



Parks and Recreation Department

**City Council Report
April 2021**

City Council Meeting of May 17, 2021

The Aquatic and Fitness Center ended April 2021 with 2190 packages, which is up 115 packages from last month. Members are returning after receiving the second COVID vaccine. June 1-7 AFC will offer a Summer Special 50% off joining fee.

	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	2154
Packages as of March	2589	2682	2840	2954	COVID	2075
Packages as of April	2421	2489	2710	2844	COVID	2190
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:

March 2021: 18,387

March 2020: 14,468

Aquatic Programs

- There were 2719 participants in the therapy pool, 1867 lap swimmers, and 1129 whirlpool users.

April Events

- Dolphin Swim Team 49 swimmers
- Dolphins end of season meet April 18- 33 Dolphin swimmers participated & 5 GSMS swimmers also participated
- Group swim lessons started Mon-Thurs - 42 registered
- Masters Swim Team continues to train

May Planned events

- Group Lessons begin May 4 Tuesday- Sat
- Fearful Adult Swim lessons begin May 14
- Masters Swim Team continues
- After School kids in pool May 21

Fitness Programs

- April 2021 Land class participation: 2012
170 classes for the month
Class average: 11.83
- April 2020 Land class participation: 0
0 classes for the month
Class average: 0
- Total orientations: 5
- Les Mills Virtual On Demand participation: 347

Child Watch & Activity Program

- Averaged 6 participants in the morning program Total – 137 visits
- Averaged 5 participants in the evening program Total – 105 visits
- After School averaged 21 kids per week

Customer Service

- 289 Annual total Memberships sold
 - 84 new annual
 - 205 renewed annual
- 172 people joined monthly

Recreation

Artists Everywhere

- April 5- May 3- Don McCray
- May- Cancellation : Don will remain featured artist
- June 7- July 5- Driftwood Garden Club

First Strides

- March 3-May 19th
- 95 Participants

Programming

Dog Agility & Obedience

- February 27- April 24
- Drop-in participants
 - 20 total drop ins paid

Outsider ArtVenture

- Mommy and Me Art– April 6, 2021
 - 1 Mother/Daughter Registration
- Picnic Art – April 9 & 10, 2021
 - 1 Picnic Registration

39th Annual Easter Egg Hunt

- April 3,2021; 10-2 PM
- McLean Park
- Free Admission, Open to the Public

Upcoming Special Events / Festivals

June

- Music on Main Concert Series
 - June 3: Jim Quick and Coastline (Variety)
 - June 10: NTranze (Variety)
 - June 17: Too Much Slyvia (Variety)
 - June 24: Blackglass (80's/Rock/Variety)
- Sounds of Summer Concert Series
 - June 18: On the Border (Tribute to Eagles)
- Movies at McLean
 - Sonic the Hedgehog

September

- Rescheduled -Extended Bus Tour Registration Open – Downtown Historic Savannah, GA
 - September 14-16, 2021
 - \$479 per person/double occupancy
 - Current registrations- 35 (Includes 2 City Staff)

Athletics

- Youth baseball began games on April 14th with a total of 27 teams participating
- Youth softball began games on April 15th, we have 10 teams participating
- Youth soccer games started on April 19th, we have 24 teams participating
- Adult softball began games on April 14th, we have 10 teams participating

Sports Tourism

- April's direct economic impact was \$3,418,719, which is up from 2020 due to all events being canceled from COVID-19. Compared to 2019, this is down 7%.
- Coast FA Soccer hosted 192 total teams with an economic impact of \$2,202,709
- Top Gun Sports and USSSA Baseball had a combined impact of \$648,020
- Grand Strand Softball Classic was down \$1,380,784 from 2019. This is a high school event. A lot of high school teams are not allowed to travel out of state during COVID-19 restrictions

Upcoming

- Spring youth sports will wrap up in the 2nd and 3rd weeks of May
- Summer Camps will start in June for baseball, volleyball, basketball, lacrosse
- May 1-2, USSSA Baseball and NTBA Basketball
- May 8-9 Top Gun Sports
- May 15-16, USSSA Baseball
- May 17-23 High Tide Ultimate Frisbee
- May 22-23 SC USSSA Softball
- May 24-27 High Tide Ultimate Frisbee

Beach Services

- April 2020 Beach Services operations were suspended due to COVID-19.
- Actual 2021 MTD revenue \$233,969.00
- Revenue is up 50% or \$116,174.00 compared to MTD 2019.
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- High rental demand along with favorable weather combined for very positive sales in online rental reservations \$85,750.00 and actual on beach rental reservations \$144,229.00.
- Beach Service employment positions are posted for concession worker.
- Currently interviewing for concession worker positions.
- Approximately 50% staffed.

Parks and Grounds
Non-Routine Projects and Activities

Parks and Beach

- Continue pre-season Beach access renovations, cleanup at all street ends, and seasonal repair of walkover structures
- Dune grass fertilization
- Seed beach walkways at 923 and 1903 SOB
- Install wireless cameras to combat vandalism at Ocean Park
- Reinstall renovated Farmer's Market sign
- Install visibility screening at 12th N beach access portolet

Recreation and Special Events

- Logistical Support for USSSA Baseball/Softball, Grand Strand softball classic, Coast FA Soccer (2)
- Paint pickleball lines on Central Park tennis court #4
- Pick up and Set poles for storage of GCLS castle panels

Medians and Right of Ways

- Hazard sight triangle correction or tree trimming/removal at Belle Park exit, 11th N ROW, 41st S pocket Park, 8th N at St Charles, Jordan Cir at 8th N, Oak Lake Circle, 26N at Duffy, 26th N at O Boulevard, and 24th N at Nixon
- Renovation and mulching at Hill St/LRNR intersection, Ocean Park, McLean Park, and street ends at 6th S, 9th S, 21st S, and Towers on the Grove Park
- Irrigation location, repair, and mapping city-wide
- Clear, grade, install drainage, and signs at Belle Park lake

Custodial

- Begin Sunday weekend beach restroom cleaning

Landscape Maintenance:

- Finish landscape renovations at north and south 17 medians
- Contract mulching

Park and Sports Complex

- Fertilizer and insecticide applications

Other

- Plan for and Layout 2021 GCLS
- Meet with music programmer for GCLS

Upcoming Projects:

- Heritage Shores Revetment, dock rebuild, and living shoreline
- Paving of PSC Maintenance Facility parking lot
- Annual Parking lot sealing
- Palmetto trimming
- Toddler swing installation at PSC soccer complex playground
- FT Special Event Worker electrical training