



Parks and Recreation

December 2024

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of December 2024 with 3378 packages compared to 3301 in December 2023. The AFC celebrated another wonderful holiday month as we closed out the year. We were able to donate hundreds of toys to local children thanks to our generous members. Our activities department also held their first “Jingle & Mingle” Adult craft class, a popular addition that we hope will be a new tradition.

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	3378

MEMBER CHECK-INS

December 2024: 21,263

December 2023: 19,509

AQUATIC PROGRAMS

- Total participation in Aquatics – 7020
- Private Lessons – 18
- Group Swim Lessons - 133
- Dolphins - 73
- Group Swim Lessons
- Waterslide Day
- Dolphins & Masters Swim Teams continue
- Dolphin Swim Clinics
- Christmas Parade & Dolphins Party

JANUARY PLANNED EVENTS

- Sea Haven Swims on Fridays
- January 2-11 New Year Special
- January 11 Waterslide Day
- January 20 Jr Guard Starts
- January 20 & 21 KAOS
- January 25 Pool Birthday Party

FITNESS PROGRAMS

- December 2024 Land Class Participation: 2,932
- 225 classes for the month
Class Average: 13.0
- December 2023 Land Class Participation: 2,336
217 classes for the month
Class Average: 12.0
- Total Orientations: 3
- Les Mills Virtual on Demand Participation: 248
- FIT-KIDS: 22

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 8 participants in the morning program – Total: 189 Visits
- Averaged 9 participants in the evening program – Total: 179 Visits

- After School Program – 45 Kids Enrolled
- Parents Night Out – 48 Kids Enrolled
- Mini Camp – 25 Kids Enrolled
- Adult Craft Class - 11
- 1 Birthday Party in December

CUSTOMER SERVICE

- 148 total Annual Memberships sold
 - 21 new annual memberships
 - 127 annual memberships renewed
 - 173 people joined monthly
- 57 tours
 - 50 out of state
 - 17 in state
 - Number that joined annually from tours: 1
 - Number that joined monthly from tours: 9

SPECIAL EVENTS & PROGRAMS

GREAT CHRISTMAS LIGHT SHOW DEC 1ST- DEC 30TH

- NMB Park & Sports Complex
- 2-mile drive thru light show with Santa's Village

CITY CHRISTMAS TREE LIGHTING 12/3

- McLean Park
- Local dance groups and singers entertained 500 in attendance
- Mr. and Mrs. Santa were there to visit with the kids and hand out a treat

WREATH MAKING WORKSHOP 12/5

- J Bryan Floyd Community Center
- 110 participants
- Free workshop to make Christmas wreaths with live greenery

CHRISTMAS PARADE 12/7

- Main Street
- 115 participants
- One of the area's only nighttime parade. It was a large, lively time!
- NMB Chamber helped with the registration.

ALL CITY CHOIR CHRISTMAS CANTATA 12/7 & 12/8

- Living Water Baptist Church
- Both shows were full for this free event.
- Large Choir with over 100 participants

CALLOWAY GARDENS/ CHATTANOOGA TN BUS TRIP 12/9-11

- 48 participants
- Visited Calloway Gardens, Dinner on Chattanooga Railroad

PET PHOTOS WITH SANTA 12/1 AND 12/14

- At the Park & Sports Complex Dog Park
- 132 dogs participated

WREATH MAKING WORKSHOP 12/5

- J Bryan Floyd Community Center
- 110 participants
- Free workshop to make Christmas wreaths with live greenery.

DAYCATION 12/19

- Traveled to Georgetown for candlelight Kaminski House Tour
- 10 participated

UPCOMING SPECIAL EVENTS /PROGRAMS

- Get Out & Learn 1/8/25
- NMB Winter Run 1/18/25
- Sweet Stroll 2/1/25
- Family Formal 2/15/25
- 35th Annual St Patrick's Day Parade and Festival 3/15/25

ATHLETICS

- Basketball practices continued for the first three weeks in December and then teams were off for the two weeks of Christmas break with optional practices on select days
- There are 52 teams participating in the Winter Basketball leagues with Rookie League, Girls, and Boys
- This year, the girls league was split into 7–8-year-olds, 9–10-year-olds, and 11–13-year-old girls for the first time. Rookie League is co-ed ages 5 and 6. Boys teams are divided into 7–8-year-olds, 9–10-year-olds, 11–12-year-olds, and 13–15-year-olds

SPORTS TOURISM

- There were no sports tourism events scheduled for the month of December due to The Great Christmas Light Show
- The 2025 Sports Tourism Calendar was completed with over 65 events scheduled for City of North Myrtle Beach facilities and parks
- Returning events include Fastpitch Dreams Spring Classic, Coast FA Spring Classic, Hightide Ultimate Frisbee, USSSA Global World Series, NTBA Basketball Nationals, Triple Crown Softball Summer Nationals, Top Gun Labor Day All-American Games, plus many more

UPCOMING

- Basketball games will begin on January 11th and run through the middle of February with games being played at J Bryan Floyd Community Center and North Myrtle Beach High School
- Preparation will begin for spring sports registration that begins on February 3rd
- There are no sports tourism events scheduled for January for field maintenance in preparation for upcoming season
- First sports tourism events will begin in the middle of February

THE CITY OF NORTH MYRTLE BEACH

2025

SPORTS TOURISM CALENDAR

Event Key:

PSC- Park & Sports Complex

CP- Central Park

JBFCC- J. Bryan Floyd Community Center

AFC- Aquatic & Fitness Center

Main- Main St. NMB

Softball Baseball Soccer
Basketball Ultimate Frisbee Run/ Race

January

- 4 Coastal Chairmen (AFC)
- 🏃 18 NMB Winter Run (Main)
- 18 Coastal Chairmen (AFC)

February

- 14-17 East Coast Events (PSC/ CP)
- ⚽ 21-22 NMBHS Michael Nash Tournament (PSC)
- 22-28 Fastpitch Dreams (PSC/CP)



March

- 1-7 Fastpitch Dreams (PSC/CP)
- 🏃 3-6 High Tide Ultimate (PSC)
- 6-8 USA National Prep (JBFCC)
- 8-14 Fastpitch Dreams (PSC/CP)
- 🏃 10-13 High Tide Ultimate (PSC)
- 14-16 NTBA (JBFCC)
- 15 Coastal Chairmen (AFC)
- 15-22 Fastpitch Dreams (PSC/CP)
- 🏃 17-20 High Tide Ultimate (PSC)
- 🏃 22 ShamRock N' Run (Main)
- 24-28 Grand Strand Softball Classic (PSC/CP)
- 🏃 24-27 High Tide Ultimate (PSC)
- 29-30 212 Coastal Baseball (PSC/CP)
- 23-30 Vision Elite Athletics (JBFCC)
- 31- April 4 Grand Strand Softball Classic (PSC/CP)

April

- 5-6 Southeast Sports (PSC/CP)
- 7-11 Grand Strand Softball Classic (PSC/CP)
- 12-13 NTBA (JBFCC)
- 12-13 Top Gun Sports (PSC/CP)
- ⚽ 12-13 Coast FA (PSC)
- 14-18 Grand Strand Softball Classic (PSC/CP)
- 21-25 Grand Strand Softball Classic (PSC/CP)
- 26-27 Southeast Sports (PSC/CP)
- ⚽ 26-27 Coast FA (PSC)
- 26-27 NTBA (JBFCC)



May

- 3-4 Top Gun Sports (PSC/CP)
- 10-11 212 Coastal Baseball (PSC/CP)
- 17-18 NTBA (JBFCC)
- 17-18 Southeast Sports (PSC/CP)
- 31- June 1 Southeast Sports (PSC/CP)



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Softball Baseball Soccer
Basketball Ultimate Frisbee Run/ Race

June

- 7-8 Vision Elite Athletics (JBFCC)
- 13-15 1 Movement Hoops (JBFCC)
- 14-15 Top Gun Sports (PSC/CP)
- 19-22 Southeast Sports (PSC/CP)
- 26-28 NTBA (JBFCC)
- 27-29 DC Fastpitch (PSC/CP)



July

- 10-13 Top Gun Sports (PSC/CP)
- 12-13 Big Shots (JBFCC)
- 15-18 NTBA (JBFCC)
- 15-20 Triple Crown (PSC/CP)
- 22-27 Triple Crown (PSC/CP)
- 24-26 NTBA (JBFCC)



August

- 1-3 National Fastpitch Alliance (PSC/CP)
- ⚽ 16-17 Coast FA (PSC)
- 23-24 Southeast Sports (PSC/CP)
- 29- Sept 1 Top Gun Sports (PSC/CP)

September

- 6-7 Southeast Sports (PSC/CP)
- ⚽ 12-14 Kickoff Soccer Academy (PSC)
- 13-14 Top Gun Sports (PSC/CP)
- 20-21 Southeast Sports (PSC/CP)
- 27-29 National Fastpitch Alliance (PSC/CP)



October

- 4-5 Southeast Sports (PSC/CP)
- 11-12 DC Fastpitch (PSC/CP)
- 17-19 212 Coastal Baseball (PSC/CP)
- 25-26 Top Gun Sports (PSC/CP)

November

- 1-2 Top Gun Sports (PSC/CP)
- 8-9 USSSA (PSC/CP)
- 15-16 Top Gun Sports (PSC/CP)
- 🏃 21 Dashing Through the Glow (PSC)
- 🏃 22 Dashing Through the Glow (PSC)



BEACH SERVICES

- Beach rental box repairs is ongoing.
- Scheduling recruiting participation at Coastal Carolina and local high schools.
- Beach wheelchair rentals are ongoing.
- Currently interviewing for Beach Service Beach Rental Attendant and Italian Ice Cart Attendant.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Central Park bocce court cleanup/renovation.
- Sign updates for Heritage Shore NP, Burgess Preserve, and Ingram Dunes.

RECREATION AND SPECIAL EVENTS

- Logistical support for Christmas Cantata, Parade, Arbor Day Observance, Tree lighting, and wreath making workshop
- Christmas Light Show nightly operations and repairs

MEDIANS AND RIGHT OF WAYS

- Christmas decorations installed, monitored and repaired – City-wide
- Finalize landscape and irrigation plans for 46th S parking lot. Prepare for bid.
- Off-season trimming and renovations

CUSTODIAL

- Strip and seal Gym 2 floor at Community Center, carpet cleaning at City Hall, Parking Building, public safety, and support services
- PSC Restroom deep cleaning

LANDSCAPE MAINTENANCE

- Sod work

PARK AND SPORTS COMPLEX

- EXPANSION - Sewer, water, irrigation, and drainage installation, concrete and framing for structures at soccer complex under way.
- First Responders addition to Veteran's memorial

OTHER

- Tree Board Arbor Day Observance and tree planting – City Hall 12/6 - 1015 am
- Finalize Tribute Tree and Tree planting/donation process
- Construct new faux train for GCLS
- Begin custodial trash dump body construction
- Collaborate with Engineering for design and bid documents of PSC Maintenance Bldg.

UPCOMING PROJECTS

- Concrete work at McLean Park picnic shelter January -- (Public Works led)
- PSC Expansion owner-related projects, hires, and equipment acquisition
- NRPA Maintenance Management School attendance – Slone, Hitchcock, and Lewis
- Winter walkover renovations and replacements