



Parks and Recreation

February 2026

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of February 2026 with 3,695 packages compared to 3,588 in February 2025. During February our staff refreshed their CPR knowledge and Beach Lifeguards starting their training for summer. Activities stayed busy with an Adult Craft Club, Parents Night Out, and Kids Are Out of School Programs all running. We had a very successful drive for the Humane Society and were able to give a large donation to the shelter. Lastly, we ended the month with our first ever Girls' Night Out event and our Annual Masters Swim Meet.

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	3695
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

February 2026: 24,518

February 2025: 24,531

AQUATIC PROGRAMS

- Total participation in Aquatics – 9,383
- Private Lessons – 58
- Group Swim Lessons – 31
- Dolphins – 41
- Masters – 238
- Masters & Dolphins Continue
- Water Polo to start
- February 14 Waterslide Day

PLANNED EVENTS

- March 5 Book & Puzzle Swap
- March 5 – May 9 CORE Program
- March 13, 20, & 27 TGIF Camps
- March 14 St. Patty's Parade
- March 19 – 22 Lifeguard Certification
- March 21 Summer Camp Registration
- March 26 Citizen's Academy

FITNESS PROGRAMS

- February 2026 Land Class Participation: 3,467
- 170 classes for the month
Class Average: 23.2
- February 2025 Land Class Participation: 4,683
- 246 classes for the month
Class Average: 19.0
- Total Orientations: 21
- Les Mills Virtual on Demand Participation: 279

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 11 participants in the morning program – Total: 250 Visits
- Averaged 9 participants in the evening program – Total: 167 Visits
- After School Program – 56 Kids Enrolled

- KAOS Program – 50 Kids Enrolled
- Adult Craft Class – 17 Enrolled
- Birthday Parties – 1 Party held in February

CUSTOMER SERVICE

- 262 total Annual Memberships sold
 - 77 new annual memberships
 - 185 annual memberships renewed
 - 290 people joined monthly
- 88 tours
 - 25 out of state
 - 63 in state
 - Number that joined annually from tours: 13
 - Number that joined monthly from tours: 12

RECREATION COMMISSION

Meeting held January 21st at City Hall. Director Matt Gibbons discussed a list of Capital Projects the department has compiled as a 5–8 year wish list. City Council will ultimately determine which projects are approved. Matt reviewed several proposed projects under consideration, including a new Recreation and Community Center, indoor basketball/volleyball courts, additional classrooms, and park improvements.

SPECIAL EVENTS & PROGRAMS

Sweet Stroll 2/7/26

- 21 businesses participated in providing a sweet treat to all participants
- 200 participants @ \$20 per person
- Experience a variety of delicious sweet treats while you visit participating businesses along Main Street in North Myrtle Beach at this one-day self-guided dessert tasting event.

Get Out & Learn 2/4/26

- Shark Tooth Forensics – Museum
- 32 in attendance for this free event
- Join our Parks and Recreation staff and guest speaker, Charles Shelton Jr., head of Myrtle Beach Shark Teeth group to discuss and learn fun facts about shark teeth we find in our local area, tips for combing the beaches for teeth, and much more! You will also get to see many of the shark teeth Charles has found over the years.

ART VENTURES 2/12/26

- Pinspiration in Wilmington NC
- 14 participants
- Painting a special project; lunch and shop the stores in the shopping center

FAMILY FORMAL 2/21/26

- 195 guests @ \$8 per person
- Dinner, dancing, dj and photo ops for families.
- Sponsored by ChickFILA; they gave door prizes and brought the cow mascot.

FIRST STRIDES

- 11 week walking workshop at the Sports Complex
- 100 women participating
- Thursdays starting 2/26/26

UPCOMING

Get Out & Learn – Explore the Beach @ beach (Horseshoe) 3/4/26

Talkin' Books – Museum 3/11/26

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

Daycations – Southport/Kure Beach 3/19/26

Shamrockin' Run – 3/21/26

Bus Trip – 3/24 – 3/26/26 Georgia

ATHLETICS

Athletics

- Basketball games wrapped up on February 12, 2026, for all age groups
- All Star meetings were held February 9-11 to select all-star teams in 9-10, 11–12-year-old girls, and 9-10, 11-12, and 13–14year-old boys. These teams will practice and then compete at their respective district tournaments on February 28, 2026
- 12u boys all star team competed on February 26th against Myrtle Beach for a play in game and won to advance to February 28th in Timmonsville.
- Spring sports registration closed on February 22, 2026 with 1000 players registered and currently 44 players on a waitlist due to either need for coaches or court space
- The athletic department accepted sponsors for tball, baseball, and softball teams and is fully sponsored for the Spring 2026 season

SPORTS TOURISM

- The economic impact for February sports tourism events was \$1,357,573 which was up over 40% from prior year.
- East Coast Events hosted a 70 team fastpitch softball tournament on February 14-16 opening the 6 new fields at Phase II of the NMB Park and Sports Complex. Teams traveled from 14 different states to the City of NMB for a 3 day event over Presidents Day weekend.
- NMB High School hosted the annual Michael Nash Soccer Tournament on February 19-20 with 14 teams from SC high schools.
- Fastpitch Dreams Spring Classic began week 1 of their softball tournament and will bring in 112 teams from all over the country over 4 weeks in February and March

UPCOMING

- Spring sports evaluations will begin on March 2nd and 4th for baseball, March 3rd for softball, March 9th for volleyball and lacrosse and March 16th and 17th for soccer
- Practices will start one week after evaluations, each team will receive at least six practices and then begin games
- March Sports Tourism Events
 - High Tide Ultimate Frisbee Weeks 1-4

- March 5-7 USA Prep Basketball
- Fastpitch Dreams Softball Weeks 2-4
- March 13-15 NTBA Basketball
- March 21-22 212 Coastal Baseball
- March 28-29 Perfect Game Baseball
- March 28-29 Vision Elite Basketball
- March 30-April 3 Grand Strand Softball Classic

BEACH SERVICES

- Beach box repairs are complete.
- All beach service trucks will be sent in for preseason maintenance.
- Staff recruiting underway.
- Completing rehire paper-work and new hire as well.
- Staffing interviews underway.
- Beach Service employment positions posted for Beach Rental Attendant, Beach Italian Ice Attendant as well as Concession Supervisor.
- Receiving beach wheel chair reservation requests.

PARKS & GROUNDS

Non-Routine Projects and Activities

- Completion of Sponsor Scoreboard signage
- Winter Storm prep and cleanup
- Forklift training for new Hire

PARKS/BEACH/ RIGHT OF WAYS

- Pickleball complex construction- Contractor has begun demo
- Street End trimming and mulching 39thS, 45thS, 1stS, Shore Haven, Casey Boat Ramp
- Central Park pressure washing and tournament preparation
- Pickle Ball Complex demo started
- Clean up yard at Central Park and surplus inventory to PSC
- Spray street ends 17th S to 27th S
- Walkover renovations 1007, 939, 933

PARK AND SPORTS COMPLEX/ TREES & CONTRACTS

- Field preparations for USSSA Softball and Michael Nash Soccer
- Fertilize all rye grass areas
- Water newly planted trees
- Build soccer, Frisbee, and lacrosse fields for Turf Tank Robot
- Install Michael Nash memorial at PSC soccer field 3/6
- Install bleachers from CP 3&4 to PSC amphitheater
- Remove dead palm and transplant new at 1st S street end
- Remove tree obstruction at Hill Street park for new restroom location
- PSC Expansion update –
 - Current
 - Add and name zones for new irrigation, sod sidewalk edges, concrete repair, baseball trellis raise, water and sewer connection and pressure tested.
 - Curbing, Landscape planting and mulching, Lot and road striping
 - Add and sod emergency pond spill over
 - Finish setting all base anchors at 60, 65, and 70 foot locations
 - Table and bleachers finished and set
 - Upcoming
 - Final punch list inspections
 - Champion's Blvd curb, gutter, paving, lighting, and landscaping
 - Owner related installations – Roadside benches and trash cans

LANDSCAPE MAINTENANCE

- Removed accident debris from South 17 medians
- Spring trimming ongoing- prepping for annual mulching
- Main Street prep work for upcoming St. Pat's Festival
- Removed unsuitable dirt from median at PSC and replaced with topsoil to aid flowers

CUSTODIAL/ FACILITY MAINTENANCE

- Beach restroom painting completed at Towers on the Grove and Main Street
- Completed new wiring for Chick-fil-a sponsorship in PSC Baseball
- Service calls for maintenance issues at AFC
- Completed misc. painting inside at JBFCC- walls and hallway entrances
- Repaired lighting issues on Champion's Blvd
- Carpet replacement in JBFCC hallway seating area
- Employee and Gym 1 RR floor rewaxed

- PSC Admin. Bldg. blinds installed in new offices
- Power connected to Concessions cooler

EQUIPMENT MAINTENANCE

- Assisted with installation of Split rail fencing at Park Expansion before 1st Tournament
- CGBR hail rail repairs completed 175' section, 375' remain
- Preventative, servicing of all equipment in preparation of mowing season at PSC
- Mechanic completed 60 repair tickets this month
- New sponsorship signage switched out, measurements for expansion
- PSC irrigation bore to fix broken wires- scheduled March/April
- Began Backflow Preventer yearly checklist- Irrigation Tech
- Contracted concrete slab work for Chick-fil-a sponsor- complete
- Consolidated surplus inventory list in PSC new warehouse lot
- AFC pool heat exchanger replacement (3 units)
- JBFCC Gym 1 warranty work on floor complete

SPECIAL EVENTS

- GCLS Take down, Inventory, Organize & Repairs
- GCLS Revision Layout Planning/Mapping
- Logistical support for USSSA Softball, Nash Soccer, Fast Pitch Dreams Softball, Macaroni Mania, AFC Swim Meet, K9 Beaches & Leashes
- Assist other crews with renovation projects
- Assist with monitoring/adding Punchlist items still needing completion for Expansion

UPCOMING & ON-GOING PROJECTS

- Heritage Shores elevated walkway rebuilds