



# Parks and Recreation

September 2025

MONTHLY REPORT

# NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of September 2025 with 3,528 packages compared to 3,255 in September 2024. Dolphins practice is back in full swing and will run through the year until school ends. Our adult craft club was a hit, selling out to a full class who were able to make fun fall themed welcome mats. We ended our month tabling at the Irish-Italian Festival.

## 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 | 3528 |
| 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

September 2025: 21,221

September 2024: 19,108

## AQUATIC PROGRAMS

- Total participation in Aquatics – 7,178
- Private Lessons – 73
- Group Swim Lessons -71
- Dolphins – 50
- Adult Swim Lessons – 9
- Masters & Dolphins Continue
- October 11 Waterslide Day

## PLANNED EVENTS

- October 1-19 Pumpkin Contest
- October 6 Mobile Mammogram
- October 13&14 Kids Are Out of School Program
- October 16 Zumba Dance Party
- October 18 Parents Night Out
- October 18 Dolphins Pumpkinhead Meet
- October 25 Buddy Up Against Breast Cancer Walk
- October 30 20<sup>th</sup> Anniversary Ribbon Cutting 1:30

## FITNESS PROGRAMS

- September 2025 Land Class Participation: 3,112
- 220 classes for the month  
Class Average: 14.1
- September 2024 Land Class Participation: 2,807
- 222 classes for the month  
Class Average: 12.6
- Total Orientations: 12
- Les Mills Virtual on Demand Participation: 288
- FIT-KIDS: 17

## CHILD WATCH & ACTIVITY PROGRAM

- Averaged 8 participants in the morning program – Total: 210 Visits
- Averaged 5 participants in the evening program – Total: 107 Visits
- After School Program – 57 Kids Enrolled
- Adult Craft Class – 30 Enrolled
- Birthday Parties – 2 held in September

## CUSTOMER SERVICE

- 153 total Annual Memberships sold
  - 31 new annual memberships
  - 122 annual memberships renewed
  - 184 people joined monthly
- 116 tours
  - 20 out of state
  - 96 in state
  - Number that joined annually from tours: 7
  - Number that joined monthly from tours: 38

## RECREATION COMMISSION

- Meeting held September 24<sup>th</sup> at City Hall. Amanda Player Wofford, Athletic & Sports Tourism Manager gave a presentation on the Athletic Department and Sports Tourism.

## SPECIAL EVENTS & PROGRAMS

### MOVIES @ MCLEAN (FINDING NEMO) – SEPTEMBER 12<sup>TH</sup> 7PM

- 118 in attendance
- NMB Lions Club provided refreshments
- HTC sponsors the movie series

## MUSIC ON MAIN

- Sept 4<sup>th</sup> – The Entertainers | 3100 attendance
- Sept 11<sup>th</sup> – The Embers | 3500 attendance
- Sept 18<sup>th</sup> – Jeb Mac Band | 2850 attendance
- Sept 25<sup>th</sup> – Gary Lowder & Smokin Hot | 2900 in attendance

## GET OUT & LEARN – SEPTEMBER 3<sup>RD</sup>

- Heritage Preserve
- Secrets of the Saltmarsh | 30 in attendance

## PLANT SWAP – SEPTEMBER 16<sup>TH</sup>

- J Bryan Floyd Community Center courtyard
- 1pm – 4pm
- Participants brought plants and clippings to swap
- 70 participated

## 911 MEMORIAL SERVICE – SEPTEMBER 11<sup>TH</sup>

- Held before Music on Main
- Lions Club partnership | Embers performed Patriotic

## SOUNDS OF SUMMER – SEPTEMBER 19<sup>TH</sup>

- Southern Sky Eagles Tribute | 4200 attendance

## 21<sup>ST</sup> ANNUAL IRISH ITALIAN INTERNATIONAL FESTIVAL- SEPTEMBER 27<sup>TH</sup>

- Rain with Tropical Storm Watch - 45 Vendors
- Two stages of entertainment
- Low attendance due to weather 7,000+ in attendance

## UPCOMING

- Get Out & Learn – 10/1
- NC Wine Country Bus Trip – 10/7-9
- Movies @ McLean – 10/11
- Pedal in the Park – 10/3
- Concert and Drone Show – 10/11

- \SCWF Habitat Workshop – 10/21
- Halloween BOOnanza – 10/25
- Flavors of Fall – 11/1

## ATHLETICS

- Fall youth sports practices continued into the first two weeks of September, beginning with soccer and volleyball
- Games started 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>
- Preparation began for winter basketball season with registration starting October 6<sup>th</sup>-November 2<sup>nd</sup>
- Adult co-ed softball league began playing with 5 teams participating on Tuesday and Thursday evenings

## SPORTS TOURISM

- The economic impact for September Sports Tourism events was \$5,411,793 which was up over 70% from prior year
- Top Gun Sports hosted All American Games over Labor Day weekend which an impact over \$3,500,000
- On Friday August 29, 2025 over 2700 players checked in at the North Myrtle Beach Park and Sports Complex
- Kickoff Soccer Academy tournament hosted 74 teams over two days with over \$560,000 in economic impact
- Perfect Game Baseball hosted three events in the month, with over \$850,000 in impact.

## UPCOMING

- Games for fall youth sports will continue through the end of October
- All Star teams will be chosen in 10u, 12u, 14u volleyball and 10u, 12u, 15u soccer, teams will be chosen by head coaches in each league
- Winter basketball registration will begin October 6<sup>th</sup> for City of North Myrtle Beach residents and October 11<sup>th</sup> for open registration
- October Sports Tourism Events
  - October 4-5 Perfect Game Baseball
  - October 11-12 DC Fastpitch
  - October 18-19 Perfect Game Baseball
  - October 25-26 Top Gun Softball

# BEACH SERVICES

- Recorded 6 significant weather interference days for the month.
- Actual month to date revenue for September is \$320,774 vs \$305,267 prior year for an increase of 5%.
- Staffing is satisfactory for the month.
- The beach is divided into several drive sections serviced by trucks into October.

# PARKS & GROUNDS

## Non-Routine Projects and Activities

### PARKS/BEACH/ RIGHT OF WAYS

- Heritage Preserve cleanup for Media Day- fill washouts, trim along path
- Replace power cable to McLean lake fountain
- Start process for new restroom at Hill Street Park

### PARK AND SPORTS COMPLEX/ TREES & CONTRACTS

- PSC Expansion update
  - Current
    - Entry trellises and lighting
    - Baseball complex irrigation, sidewalk, curb, drainage, MEP, and electrical conduit installation. Also grading and amending clay infields
    - Curbing, Landscape planting and mulching, Lot and road paving, Hydro-seeding
  - Upcoming
    - Santee Cooper infrastructure installation
    - Champion's Blvd curb, gutter, paving, lighting, and landscaping
    - Owner related installations – Batting cage turf, picnic tables, benches, bleachers, and trash receptacles

### LANDSCAPE MAINTENANCE

- Fall Annual Flower prep
- Overseeding preparation

- Removed Juniper bed in 11<sup>th</sup> N. ROW for future Yaupon Garden Club planting
- Reclaim and delineate Farmers Market parking
- Renovate Horseshoe flower beds - Constructed block wall, lay sod, rework irrigation

## CUSTODIAL/ FACILITY MAINTENANCE

- Continue integration of P+R Facilities into the P+R work plan, Issue prioritization 1-3, (including 51 issues completed this month)
- JBFCC- Gym floor warranty work set for 10/27-11/10
- JBFCC- HVAC unit replacement work set for 11/3-11/7
- Installed light photocell sensor for PSC Admin

## EQUIPMENT MAINTENANCE

- New Mechanic hired
- GCLS Castle turret design and reconfiguration design, including turret footer and slab, for permanent location in Expansion
- Replaced border fencing at Yow Park

## SPECIAL EVENTS

- GCLS Set Up – Existing Park approximately 65-70% complete, Park Expansion 10-15% complete
- Additional GCLS Electrical Panel planning and installation
- Logistical support for Kick Off Soccer Academy, Southeast Sports Baseball, Top Gun Baseball & Softball, Music on Main, Sounds of Summer, AFC Swim Meet & Events, 9/11 Memorial Program, Flags, Irish Italian International Festival, Pink Ribbon Run, Shaggers on the Strand Fun Sunday & Fun Monday Events, Rec Support when possible

## UPCOMING & ON-GOING PROJECTS

- Off-season restroom painting prioritization
- Concrete Pad for Concessions Cooler
- Incremental staff ramp-up for PSC Expansion maintenance
- 46<sup>th</sup> South Parking Lot Irrigation and Landscape - postponed from Spring
- Pickleball complex bids received, bid evaluation ongoing
- Non-beach parking lot sealing
- Planning for 20<sup>th</sup> Tree City USA Anniversary Celebration and planting