



Parks and Recreation

February 2025

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of February 2025 with 3510 packages compared to 3563 in February of 2024. Last month we hosted both a Dolphins and Masters Swim Meet, both of which were successful. Congrats to our Master’s team for coming in 1st place. Our children’s programs were packed full last month including our Kids Are Out of School, Kids Craft Club, and Parents Night Out. Lastly, our staff attended their yearly re-certification CPR classes.

PACKAGES

	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	3510
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

February 2025: 24,531

February 2024: 28,424

AQUATIC PROGRAMS

- Total participation in Aquatics – 9609
- Private Lessons – 28
- Group Swim Lessons - 42
- Dolphins Valentine’s Meet
- Masters State Meet
- Waterslide Day
- Group Swim Lessons
- Beach Guard Swim Clinics

MARCH PLANNED EVENTS

- Sea Haven Swims on Fridays
- March 8 Dolphins Swim Meet
- March 13 Citizens Academy
- March 14 Book, Game, & Puzzle Swap
- March 15 St. Patrick’s Day Festival
- March 16 Lifeguard In-Service
- March 20 Adult Craft Class
- March 22 Summer Camp Registration Starts
- March 27 Lifeguard CORE Program
- March 29 Parents Night Out

FITNESS PROGRAMS

- February 2025 Land Class Participation: 4,683
- 246 classes for the month
Class Average: 19.0
- February 2024 Land Class Participation: 4,568
- 236 classes for the month
Class Average: 19.4
- Total Orientations: 14
- Les Mills Virtual on Demand Participation: 289
- FIT-KIDS: 30

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 8 participants in the morning program – Total: 194 Visits
- Averaged 8 participants in the evening program – Total: 160 Visits
- After School Program – 44 Kids Enrolled
- Parents Night Out – 49 Kids Enrolled
- KAOS Program – 27 Kids Enrolled
- Kids Craft Club – 7 Kids Enrolled
- 1 Birthday Party in February

CUSTOMER SERVICE

- 231 total Annual Memberships sold
 - 51 new annual memberships
 - 180 annual memberships renewed
 - 309 people joined monthly
- 89 tours
 - 16 out of state
 - 72 in state
 - Number that joined annually from tours: 6
 - Number that joined monthly from tours: 12

SPECIAL EVENTS & PROGRAMS

SWEET STROLL 2/1/25

- 18 businesses participated in providing a sweet treat to all participants
- 200 participants @ \$18 per person

GET OUT & LEARN 2/5/25

- Backyard Bird Basics – McLean Park (learn about birds, best birding practices, and more.)
- 5 in attendance for this free event

ART VENTURES 2/12/25

- Lake City Moose Farms – the art of pressing flowers
- 10 participants

DAYCATION 2/27/25 FAMILY

- Center for Birds of Prey & Boone Hall Plantation
- 10 participants

FORMAL 2/15/25

- 195 guests @ \$8 per person
- Dinner, dancing, dj and photo ops for families with a Valentines theme

FIRST STRIDES

- 11 week walking workshop at the Sports Complex
- 110 women participating
- Thursdays starting 2/27/25

UPCOMING SPECIAL EVENTS /PROGRAMS

- Get Out & Learn – Out of the Ark Animal Education Show @ NMB Museum 3/5/25
- 35th Annual St Patrick’s Day Parade and Festival 3/15/25
- Shamrockin Run – 3/22/25
- Daycation – Thalian Hall Theater & The Latimer House in Wilmington 3/25/25

ATHLETICS

- Basketball games wrapped up on February 22, 2025 for all age groups
- All Star meetings were 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 practiced and then competed at their respective district tournaments on the weekend of March 1st
- Spring sports registration began for City of NMB residents on February 3rd and then opened to everyone on February 8th. Sports offered include baseball, softball, tball, soccer, and lacrosse. All registration was conducted online

- The athletic department accepted sponsors for tball, softball, and baseball teams for the spring season and is fully sponsored

SPORTS TOURISM

- Economic impact for February Sports Tourism Events was \$963,212 which is up 27% from prior year
- USSSA Softball East Coast Events hosted 49 softball teams from 10 states and Canada with an impact of \$662,034
- Fastpitch Dreams Spring Classic Week 1 saw an impact of \$221,978

UPCOMING

- Basketball all-star teams will compete in district tournaments March 1, 2025
- Spring sports registration will wrap up on March 2, 2025
- Evaluations for baseball and softball will be held March 10, 12, and 13, 2025
- Evaluations for soccer and lacrosse will be held March 17 and 18, 2025
- Practices for all sports will begin the week after evaluations
- March Sports Tourism Events
 - March 1-7 Fastpitch Dreams Spring Classic Week 2
 - March 3-6 Hightide Ultimate Frisbee Week 1
 - March 6-8 USA Prep Basketball
 - March 8-14 Fastpitch Dreams Spring Classic Week 3
 - March 10-13 Hightide Ultimate Frisbee Week 2
 - March 14-16 NTBA Basketball
 - March 15-21 Fastpitch Dreams Spring Classic Week 4
 - March 17-20 Hightide Ultimate Frisbee Week 3
 - March 24-28 Grand Strand Softball Classic
 - March 24-Hightide Ultimate Frisbee Week 4
 - March 29-30 Perfect Game Baseball
 - March 29-30 Vision Elite Basketball

BEACH SERVICES

- Beach box repairs are complete.
- All beach service trucks will be sent in for preseason maintenance.
- Staff recruiting underway.

- Completing rehire paper-work and new hire as well.
- Staffing interviews underway.
- Beach Service employment positions posted for Beach Rental Attendant, Beach Italian Ice Attendant as well as Concession Supervisor.
- Receiving beach wheel chair reservation requests.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Newly constructed Beach Access Walkovers at 62nd North Beach and 3rd North (Both are H/C accessible)
- Ingram Dunes- walk path clean up
- New bollards installed at Shorehaven Street End
- New water fountain with pet fountain- installed at the new McLean Restrooms
- Replaced signage at Burgess Preserve and Ingram Dunes

SPECIAL EVENTS

- Logistical support for AFC Swim meets, Macaroni Mania, Nash Soccer, USSSA Softball, Fast Pitch Dreams College Softball, and Facility Maintenance repair of rooftop HVAC units
- Final pieces of GCLS down and stored
- Pre-season PSC/CP Ball field Renovations
- Pressure Washing- Baseball & Soccer Complexes
- Christmas Redesign & Park Expansion Christmas Layout Designs, New Music & Programming, New Drawings for Expansion out for pricing

MEDIANS AND RIGHT OF WAYS

- Winter Trimming & Renovations
- Thai Seasons & McLean Lake Banks Renovated, Crescent Beach Medians (5)- Renovated new irrigation & topsoil and (7) total ready for new plants
- Ongoing maintenance and replacement of palmettos in Park Pointe
- JBFCC- Parking lot renovation- bushes removed

- Joseph- CDL training course completed- HGTC

LANDSCAPE MAINTENANCE

- Sea Mountain/Ocean Blvd. Median- installed pavers and pots for annual flowers
- Spring renovations underway in preparation for mulch at Hwy 17 medians, Community Center, and Fire Stations

PARK AND SPORTS COMPLEX

- New water fountain including water filling station and pet fountain- installed at Orange Playground
- Park Expansion- Hiring of Irrigation tech position and ordering of selective equipment
- First Responder Addition at Veterans Memorial in final stage - awaiting electrical hook-up and inspection
- Spring Tournaments have started with around 73 teams for baseball/softball and soccer

CUSTODIAL

- Support for Family Formal
- Pressure Washing in progress- Beach restrooms, Parking Building, JBFCC & City Hall

OTHER

- NRPA Maintenance Management School 2025 Attendees- Casey Slone, Jacob Hitchcock, Jarrett Lewis

UPCOMING PROJECTS

- 46th South Parking Lot Walkover, Irrigation, and Plantings Install- Contractor
- Walkovers renovations remaining- 1st S., 2011WW, 1319WW, 1019WW
- Pickleball complex
- Winter/Spring Planting