



Parks and Recreation

January 2025

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of January 2025 with 3588 packages compared to 3518 in January 2024. The AFC kicked off 2025 with another successful New Year’s Special. Even with a couple of snow days affecting our visits, our individual members are up higher than ever with 5,929 people currently enrolled with us.

PACKAGES

***Highest number of memberships in AFC history.**

	2018	2019	2020	2021	2022	2023	2024	2025
January	2834	3057	3018	2064	2886	3414	3518	*3588
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

January 2025: 24,699 *Affected by snow day closures.

January 2024: 29,351

AQUATIC PROGRAMS

- Total participation in Aquatics – 9041
- Private Lessons – 36
- Group Swim Lessons - 133
- Dolphins – Mayors’ Cup Conway
- Waterslide Day
- Dolphins & Masters Swim Team Practices
- Group Swim Lessons
- Beach Guard Training
- Lifeguard Certification 1 AFC staff

FEBRUARY PLANNED EVENTS

- Sea Haven Swims on Fridays
- February 3 Member Health Fair
- February 8 Waterslide Day
- February 8 Parents Night Out
- Feb. 13, 20, 27 March 6 Kids Craft Club
- February 8 Gym Birthday Party
- Staff and Member CPR Classes
- February 15 Dolphins Swim Meet
- February 28, March 1 & 2 Masters Swim Meet

FITNESS PROGRAMS

- January 2025 Land Class Participation: 4,108
- 226 classes for the month
Class Average: 18.2
- January 2024 Land Class Participation: 4410
- 249 classes for the month
Class Average: 17.7
- Total Orientations: 16

- Les Mills Virtual on Demand Participation: 287
- FIT-KIDS: 31

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 8 participants in the morning program – Total: 183 Visits
- Averaged 10 participants in the evening program – Total: 189 Visits
- After School Program – 45 Kids Enrolled
- Safe Sitter Course – 2 Kids Enrolled
- KAOS Program – 29 Kids enrolled
- 1 Birthday Party in January

CUSTOMER SERVICE

- 411 total Annual Memberships sold
 - 108 new annual memberships
 - 303 annual memberships renewed
 - 302 people joined monthly
- 93 tours
 - 19 out of state
 - 72 in state
 - Number that joined annually from tours: 18
 - Number that joined monthly from tours: 12

SPECIAL EVENTS & PROGRAMS

GET OUT & LEARN 1/8/2025

- Held at the museum with guest speaker, Charles Shelton Jr., Head of the Myrtle Beach Shark Teeth Group to discuss and learn fun facts about shark teeth we find in our local area, tips for combing the beaches for teeth, and much more.
- 65 in attendance

NMB WINTER RUN 1/18/25

- 5K/15K organized by Coastal Race Productions, this race starts on Main Street and travels down Ocean Blvd and neighboring streets.
- 944 participants

UPCOMING SPECIAL EVENTS /PROGRAMS

- Sweet Stroll 2/1/25
- Get Out & Learn 2/5/25
- ArtVentures 2/12/25
- Family Formal 2/15/25
- Daycations 2/20/25
- First Strides Begins 2/27/25
- 35th Annual St Patrick's Day Parade and Festival 3/15/25

ATHLETICS

- Youth basketball games started on January 11th for all ages and will continue through the third week in February. Games are being played at J Bryan Floyd Community Center and North Myrtle Beach High School
- Games were played Monday-Friday evenings and Saturday mornings
- Games were postponed January 22-24 due to the snowstorm
- Spring sports registration preparation began

SPORTS TOURISM

- There were no sports tourism events scheduled for the month of January due to fields being closed for routine winter maintenance
- The 2025 Sports Tourism Calendar was completed and is estimated to bring in over \$35 million in economic impact to the City of NMB in 2025. Teams will travel from all over the country to play in events at NMB facilities all year

UPCOMING

- Basketball games will wrap up on February 22, 2025 for all age groups
- All Star meetings will be held February 11 and 12 to select all-star teams in 9-10, 11-12 year old girls, and 9-10, 11-12, and 13-14 year old boys. These teams will practice and then compete at their respective district tournaments on the weekend of March 1st
- Spring sports registration will begin for City of NMB residents on February 3rd and then open to everyone on February 8th. Sports to be offered include baseball, softball, tball, soccer, and lacrosse. All registration will be conducted online
- The athletic department will be accepting sponsors for tball, softball, and baseball teams for the spring season.
- Sports tourism events return in February
 - February 14-17 USSSA Softball
 - February 21-22 Michael Nash Soccer Tournament hosted by NMB High School
 - February 24-March 28 Fastpitch Dreams Spring Classic Week 1

BEACH SERVICES

- Beach rental box repairs is still underway.
- 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

- Concrete work at McLean Park picnic shelter #1 (Street Dept conducted – Thanks to them)

RECREATION AND SPECIAL EVENTS

- New signage creation and installation at tennis and pickleball courts
- Logistical support for winter run, K(competition)

MEDIANS AND RIGHT OF WAYS

- Christmas decorations removed – City-wide
- Clean up of MS Connector right of ways

CUSTODIAL

- Off-season deep cleaning of beachfront and park restrooms

LANDSCAPE MAINTENANCE

- Landscape renovations at Municipal Complex, Shorehaven parking lot, and Barefoot and Tidewater Fire Stations.

PARK AND SPORTS COMPLEX

- EXPANSION - Framing for structures at soccer and baseball complexes. Irrigation and drainage are ongoing.
- First Responders addition to Veteran’s memorial- ongoing

OTHER

- NRPA Maintenance Management School attendance – Slone, Hitchcock, and Lewis
- Plan for Maintenance/Custodial/Landscaping Bldg. at Sports Complex
- Finalize review of Public and Private tree ordinances
- Pre-Season preparation for parking season – signage updates, ordinance review, equipment purchases, etc.
- Christmas luncheon, safety training, and mandatory HR annual training

UPCOMING PROJECTS

- PSC Expansion owner-related projects, hires, and equipment acquisition
- Winter walkover renovations and replacements