



Parks and Recreation

October 2025

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of October 2025 with 3,235 packages compared to 3,221 in October 2024. Last month was our annual Breast Cancer Charity Drive! Over the month we hosted a Pumpkin Contest, the Mobile Mammogram Truck, a Zumba Glow Party, and our 3rd Annual Buddy Up for Breast Cancer Walk. And to top off the end of the festive month we announced the AFC's 20th Anniversary and upcoming expansion!

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	3235
November	2705	2799	2025	2630	3225	3366	3530	
December	2745	2804	2013	2652	3269	3301	3378	

MEMBER CHECK-INS

October 2025: 21,836

October 2024: 20,717

AQUATIC PROGRAMS

- Total participation in Aquatics – 8,345
- Private Lessons – 57
- Group Swim Lessons -72
- Adult Swim Lessons - 9
- Dolphins – 52
- Pumpkin Head Swim Meet – 75
- Masters & Dolphins Continue

PLANNED EVENTS

- November 3-15 Anniversary Special (Joining fee waived)
- November 8 Wellness Fair 9-12
- November 7,8,&9 Breast Cancer Swim Meet
- November 10 Charter Members Honor
- November 12 Member Appreciation Luncheon 11:00-12:30
- November 13 Zumba Glow Party 6:30
- November 15 Waterslide Day
- November 15 CPR Class
- November 17 90's Club
- November 17 Maintain Don't Gain Start
- November 20 Twilight Ai Chi Class
- November 21 Family Day 5:30-7:00

FITNESS PROGRAMS

- October 2025 Land Class Participation: 3,640
- 260 classes for the month
Class Average: 14.0
- October 2024 Land Class Participation: 3,312
- 249 classes for the month
Class Average: 13.3
- Total Orientations: 6
- Les Mills Virtual on Demand Participation: 251
- FIT-KIDS: 14

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 8 participants in the morning program – Total: 205 Visits
- Averaged 5 participants in the evening program – Total: 106 Visits
- After School Program – 62 Kids Enrolled
- Parents Night Out – 33 Kids Enrolled
- KAOS Program – 29 Kids Enrolled
- Birthday Parties – No birthday parties in October

CUSTOMER SERVICE

- 153 total Annual Memberships sold
 - 16 new annual memberships
 - 137 annual memberships renewed
 - 205 people joined monthly
- 123 tours
 - 29 out of state
 - 94 in state
 - Number that joined annually from tours: 1
 - Number that joined monthly from tours: 19

RECREATION COMMISSION

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

SPECIAL EVENTS & PROGRAMS

GET OUT AND LEARN – OCTOBER 1

- Beach | Shark Tooth Hunting
33 participants

PETAL IN THE PARK- OCTOBER 3

- NMB Park and Sports Complex | 42 participants
- Fire Dept and Police were there to lead the race
- Let it Glow theme

NC WINE COUNTRY BUS TRIP – OCTOBER 7– 9

- 46 participants

MOVIES @ MCLEAN (MONSTERS INC) – OCTOBER 10 @ 7PM

- 102 in attendance
- NMB Lions Club provided concessions
- HTC sponsors the movie series

GET OUT AND LEARN – OCTOBER 20

- SC Wildlife Federation workshop
13 in attendance

DAYCATIONS – OCTOBER 30

- Wilmington NC / Latimer House and Ghost Walk
- 12 participants

HOWL O SCREAM – OCTOBER 25

- 2383 in attendance
- CCU Leadership class and NMB High NJROTC volunteered with set up and games
- 12 inflatables, over 25 interactive games, Magic Show/Pirate Show, roasted marshmallows, fire safety, police tent, stilt walker, face painting

UPCOMING

- Flavors of Fall – Nov 1
- Get Out and Learn – Nov 5
- Silent Sing Along – Nov 7
- Veteran’s Day Memorial- Nov 11
- Tree Planting / Expansion Celebration – Nov 14
- Dashing Thru the Glow – Nov 21 & 22

- Great Christmas Light Show – Nov 24 – Dec 30
- Pet Photos – Nov 30

ATHLETICS

- Games for fall youth sports continued through the end of October and wrapped up with teams receiving their end of season awards
- All Star teams were chosen in 10u, 12u, 14u volleyball and 10u, 12u, 15u soccer, teams were chosen by head coaches in each league
- Winter basketball registration began October 6th for City of North Myrtle Beach residents and October 11th for open registration

SPORTS TOURISM

- The economic impact for October Sports Tourism events was \$1,171,850, which was down 56% from previous year.
- This was due to a DC Fastpitch event canceled due to the coastal storm. There were 48 out of town teams registered for this event and in 2024, Lynn Lewis Foundation hosted a women's flag football event which rotates sites each year. This event brought in \$1.8 million impact and is planned to return in 2027.
- Perfect Game Baseball hosted three events in the month, with over \$750,000 in impact.
- Top Gun Sports hosted 30 teams with a \$390,000 impact

UPCOMING

- All Stars teams in volleyball and soccer will prepare for their district tournaments
- Volleyball will play in Johnsonville and soccer will play in Sumter, both on November 15th weekend
- Basketball registration will conclude on November 2, 2025.
- Basketball evals will take place in the week of November 10th for three nights
- Basketball practices will begin the week of November 17th, then take off for Thanksgiving week and resume the first week in December
- November Sports Tourism Events
 - November 1-2 Top Gun Softball
 - November 8-9 Perfect Game Baseball
 - November 15-16 Top Gun Baseball

- Fields will shut down November 17th for The Great Christmas Light Show and winter maintenance.

BEACH SERVICES

- Rental operations concluded on Sunday 10/19.
- Revenue for the month is \$75,241 which is \$7,060.00 or 9% down on the previous year. Prior year operations concluded on Sunday 10/20.
- Currently organizing the warehouse to begin sorting chairs and umbrellas to ensure an accurate beginning inventory as well as to accurately identify equipment that will be repaired or removed from service.
- Rental boxes and chairs have been brought back to the warehouse for repair.
- 11/1 staff members will either transfer to Beach Services Maintenance position or to Special Event Worker for the Great Christmas Light Show.

PARKS & GROUNDS

Non-Routine Projects and Activities

PARKS/BEACH/ RIGHT OF WAYS

- 46th South parking lot irrigation and landscape installation- (Contractor)
- Central Park Fields 3&4 investment recovery process begun
- Beach Access closures from dune erosions. Dunes made safe and re-opened
- Over seed preparation and rye seed Hill Street Park, McLean Park, and Central Park

PARK AND SPORTS COMPLEX/ TREES & CONTRACTS

- Seasonal field renovation begun
- Over seed preparation and rye seed common grounds
- PSC Expansion update –
 - Current
 - Baseball complex irrigation, sidewalk, curb, drainage, MEP, and electrical conduit installation. Also grading and amending

- clay infields and sodding of baseball fields and common grounds
 - Curbing, Landscape planting and mulching, Lot and road paving, Hydro-seeding
 - Access road from Phase 1 to Phase 2
 - Upcoming
 - Main Entrance monument sign
 - 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 planting 90% complete, only Sports Complex remains
- Overseeding locations-14 of 16 complete, Pocket Parks remain
- Renovations at Farmers Market and Aquatic and Fitness Center

CUSTODIAL/ FACILITY MAINTENANCE

- P+R Facilities maintenance repairs- 26 issues completed this month
- JBFCC- HVAC unit replacement work set for 11/10 – 11/17
- Go Ape Building porch repairs
- GCLS electrical panels- in house hookups- 75% complete
- Offseason Beach Restroom painting- ongoing
- JBFCC entrance- pavers pressure washed
- Repaired damages to electrical/fiber at PSC expansion tie-in
- AFC logo repainted

EQUIPMENT MAINTENANCE

- Cooler slab for concessions- poured, electrical installation in-progress
- Erection of GCLS Castle turret, truss and walls
- GCLS ticket booth remodeling and painting work
- P&R Surplus disposal list grows- 20 pieces currently

SPECIAL EVENTS

- GCLS Set Up – Existing Park approximately 65-70% complete, Park Expansion 10-15% complete
- Additional GCLS Electrical Panel planning, installation, inspection, and service application
- 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, and Shaggers on the Strand Fun Sunday & Fun Monday Events.

UPCOMING & ON-GOING PROJECTS

- Incremental staff ramp-up for PSC Expansion maintenance
- Pickleball complex bids received, contract award pending
- Non-beach parking lot sealing
- JBFCC- Gym floor warranty work upcoming
- 20th Anniversary Tree City USA Celebration and tree planting