



# Parks and Recreation

April 2025

MONTHLY REPORT

# NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of April 2025 with 3,288 packages compared to 3,412 in April of 2024. Last month marked the end of swim season with our Dolphin’s Team winning their Championship meet! We also had a schedule full of kids programming including our Spring Break Camp, Safe Sitter Classes, and Safe at Home Course. April also started the busy time training lifeguards and teaching certification courses to make sure they’re ready for summer season.

## 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	3288
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

April 2025: 20,784 \*Numbers were down due to front area being closed for a week for floor work.

April 2024: 24,779

## AQUATIC PROGRAMS

- Total participation in Aquatics – 7,348
- Private Lessons – 62
- Group Swim Lessons - 73
- Dolphins Championship Meet & end of season party
- Beach Lifeguard Swim tests
- Lifeguard Certification Classes & Swim Clinics

## MAY PLANNED EVENTS

- Sea Haven Swims on Fridays
- May 5 New Hours
- May 5 – 12 50% off joining fee special
- May 11, 25, June 1,8,15 Beach Guard Academy
- May 31 Summer Camp Training
- May Mondays & Wednesdays Pre-Dolphins Start

## FITNESS PROGRAMS

- April 2025 Land Class Participation: 3,552
- 244 classes for the month  
Class Average: 14.6
- April 2024 Land Class Participation: 3,375
- 234 classes for the month  
Class Average: 14.4
- Total Orientations: 4
- Les Mills Virtual on Demand Participation: 237
- FIT-KIDS: 13

## CHILD WATCH & ACTIVITY PROGRAM

- Averaged 9 participants in the morning program – Total: 229 Visits
- Averaged 7 participants in the evening program – Total: 145 Visits
- After School Program – 44 Kids Enrolled
- Spring Break Camp – 41 Kids Enrolled

- Safe Sitter Program – 6 Kids Enrolled
- Birthday Parties – 0 held in April

## CUSTOMER SERVICE

- 182 total Annual Memberships sold
  - 26 new annual memberships
  - 156 annual memberships renewed
  - 200 people joined monthly
- 53 tours
  - 10 out of state
  - 43 in state
  - Number that joined annually from tours: 4
  - Number that joined monthly from tours: 7

# SPECIAL EVENTS & PROGRAMS

## GET OUT & LEARN 4/2/25

- Heritage Preserve | Secrets of the Marshwalk
- 82 participants

## TOUCH A TRUCK 4/5/25

- Free event held at the NMB Park & Sports Complex 10am-2pm
- This event provides a hands-on opportunity to explore larger-than-life vehicles like fire trucks, law enforcement vehicles, construction equipment, race cars and much more! Many civic groups were on site offering unique experiences for the children to grow and learn while having fun.
- 30+ vehicles were on site | 4000 in attendance

## NMB BUS TRIPS 4/7/25– 4/10/25

- St Augustine Florida
- Travel with the Parks and Recreation team to explore other cities. It's the easiest trip you'll ever take.
- 34 participants

## NMB EASTER EGG HUNT 4/19/25

- Held at McLean Park
- 2800 in attendance
- Egg hunt split up in ages, photo ops around lake, Easter Bunny interacted with kids, DJ, treat bags given to all 1000 kids in exchange for eggs.

## PLANT SWAP 4/22/25

- Free plant swap at J Bryan Floyd Community Center courtyard
- 50 in attendance
- Participants brought plants and clippings to swap or donate. Master Gardener on hand for advice and instructions. Local Garden Clubs attended to offer services. KNMBB were on hand to educate about program.

## DAYCATIONS (ARTFIELDS) 4/28/25

- 13 participants traveled to Lake City SC to experience Artfields and Moore Family Farms.
- Each month we visit a new city, festival, or attraction to get our residents out and seeing the beautiful Carolinas through our Daycation Destinations.

## UPCOMING SPECIAL EVENTS/PROGRAMS

- Daycations 5/6/25
- Get Out & Learn 5/7/25
- Movies @ McLean 5/9/25
- Bowties & Pearls 5/10/25
- Park N Play 5/13/25
- Playground Playdates 5/20/25
- Memorial Day Program 5/26/25
- Silent Disco 5/30/25

## ATHLETICS

- Spring sports games started on April 10<sup>th</sup> for softball and tball
- Games started for baseball and soccer on April 14<sup>th</sup>
- All sports took a break during the HCS spring break April 21-25 and then resumed April 28<sup>th</sup>

- Teams will have team and individual pictures throughout the rest of the season
- Chiefs Summer Sports Camps registration continued for baseball, basketball, softball, soccer, volleyball, football, and cheerleading.

## SPORTS TOURISM

- Economic impact for April Sports Tourism Events was \$6,690,925, which is up 23% from prior year
- The Grand Strand Softball Classic hosted their final three weeks of tournaments with an impact of \$2,550,596
- NTBA basketball hosted two events with over \$900,000 in economic impact
- Coast FA Soccer hosted two weekends of tournaments with an impact of \$2,226,753

## UPCOMING

- May Sports Tourism Events
  - May 3-4 Top Gun Softball
  - May 10-11 212 Coastal Baseball
  - May 17-18 NTBA Basketball
  - May 17-18 Southeast Sports Baseball
  - May 21-June 1 Southeast Sports Baseball

## BEACH SERVICES

- Actual 2024 MTD revenue \$252,151
- Revenue is up MTD 29% or \$73,980 compared to MTD 2024 due primarily to a great weather for Easter week as well as an early Spring Break.
- Easter was observed 4/20/25.
- Beach Service employment positions are posted for Beach Rental Attendant and Italian Ice Attendant.
- Currently interviewing for all beach worker positions.
- Also attending local job fairs and recruiting events.

# PARKS & GROUNDS

## Non-Routine Projects and Activities

### BEACH AND PARKWAY

- Contractor constructed Beach Access Walkovers at 1<sup>st</sup> South and 46<sup>th</sup> South Parking Lots, 20<sup>th</sup> 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), 8<sup>th</sup> N, 1<sup>st</sup> S, 39<sup>th</sup> S
- New showers and concrete sidewalks at beach accesses- 62<sup>nd</sup> N. and 1<sup>st</sup> 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

### RECREATION

- Facility Maintenance repair of rooftop HVAC units
- P+R assumption of Department facility maintenance responsibilities – transition begun

### MEDIANS AND RIGHT OF WAYS

- Winter Trimming & Renovations/Mulching

- Winter Plantings - Crescent Beach Medians(7), 11<sup>Th</sup> 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 62<sup>nd</sup> N and 1<sup>st</sup> 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

- 46<sup>th</sup> 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