



Parks and Recreation Department

**City Council Report
May 2021**

City Council Meeting of June 21, 2021

The Aquatic and Fitness Center ended May 2021 with 2203 packages. It was a busy month of swim lessons and families signing their children up for Summer Camps. Summer Blast Special 50% off joining fee runs June 1-7th.

	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	2203
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:

May 2021: 16,497

May 2020: 4801 Closed May 1-17 due to COVID

Aquatic Programs

- There were 2603 participants in the therapy pool, 1410 lap swimmers, and 1094 whirlpool users.

May Events

- Group Lessons ended May 20 \$ 21 39 registered
- Fearful Adult Group lessons began May 14 15 registered
- Pre-Dolphins ended May 28 7 registered
- Masters Swim Team continues 16 registered

June Planned events

- Mini Group lessons begin June 14- 15
- Fearful Adult Swim lessons end June 18
- Masters Swim Team continues
- Summer Dolphins begins June 22 19 registered to date

Fitness Programs

- May 2021 Land class participation: 1858
162 classes for the month
Class average: 11.5
- May 2020 Land class participation: 195
18 classes for the month
Class average: 10.8
- Total orientations: 3
- Les Mills Virtual On Demand participation: 281

Child Watch & Activity Program

- Averaged 10 participants in the morning program Total – 201 visits
- Averaged 6 participants in the evening program Total – 121 visits
- After School averaged 22 kids per week

Customer Service

- 168 Annual total Memberships sold
 - 69 new annual
 - 99 renewed annual
- 157 people joined monthly

Recreation

Artists Everywhere

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- May 3- June 1- Don McCray
- June 1- July 5- Driftwood Garden Club

First Strides

- March 3-May 19th
- 95 Participants
- Upcoming session: September 1-November 17 (Register by August 18)

Programming

Outsider ArtVenture

- Mommy and Me Art– May 5, 2021
 - 1 Mother/Daughter Registration
- Picnic Art – May 7 & 8, 2021
 - 1 Picnic Registration

Dog Agility and Obedience

- Drop in: 4 dogs
- No summer session due to heat

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 Sylvia (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
- Movie Masterpiece
 - Painting experience prior to Movies at McLean (5:30pm-7:30pm)

September

- Rescheduled -Extended Bus Tour Registration Open – Downtown Historic Savannah, GA
 - September 14-16, 2021

- \$479 per person/double occupancy
- Current registrations- 40 (Includes 2 City Staff)

Athletics

- All-star baseball and softball teams were selected and began practice to prepare for tournaments in June.
- NMB Parks and Recreation and the NMB High School are partnering to offer affordable summer sports camps. Camps offered this year include baseball, softball, girls and boys basketball, and volleyball.

Sports Tourism

- May's direct economic impact was \$1,989,524. An increase of 11% from 2019 (all of May was cancelled in 2020).
- USSSA baseball hosted three events for a combined total of 104 teams and \$852,716 of direct economic impact.
- Top Gun Softball hosted 30 teams over Mother's Day weekend with an impact of \$366,569.

Upcoming

- All Star baseball tournaments starting June 18th 8u, 10u, 12u
- All Star softball tournaments starting June 17th 10u, 12u
- Summer Camps will begin the week of June 21st for baseball, softball, and boys basketball
- June 5-6 World Fastpitch Connection Softball
- June 11-13 NC Game On Sports (new event)
- June 12-13 LAX USA (new event)
- June 19-20 Top Gun Softball
- June 23-27 USSSA Baseball Global World Series
- June 24-26 NTBA Basketball

Beach Services

- Revenue is up significantly. Total Beach Services Revenue for the month is \$562,920 which is the highest ever recorded for May.
- Revenue exceeded prior year by \$310,249 or 55%.
- Experienced minimal weather interference days for the month.

- Struggling trying to hire employees. Operating with 50% of normal staff.
- Beach Service employment positions are posted for concession worker and Italian Ice Carts.
- Currently interviewing for beach rental attendant worker positions.
- Staffing will continue into the month of June.

Parks and Grounds
Non-Routine Projects and Activities

Parks and Beach

- Continue Beach access renovations, plant material trimming, and seasonal repair of walkover structures including major cutback at 25th S Street end
- Lower walkover ramp at 56th ave north beach access
- Shovel/Vacuum sand from all beachfront shower drains
- Pressure wash picnic shelters at McLean and Ocean Parks
- Heritage Shores bridge and pier repair and guide rope replacement
- Level pavers at CGBR kiosk
- McLean Park tennis court amenity and surface repairs
- Volunteers cleanup street ends and beach accesses in Windy Hill and Crescent Beach

Recreation and Special Events

- Logistical Support for Memorial Day Observance at North Myrtle Beach Park & Sports Complex, USSSA and Top Gun Softball and Baseball, Pops in the Park, High Tide Ultimate Frisbee, and flags put up at City Hall and Main Street for Memorial Day
- Aerify Central Park soccer field #5
- Annual Parking lot sealing
- FT Special Event Worker electrical training
- Pick up and deliver items donated for Public Safety personnel for Memorial Day

Medians and Right of Ways

- Hazard sight triangle correction or tree trimming/removal at 31st S and Wiley, Main Street, 37th S and Dunes, 1403 Edge, 1418 Edge, 60th N and Nixon, and Hillside at 5th N.
- Repair of contractor damaged irrigation and nonfunctioning systems at 6th S and Blockade Runner median

- Regrade, reseed, and install signs at Belle Park Lake surrounds

Custodial

- Begin full weekend beach restroom cleaning

Landscape Maintenance

- Planting of annual flower material Citywide
- Landscape renovation at Museum

Park and Sports Complex

- Toddler swing installation at North Myrtle Beach Park & Sports Complex soccer complex playground

Other

- Algae and weed treatment of lakes at McLean Park, 8th N, and 9th S
- Assist clinic staff in moving from City Hall to Support Services

Upcoming Projects

- Heritage Shores Revetment, dock rebuild, and living shoreline
- Paving of North Myrtle Beach Park & Sports Complex Maintenance Facility
- Palmetto trimming

NMB Park & Sports Complex Extension

- Team continuing to plan, design, and prepare Bid Documents. Planning for mid- October Bid.