



# Parks and Recreation

May 2025

MONTHLY REPORT

# NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of May 2025 with 3,301 packages compared to 3,348 in May 2024. Last month we started our new hours and with that ran a joining special that gained us over 60 new members. Beach guard academy also got it's kickstart, along with our lifeguard classes to make sure everyone is trained up and ready for summer.

## 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	3301
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

May 2025: 20,488

May 2024: 21,962

## AQUATIC PROGRAMS

- Total participation in Aquatics – 7,332
- Private Lessons – 78
- Group Swim Lessons - 73
- Summer Swim League
- Swimming Saves Lives
- Masters Continue

## JUNE PLANNED EVENTS

- Sea Haven Swims on Fridays
- June 7 & 12 Jr Guard Swim Tests
- June 9 Summer Camp Start
- June 9 Summer Swim League Start
- June 9 – 12 Swimming Saves Lives

## FITNESS PROGRAMS

- May 2025 Land Class Participation: 2,565
- 269 classes for the month  
Class Average: 13.3
- May 2024 Land Class Participation: 2,890
- 212 classes for the month  
Class Average: 13.6
- Total Orientations: 15
- Les Mills Virtual on Demand Participation: 255
- FIT-KIDS: 15

## CHILD WATCH & ACTIVITY PROGRAM

- Averaged 8 participants in the morning program – Total: 228 Visits
- Averaged 7 participants in the evening program – Total: 151 Visits
- After School Program – 45 Kids Enrolled
- TGIF Mini Camp – 26 Kids Enrolled
- Pre-K Camp – 26 Kids Enrolled

- Beach Clean Up – 16 Participants
- Birthday Parties – 0 held in May

## CUSTOMER SERVICE

- 223 total Annual Memberships sold
  - 77 new annual memberships
  - 146 annual memberships renewed
  - 165 people joined monthly
- 76 tours
  - 17 out of state
  - 59 in state
  - Number that joined annually from tours: 12
  - Number that joined monthly from tours: 11

# SPECIAL EVENTS & PROGRAMS

## TASTE AROUND NMB

- Taste Around NMB is a self-guided restaurant touring event. 22 restaurants participated.
- 44 participated

## FISHING WITH FRIENDS 5/3/25

- 40 participants
- Sea Coast Anglers Association members helped with instruction and supplies and judged fish competitions. North Myrtle Beach Police and Fire Departments were on site to fish with participants and handout freebies.

## DAYCATIONS (LAKE CITY ARTFIELDS) 5/6/25

- 12 participants traveled to Lake City to visit Moore Family Farms and Artfields.

## GET OUT & LEARN 5/7/25

- Horseshoe | Beach Finds
- 12 participants

## FIRST STRIDES 5K 5/9/25

- 11 week walking program for women held at Sports Complex
- 111 women participated | final night consisted of 5K and awards

## MOVIES @ MCLEAN 5/9/2025

- A free movie at McLean Park.
- 85 in attendance
- Sponsored by HTC

## BOWTIES & PEARLS GARDEN PARTY 5/10/25

- 80 participated
- McLean Park | Guests dressed in their best for a picnic lunch, games and crafts. Sponsors were Boulineaus, Board and Brush, and Sweet Girlz Bakery. Tickets were \$8 per person.

## PARK N PLAY 5/16/2025

- Yow Park
- A recreation center on wheels that offers a variety of lawn games and activities children to enjoy.
- 17 attended

## PLAYGROUND PLAYDATES 5/20/25

- Playground Playdates is a monthly program for pre-school / elementary ages to come together and play. The program is FREE and consists of a quick themed activity presented by the Parks & Recreation team and then time together on the playground.
- This month's theme was Birding. Kids made crafts and learned about birds.

## UPCOMING SPECIAL EVENTS/PROOGRAMS

- Music on Main 6/5/25
- Splash N Play 6/10/25
- Music on Main 6/12/25
- Movies @ McLean 6/13/25
- Playground Playdates 6/17/25
- Daycations 6/28/25
- Music on Main 6/19/24
- Sounds of Summer 6/20/24
- Music on Main 6/26/24
- July 4<sup>th</sup> Cantata 6/28 & 6/29/25

## ATHLETICS

- Spring sports wrapped up with May except for the 7-8 coach pitch baseball and 13-15 baseball leagues who will finish on Monday June 2, 2025, due to rain outs during the season
- Each team received their end of season awards and league champions were crowned in baseball and softball
- All Stars meetings were held to select all star teams in 9-10, 11-12, and 13-14 baseball and 9-10, 11-12, 13-15 softball. Teams began practicing preparing for their respective district tournaments in June
- Chief Summer Sports Camps registration continued with over 475 registrants so far in baseball, softball, volleyball, cheerleading, basketball, football, and soccer

## SPORTS TOURISM

- Economic impact for May Sports Tourism events was \$1,661,304 which was down slightly for the prior year due to weather related issues for the month
- Perfect Game baseball hosted three events in the month totaling over \$1 million in economic impact.
- Top Gun softball also hosted close to 40 teams with over \$300,000 in direct impact to our city

## UPCOMING

- Spring sports will wrap up on June 2<sup>nd</sup>
- All star teams will compete at district tournaments. 9-10 and 11-12 softball will be played at North Myrtle Beach. 13-15 softball will be played in Myrtle Beach. This will be June 6-9, 2025
- 9-10 baseball will play in Aynor, SC, 11-12 baseball will play in Georgetown. This will start June 11, 2025
- 13-14 baseball will play in Andrews, SC starting June 21, 2025
- June Sports Tourism Events
  - June 6-9 SCAP All Star Softball Tournament 10u and 12u
  - June 7-8 Vision Elite Basketball
  - June 13-15 1 Movement Hoops Basketball
  - June 14-15 Top Gun Softball
  - June 19-22 Perfect Game Baseball
  - June 26-28 NTBA Basketball
  - June 27-29 DC Fastpitch Softball

## BEACH SERVICES

- There were 10 weather interference days (2 during Memorial Day Weekend) for the month vs. Prior Year.
- Staffing levels for May have been adequate.
- Rental revenue is down \$89,000 or 16% to prior year. There are a total of seven rental locations that are not in operation due to beach erosion in Cherry Grove.
- Italian Ice revenue is down \$7,700 or 24% to prior year due primarily to staff availability.
- Interviewing for beach rental attendant and Italian ice positions are almost complete.

# PARKS & GROUNDS

## Non-Routine Projects and Activities

### BEACH AND PARKWAY

- Fertilize Dune grass
- Contract painting of 6<sup>th</sup>, 21<sup>st</sup> Beach Restrooms and PSC Amphitheater
- 46th South Beach Access Walkover- Handicap Carts, Mats
- KNMBB Beach Toy Recycling Bins- installed at Beach Accesses 8<sup>th</sup> N, 1<sup>st</sup> S, 39<sup>th</sup> S
- New Adopt An Access signage installed
- Bi-weekly kayak launch maintenance routine- Ongoing
- Facility Maintenance work on beach showers, restrooms, etc.

### SPECIAL EVENTS

- Logistical support for Southeast Sports Baseball, Top Gun Baseball & Softball, 212 Coastal Baseball, NTBA Basketball, SOS Parade, OD Music Festival, Memorial Day Flags & Parking, Fishing with Friends
- Beach Restroom pressure washing prior to Contractor Painting
- Mulching/ Assisting Renovation & Planting w/ other crews
- Christmas Redesign/ Park Expansion Christmas Layout & Electrical Plan Layouts, Redo Musicland Tree Light String
- Add supplemental Main St Stage Lights after Painting & Electrical Redo Completed

### MEDIANS AND RIGHT OF WAYS

- Winter Tree Planting/Renovating
- Replacement of Park Pointe Palmettos
- Replacing Plantings @ 1<sup>st</sup>, 62<sup>nd</sup>, 6<sup>th</sup>, etc. continuing
- J. Lewis obtains ISA Arborist Certification, 6 Pesticide Applicator Certifications acquired by staff

### LANDSCAPE MAINTENANCE

- Contract bed mulching
- Spring annual flower planting – 85% complete

## PARK AND SPORTS COMPLEX

- Administration Building addition- capped irrigation and relocated shrubs within park
- In house layout and installation of batting cage structures- concrete placed
- PSC Expansion Contractor activity update –
  - Current
    - Building framing, siding, and window frames
    - Baseball complex irrigation, sidewalk, curb, drainage, MEP, and electrical conduit installation
    - Soccer field lighting fixture installation
  - Upcoming
    - Landscape planting
    - Phase 3 Santee Cooper infrastructure installation
    - Baseball field light pole erection and batting cage concrete slab
    - Champion's Blvd curb and gutter
    - Trellis and flagpole installation
    - Baseball dugout concrete

## CUSTODIAL/ FACILITY MAINTENANCE

- Support for Basketball Tournaments-JBFCC, Softball/Baseball Tournaments @ CP
- Assumption of P+R facility maintenance responsibilities
- JBFCC- Roof Ladder added

## UPCOMING PROJECTS

- 46<sup>th</sup> South Parking Lot Irrigation and Plantings Installation postponed until Oct'25
- Pickleball complex plan finalization
- Fire hydrant trimming
- Relocate shower at 17<sup>th</sup> S street end, Contract painting of RR building
- Sod at Sea Mountain drawbridge landscape
- Non-beach parking lot sealing
- PSC expansion owner-related furnishings and equipment acquisition and installation (including playgrounds)
- Incremental staff ramp-up for PSC Expansion maintenance