



Parks and Recreation Department

**City Council Report
January 2021**

City Council Meeting of March 1, 2021

The Aquatic and Fitness Center ended January 2021 with 2064 packages compared to 3018 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. In January we offered a 50% reduction in our joining fee from January 2 – 9th resulting in 59 new annual memberships.

	2016	2017	2018	2019	2020	2021
Packages as of January	2646	2656	2834	3057	3018	2064
Packages as of February	2666	2661	2899	3039	3068	
Packages as of March	2589	2682	2840	2954	COVID	
Packages as of April	2421	2489	2710	2844	COVID	
Packages as of May	2412	2464	2687	2819	2268	
Packages as of June	2467	2575	2755	2811	2119	
Packages as of July	2441	2549	2729	2814	2031	
Packages as of August	2358	2495	2692	2752	1894	
Packages as of September	2330	2442	2601	2724	1890	
Packages as of October	2324	2614	2709	2819	1966	
Packages as of November	2382	2566	2705	2799	2025	
Packages as of December	2361	2602	2745	2804	2013	

Member check-in:

January 2021: 17,197

January 2020: 27,927

Aquatic Programs

- There were 1238 participants in the water exercise classes, 1805 lap swimmers, and 1064 whirlpool users.

January Events

- Dolphin Swim Team 55 swimmers
- Private lessons continue (30)
- Masters Swim Team continues
- Jr Guard 24 swimmers

February Planned events

- Group swim lessons start with 29 registered
- Dolphins Swim Team will practice M/W or T/Th
- AFC staff CPR training
- Jr Guard continues
- Lifeguard Cert class planned
- Master swim team continues

Fitness Programs

- January 2021 Land class participation: 1904
140 classes for the month
Class average: 13.6
- January 2020 Land class participation: 5962
271 classes for the month
Class average: 22.00
- Total orientations: 17
- Les Mills Virtual On Demand participation: 431

Child Watch & Activity Program

- Averaged 4 participants in the morning program Total – 83 visits
- Averaged 6 participants in the evening program Total – 112 visits
- After School averaged 20 kids per week
- Academic & Fitness Champion Program 24 kids per week
- 11 kids are registered and participating in both the After School & Academic & Fitness Champions program

Customer Service

- 264 Annual total Memberships sold
- 112 New annual Memberships
 - 59 New annual sold during special
 - 53 new annual outside of special
- 152 annual memberships renewed
- 155 people joined monthly

Athletics

- Youth basketball games were postponed for two weeks due to increase in COVID cases in the area
- Basketball games started on January 19th. Games will now run through February 22, 2021.
- Preparation for spring registration started with new software CivicRec

Sports Tourism

- January's economic impact was down \$91,000 due to cancellations of events related to COVID
- The 2021 Sports Tourism calendar has been completed with all available dates secured
- We will host 4 new organizations this year: Soccer Youth, NC GameOn Sports, SC USSSA Softball, and USA Softball

Upcoming

- Basketball games are scheduled to end February 22, 2021
- Spring registration for youth baseball, softball and soccer will begin February 8, 2021 and run through March 5, 2021
- Sports Tourism will return in February with the Michael Nash Soccer Tournament, and Fastpitch Dreams College Softball

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Remove and store non-GCLS Christmas decorations City-wide
- Continue renovation of trash cans and benches at Main Street
- Monitor and organize tree recycling sites for the Grinding of the Greens with HCSWA
- Finish installation of interpretive signs at Ingram Dunes
- Clean and organize Central Park maintenance facility - ongoing
- Repaint park signs – Hill Street complete
- Dune fence and sign maintenance

Recreation and Special Events

- Remove and store GCLS fixtures and temporary infrastructure
- Fertilize winter rye, NMB Park & Sports Complex too

Medians and Right of Ways

- Hazard and sight triangle encroachments addressed and corrected at 2605 Willow, 401 2nd N, and 28th S and Wiley.
- Resume cleanup of banks of Belle Park lake 9th-11th S
- Prepare for winter planting activities
- Irrigation repairs and mapping

Custodial

- Post remodeling cleaning and preparation of Santee Cooper building at 2nd Ave North – Parking Building
- Off-Season deep cleaning and renovating to seasonal and non-seasonal facilities

Landscape Maintenance

- Finalize trimming of plant material at Municipal Complex and Main Street.

Park and Sports Complex

- Rebuild trellis at soccer complex entrance
- Pre-season field grading and renovations

Upcoming Projects

- Heritage Shores Revetment, dock rebuild, and living shoreline
- Paving of NMB Park & Sports Complex Maintenance Facility
- Winter Planting