



# Parks and Recreation

November 2025

MONTHLY REPORT

# NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of November 2025 with 3,629 packages compared to 3,530 in November 2024. The month of November kicked off the start of our big 20<sup>th</sup> Anniversary! It was a big month for us, we hosted a Wellness Fair, a Member Appreciation Lunch, a Zumba Party and Special Limited 'Glow' Classes. We also had our most successful joining special yet, with over 400 new members signed up! Lastly we capped off our anniversary by announcing our 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	<b>3,629*</b>
December	2745	2804	2013	2652	3269	3301	3378	

**\*Highest total membership packages in facility history.**

## MEMBER CHECK-INS

November 2025: 20,513

November 2024: 20,246

## AQUATIC PROGRAMS

- Total participation in Aquatics – 8,383
- Private Lessons – 52
- Group Swim Lessons -54
- Adult Swim Lessons - 3
- Dolphins – 50
- Masters - 41
- Masters & Dolphins Continue

## PLANNED EVENTS

- December 12 Water Polo Team Info Session 6pm
- December 15 Merry Monday
- December 17 Dolphins Party 4:30 – 6:00
- December 20 Dolphins Meet
- December 20 Parents Night Out
- December 22 & 29 Kids Craft Camps
- December 24 Facility close @ Noon
- December 25 Facility closed
- December 31 Facility close @ 5
- January 1 Facility closed
- January 2 – 10 New Year Joining Special

## FITNESS PROGRAMS

- November 2025 Land Class Participation: 3,945
- 230 classes for the month  
Class Average: 17.1
- November 2024 Land Class Participation: 2,946
- 213 classes for the month  
Class Average: 13.8
- Total Orientations: 35
- Les Mills Virtual on Demand Participation: 296
- FIT-KIDS: 15

## CHILD WATCH & ACTIVITY PROGRAM

- Averaged 8 participants in the morning program – Total: 202 Visits
- Averaged 5 participants in the evening program – Total: 81 Visits
- After School Program – 56 Kids Enrolled
- Wellness Fair – 31 Businesses Participated
- Birthday Parties – 1 Party held in November

## CUSTOMER SERVICE

- 766 total Annual Memberships sold
  - 414 new annual memberships
  - 352 annual memberships renewed
  - 135 people joined monthly
- 144 tours
  - 26 out of state
  - 118 in state
  - Number that joined annually from tours: 54
  - Number that joined monthly from tours: 5

## RECREATION COMMISSION

- Meeting held November 19th at City Hall. Angel Sylvester, Special Events and Program Manager gave a presentation highlighting the programs her division offers throughout the year.

## SPECIAL EVENTS & PROGRAMS

### FLAVORS OF FALL 11/1

- 200 participants / 18 businesses
- Participants visited participating shops to sample fall treats and discover Main Street in NMB

## GET OUT AND LEARN 11/5

- Ed Piotrowski, meteorologist with WPDE, held a weather information seminar.
- NMB Museum
- 35 attended this free program
- Get Out and Learn is a monthly program held at NMB locations with focus on nature education.

## SILENT SING A LONG 11/7

- NEW event held at McLean Park
- A ticketed event (\$12). Included movie, headphones, beach chair, and popcorn.
- Participants watched The Wicked movie under the stars at McLean Park with headphones. They sang their heart out without disturbing others.

## DASHING THROUGH THE GLOW 11/21& 11/22

- 775 participated 11/21
- 750 participated 11/22
- First chance to see the lights at the Great Christmas Light Show. Only time to walk/run the light show.
- Ticketed event (\$15-\$25) included medal, hot cocoa and Santa's Village.

## GREAT CHRISTMAS LIGHT SHOW 11/24-12/30

The Great Christmas Light Show is a park-wide lighted celebration! The drive through light show will feature over 2 million lights festively displayed along a 2-mile drive throughout the North Myrtle Beach Park & Sports Complex. Over 500 magical light displays, some up to 55 feet tall, have been custom made for The Great Christmas Light Show. Visitors will experience NEW enchanting animated figures and holiday scenes where the lights will come to life. After journeying through the light show, everyone is invited to park their car and visit Santa's Village where they can enjoy hot chocolate and s'mores, get an up-close look at the lights on the Santa Express Train Ride, and, of course, meet Santa!

## Admission - Prices

- \$20 Standard Vehicles (Non-Village Nights)
- \$25 Standard Vehicles (Village Nights)
- \$50 Oversized Vehicles (All Nights)
- \$100 Charter Busses (Admitted Mon-Thurs only)

## UPCOMING

- Tree Lighting 12/2
- Wreath Making 12/4
- Christmas Parade 12/6
- All City Choir Cantata 12/6 & 12/7
- Biltmore Bus Trip 12/7-12/9
- Calloway Gardens Bus Trip 12/9-11
- Pet Photos with Santa 11/30 & 12/13
- Daycation 12/17

## ATHLETICS

- All Stars teams in volleyball and soccer prepared for their district tournaments
- Volleyball played in Johnsonville and soccer played in Sumter, both on November 15<sup>th</sup> weekend
- 10u Volleyball competed in all stars for the first time ever
- 12u Volleyball All Stars and 12u Soccer All Stars finished runner-up
- 14u Volleyball All Stars and 15u Soccer All Stars were both crowned Eastern District Champions and received a bid to compete at the State Tournaments in Pickens, SC and Florence, SC respectively.
- Both teams competed in tough brackets, also being crowned SCRPA SCAP State Champions. This was back-to-back championships for the 14u Volleyball team
- Basketball registration concluded on November 2, 2025.
- Basketball evals took place in the week of November 10<sup>th</sup> for three nights
- Basketball practices began the week of November 17<sup>th</sup>, then took off for Thanksgiving week to resume the first week in December

# SPORTS TOURISM

- The economic impact for November Sports Tourism events was \$1,424,694, which was up 27% from previous year.
- Top Gun Sports hosted two events that had an impact of over \$828,000
- Perfect Game baseball hosted an event with 84 teams and an impact over \$533,000

## UPCOMING

- Basketball practices will resume the week of December 1, 2025 for three weeks
- Teams will take a break for two weeks over the holidays and resume January 5, 2026
- Games will begin January 9, 2026
- Fields will remain closed for winter maintenance and the Great Christmas Light Show
- There are no sports tourism events scheduled for December and January

# BEACH SERVICES

- Most all chairs have been sorted and repaired for next season.
- Box repair will begin mid Dec.
- Most all umbrellas have been sorted and will be repaired over the next month
- J-1 interviews are underway
- All rental and cart positions are in process of being posted for 2026 season

# PARKS & GROUNDS

## Non-Routine Projects and Activities

### PARKS/BEACH/ RIGHT OF WAYS

- Christmas decorations City-wide and marketing GCLS decorations at Tanger Outlet
- McLean decorating and mulching in preparation of tree lighting
- Sports Field Conference
- Over seed baseball fields

## PARK AND SPORTS COMPLEX/ TREES & CONTRACTS

- Seasonal field renovation
- Over seed ball fields
- Sports Field Conference
- Tree City USA tree planting of 250 trees in PSC Expansion
- GCLS light installation at walk path along baseball fields and lake path
- 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, top dress sod with sand
    - Curbing, Landscape planting and mulching, Lot and road paving, Hydro-seeding
    - Base anchor building
  - Upcoming
    - Final pre-certification water and sewer connection and pressure test
    - Champion's Blvd curb, gutter, paving, lighting, and landscaping
    - Owner related installations – Benches, bleachers, picnic tables, and trash receptacles

## LANDSCAPE MAINTENANCE

- Trimmed and mulched beds around newly renovated IT building and AFC
- Extra care at Fire Stations for voters prior to election day.
- Holiday decorating at McLean Park, PSC Amphitheatre and City Hall trees

## CUSTODIAL/ FACILITY MAINTENANCE

- Replaced Baseball electrical logic board Building D
- Soccer trellis lights replaced (existing Park)
- JBFCC- HVAC units (4) replaced
- AFC sprinkler repairs in Racquetball courts and Child watch rooms
- Concessions cooler wiring installed from panel to distribution box
- JBFCC roof leak found and patched over Jazzercise room
- Installed Park Information Sign at CGBR kiosk

- Assisted with pre-renovation dismantling/relocating amenities at Central Park
- Offseason Beach Restroom painting- CGBR complete, Towers on the Grove in progress
- JBFCC Jazzercise and Foyer floors refinished during Thanksgiving break
- JBFCC wall and paint repair in admin office

## EQUIPMENT MAINTENANCE

- Annual fire extinguisher recertification
- Serviced all golf carts for GCLS and Rec team
- Assisted with GCLS crew with light set-up
- Welded hinge stops with pins on gates in new expansion

## SPECIAL EVENTS

- GCLS Set Up & Operations
- Logistical support for Southeast Sports Baseball, Top Gun Baseball & Softball, AFC Swim Meet & Events, NMB Humane Society Sniffari, Veterans Program & Flags, Dashing Through the Glow, and AFC breast Cancer event

## 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
- AFC pool heat exchanger replacement (3 units)