



Parks and Recreation Department

**City Council Report
July 2021**

City Council Meeting of August 16, 2021

The Aquatic and Fitness Center ended July 2021 with 2359 packages. Summer Camp and Dolphin swim team are coming to an end. New land classes have been added and preparations for the fall activities have begun with NMB High School swim team beginning training first of August!

	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	2359
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:

July 2021: 18,368

July 2020: 13,320

Aquatic Programs

- There were 2122 participants in the therapy pool, 1799 lap swimmers, and 1089 whirlpool users.

July Events

- Group Lessons AM/PM 119 registered
- Three Adult Group swim lessons offered 23 registered
- Dolphins Summer Swim ended 47 registered
- Dolphins vs Dunes Club dual meet was held Sat July 24 38 swimmers participated
- Masters Swim Team competed in the SCY Nationals in Greensboro 13 Registered

August Planned events

- Pre-Dolphins Swim Team begins August 10
- Fearful Adult Swim lessons 3 sessions are planned
- Masters Swim Team continues
- Two swim clinics planned

Fitness Programs

- July 2021 Land class participation: 1802
154 classes for the month
Class average: 11.7
- July 2020 Land class participation: 1239
121 classes for the month
Class average: 10.24
- Total orientations: 9
- Les Mills Virtual On Demand participation: 385
- FIT-KIDS:76

Child Watch & Activity Program

- Averaged 13 participants in the morning program Total – 284 visits
- Averaged 7 participants in the evening program Total – 124 visits
- Summer Camp averaged 60 campers per week

Customer Service

- 207 Annual total Memberships sold
 - 53 new annual
 - 149 annual memberships Renewed
- 205 people joined monthly
- 84tours
 - 9 out of state
 - 59 in state

Recreation

First Strides

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

Programming

Art Camp – Make it Aloha!

- August 4-6; 9:30-11:30
- \$75 per person

Artists Everywhere – Reina A.

- August 2-31

Special Events / Festivals

July

- Music on Main
 - July 1: Blackwater Band (3890 attendees)
 - July 8: Bullfrog (rained out)
 - July 15: The Entertainers (3650 attendees)
 - July 22: Chocolate Chip and Co (3465 attendees)
 - July 29: Band of Oz (3825 attendees)
- Sounds of Summer
 - Fleetwood Max (3800 attendees)
- Movies at McLean
 - The Croods 2: New Age (150 attendees)

Upcoming Special Events

August

- Music on Main
 - August 5: Diversity
 - August 12: The Tonez
 - August 19: The Holiday Band
 - August 26: Envision
- Sounds of Summer
 - The Wildflowers (Tom Petty Tribute Band) / August 20
- Movies at McLean
 - Onward / August 13th

September

Savannah Group Bus Trip

- September 14-16, 2021
- \$479 per person/double occupancy
- Current registrations- 46 (Includes 2 City Staff)

Irish Italian International Festival

- September 25th / 10am-4pm

Athletics

- 8 & under baseball all-stars competed in State tournament in Orangeburg, SC on July 9-11.
- Summer Girls Basketball Camp in partnership with NMB High School was held on July 12-15 with 15 participants.
- Summer Volleyball Camp in partnership with NMB High School was held on July 20-22 with 49 participants.
- In total over 220 children participated in the Chief Summer Sports Camps held in partnership between the City and NMB High School.
- Fall sports registration began on July 19th and will run through August 13th

Sports Tourism

- July's direct economic impact was \$8,002,140 and increase of 145% from 2020.
 - Big Shot Basketball hosted 60 teams with an impact of \$1,452,675
 - Triple Crown softball hosted 89 teams from 20 states for an impact of \$2,981,531
 - NTBA brought in \$1,302,862 in economic impact with 56 teams
 - Top Gun Sport hosted 3 events with a total of 102 teams and \$1,673,410 impact.

Upcoming

- Fall Sports registration ends August 13th and evaluations will start at the end of the month
- Aug 2-8 WFC Softball World Series
- Aug 21-22 USSSA Baseball and Softball
- Aug 21-22 Coast FA Soccer
- Aug 28-29 USSSA Baseball

Parks and Grounds
Non-Routine Projects and Activities

Parks and Beach:

- Continue Beach access renovations, plant material trimming, seasonal repair of walkover structures, and sign replacement
- Regrade and skim sod at Central Park Fields #1 and #2 to promote surface drainage
- Install cameras at Ocean Park to monitor vandalism
- Correct drainage and vandalism issues at 21st S street end
- Pressure wash McLean Picnic shelter, replace swings at Towers on the Grove with benches

Recreation and Special Events:

- Logistical Support for July 4th fireworks display, Sounds of Summer, Music on Main, Top Gun BB/SB, WFC Softball, Triple Crown SB, and USSSA SB
- All City Choir Cantata held at Alabama Theater July 3 & 4 over 2,500 attendees.

Medians and Right of Ways:

- Hazard sight triangle correction or tree trimming/removal at Central Park Field #6, McLean Park (two mature storm damaged trees), PineCrest at 44th S, 2nd S and Ocean Blvd, 27th S and Hillside, and 1803 Hillside
- Trim and spray North end Hwy 17 medians

Custodial:

- Promote Sonnetta Chestnut to fill FT staff vacancy

Landscape Maintenance:

- Replace Main Street flower pots damaged by motorists

Park and Sports Complex

- Aerify, topdress, and fertilize soccer fields
- Repair footbridge at Heritage Shores Nature Preserve

Other

- Specific fertilizer, herbicide and insecticide applications as necessary
- Leadership team introduced to and trained on updated maintenance tracking software

- Decrease irrigation levels below minimum preferred due to high demand Citywide
- Ongoing pursuit of permit for Heritage Shores bulkhead

Upcoming Projects:

- Paving of NMB Park & Sports Complex Maintenance Facility
- Palmetto trimming
- Aerification of baseball fields at Central Park and NMB Park & Sports Complex, Sod worn areas on #5 Central Park