



Parks and Recreation Department

**City Council Report
February 2022**

City Council Meeting of March 21, 2022

The Aquatic and Fitness Center ended February 2022 with 2989 packages compared to last year of 2154. The AFC is very busy with member activities. Swim lessons are in full swing. Summer Camp Registration begins March 12, 2022. Our staff is excited for Spring and Summer activities.

	2017	2018	2019	2020	2021	2022
Packages as of January	2656	2834	3057	3018	2064	2886
Packages as of February	2661	2899	3039	3068	2154	2989
Packages as of March	2682	2840	2954	COVID	2075	
Packages as of April	2489	2710	2844	COVID	2190	
Packages as of May	2464	2687	2819	2268	2203	
Packages as of June	2575	2755	2811	2119	2358	
Packages as of July	2549	2729	2814	2031	2359	
Packages as of August	2495	2692	2752	1894	2378	
Packages as of September	2442	2601	2724	1890	2366	
Packages as of October	2614	2709	2819	1966	2391	
Packages as of November	2566	2705	2799	2025	2630	
Packages as of December	2602	2745	2804	2013	2652	

Member check-in:

February 2022: 22,889

February 2021: 16,763

Aquatic Programs

- There were 3217 participants in the therapy pool, 2542 participants in lap pool, and 2072 whirlpool users.

February Events

- Dolphins: 37 registered
- 16 Dolphin swimmers participated in Myrtle Beach swim meet
- Masters Swimming: 25 registered
- Jr Guard: 17 registered
- Scuba rental for 6 hours
- Group Swim Lessons: 506 registered

March Planned events

- Dolphins: continue
- Masters: continue
- Dolphins swim preparing for two meets
- Swim lessons continue
- Scuba lane rentals continue
- Beach Guard swim clinics continue
- Jr Guard: 17 registered

Fitness Programs

- February 2022 Land class participation: 2796
149 classes for the month
Class average: 18.8
- February 2021 Land class participation: 1918
141 classes for the month
Class average: 13.0
- Total orientations: 18
- Les Mills Virtual On Demand participation: 460
- FIT-KIDS: 56

Child Watch & Activity Program

- Averaged 5 participants in the morning program Total – 107 visits
- Averaged 9 participants in the evening program. Total – 173 visits
- After School averaged 29 students per week
- Parent's Night Out- 21 participated

Customer Service

- 195 total Annual Memberships sold
 - 81 new annual memberships
 - 113 annual memberships renewed
- 262 people joined monthly
- 80 tours
 - 15 out of state
 - 65 in state

Recreation

Special Events / Festivals

February 12th – 39th Annual Winter Run

- Starts and ends on Main Street / 8:00 am
- Organizations: Coastal Race Productions / Grand Strand Running Club
- 380 participants

February 23-25 – SCRPA Programming Summit

- Angel Sylvester and Kaitlyn Hobby attended

Upcoming Special Events / Festivals/Programs

March 2nd – May 18th – First Strides

March 12th – 32nd Annual St. Patrick's Day Parade & Festival

- 9am Parade / 11am-4pm Festival
- Main Street

March 18th – Pedal in the Park (6:30pm/NMB Park & Sports Complex)

March 21st – Dog Agility Classes

March 26th – Sunglasses Half Marathon (Ocean Blvd/Main Street)

April 2nd – Touch A Truck (NMB Park & Sports Complex)

April 16 – Easter Egg Hunt (10am / McLean Park)

April 29th – Art Fields Day Trip

Athletics

- Basketball games wrapped up on February 10, 2022 and all-star teams were selected for 10u, 12u, and 14u boys and 12u girls.
- Each team competed at the Eastern District tournaments on February 25th

- The 12u girls basketball were District Champions and will compete for the State Championship
- Spring sports registration began on February 7, 2022 for baseball, softball, tball, soccer, and lacrosse

Sports Tourism

- The direct economic impact of February 2022 was \$538,023 compared to \$295,617 in February 2021. This represents an increase of 82%.
- Fastpitch Dreams Softball Classic started on February 24th and will host 114 teams through March 18th
- UNCW Ultimate Frisbee hosted 20 teams out of state
- Coastal SC Volleyball Tournament brought in 32 teams for an impact of \$180,452

Upcoming

- Spring sports registration will end on March 4, 2022 and evaluations will take place March 14-17, 2022
- Practices for spring sports will begin the week of March 21st for all sports
- Fastpitch Dreams Softball will wrap up on March 18th
- USA Prep Basketball will return March 3-5
- Hightide Ultimate Frisbee will host 107 teams over three weeks in March starting March 7th
- NTBA basketball will host their first event of the year on March 18-20

Beach Services

- Repairing beach boxes.
- All beach service trucks will be sent in for preseason maintenance.
- Completing rehire paper work and new hire as well.
- Staffing interviews underway.
- Beach Service employment positions posted for Beach Rental Attendant, Beach Italian Ice Attendant as well as Concession Supervisor.
- Receiving beach wheel chair reservation requests.

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Sign and ID post repainting and replacement – parks and beach accesses
- Install irrigation on infields at Central Park
- Build Port o let housing at 62nd north parking lot
- Trim, spray and mulch public parking lot beds
- Remove walkover structure at 1922WW

Recreation and Special Events

- Finalize GCLS takedown and storage
- Logistical support for Fast Pitch Dreams Softball, UNCW Ultimate Frisbee, Nash Soccer tournament, and AFC Swim meet

Medians and Right of Ways

- Sight triangle obstruction correction and tree trimming/removal at
- Median landscape renovations at No 17, 11th N, OB at 4th S

Landscape Maintenance

- All but finalize landscape renovation at Municipal Complex. 5% remains.
- Remove tree at Windy Hill Fire Station

Park and Sports Complex

- Realign and replace bases, plates, and rubbers and install bricks in wear areas at all baseball fields, CP included

Other

- Blood Borne Pathogen and First Aid/CPR training
- Winter Planting – Parks, PSC, ROW's and Landscapes
- Budget projection discussions for NMB Park & Sports Complex expansion
- KNMBB Adopt an Access, Community Garden, and Monday After the Masters organization

Upcoming Projects

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