Parks and Recreation Department

City Council Report
October 2020

City Council Meeting of November 16, 2020

The Aquatic and Fitness Center ended October 2020 with 1966 packages compared to 2819 last year. COVID19 continues to have an impact on our memberships however, we continue to see an increase in group fitness class participation and are starting to see members returning to AFC. It is time to Celebrate our 15th Anniversary, we will be waiving our joining fee November 16- 22.

	2015	2016	2017	2018	2019	2020
Packages as of January	2645	2646	2656	2834	3057	3018
Packages as of February	2740	2666	2661	2899	3039	3068
Packages as of March	2700	2589	2682	2840	2954	COVID
Packages as of April	2506	2421	2489	2710	2844	COVID
Packages as of May	2415	2412	2464	2687	2819	2268
Packages as of June	2486	2467	2575	2755	2811	2119
Packages as of July	2471	2441	2549	2729	2814	2031
Packages as of August	2412	2358	2495	2692	2752	1894
Packages as of September	2355	2330	2442	2601	2724	1890
Packages as of October	2330	2324	2614	2709	2819	1966
Packages as of November	2387	2382	2566	2705	2799	
Packages as of December	2426	2361	2602	2745	2804	

Member check-in:

October 2020: 8,229

October 2019: 9,466

Aquatic Programs

- There were 1582 participants in the water exercise classes, 1623 lap swimmers, 754 whirlpool users, and 613 teaching/therapy pool swimmers

October Events

- Dolphin Swim Team T/Th 53 swimmers registered
- Private lessons continued
- NMB HS continues practice ended with State meet

November Planned events

- Dolphins Swim Team will practice M/W or T/Th with 54 swimmers registered to date
- Master team started back

Fitness Programs

- October 2020 Land class participation: 1483
  126 classes for the month
  Class average: 11.7
- October 2019 Land class participation: 4460
  272 classes for the month
  Class average: 16.4
- Total orientations – 6
- Les Mills Virtual On Demand: 509

Child Watch & Activity Program

- Averaged 3 participants in the morning program Total – 63 visits
- Averaged 5 participants in the evening program Total – 81 visits
- After School averaged 21 kids per week
- Academic & Fitness Champion Program 21 kids per week
- 11 kids are registered and participating in both the After School & Academic & Fitness Champions program

Customer Service

- 113 Annual Memberships sold (8 New Annual memberships, 105 Renewed Annual Memberships)
- 103 people joined monthly

Athletics

- All fall sports leagues began games in October. Those youth leagues included soccer, fall football, volleyball, lacrosse and baseball.
- A total of 510 children participated in fall sports, a 30% decrease from previous year of 722.
- Winter basketball registration began on October 12th

Sports Tourism

- October recorded the highest economic impact for the month in the Park's history! The economic impact in October was $1,920,580, a 20% increase from previous year.
- Since returning to hosting event in June the Park had the highest August and October Economic Impacts since the Park opened.
- A new event hosted by the Carolina Lacrosse Association brought 66 teams to North Myrtle Beach.
- Top Gun Softball Winter World Series combined for 67 youth softball teams over two weekends.
- USSSA baseball hosted 47 teams.

Upcoming

- Soccer all-star teams will compete in their district tournaments on November 21st in Sumter, SC.
- Basketball registration ends November 6th
- Sports Tourism upcoming events
  - Nov 7-8, USSSA Baseball
  - Nov. 7-8, LAX USA (lacrosse)
  - Nov 14-15 and Nov 21-22 WFC Softball

Recreation

Artists Everywhere

- Cancelled

Dog Agility

- Agility and obedience sessions 9/5/2020-10/24/2020
- 6 Obedience participants & 4 agility participants

Special Events/Festivals

Drive-In Movies

- October 9: Addams Family 7PM

Howl-O-Scream

- October 31st: Cancelled

Beach Services

- There were 10 recordable weather days for the month compared to 9 PY.
- Month to date revenue is up 48% due exclusively to proper staff levels compared to PY and perfect beach weather throughout the month.
- Remaining rental boxes have been removed from the beach.
- Currently organizing the warehouse to begin equipment repairs.

Parks and Grounds
Non-Routine Projects and Activities

Parks and Beach:

- Finish cap for renovated wall at Central Park
- Continue Walkover repair and sign installation
- Continue renovation of trash cans and benches at Main Street

Recreation and Special Events:

- Logistical support for Triple Crown baseball and softball, USSSA Baseball, CLA Lacrosse, and Top Gun World Series (2X)
- Continue installation and hookup of GCLS fixtures, GCLS Installation and setup in full mode
- Finalize GCLS Train modification for Covid accommodations and contract manufacture of third GCLS train

Medians and Right of Ways:

- Sight triangle/hazard removal Community Center

Custodial:

- Continue Covid sanitizing and heightened cleaning protocols

Landscape Maintenance:

- Landscape renovation continues at Municipal Complex, begun at Main Street, finished at Farmer's Market
- Fall Annual flower planting (70% complete to date)

Park and Sports Complex

- Renovate Champion's Blvd and soccer complex parking lots

Other:

- Annual bloodbourne pathogen and 1st aid/cpr training
- Trees SC and Clemson Extension ISA CEU training, CPTED training (Grainger/Faircloth)
- Paint breast cancer awareness ribbons at AFC

Upcoming Projects:

- Heritage Shores Revetment and dock rebuild
- Turf Overseeding
- Arbor Day tree plantings
- In-town Christmas decorations City-wide