Parks and Recreation

July 2025

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of July 2025 with 3,335 packages compared to 3,399 in July 2024. Summer is in full swing at the AFC, with Birthday Parties being one of our most popular activities. Summer camp and Summer Swim League are still going on along with offering Safe Sitter and Safe at Home classes while the kids are out of school. Lastly, we were able to host another Teach Supplies Charity Drive this year. Thanks to our generous members we were able to donate 23 boxes of supplies to local teachers!

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	3335
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

July 2025: 25,522

July 2024: 21,938

AQUATIC PROGRAMS

- Total participation in Aquatics – 7,528
- Private Lessons – 66
- Group Swim Lessons - 106
- Summer Swim League – 41
- Masters Continues & Pre-Dolphins start
- NMBHS & Christian Academy start practices
- NMBHS Swim Meet

PLANNED EVENTS

- Sea Haven Swims on Fridays
- August 7 – 29 Pre-Dolphins
- August 18 1st Day back to school
- August 20 Sand Filter Change-Therapy pool closed
- August 23 Parents Night Out
- August 23 NMBHS Swim Meet

FITNESS PROGRAMS

- July 2025 Land Class Participation: 3,514
- 276 classes for the month
  Class Average: 12.7
- July 2024 Land Class Participation: 3,135
- 239 classes for the month
  Class Average: 13.1
- Total Orientations: 8
- Les Mills Virtual on Demand Participation: 232
- FIT-KIDS: 19

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 16 participants in the morning program – Total: 420 Visits
- Averaged 6 participants in the evening program – Total: 126 Visits
- Camp Summer Blast – 134 Kids Enrolled
- Jr Counselor Program – 17 Kids Enrolled
- Safe Sitter Program – 8 Kids Enrolled
- Birthday Parties – 3 held in July

CUSTOMER SERVICE

- 173 total Annual Memberships sold
    - 32 new annual memberships
    - 141 annual memberships renewed
    - 194 people joined monthly
- 72 tours
    - 13 out of state
    - 59 in state
    - Number that joined annually from tours: 5
    - Number that joined monthly from tours: 5

SPECIAL EVENTS & PROGRAMS

JULY 4TH FIREWORKS

- Cherry Grove Pier

MOVIES @ MCLEAN 7/11

- A free movie at McLean Park. (Ratatoullie)
- 110 in attendance
- Sponsored by HTC

MUSIC ON MAIN 7/3,7/10, 7/17, 7/24, 7/31

- Free concert 6:30 pm-8:30 pm featuring different artists

- Sponsored by CCNB
- 2500-3500 in attendance

SOUNDS OF SUMMER 7/18

- Free concert at the NMB Park & Sports Complex amphitheater
- Sponsorsed by SCBlue
- 2200 in attendance

PARK N PLAY 7/8

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

PLAYGROUND PLAYDATES 7/15

- 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 Skunks. Kids made crafts and touched a live skunk.

DAYCATIONS 7/22 & 7/29

- 15 participants traveled to Fort Fisher for a food tour

UPCOMING

- Music on Main every Thursday
- Splash N Play 8/12/25
- Park N Play 8/13/24
- Movies @ McLean 8/8/25
- Playground Playdates 8/19/25
- Artventures 8/20/25
- Daycations 8/27/25
- Sounds of Summer 8/15/25

ATHLETICS

- 11-12 Ozone Baseball all stars played in the DYB State tournament in Florence, SC on July 12-16, 2025 and were crowned State Champions. They secured their place at the DYB World Series in Lexington SC August 1-6, 2025
- Chiefs Summer Sports Camps wrapped up with basketball and lacrosse in July. Over 735 kids participated in camps this summer, this was a 17% increase from prior summer.
- Fall youth sports registration began July 14th for City of NMB residents and open registration on July 19th for soccer, volleyball, flag football, baseball, and softball

SPORTS TOURISM

- The economic impact for July Sports Tourism events was $10,054,031 which was up $150,000 from prior year
- Three basketball tournaments (Big Shots and NTBA) hosted events that brought in over $3.8 million in impact
- Top Gun Baseball and Softball hosted Summer Nationals tournament with an impact over $2.3 million
- Triple Crown Fastpitch hosted two weeks of softball tournaments with an impact of $3.5 million with teams traveling from 27 different states.

UPCOMING

- 11-12 Ozone Baseball all stars will play in the DYB World Series in Lexington, SC August 1-6, 2025
- Fall youth sports registration will wrap up on August 10th, 2025
- Evaluations will be held August 20-21 and August 25-27
- Fields at the Sports Complex and Central Park will be closed for maintenance until August 16th for soccer and August 23 for baseball/softball
- August Sports Tourism Events
    - August 16-17 Coast FA Soccer
    - August 23-24 Perfect Game Baseball
    - August 29-September 1 Top Gun Sports All American Games

BEACH SERVICES

- Recorded 10 significant weather interference days for the month compared to 9 days prior year.
- Total Beach Service revenue at time of report is estimated to be down 2% $2,221 to prior year.
- Total Rental revenue at the time of the report is estimated to be up 2% $22,384 compared to prior year.
- Total Cart revenue at the time of report is estimated to be down 23% $24,605 compared to prior year.
- Staffing levels have been maintained throughout the month.
- Will see the loss of some staff due to school in August.

PARKS & GROUNDS

Non-Routine Projects and Activities

PARKS/BEACH/ RIGHT OF WAYS

- Map/order and replace signage for Heritage Preserve
- Replace grill at McLean
- Obstruction removal on Bryan Street
- Fill coquina wash out at 28thS parking
- Add new park bench next to tennis courts at McLean
- Addition of new concrete trash cans with Parks and Rec logo
    - Central Park, 50thN, 4thS, 16thS, 20thS, 37thS, 46thS
- Pressure Wash Cherry Grove Commercial Kayak launch ramp and residential
- Clean shower pads, 17th S daily checking, Vac Truck clean out shower catch bases

PARK AND SPORTS COMPLEX/ TREES & CONTRACTS

- 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
        - Irrigation lake well completed
        - Landscape planting and mulching
        - Sod and Sprigs for soccer fields and commons
        - Lot and road paving, base course
        - Playground installation Phase II Soccer complex
    - Upcoming
        - Phase 3 Santee Cooper infrastructure installation
        - Batting cage concrete slab
        - Champion's Blvd curb and gutter
        - Flagpole installation
        - Baseball dugout concrete
        - Playground installation Phase II Baseball Complex
        - Building picnic tables, benches, and bleachers
- Addition of new parks and rec logo concrete trash cans to baseball complex
- Rotary Club mini-library additions- baseball complex, soccer complex, orange playground, lake parking
- Tree Removals - Heritage @Madison, 4996 Saltmarsh, 916 Edge, Gym 2 JBFCC
- Champion Blvd Resod- 10 pallets

LANDSCAPE MAINTENANCE

- Contract bed mulching- Completed
- Completed trimming at the new IT Building
- Clean up of median drive-thru damages- Thai Seasons median
- Spring annual flower planting – complete, replanting as needed- ongoing
- Installed new sod at the Drawbridge Sign- 14 pallets
- JBFCC – remove 16 majestic Hawthorns, rework irrigation & install sod- 2 pallets

CUSTODIAL/ FACILITY MAINTENANCE / EQUIPMENT MAINTENANCE

- Transfer of Jason Lockard – Electrician from facilities Maintenance to Public Grounds – Supervisor of 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
- Welding Framework Pieces for GCLS

SPECIAL EVENTS

- GCLS Set Up has begun
- Logistical support for Southeast Sports Baseball, Top Gun Baseball & Softball, Triple Crown Softball, NTBA Basketball, Big Shots Basketball, Music on Main, Sounds of Summer, City Fireworks, July 4 Cantata
- Mulching/ Sod Renovation w/ other crews
- GCLS Park Expansion Electrical & Layout Logistics

UPCOMING & ON-GOING PROJECTS

- GCLS Castle Revamp
- Concrete Pad for Concessions Cooler
- Finalize Public Grounds Division Re-Organization – Effective 7/24/25
- Incremental staff ramp-up for Park & Sports Complex Expansion maintenance
- 46th South Parking Lot Irrigation and Plantings Installation postponed until October 25
- Pickleball complex plan finalization
- Non-beach parking lot sealing
- Park & Sports Complex expansion owner-related furnishings and equipment acquisition and installation (including playgrounds)