs and umbrellas to ensure an accurate beginning inventory as well as identify equipment that will be repaired or removed from service.
- Rental boxes and chairs have been brought back to the warehouse for repair.
- 11/1 staff members will either transfer to Beach Services Maintenance position or to Special Event Worker for the Great Christmas Light Show.

# PARKS & GROUNDS

## Non-Routine Projects and Activities

### BEACH AND PARKWAY

- Rip Rap installation at Heritage Shores point
- Trim bushes between 41<sup>st</sup> S park and neighbors
- Demo and replace beach walkover structure in Windy Hill – 4009WW
- Hazard remediation at 6114WW, 28<sup>th</sup> S street end, 39<sup>th</sup> S street end, and 5<sup>th</sup> N and Hillside.

### RECREATION AND SPECIAL EVENTS

- Logistical support for HCS Cross Country, AFC Swim Meet, Top Gun Softball, LLF Flag football, NMBWC Domestic Violence Walk, USSSA softball, NMBP+R Boonanza, Movies at McLean, staff and retiree appreciation picnic, drone show and concert, and Pedal in the Park.
- Christmas light show installation ongoing. Also rebuilds, repairs, design, and additions.
- Artist creation of “Tribute Tree” at JBFCC

### MEDIANS AND RIGHT OF WAYS

- Main Street connector trash cleanup
- Contract landscaping at new 1<sup>st</sup> S and 62<sup>nd</sup> N parking lots.
- Remove palmetto in bed near Sky Bar on Main

### CUSTODIAL

- Strip and seal floor at City Hall atrium and Planning/PW department
- Assume cleaning of jail staff restroom
- Pressure wash JBFCC pavers

### LANDSCAPE MAINTENANCE

- Sod work at
- Fall annual flower planting ongoing – volunteer assistance from Driftwood Garden Club

## PARK AND SPORTS COMPLEX

- Fill and grading, building slab prep, sewer line, and drainage installation

## OTHER

- Open McLean Park restroom. Finalize construction of units at 62<sup>nd</sup> N parking slated to open 11/12/24.
- Tree Board finalizes review of Public Tree Ordinance. Private ordinance to come next.
- Kellam and Slone test for and obtain CPSI Certification.
- Finalize maintenance plans for 753 Parks Recreation and Beach and 751 – PSC for FY 2026 budget purposes

## UPCOMING PROJECTS

- JBFCC Gym 2 floor repair and sealing
- Arbor Day Observance and tree planting – City Hall 12/6 - 1015 am
- PSC Expansion owner-related projects, hires, and equipment acquisition