



Parks and Recreation

June 2025

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of June 2025 with 3,318 packages compared to 3,433 in June 2024. June kicked off our always busy Summer Camp! The kids are having an awesome time in the sold out camp. Our Summer Swim League Team is also in full swing and competing weekly for their summer trophies. Lastly, we were able to host 'Swimming Saves Lives' again for over 100 people. This program for our the community, helps teach those of all ages how to swim at no cost.

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	3318
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

June 2025: 20,413

June 2024: 22,467

AQUATIC PROGRAMS

- Total participation in Aquatics – 7,332
- Private Lessons – 96
- Group Swim Lessons - 107
- Summer Swim League – 40
- Summer Swim League and Masters Continues
- Beach Guard Academies
- July 12 Waterslide Day

JULY PLANNED EVENTS

- Sea Haven Swims on Fridays
- July 4 Facility Closed
- July 14 After School Registration Open
- July 29 & 30 Safe Sitter Classes
- July 31 Safe at Home Classes

FITNESS PROGRAMS

- June 2025 Land Class Participation: 3,113
- 244 classes for the month
Class Average: 12.8
- June 2024 Land Class Participation: 2,770
- 209 classes for the month
Class Average: 13.2
- Total Orientations: 6
- Les Mills Virtual on Demand Participation: 297
- FIT-KIDS: 14

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 16 participants in the morning program – Total: 384 Visits
- Averaged 7 participants in the evening program – Total: 143 Visits
- Camp Summer Blast – 134 Kids Enrolled
- Jr Counselor Program – 17 Kids Enrolled
- Birthday Parties – 1 held in June

CUSTOMER SERVICE

- 166 total Annual Memberships sold
 - 45 new annual memberships
 - 121 annual memberships renewed
 - 198 people joined monthly
- 81 tours
 - 15 out of state
 - 66 in state
 - Number that joined annually from tours: 9
 - Number that joined monthly from tours: 12

SPECIAL EVENTS & PROGRAMS

MOVIES @ MCLEAN 6/13/2025

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

MUSIC ON MAIN 6/5, 12, 19, 26/25

- Free concert 6:30pm – 8:30 pm featuring different bands
- Sponsored by CCNB
- 2500-3500 in attendance

SOUNDS OF SUMMER 6/20/25

- Free concert at the NMB Park & Sports Complex amphitheater
- Sponsored by SCBlue
- 2000 in attendance

PARK N PLAY 6/11/2025

- NMB Park & Sports Complex – Soccer playground
- A recreation center on wheels that offers a variety of lawn games and activities children to enjoy.
- 26 attended

PLAYGROUND PLAYDATES 6/17/25

- 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 Alligators. Kids made crafts and learned about saw a real alligator.

DAYCATIONS (WILMINGTON) 6/18/25 & 6/25/25

- 15 participants traveled to Trask Family Farm and Museum.

SPLASH AND PLAY 6/10/25

- Partnering with Fire Department, a pop up splash pad for kids.
- Held at J Bryan Floyd Community center parking lot.
- 132 in attendance

JULY 4TH CANTATA 6/28 & 6/29/25

- Free All City Choir performance @ Living Water Baptist Church
- 750 tickets were given out for each concert

ATHLETICS

- Spring sports wrapped up on June 2nd
- All star teams competed at district tournaments. 9-10 and 11-12 softball played at North Myrtle Beach. 13-15 softball will be played in Myrtle Beach on June 6-9, 2025
- The 11-12 softball team placed 2nd at their district tournament which secured their spot in the SCAP State Tournament held in Dillon, SC on June 20-22 and was crowned SCRPA SCAP State Champs for the first time!
- 9-10 baseball all-stars played in Aynor, SC, 11-12 baseball played in Georgetown on June 11, 2025
- 11-12 baseball all-stars won their district tournament and will play in the DYB State tournament on July 12-16, 2025 in Florence, SC
- Chief Summer Sports Camps registration continued with over 710 registrants so far in baseball, softball, volleyball, cheerleading, basketball, football, lacrosse and soccer

SPORTS TOURISM

- The economic impact for June Sports Tourism events was \$4,780,791 which was down 12% from the prior year due to one less weekend on the calendar for the month of June
- Three basketball tournaments (1 Movement Hoops, Vision Elite, and NTBA) hosted events that brought in over \$2.4 million in impact
- Top Gun softball also hosted close to 60 teams with over \$575,000 in direct impact to our city
- Diamond Classic Fastpitch hosted a softball event for 14u teams with an impact of over \$760,000.

UPCOMING

- 11-12 Ozone Baseball all stars will play in the DYB State tournament in Florence, SC on July 12-16, 2025
- Chiefs Summer Sports Camps will wrap up with basketball and lacrosse in July
- Fall youth sports registration will begin on July 14th for City of NMB residents and open registration on July 19th for soccer, volleyball, flag football, baseball, and softball
- July Sports Tourism Events
 - July 5-6 Southeast Sports
 - July 10-13 Top Gun Sports Summer Nationals
 - July 18-20 Southeast Sports
 - July 23-27 Triple Crown Softball Summer Nationals 10u, 12u, 14u
 - July 30-August 3 Triple Crown Softball Summer Nationals 16u, 18u

BEACH SERVICES

- There were 6 significant weather interference days for the month of June.
- MTD revenues are down approximately 11% \$136,003 compared to PY at time of report.
- Rental revenue is down 10% or \$115,865 compared to PY at the time of report.
- Italian Ice revenues are down 15% or \$20,138 compared to PY at the time of report.
- Transactions are down 11% to prior year due primarily to weather.
- Beach Services successfully hired a total of 80 Beach Rental Attendants and Italian Ice Attendants as well as 20 J-1 students.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- “No Golf Carts Beyond This Point” signage installed at 6th S and 21st S.- safety issue
- Installed newly donated Rotary Club trash cans at Cherry Grove Boat Ramp Parking
- McLean Park Spruce-up in preparation for Park of Honor- Flags up 6-28 thru 7-13
- Sink signage installed at Beach Access Restrooms- to help sand from clogging drain lines
- Installation of gravel to end of kayak launch to eliminate trip hazard at low tide
- Facility Maintenance work on beach showers, restrooms, water fountains, etc.

SPECIAL EVENTS

- Logistical support for Southeast Sports Baseball, DC FastPitch Softball, Top Gun Baseball & Softball, 212 Coastal Baseball, NTBA Basketball, Memorial Day Flags & Parking, Music on Main, and SCAP Softball
- 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

MEDIANS AND RIGHT OF WAYS

- Replacing Plantings @ 1st, 62nd, 6th, etc. continuing
- J. Lewis obtains ISA Arborist Certification, 6 Pesticide Applicator Certifications acquired by staff, D Allen re-obtains Cat 5 and 6
- Hazardous tree removal at 1312 Hillside and 2912 Diane Circle

LANDSCAPE MAINTENANCE

- Contract bed mulching- Completed
- Completed trimming at the new IT Building
- Spring annual flower planting – complete, replanting as needed- ongoing
- Installed new sod at the Drawbridge Sign- 14 pallets

PARK AND SPORTS COMPLEX

- PSC Expansion Contractor activity update –
 - Current
 - Building framing, siding, and window frames, and entry trellises
 - Baseball complex irrigation, sidewalk, curb, drainage, MEP, and electrical conduit installation. Also grading and amending clay infields
 - Soccer field lighting fixture wiring and Baseball fixture installation
 - Landscape planting and mulching
 - Lot and road paving, base course
 - Upcoming
 - Phase 3 Santee Cooper infrastructure installation
 - Batting cage concrete slab
 - Champion’s Blvd curb and gutter
 - Flagpole installation
 - Baseball dugout concrete

CUSTODIAL/ FACILITY MAINTENANCE

- Continued assessment and assumption of P+R facility maintenance responsibilities
- JBFCC- Tent installed over leaking A/C unit to prevent leaks during Basketball tournament
- Concrete placed for relocating shower at 17th South Street End- Standard and H/C
- Replacement goals installed prior to Tournaments
- Pressure wash pavers and walks at City Hall

UPCOMING PROJECTS

- Finalize Public Grounds Division Re-Organization – Effective 7/24/25
- 46th South Parking Lot Irrigation and Plantings Installation postponed until Oct’25
- Pickleball complex plan finalization
- 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