



Parks and Recreation Department

City Council Report
October 15, 2021

City Council Meeting of November 15, 2021

The Aquatic and Fitness Center ended October 2021 with 2391 packages compared to last year of 1966. The AFC is looking forward to celebrating its 16th Anniversary November 15-24.

	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	2378
Packages as of September	2330	2442	2601	2724	1890	2366
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:

October 2021: 16,097

October 2020: 13,246

Aquatic Programs

- There were 2243 participants in the therapy pool, 1940 lap swimmers, and 950 whirlpool users.

September Events

- Kids group swim lessons ended: 25 registered
- Pre-Dolphins ended – 9 registered/4 became Dolphins
- Masters Swimming: 23 registered
- NMB High School Swim Team ended
- CAC Swim Meet Rental – 179 Swimmers
- PumpkinHead Swim Meet – 84 Swimmers
- Boy Scouts Training- 9 Scouts
- Masters Swim Team – 14 swimmers attended meet in Wilmington

October Planned events

- Dolphins continue
- Masters continues
- Riptides swim meet rental Nov 5-6
- Spa Strainer Basket replaced
- Dolphins meet in Georgetown
- Masters Swim Clinic – 9 registered

Fitness Programs

- October 2021 Land class participation: 1597
139 classes for the month
Class average: 11.5
- October 2020 Land class participation: 1483
126 classes for the month
Class average: 11.7
- Total orientations: 6
- Les Mills Virtual On Demand participation: 336
- FIT-KIDS: 59

Child Watch & Activity Program

- Averaged 6 participants in the morning program Total – 128 visits
- Averaged 0 participants in the evening program. Temporarily closed due to staffing issues
- After School averaged 29 students per week

Customer Service

- 106 total Annual Memberships sold
 - 21 new annual memberships
 - 85 annual memberships Renewed
- 184 people joined monthly
- 75 tours
 - 16 out of state
 - 59 in state

Recreation

First Strides

- Going on now: September 1-November 17 (111 Registrants)
- November 17 – last meeting / 5K run

Programming

Artists Everywhere – Nina Ortiz

- October / November

Special Events / Festivals

- **Music on Main**
 - October 7: Andrew Thielen Big Band (1475)
 - October 14: Gary Lowder & Smokin Hot (2405)
- **Movies at McLean**
 - Hocus Pocus / October 8 (188)
- **Howl-O-Scream**
 - October 30 5pm-8pm
 - Collaboration with CCU Sports and Recreation Management class
 - 6,040 in attendance

Upcoming Special Events / Festivals

November

- **Biltmore Group Bus Trip- Full**
 - November 9-12

- \$660 double occupancy
- **Dashing Through The Glow**
 - November 19th 7pm (750 limit)
 - NMB Park & Sports Complex
- **Great Christmas Light Show**
 - November 22 – December 30 (closed Thanksgiving and Christmas Day)
- **Pet Photos with Santa**
 - November 28 10-2
 - Large Dog Park / Sports Complex
- **Christmas Tree Lighting**
 - November 30 6:00 pm
 - McLean Park

Athletics

- Soccer Tots (3 yr. old) and Soccer Academy (4-6 yr. old) wrapped up on October 16 with 100 total participants.
- Winter Basketball registration began on October 11 and runs through November 5.
- Soccer, volleyball, baseball, and flag football finished up in the last two weeks of October.
- All-star soccer teams were selected for 10&under and 12&under leagues.

Sports Tourism

- October's direct economic impact was \$2,258,50, up 17.5% from 2020. Overall for the 2021 year, the economic impact is \$23,911,573 up \$9,860,617 from 2020.
- YMCA Soccer hosted the Great Carolina Shootout on Oct 2-3.
- USSSA Baseball had two weekends combined for 109 teams with an impact of \$848,974.
- Top Gun Softball hosted the Winter World Series on the last two weekends in October for a combined impact of \$995,463.

Upcoming

- Softball and lacrosse will wrap up first week in November .
- Winter Basketball registration runs through November 5, 2021.
- Basketball evaluations will take place on November 15 and 17 and practice will begin after Thanksgiving break
- All-star soccer tournament will be held on November 20 in Sumter, SC for 10u and 12u
- Sports Tourism for November
 - Nov 6-7 LAX USA
 - Nov 6-7 USSSA Baseball
 - Nov 13-14 WFC Softball
 - Nov 20-21 WFC Softball *last sports tourism event for 2021

Beach Services

- There were 4 recordable weather days for the month compared to 10 PY.
- Month to date revenue is up 16% to 2020 and up 48% to 2019.
- Staffing levels were acceptable for the month.
- Remaining rental boxes have been removed from the beach.
- Currently organizing the warehouse to begin equipment repairs.
- All remaining staff members have either transferred to Beach Services Maintenance position or to Special Event Worker for the Great Christmas Light Show.

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

Parks and Beach

- Ongoing Beach access renovations, plant material trimming, repair of walkover structures, and sign replacement
- Central Park tennis court light repairs and maintenance
- Mow/clear paths at Heritage Shores, begin off-season dock and sign repairs
- Hand excavate beach walkovers at handicap ramp locations. Also clear sand/plant material at 3rd Ave N, 1305WW, 1918WW
- Kellam, Greene and Faircloth pass Cat 3 pesticide applicators license test

Recreation and Special Events

- Logistical Support for Howl O-Scream, AFC Swim meets, Music on Main, YMCA Soccer, Top Gun Softball, Domestic Violence event, USSSA Softball, Sounds of Summer
- Install much of GCLS fixtures, controllers, and cords

Medians and Right of Ways

- Hazard sight triangle correction or tree trimming/removal at 615 37th S, 2nd S at Bay St, 41st S, Lowe Street

Landscape Maintenance

- Renovate landscape at
- Winter annual flower planting

Park and Sports Complex

- Finalize renovation of soccer and baseball lots prior to GCLS setup

Other

- Continuation of the installation of infrastructure and fixtures for 2021 GCLS
- Trees SC Virtual Conference – Grainger, Lewis, and Allen
- Annual budget preparation

Upcoming Projects

- SCSTMA Conference November 16-17
- Landscaping of North 17 medians at Towne Center
- Paving of NMB Park & Sports Complex Maintenance Facility
- Inclusive playground plan research and development
- Christmas decorations City-wide
- GCLS Operations 11/19-12/30

Park Expansion

- Planning and designing continues with plan to Bid no later than January 2022.

Enjoy these North Myrtle Beach Holiday Season Events!

November 13

NORTH MYRTLE BEACH COMMUNITY BAND PATRIOTIC CONCERT

7:00 pm – Doors Open 6:40 pm – North Myrtle Beach High School Auditorium

The North Myrtle Beach Community Band provides a free patriotic concert featuring classical works, including Riders for the Flag by John Phillip Sousa, The Light Eternal by James Swearingen, America the Beautiful arranged by Carmen Dragon, and more!

November 19

DASHING THROUGH THE GLOW TWO-MILE FUN RUN / WALK

7:00 pm - North Myrtle Beach Park & Sports Complex

Be among the first to enjoy the 2021 Great Christmas Light Show as the event course winds through two million festive lights. Open to all ages. Wear your best holiday-themed outfit. Prizes awarded to best-dressed individual and best-dressed family. Pre-registration is required and the field is limited. No spectators are allowed in the Park & Sports Complex for this event.

Access online registration and other event information here: <https://parks.nmb.us/621/Dashing-Through-The-Glow>

November 22 - December 30

THE GREAT CHRISTMAS LIGHT SHOW

North Myrtle Beach Park & Sports Complex

This drive-thru light show featuring over 2 million lights festively displayed along a two-mile drive throughout the North Myrtle Beach Park & Sports Complex is open 5:30 pm-9:30 pm daily but is closed on Thanksgiving and Christmas Day. There are over 500 custom-made magical light displays, some up to 55 feet tall, and at least 40 of them are animated. Many new lights and new displays!

ADMISSION: 1-15 guests: \$15 per vehicle when Santa's Village is closed and \$20 per vehicle when Santa's Village is open. 16-30 guests: \$30 per vehicle all nights. 31 or more guests: \$60 per vehicle.

SANTA'S VILLAGE: November 26-December 12: Open Thursday, Friday, Saturday, and Sunday only. December 16-30: Open nightly but closed Christmas Day. Some of Santa's Village attractions require a ticket purchase.

More Information: www.GreatChristmasLightShow.com

November 27

INTRACOASTAL CHRISTMAS REGATTA

5:00 pm – Little River Inlet, South to Dock Holidays Marina

Each year on the Saturday after Thanksgiving, the curtain rises on this spectacular maritime parade at the Little River Inlet at 5:00 pm and travels south along the Intracoastal Waterway, arriving at Dock Holidays Marina at 7:00 pm. Gather your family and watch the parade as it passes various viewing areas along the waterway from Little River to Dock Holidays Marina - FREE but why not bring a new toy and drop it off at a collection point at any marina in Little River or North Myrtle Beach. You can help make sure there is not a single child in Horry County without a present to open on Christmas morning.

November 28 and December 11

PET PHOTOS WITH SANTA

10:00 am-2:00 pm - North Myrtle Beach Park & Sports Complex

This weather-permitting event at the Large Dog Park is free. Furry friends love Santa, too! Bring your family pets to meet Santa Claus at the Dirty Dawg Large Dog Park. Bring your camera and capture the perfect Christmas card photo. All well-behaved dogs on leashes are welcome.

November 30

CITY CHRISTMAS TREE LIGHTING

6:00 pm – Mclean Park, 93 Oak Drive

Free. Enjoy Santa and friends! Activities, entertainment, and refreshments are available for children of all ages. A great community start to the holiday season.

DECEMBER 2

WREATH MAKING WORKSHOP

1:00 Pm- 4:00 Pm – J. Bryan Floyd Community Center, Possum Trot Road

Free. Learn the tricks to making your own Christmas wreath! The Community Center supplies the greenery and instructions, and you bring a wreath form, preferably one made of straw. Thank you to the Driftwood Garden Club for providing instruction at this event!

December 4

NORTH MYRTLE BEACH CHRISTMAS PARADE

5:30 pm – Main Street

Free. Bring the entire family! Enjoy lighted floats and units representing groups from all across the area. Get there early in order to get a good viewing spot anywhere along Main Street!

For more information contact Charlene Lynam at (843) 281-2662
or clynam@destinationnmb.com.

December 4 and December 5

CHRISTMAS CANTATA

December 2, 3:30 pm & December 3, 3:30pm and 6:30pm

Living Water Baptist Church, 1569 SC-9, Longs, SC 29568

Church choirs from the North Myrtle Beach area join together to create a musical program you will not soon forget! **This is a free event and, unlike in past years, NO TICKET is required this year.**

Note the new location for this free event. The North Myrtle Beach venue that hosted the Christmas Cantata in the past could not do so this year due to their concerns about COVID-19. All other venues large enough to accommodate this event are unavailable this year due to holding events of their own. Many, many thanks to Living Water Baptist Church for welcoming this very popular event!