



Parks and Recreation

March 2025

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of March 2025 with 3545 packages compared to 3429 in March of 2024. Last month we were able to host our 2nd annual book swap, and we doubled the amount of participation compared to our first event! Our new offerings are adult art classes, the spring themed class for March sold out and was a hit with the attendees. We also hosted a community CPR class for members of the community to come and learn a valuable skill. Lastly, we opened our summer camp registration and were sold out by noon the same day!

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	3545
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

March 2025: 24,326

March 2024: 27,703

AQUATIC PROGRAMS

- Total participation in Aquatics – 8593
- Private Lessons – 56
- Group Swim Lessons - 57
- Dolphins Shamrock Meet
- CORE Program Start
- Beach Guard Swim Clinics
- Dolphins and Masters Continue

APRIL PLANNED EVENTS

- Sea Haven Swims on Fridays
- April 5 Wheelchair Basketball
- April 12 Dolphins Championship Meet
- April 19 Community CPR 9 – 12
- April 21 – 25 Spring Break Camp
- April 22 & 23 Safe Sitter Course
- April 24 Safe at Home Course
- April 24 – 27 Lifeguard Certification Course
- April 26 Pool Birthday Party 3:30 – 5:30

FITNESS PROGRAMS

- March 2025 Land Class Participation: 4334
- 251 classes for the month
Class Average: 17.30
- March 2024 Land Class Participation: 3926
- 221 classes for the month
Class Average: 17.70
- Total Orientations: 15
- Les Mills Virtual on Demand Participation: 254
- FIT-KIDS: 15

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 7 participants in the morning program – Total: 182 Visits
- Averaged 7 participants in the evening program – Total: 152 Visits
- After School Program – 44 Kids Enrolled
- Parents Night Out – 41 Kids Enrolled
- Adult Craft Class – 26 Adults Enrolled
- Book Swap – 61 Participants
- Birthday Parties – 0 held in March

CUSTOMER SERVICE

- 247 total Annual Memberships sold
 - 43 new annual memberships
 - 204 annual memberships renewed
 - 278 people joined monthly
- 69 tours
 - 16 out of state
 - 53 in state
 - Number that joined annually from tours: 1
 - Number that joined monthly from tours: 10

SPECIAL EVENTS & PROGRAMS

GET OUT & LEARN 3/5/25

- NMB Museum – Out of the Ark Animal presentation
- 90 in attendance for this free event

35TH ANNUAL ST PATRICK'S DAY PARADE AND FESTIVAL 3/15/2025

- 121 entries for televised parade
- 134 vendors
- 3 stages of entertainment
- Beautiful day with 41,000 in attendance (48% Horry County / 52% out of County)

DAYCATION 3/25/25

- Wilmington – Thalian Hall Theater and Latimer House
- 10 participants

SHAMROCKIN RUN 3/22/25

- Half Marathon, 10K and 5K starting on Main Street
- 1300 participants
- 53% were out of state with 37 states represented

UPCOMING SPECIAL EVENTS /PROGRAMS

- Get Out & Learn – 4/2/25
- Touch A Truck – 4/5/25
- Bus Trip to St Augustine Fl – 4/7-4/10
- Easter Egg Hunt – 4/19/25
- Plant Swap – 4/22/25
- Daycations (ArtFields) – 4/28/24

ATHLETICS

- Basketball all-star teams competed in district tournaments on March 1, 2025 in 10u and 12u girls and 10u, 12u, and 14u boys
- Spring sports registration wrapped up on March 2, 2025 with over 1000 kids registered for softball, baseball, tball, soccer and lacrosse with over 30 kids on the waiting list
- Evaluations for baseball and softball were held March 10, 12, and 13, 2025 and soccer and lacrosse were held March 17 and 18, 2025
- Practices for all sports began the week after evaluations
- Registration for Chiefs Summer Sports Camp began on March 1, 2025. Once again, the City of NMB Parks and Recreation has partnered with NMB High School Athletic Coaches to host summer camps in baseball, basketball, soccer, softball, lacrosse, volleyball, football, and cheerleading.

SPORTS TOURISM

- Economic impact for March Sports Tourism Events was \$5,162,355, which is down 10% from prior year due to Easter falling in March in 2024
- Fastpitch Dreams Spring Classic wrapped up with an impact of \$2,258,626 for the last three weeks of the event and a total of 118 teams
- Hightide Ultimate Frisbee hosted tournaments over 4 weeks for an impact of \$1,759,271
- The Grand Strand Softball Classic hosted their first week of tournaments with an impact of \$433,377

UPCOMING

- Spring sports games will start on April 10th for softball and tball
- Games will start for baseball and soccer on April 14th
- All sports will take a break during the HCS spring break April 21-25 and then resume April 28th
- April Sports Tourism Events
 - April 5-6 Perfect Game Baseball
 - April 7-11 Grand Strand Softball Classic
 - April 12-13 NTBA Basketball
 - April 12-13 Top Gun Baseball
 - April 12-13 Coast FA Soccer
 - April 14-18 Grand Strand Softball Classic
 - April 19-20 AAU Basketball
 - April 21-25 Grand Strand Softball Classic
 - April 26-27 NTBA Basketball
 - April 26-27 Coast FA Soccer
 - April 26-27 Perfect Game Baseball

BEACH SERVICES

- Currently interviewing for Beach Rental & Italian Ice attendant positions.
- Approximately 50% staffed.
- All Beach boxes are on the beach with equipment.
- Pre-season fleet maintenance on vehicles is nearing completion.
- Beach service operations begin April 1st.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Contractor constructed Beach Access Walkovers at 1st South and 46th South Parking Lots, 20th South Street End, and 2011WW. (All are H/C accessible)- Only 1319WW remains for FY 2025
- Repair of Central Park Soccer fence caused by DUI accident
- Construction of 4 additional KNMBB Beach Toy Recycling Bins - to be installed at Sea Mountain (after demolition of The Pelican), 8th N, 1st S, 39th S
- New showers and concrete sidewalks at beach accesses- 62nd N. and 1st South
- Implement new bi-weekly kayak launch maintenance routine

SPECIAL EVENTS

- Logistical support for AFC Swim meet, Fast Pitch Dreams College Softball, High Tide Ultimate Frisbee, St Pats Parade & Festival, Shamrock Run, Flags, Grand Strand Softball, 212 Coastal Baseball, NTBA, USA Prep & Vision Elite Basketball
- Recreational Support Assistance - PSC & CP
- Pressure Washing/ Mulching/ Assisting Renovation & Planting w/ other crews
- Christmas Redesign & Park Expansion Christmas Layout Designs, New Music & Programming, New Drawings for Expansion finalized

SPECIAL EVENTS

- Facility Maintenance repair of rooftop HVAC units

MEDIANS AND RIGHT OF WAYS

- Winter Trimming & Renovations/Mulching

- Winter Plantings - Crescent Beach Medians(7), 11Th N- majority, Hwy 17 North and south, Other Misc Locations

LANDSCAPE MAINTENANCE

- Landscape bed preparation for mulching by contractor
- Installation of 5 Cigarette receptacles placed along Main Street for KNMBB
- Began routine sweeping of 62nd N and 1st S Parking lots
- Winter plantings- trees (30), shrubs (120), grasses (200)- complete

PARK AND SPORTS COMPLEX

- Veterans Memorial clean up after First Responder/Best addition- mulched and pruned trees away from new flagpoles
- Installation of new Sports Park sponsorship signs
- New irrigation tech busy with repairs at Park and Sports Complex

CUSTODIAL

- Support for Basketball Tournaments-JBFCC, Softball/Baseball Tournaments @ CP
- Pressure Washing in progress- Beach restrooms, Parking Building, JBFCC & City Hall
- Assumption of P+R facility maintenance responsibilities

UPCOMING PROJECTS

- 46th South Parking Lot Irrigation and Plantings Install- Contractor
- Pickleball complex plan finalization
- Finish winter/Spring Planting, including annual flowers
- Parking lot sealing
- Replacement of palmettos in Park Pointe