



Parks and Recreation

January 2026

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of January 2026 with 3,658 packages compared to 3,588 in January 2025. January kicked off the new year along with our January membership special. We had over 100 new people sign up, and are more packed than ever. We also launched our first app for the AFC. Members can now access information, sign up for classes, and scan their pass straight from their phone!

PACKAGES

	2019	2020	2021	2022	2023	2024	2025	2026
January	3057	3018	2064	2886	3414	3518	3588	3658
February	3039	3068	2154	2989	3428	3563	3510	
March	2954	COVID	2075	2846	3359	3429	3545	
April	2844	COVID	2190	2846	3250	3412	3288	
May	2819	2268	2203	2676	3277	3348	3301	
June	2811	2119	2358	2969	3314	3433	3318	
July	2814	2031	2359	2735	3432	3399	3335	
August	2752	1894	2378	2963	3362	3344	3270	
September	2724	1890	2366	2962	3241	3255	3528	
October	2819	1966	2391	2979	3274	3221	3235	
November	2799	2025	2630	3225	3366	3530	3629	
December	2804	2013	2652	3269	3301	3378	3330	

MEMBER CHECK-INS

January 2026: 27,415

January 2025: 24,699

AQUATIC PROGRAMS

- Total participation in Aquatics – 9,096
- Private Lessons – 56
- Group Swim Lessons – 50
- Dolphins – 44
- Masters – 28
- Masters & Dolphins Continue
- Water Polo to start
- CORE & Beach Guard Training Feb 7 – May 9

PLANNED EVENTS

- February 7, 9, & 12 Staff CPR Courses
- February 10 Adult Craft Club
- February 14 Parents Night Out
- February 16 & 17 KAOS Program
- February 25 Girls Night Out
- February 27, 28 & March 1 Masters Swim Meet
- March 5 Book & Puzzle Swap
- March 13, 20, & 27 TGIF Camps
- March 14 St. Patty's Parade

FITNESS PROGRAMS

- January 2026 Land Class Participation: 5,619
- 232 classes for the month
Class Average: 24.2
- January 2025 Land Class Participation: 4,108
- 226 classes for the month
Class Average: 18.2
- Total Orientations: 24
- Les Mills Virtual on Demand Participation: 321
- FIT-KIDS: 18

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 12 participants in the morning program – Total: 305 Visits
- Averaged 8 participants in the evening program – Total: 152 Visits
- After School Program – 56 Kids Enrolled
- KAOS Program – 50 Kids Enrolled
- Birthday Parties – 4 Party held in January

CUSTOMER SERVICE

- 402 total Annual Memberships sold
 - 135 new annual memberships
 - 267 annual memberships renewed
 - 261 people joined monthly
- 107 tours
 - 26 out of state
 - 81 in state
 - Number that joined annually from tours: 18
 - Number that joined monthly from tours: 10

RECREATION COMMISSION

- Meeting was held on January 21, 2026 at City Hall. Director Matt Gibbons presented potential capital improvement projects. The Recreation Commission will review those projects for further discussion with staff.

SPECIAL EVENTS & PROGRAMS

Get Out & Learn 1/7/2026

- Held at the museum with guest speaker, Out of the Ark, to discuss animals. They bring a variety of animals to hold, touch and learn. 30 in attendance

NMB Winter Run 1/17/26

- Organized by Coastal Race Productions, this race starts on Main Street and travels down Ocean Blvd and neighboring streets.
- 1,001 total participants; 30 States & Canada were represented
- 63% female, 37% male

UPCOMING

Get Out & Learn 2/4/26

Sweet Stroll 2/7/26

ArtVentures 2/12/26

Family Formal 2/21/26

36th Annual St Patrick's Day Parade and Festival 3/14/26

ATHLETICS

Athletics

- Youth basketball games started on January 9th for all ages and will continue through the third week in February. Games are being played at J Bryan Floyd Community Center and North Myrtle Beach High School
- Games were played Monday-Friday evenings and Saturday mornings
- Spring sports registration began on January 26th for City of NMB residents and open registration on January 31st
- Sports offered this spring are tball, baseball, softball, soccer, lacrosse and volleyball

SPORTS TOURISM

- There were no sports tourism events scheduled for the month of January due to fields being closed for routine winter maintenance
- The 2026 Sports Tourism Calendar was completed and is estimated to bring in over \$40 million in economic impact to the City of NMB in 2026. Teams will travel all over the country to play in events at NMB facilities all year
- The Winter Run took place January 17th with 1001 participants from 30 states and Canada

UPCOMING

- Basketball games will wrap up on February 12, 2026, for all age groups

- All Star meetings will be held February 9-11 to select all-star teams in 9-10, 11–12-year-old girls, and 9-10-, 11-12-, and 13–14-year-old boys. These teams will practice and then compete at their respective district tournaments on February 28, 2026
- Spring sports registration will continue until February 22, 2026. All registration will be conducted online
- The athletic department will be accepting sponsors for tball, softball, and baseball teams for the spring season.
- Sports tourism events return in February
 - February 14-16 USSSA Softball (First event on PSC expansion fields)
 - February 20-21 Michael Nash Soccer Tournament hosted by NMB High School
 - February 22-March 20 Fastpitch Dreams Spring Classic Week
 - February 28- Leashes and Beaches K9 Competition

BEACH SERVICES

- Beach rental box repairs is still underway.
- Scheduling recruiting participation at Coastal Carolina and local high schools.
- Currently interviewing for Beach Service Beach Rental Attendant and Italian Ice Cart Attendant.

PARKS & GROUNDS

Non-Routine Projects and Activities

- NRPA MMS attendees- 3 Supervisors

PARKS/BEACH/ RIGHT OF WAYS

- Christmas decorations Main Street wreaths- taken down
- Street End trimming and mulching 62ndN, Cherry Grove Boat Ramp, 6thN-17thN
- Central Park field renovations
- Snow Flake take down around City
- Tanger Outlet Christmas décor takedown
- Spray out winter weeds in non-overseeded areas, fertilize rye grass
- Walkover renovations 1505, 1007

PARK AND SPORTS COMPLEX/ TREES & CONTRACTS

- Field base anchor check measurements and adjust
- Fertilize all rye grass areas
- Water newly planted trees
- Field Light measuring footcandles in key areas on fields and close to residential area
- 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
 - Set home plates and start setting base anchors
 - 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

- Take down of City Hall Tree
- Pruned all Muhly Grass locations in landscape bedding
- Shorehaven parking lot- collected and removed unsightly trash and debris
- Removed unsuitable dirt from median at PSC and replaced with topsoil to aid flowers
- Continued winter trimming at Lift Stations- Belle Park, LD Lane and Seabrooke Plantation
- Treated for moles at JBFCC and MSC sign
- Irrigation shut off maintenance preparations for cold weather- ongoing

CUSTODIAL/ FACILITY MAINTENANCE

- Beach and park fountains and showers winterized prior to freezing temps- ongoing
- Replaced wall heater PSC concessions bldg. A
- Service calls for 11 maintenance issues at AFC
- Began new roof installations- two sections at JBFCC
- Added heaters in wall chases to prepare for freezing temps at Beach restrooms
- Repaired gutter downspouts on storage building-PSC

EQUIPMENT MAINTENANCE

- Full-time Mechanic- off-site training for CDL
- Off season walkover minor repairs underway- WW5104, 4th
- Preventative, off-season servicing of Beach Services vehicles- ongoing
- Paint and remote receiver to finish scoreboards in expansion
- New sponsorship signage switched out, measurements for expansion
- PSC irrigation quotes for bore to repair broken wires
- Assist with GCLS takedown- Fat Lady
- 26 repair tickets this month

SPECIAL EVENTS

- GCLS Take down, Inventory, Organize & Repairs
- Logistical support for Winter Run, Department Luncheon

UPCOMING & ON-GOING PROJECTS

- Incremental staff ramp-up for PSC Expansion maintenance
- Pickleball complex construction start date – still TBD
- JBFCC- Gym floor warranty work upcoming
- AFC pool heat exchanger replacement (3 units)