



Parks and Recreation Department

**City Council Report
June 2021**

City Council Meeting of July 19, 2021

The Aquatic and Fitness Center ended June 2021 with 2358 packages. June has been a very busy month with beginning of Summer Camps, new Kid Fit program, swim lessons and Dolphin swim team. A Summer Blast Special offered 50% off the joining fee for new annual members resulting in 63 new annual memberships. It is exciting to see members return to AFC.

	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	2358
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:

June 2021: 18,641

June 2020: 13,057

Aquatic Programs

- There were 2547 participants in the therapy pool, 1490 lap swimmers, and 1016 whirlpool users.

June Events

- Group Lessons ended June 24
- Fearful Adult Group lessons ended June 18
- Dolphins Summer Swim began June 22 with 46 registered
- Masters Swim Team continue to train for June SCY Nationals in Greensboro 13 registered

July Planned events

- Kids Group lessons began AM & PM 68 registered
- Fearful Adult Swim lessons 3 sessions 16 registered
- Masters Swim Team continues
- Summer Dolphins continue and will end July 29
- Dolphins home meet July 8
- Dolphins away meet July 24

Fitness Programs

- June 2021 Land class participation: 1832
154 classes for the month
Class average: 11.9
- June 2020 Land class participation: 1055
99 classes for the month
Class average: 10.6
- Total orientations: 10
- Les Mills Virtual On Demand participation: 373
- FIT-KIDS:76

Child Watch & Activity Program

- Averaged 15 participants in the morning program Total – 333 visits
- Averaged 9 participants in the evening program Total – 194 visits
- After School averaged 22 kids per week
- Summer Camp averaged 60 campers per week

Customer Service

- 211 Annual total Memberships sold
 - 63 new annual sold during the special June 1-7, 2021
 - 60 New Annual memberships outside of the membership special
 - 88 annual memberships Renewed
- 200 people joined monthly
- 84 tours

- 19 out of state
- 65 in state

Recreation

Artists Everywhere

- June 1- July 6- Driftwood Garden Club
- July 6- August 9- Kathy Ostrander

First Strides

- Upcoming session: September 1-November 17 (Register by August 18)

Programming

Dog Agility and Obedience

- Drop in: 4 dogs
- Weather makeups: 3 weeks July 3, 10 & 17
- No summer session due to heat

Special Events / Festivals

June

- Music on Main Concert Series
 - June 3: Jim Quick and Coastline (1750 attendees)
 - June 10: NTranze (3700 attendees)
 - June 17: Too Much Slyvia (4320 attendees)
 - June 24: Blackglass (2378 attendees)
- Sounds of Summer Concert Series
 - June 18: On the Border (3572 attendees)
- Movies at McLean
 - Sonic the Hedgehog (170 attendees)
- Movie Masterpiece
 - Painting experience prior to Movies at McLean (5:30pm-7:30pm- no registrations)

Upcoming Special Events

July

- Music on Main
 - July 1: Blackwater Band (3890 attendees)
 - July 8: Bullfrog
 - July 15: The Entertainers

- July 22: Chocolate Chip and Co
- July 29: Band of Oz
- Sounds of Summer
 - Fleetwood Max
- Movies at McLean
 - The Croods 2: New Age

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

- 8 & under baseball all-stars competed and won their district tournament. They advanced to the state tournament in Orangeburg, SC.
- 10 & under and 12 & under baseball all-stars competed in their district tournaments on June 18-20.
- 10 & under and 12 & under softball all-stars competed in their district tournaments on June 17-18.
- Summer camps for baseball, basketball, and softball started on June 21st

Sports Tourism

- June's direct economic impact was \$3,643,729, which is up 125% from 2020 and 19% compared to 2019
- USSSA baseball hosted the Global World Series with a direct economic impact of \$1,367,906
- Two new events were played on June 11-13 weekend, NC Game On Baseball and LAX USA, for a combined impact of \$1,329,514

Upcoming

- 8u baseball all-stars compete at state tournament in Orangeburg, SC on July 9-13
- Summer Girls Basketball Camp July 12-15
- Summer Volleyball Camp July 20-22
- Fall sports registration begins July 19th and runs through August 13th
- July 1-4 Soccer Youth (new event)
- July 5-9 World Fastpitch Connection Softball Tournament
- July 10-11, 14-18, 23-25 Top Gun Sports
- July 13-16 NTBA (basketball)
- July 28-Aug 1 Triple Crown Softball

Beach Services

- There were 12 significant weather interference days.
- Due to increase in demand, Month to Date revenues are up approximately 23% or \$97,541 compared to 2020
- Year-end revenues are up approximately 24% or \$400,970 due to increase in demand.
- Online sales more than doubled from \$ 257,725 in 2020 to \$677,860 in 2021.
- Online sales are expected to increase as more consumers prefer to book reservations online
- 2020 / 2021 Year end expenses are expected to be down 9% or \$85,136.
- Staffing continued to be a challenge throughout the year with the traditional J-1 program being cancelled due to the pandemic. The competitive local job market with an ever shrinking candidate pool also made staffing very difficult
- Beach Services staff did an outstanding job with minimal staff

Parks and Grounds **Non-Routine Projects and Activities**

Parks and Beach

- Continue Beach access renovations, plant material trimming, and seasonal repair of walkover structures
- Close walkway 2851WW
- Contract repair of walkover at 5614 NOB and foot bridge at Heritage Shores
- Significant infield grade and drainage work at Central Park
- Install “No Sand Removal Allowed” signs at appropriate walkovers
- Install replacement for missing or faded beach access regulation signs

Recreation and Special Events

- Logistical Support for Music on Main, Sounds of Summer, Top Gun BB/SB, USSSA Softball, LAX Lacrosse, NCGO Baseball, and Movies at McLean

Medians and Right of Ways

- Hazard sight triangle correction or tree trimming/removal at 27S and Hillside, Springland at 11th N and 13th N, 28th S and Hilton, retention pond at 3rd N, 60th N and Nixon, Hunter/Phyllis/Allen loop, Main Street at United Carolina Bank, 37th S and Dunes, 611 33rd S
- Herbicide applications at Crescent Boulevard and Highway 17 medians and Hwy 17 and Main Street Connector big bridge center medians and barricades

Custodial

- Begin full weekend beach restroom cleaning

Landscape Maintenance

- Finalize/Finish planting of annual flower material Citywide

Park and Sports Complex

- Remove and replace artificial turf at batting cages

Other

- Quarterly safety meetings
- Interview for and hire Horticulturist
- Heritage Shores bulkhead permit meetings
- Park & Sports Complex expansion architect meetings

Upcoming Projects

- Heritage Shores Revetment, dock rebuild, and living shoreline
- Paving of Park & Sports Complex Maintenance Facility
- Palmetto trimming
- Aerification of sports turf at CP and Park & Sports Complex

NMB Park & Sports Complex Extension

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