



# Parks and Recreation

August 2025

MONTHLY REPORT

# NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of August 2025 with 3,270 packages compared to 3,344 in August 2024. Summer is winding down at the AFC. While Summer Camp and Summer Swim League have finished, After School and Pre-Dolphins have started back up. Parents Night out was packed full with the kids making their own ice cream that night.

## 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	3270
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

August 2025: 23,671

August 2024: 20,168

## AQUATIC PROGRAMS

- Total participation in Aquatics – 6,602
- Private Lessons – 76
- Group Swim Lessons -62
- Pre-Dolphins – 20
- Adult Swim Lessons – 5
- Masters Continues & Dolphins start
- September 13 Waterslide Day
- Lifeguard inservice training

## PLANNED EVENTS

- September 7 Lifeguard inservice
- September 8 Dolphins Practice Starts
- September 10 – 11 Blood Drive in Parking Lot
- September 13 Community CPR Class 12:30 – 2:30
- September 18 Adult Craft Club
- September 24 McLeod Stroke Group
- September 27 Birthday parties in gym 12:30-2:30 & 3:30-5:30
- September 27 Irish Italian Festival Booth

## FITNESS PROGRAMS

- August 2025 Land Class Participation: 3,355
- 239 classes for the month  
Class Average: 14.0
- August 2024 Land Class Participation: 2,893
- 212 classes for the month  
Class Average: 13.6
- Total Orientations: 8
- Les Mills Virtual on Demand Participation: 281
- FIT-KIDS: 13

## CHILD WATCH & ACTIVITY PROGRAM

- Averaged 13 participants in the morning program – Total: 344 Visits
- Averaged 5 participants in the evening program – Total: 106 Visits
- Camp Summer Blast – 134 Kids Enrolled
- Jr Counselor Program – 17 Kids Enrolled
- Parents Night Out – 44 Kids Enrolled
- Birthday Parties – 0 held in August

## CUSTOMER SERVICE

- 178 total Annual Memberships sold
  - 42 new annual memberships
  - 136 annual memberships renewed
  - 186 people joined monthly
- 86 tours
  - 13 out of state
  - 73 in state
  - Number that joined annually from tours: 17
  - Number that joined monthly from tours: 10

## RECREATION COMMISSION

- Meeting held July 23<sup>rd</sup> at City Hall. Parks and Recreation Director Matt Gibbons presented an overview of the department
- On August 27<sup>th</sup>, Parks and Recreation Director and Assistant Director Jim Grainger gave Recreation Commission members a tour of the Parks and Sports Complex Expansion.

# SPECIAL EVENTS & PROGRAMS

## MOVIES @ MCLEAN 8/8

- A free movie at McLean Park. (Frozen)
- 113 in attendance
- Sponsored by HTC

## MUSIC ON MAIN 8/7, 8/14, 8/21, 8/28

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

## SPLASH N PLAY 8/12

- Partnered with NMB Fire to offer water activities for kids
- Free event held at J Bryan Floyd Community Center parking lot
- 101 in attendance

## SOUNDS OF SUMMER 8/15

- Free concert at the NMB Park & Sports Complex amphitheater
- Elton John tribute - Rocketman
- Sponsored by ScBlue
- 3100 in attendance

## PLAYGROUND PLAYDATES 8/19

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

## ARTVENTURES 8/20

- Sweetgrass basket making held at J Bryan Floyd Community Center

## DAYCATIONS (BROOKGREEN GARDENS) 8/27 & 28

- 20 participants traveled to Brookgreen Gardens to experience their new exhibit.

## UPCOMING

- Get Out and Learn 9/3/2025
- Plant Swap 9/10/2025
- 9/11 Memorial Service 9/11/25
- Music on Main every Thursday in September
- Movies @ McLean 9/12/25
- Plant Swap 9/19/25
- Daycations 9/17/25
- Sounds of Summer 9/19/25
- Irish Italian International Festival 9/27/25

## ATHLETICS

- 11-12 Ozone Baseball all-stars played in the DYB World Series in Lexington, SC August 1-6, 2025, and went undefeated. They were crowned as the World Series Champions, which is the first for the City of North Myrtle Beach.
- Fall youth sports registration wrapped up on August 10<sup>th</sup>, 2025, with over 950 participants registered in baseball, softball, soccer, flag football, and volleyball
- Evaluations were held August 20-21 and August 25-27 and all players were placed on teams to begin practices
- Fields at the Sports Complex and Central Park were closed for maintenance until August 16<sup>th</sup> for soccer and August 23<sup>rd</sup> for baseball/softball

## SPORTS TOURISM

- The economic impact for August Sports Tourism events was \$1,156,215 which was up over \$330,000 from prior year.
- Coast FA hosted their final event of the year with 84 teams and an impact of over \$900,000
- Perfect Game Baseball hosted 31 teams with an impact over \$245,000.
- All fields were closed for maintenance from August 4<sup>th</sup>-August 15<sup>th</sup> with baseball closed additionally until August 23<sup>rd</sup>

## UPCOMING

- Fall youth sports practices will begin and continue in to the first two weeks of September
- Games will start for soccer and volleyball the week of September 15<sup>th</sup> and for baseball, softball, and flag football the week of September 22<sup>nd</sup>
- September Sports Tourism Events
  - August 29-September 1 Top Gun Sports All American Games
  - September 6-7 Perfect Game Baseball
  - September 12-14 KOSA Soccer
  - September 13-14 Top Gun Sports
  - September 20-21 Perfect Game Baseball
  - September 27-28 Perfect Game Baseball

## BEACH SERVICES

- Recorded ten significant weather interference days for the month compared to nine prior year.
- Month to date revenue is up 8% or \$47,887 compared to prior year
- High school and college students returned to school by mid-August, however staffing is still sufficient to handle customer demand.
- An additional truck section was created to handle the loss of staff and respond to customer demand.
- Staffing will be limited to approximately 15 to 18 employees daily after September 15<sup>th</sup>.

## PARKS & GROUNDS

### Non-Routine Projects and Activities

#### PARKS/BEACH/ RIGHT OF WAYS

- Coast FA Soccer tournament
- Replace signage at Heritage Preserve
- Parking lot sealing – McLean Park, Management Services, Windy Hill FS, JBFCC, CP(1&2), PSC BB Round-about
- Replace power cable to McLean lake fountain

- Add “No Bird Feeder” sign at 62ndN Parking lot
- Pressure Wash Cherry Grove Commercial Kayak launch ramp and residential
- Clean shower pads, 17th S daily checking

## 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 and pump complete – Santee to hookup power
    - Landscape planting and mulching
    - Sprigs for soccer commons
    - Lot and road paving, base course
    - Playground installation Phase II baseball complex
  - Upcoming
    - Phase 3 Santee Cooper infrastructure installation
    - Batting cage – paint, cables for nets, carpet
    - Champion’s Blvd - curb, gutter, and paving
    - Flagpole installation
    - Baseball dugout concrete
    - Christmas route – electrical along road and paving
    - Building picnic tables, benches, and bleachers
- Addition of new parks and rec logo concrete trash cans to baseball complex
- Pressure wash Message sign on Champion Blvd
- Tree Removals – Oak @ 33rdS, Bay Tree @ PSC Amphitheater
- Baseball complex and fields re-sod- 15 pallets
- Coast FA Soccer Tournament
- Top Gun Summer National check-in – 18k+ people at park

## LANDSCAPE MAINTENANCE

- Additional fertilizer for grow-in period added to new sod locations- JBFCC and Drawbridge Sign
- Added new IT Building to landscape maintenance routine- every two weeks
- Added extra weed control spraying to high profile turf areas- City Hall, Drawbridge Landscape, Sea Mountain and MSC medians

## CUSTODIAL/ FACILITY MAINTENANCE

- Custodial maintenance services added to new PW building and IT building
- Hiring process of a full-time and part-time to ensure proper staffing
- Consolidated priority list of facility issues for Jason- 83 issues as of 8-26

## EQUIPMENT MAINTENANCE

- McLean Park water fountain replacement
- Set 3 additional concrete benches at 6th S Street end restrooms
- Rebuilt a 12' section of walk footbridge at Heritage Shores
- Repaired irrigation control for soccer side due to lightning strike
- Repaired broken 8" irrigation line
- Installed new Memorial Bench at Heritage Shores
- Completed GCLS aluminum framework welding of 20+ pieces for expansion
- Began putting together dugout benches and picnic tables for new park expansion

## 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 PSC Expansion maintenance
- 46<sup>th</sup> 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)