



Parks and Recreation Department

**City Council Report
November, 2021**

City Council Meeting of January 3, 2021

The Aquatic and Fitness Center ended November 2021 with 2630 packages compared to last year of 2020. The AFC had an awesome 16th Anniversary with 295 membership packages. This was a record membership drive. The AFC will offer 50% off joining fee January 3- 10, 2022.

	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	2391
Packages as of November	2382	2566	2705	2799	2025	2630
Packages as of December	2361	2602	2745	2804	2013	

Member check-in:

November 2021: 17,561

November 2020: 13,776

Aquatic Programs

- There were 2136 participants in the therapy pool, 2297 participants in lap pool, and 1440 whirlpool users.

November Events

- Dolphins: 52 registered
- 24 Dolphin swimmers participated in Georgetown meet
- Masters Swimming: 24 registered
- Riptides swim meet: 79 participants
- Coastal Scuba rental
- Blackbeard Scuba rental
- PumpkinHead Swim Meet – 84 Swimmers
- Masters Swimming Ladies stroke & turn clinic: 9 registered

December Planned events

- Dolphins continue
- Masters continues
- Dolphins swim meet Conway 28 swimmers
- Riptides swim meet rental Nov 5-6
- Masters Swim SCM Meet Charleston

Fitness Programs

- November 2021 Land class participation: 2361
165 classes for the month
Class average: 14.3
- November 2020 Land class participation: 1732
122 classes for the month
Class average: 11.7
- Total orientations: 24
- Les Mills Virtual On Demand participation: 321
- FIT-KIDS: 59

Child Watch & Activity Program

- Averaged 6 participants in the morning program Total – 121 visits
- Averaged 0 participants in the evening program. Temporarily closed due to staffing issues
- After School averaged 29 students per week

Customer Service

- 443 total Annual Memberships sold
 - 317 new annual memberships
 - 126 annual memberships Renewed
- 128 people joined monthly
- 68 tours
 - 11 out of state
 - 57 in state

Recreation

First Strides

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

Programming

Artists Everywhere – Nina Ortiz

- November / Adult classes

Special Events / Festivals

Biltmore Group Bus Trip

- November 9-12
- 42 participants
- \$660 double occupancy

Dashing Through the Glow

- November 19th 7pm (750 participants)
- 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 (90 dogs)
- Large Dog Park / Sports Complex

Christmas Tree Lighting

- November 30 6:00 pm (650 attendees)
- McLean Park

Upcoming Special Events / Festivals

Wreath Making Workshop

- December 2; 1-4pm

Christmas Parade

- December 4; 5:30 pm (100 units)

Christmas Cantata

- Dec 4; 3:30 / Dec 5; 3:30 & 6:30
- Living Water Baptist Church

Pet Photos with Santa

- December 11; 10-2
- Large Dog Park / Sports Complex

Athletics

- 412 players are registered for Youth Basketball, an increase of 26% from 2020. This is the largest youth basketball season in the history of North Myrtle Beach!
- Basketball practices began the week of November 29th and will continue through the end of the year. Games will begin in January.
- 10u and 12u soccer all-stars competed at the district tournament in Sumter, SC on November 20th. 12u team won the district tournament and will be competing in the State Tournament on December 4th.

Sports Tourism

- November's direct economic impact was \$579,217, down 57% from 2020.
- LAX USA (lacrosse) hosted 42 teams on November 6-7.
- SSSA Baseball was canceled due to weather.
- 2022 sports tourism contracts have been awarded, the annual sports tourism calendar will be released by the end of December.

Beach Services

- All equipment is currently in the warehouse for cleaning and repair
- All beach boxes are stored behind warehouse for repair in January
- All umbrellas have been sorted and ready for repair
- J-1 interviews will begin next month

Parks and Grounds
Non-Routine Projects and Activities

Parks and Beach

- Correct dune encroachment at 2704 NOB, 3rn N, 1305 S, and remove walkover at 3406 NOB
- Install lights and marketing materials at Tanger Outlets for GCLS
- Walkway, sign, path, and rail repair at Heritage Shores

Recreation and Special Events

- Continuation of the installation of infrastructure and fixtures for 2021 GCLS
- Logistical Support for Fun in the Sun Car Show, LAX Lacrosse, USSSA Baseball, Veteran's Day, AFC Swim Meet, WFC Softball, Dashing through the Glow, and Great Christmas Light Show.
- Install Christmas decorations City-wide
- GCLS Operations 11/19-12/30
- Faircloth train and test for Playground Inspector certification

Medians and Right of Ways

- Hazard sight triangle correction or tree trimming/removal at Amron Court, 41st/42nd S, 3404 Dunes, 615 37th S, and 27th S streetend

Landscape Maintenance

- Locate, purchase, and plant trees for 12/3 Arbor Day Observance
- Landscape renovation at Main Street and NMB Museum
- Finalize winter annual flower planting

Park and Sports Complex

- Overseed soccer and baseball complex playing surfaces and common areas

Other

- 4th Quarter safety meetings and lunch
- SCSTMA Conference November 16-17 – 10 attendees
- Annual budget preparation
- Mandatory annual HR and compliance training

Upcoming Projects

- Landscaping of North 17 medians at Towne Centre
- Paving of PSC Maintenance Facility
- Inclusive playground plan research and development