



Parks and Recreation

November 2024

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of November 2024 with 3530 packages compared to 3366 in November 2023. November marked our 19th anniversary and with that our anniversary special! We had over 200 new memberships sold during our 2-week special. We also hosted another successful food drive and were able to donate to help our community charity Hope’s Kitchen.

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	3530
December	2745	2804	2013	2652	3269	3301	

MEMBER CHECK-INS

November 2024: 20,246

November 2023: 22,341

AQUATIC PROGRAMS

- Total participation in Aquatics – 7333
- Private Lessons – 15
- Group Swim Lessons - 70
- Pre-Dolphins – 12
- Dolphins - 63
- Group Swim Lessons
- Waterslide Days
- Dolphins & Masters Swim Teams continue
- Dolphin Swim Clinics

DECEMBER PLANNED EVENTS

- Sea Haven Swims on Fridays
- Toy Drive all month
- December 4 Caring in Our Lifetime Check Presentation
- December 7 Afterschool & Dolphins in Parade
- December 14 Parents Night Out
- December 16 Merry Monday
- December 17 Staff Christmas Luncheon
- December 24 Closed at noon
- December 25 Facility closed

FITNESS PROGRAMS

- November 2024 Land Class Participation: 2,946
- 213 classes for the month
Class Average: 13.8
- November 2023 Land Class Participation: 2,882
240 classes for the month
Class Average: 12.0
- Total Orientations: 23
- Les Mills Virtual on Demand Participation: 305
- FIT-KIDS: 24

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 9 participants in the morning program – Total: 220 Visits
- Averaged 8 participants in the evening program – Total: 151 Visits
- After School Program – 49 Kids Enrolled
- KAOS Program – 22 Kids Enrolled
- Mini Camp – 32 Kids Enrolled
- 1 Birthday Party in November

CUSTOMER SERVICE

- 582 total Annual Memberships sold
 - 220 new annual memberships
 - 362 annual memberships renewed
 - 119 people joined monthly
- 101 tours
 - 16 out of state
 - 85 in state
 - Number that joined annually from tours: 39
 - Number that joined monthly from tours: 3

SPECIAL EVENTS & PROGRAMS

FLAVORS OF FALL 11/2

- 200 participants / 18 businesses
- Participants visited participating shops to sample fall treats and discover Main Street

GET OUT AND LEARN 11/6

- Nature Trail
- 33 participants
- Colors of Fall

DASHING THROUGH THE GLOW 11/22 & 11/23

- 775 participated 11/22
- 750 participated 11/23
- AFC was sponsor

Great Christmas Light Show 11/25-12/30

UPCOMING SPECIAL EVENTS /PROGRAMS

- Tree Lighting 12/3
- Wreath Making 12/5
- All City Choir Cantata 12/7 & 12/8
- Calloway Gardens Bus Trip 12/9-11
- Pet Photos with Santa 12/1 & 12/14
- Daycation 12/19

ATHLETICS

- Basketball registration wrapped up on November 3, 2024
- Over 500 participants were registered for boys and girls between the ages of 5-15.

- Evaluations were held the week of November 11th to place the players on teams.
- Practices started the week of November 18th at J Bryan Floyd Community Center and NMB Aquatic and Fitness Center
- The 12u and 14u All Star Volleyball teams compete at their district tournament in Florence, SC on November 16th in Florence, SC. Both teams brought home the championships and a chance to compete at the State Tournament November 23, 2024 in Florence, SC
- The 14u All Star Volleyball team won the SCRPA SCAP State Tournament
- The 10u, 12u, and 15u All Star Soccer teams competed at their district tournament in Florence, SC. The 10u finished runner-up in their division while the 15u team brought home the district championship and the chance to compete at the State Tournament November 23-24, 2024 in Orangeburg, SC
- The 15u fought hard all weekend at the State Tournament and finished runner-up in a very close match with Seneca

SPORTS TOURISM

- The economic impact for the month of November was \$1,166,063 which is up 13% from prior year.
- USSSA baseball hosted 91 teams the first weekend in November with an impact of \$471,101
- Top Gun Sports hosted baseball and softball tournaments in November for a combined impact of \$650,628

UPCOMING

- Basketball practices will continue for the first three weeks in December before teams will take off for the Christmas break. Practices will resume in January and then games will begin January 11, 2025
- There are no Sports Tourism events in the month of December due to The Great Christmas Light Show
- All fields will be closed for maintenance during the time of The Great Christmas Light Show

BEACH SERVICES

- Most all chairs have been sorted and repaired for next season.
- Box repair will begin mid Dec.
- Most all umbrellas have been sorted and will be repaired over the next month.
- J-1 interviews were conducted for 20 candidates.
- All rental and cart positions are in process of being posted for 2025 season.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Rip Rap installation at Heritage Shores point complete – Project closed out with DHEC/OCRM
- Demo and replace beach walkover structures in Windy Hill – 4105 and 4301WW's
- Hazard remediation at pavers at Cherry Grove Boat Ramp, and 15th N street end.

RECREATION AND SPECIAL EVENTS

- Logistical support for fall Farmers Market, Dashing through the Glow, Top Gun Baseball, and Veteran's Day
- Sod installation at Field #5, Central Park
- Christmas light show installation, rebuilds, repairs, design, and additions completed. Show opened 11/18
- Artist Nina Ortiz finalizes "Tribute Tree" at JBFCC

MEDIANS AND RIGHT OF WAYS

- Christmas decorations installed – City-wide

CUSTODIAL

- 62nd N parking lot restroom opens 11/12/24. Ongoing maintenance begins.

LANDSCAPE MAINTENANCE

- Sod work at Community Center and Municipal Complex
- Finalize fall annual flower planting
- Landscaping complete at 62nd N and 1st S new parking lots

PARK AND SPORTS COMPLEX

- Fill and grade, sewer, water, irrigation, and drainage installation. Building at soccer complex under way.

OTHER

- Tree Board finalizes review of Public Tree Ordinance.
- Finalize maintenance plan for 754 – Special Events for FY 2026 budget purposes
- Sports Field Managers Assn conference in MB. Attended by managers

UPCOMING PROJECTS

- Concrete work at McLean Park picnic shelter – (Public Works led)
- Arbor Day Observance and tree planting – City Hall 12/6 - 1015 am
- PSC Expansion owner-related projects, hires, and equipment acquisition
- Strip and seal Gym 2 floor at Community Center.