



Parks and Recreation Department

**City Council Report
December 2021**

City Council Meeting of February 7, 2022

The Aquatic and Fitness Center ended December 2021 with 2652 packages compared to last year of 2013. AFC hosted another successful Toys for Tots drive and an awesome Parents Night out! 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	2652

Member check-in:

December 2021: 18,501

December 2020: 14,634

Aquatic Programs

- There were 2305 participants in the therapy pool, 1870 participants in lap pool, and 1630 whirlpool users.

December Events

- Dolphins: 39 registered
- 24 Dolphin swimmers participated in Conway meet
- 70 people attended the Dolphins Christmas Party
- Masters Swimming: 19 registered
- 6 Masters Swimmers competed in the SCM Sate Meet in Charleston
- Riptides swim meet: 79 participants
- Scuba rental

January Planned events

- Dolphins continue
- Masters continues
- Dolphins swim meet Conway
- Swim lessons resume
- Scuba lane rentals continue
- Beach Guard swim clinics begin
- Jr Guard begins

Fitness Programs

- December 2021 Land class participation: 1868
150 classes for the month
Class average: 12.45
- December 2020 Land class participation: 1468
127 classes for the month
Class average: 11.5
- Total orientations: 10
- Les Mills Virtual On Demand participation: 417
- FIT-KIDS: 50

Child Watch & Activity Program

- Averaged 9 participants in the morning program Total – 225 visits
- Averaged 6 participants in the evening program. Total - 72 visits Evening Child Watch reopened December 13th.

- After School averaged 29 students per week
- Offered Parents Night Out with 40 kids participating.

Customer Service

- 138 total Annual Memberships sold
 - 41 new annual memberships
 - 97 annual memberships Renewed
- 180 people joined monthly
- 37 tours
 - 0 out of state
 - 37 in state

Recreation

Special Events / Festivals

Wreath Making Workshop

- December 2; 1-4pm
- 140 participants
- Held outside of J Bryan Floyd Community Center

Christmas Parade

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

Christmas Cantata

- Dec 4; 3:30 / Dec 5; 3:30 & 6:30
- Living Water Baptist Church
- All shows were sold out

Pet Photos with Santa

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

Upcoming Special Events / Festivals

- March 2nd – May 18th – First Strides
- March 12th – St. Patrick's Day Parade & Festival
- March 18th – Pedal in the Park (6:30pm)

- March 21st – Dog Agility
- April 9th – Touch A Truck
- April 29th – Art Fields Day Trip

Athletics

- Youth basketball season continues with a total of 39 teams consisting of 412 participants across all age groups.
- 12u soccer all-stars competed in the SCAP State tournament in Sumter, SC on December 4, 2021. They finished as State runner-up in their age division.
- Rookie League basketball wrapped up on December 18, 2021. A big thank you to the NMB High School Girls Basketball asst coach Ali Umbarger and players for volunteering to help out as well as the boys basketball coach, Ryan Walker, along with Trey White and Lori White

Sports Tourism

- There were no Sports Tourism events hosted in December 2021.
- The 2022 Sports Tourism calendar has been completed.
- The City will welcome 18 new sports tourism events with 4 new organizations in 2022.

Upcoming

- Basketball games will start on January 6 and run through February 11, 2022
- Sports Tourism will return in February with the Michael Nash Soccer Tournament, Fastpitch Dreams, and UNCW Ultimate Frisbee
- Spring sports registration will begin in February for baseball, softball, and soccer

Beach Services

- Beach chair repair will be complete by month end
- Beach box repair will begin next month
- Beach wheelchair rentals are ongoing
- Beach Service Beach Rental Attendant and Beach Service Italian Ice Attendant positions will be posted in January

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Sign and beach access marker renovation
- Heritage Shores sign and structure repair
- Cleanup of landscape transition areas at McLean and Yow Parks

Recreation and Special Events

- Operations staffing of GCLS
- Record keeping for GCLS Installation, planning for take down
- Logistical support for Christmas decorating, wreath and swag making, cantata, Christmas Parade, and tree lighting

Medians and Right of Ways

- Preventative Hazard sight triangle obstruction correction and tree trimming/removal

Landscape Maintenance

- Landscape renovation at main street medians

Park and Sports Complex

- Daily preparation and cleanup at GCLS Village area

Other

- Set up tree recycling drop off sites
- Arbor Day observance and tree planting with Tree Board

Upcoming Projects

- Landscaping of North 17 medians at Towne Centre
- Paving of NMB Park & Sports Complex Maintenance Facility
- Inclusive playground plan research and development
- Walkover construction and repair
- Heritage Shores Seawall
- NMB Park & Sports Complex playground surfacing

The Great Christmas Light Show

- 31, 230 vehicles drove through the Christmas Light Show with an estimated attendance of 124,920 visitors.
- Total gross revenue for the Light Show exceeded \$875,000, making it the most successful show to date.