



Parks and Recreation Department

**City Council Report
March 2022**

The Aquatic and Fitness Center ended March 2022 with 2846 packages compared to 2075 last year. This represents an increase of 37% or 771 packages. Summer Camp is sold out except one week at the end of the season.

	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	2846
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:

March 2022: 25,083

March 2021: 18,387

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

- March 2022 Land class participation: 3021
166 classes for the month
Class average: 18.14
- March 2021 Land class participation: 2345
177 classes for the month
Class average: 13.25
- Total orientations: 16
- Les Mills Virtual On Demand participation: 466
- FIT-KIDS: 80

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

- 233 total Annual Memberships sold
 - 57 new annual memberships
 - 176 annual memberships renewed
- 248 people joined monthly
- 74 tours
 - 13 out of state
 - 61 in state

Recreation

Special Events / Festivals

March 2nd – May 18th – First Strides

- Started March 2nd with 110 participants
- Walking running workshop for women
- Weekly at the NMB Parks and Sports Complex

March 19th – 32nd Annual St. Patrick's Day Parade & Festival

- Originally scheduled for March 12th; postponed due to weather
- 9am Parade / 11am-4pm Festival
- Main Street
- 103 parade entries / 93 vendors / 29,000 in attendance

March 26th – Run North Myrtle Beach Half Marathon and 5K (Ocean Blvd/Main Street)

- 388 competed in Half Marathon / 574 competed in 5K
- Packet pickup with a small expo was held at J Bryan Floyd Community Center 4/25
- 108 volunteers from Kiwanis and McLeod
- Coastal Race Productions organized the event

Upcoming Special Events / Festivals/Programs

April 1st – Pedal in the Park (6:30pm / NMB Park & Sports Complex)
April 9th – Touch A Truck (10am-2pm / NMB Park & Sports Complex)
April 16 – Easter Egg Hunt (10am / McLean Park)
April 29th – Art Fields Day Trip

Athletics

- Spring sports registration ended on March 4, 2022 with a record number of registrations. 870 participants signed up representing a 20% increase over last year's numbers.
- Tball, baseball, softball, and lacrosse all registered a record of participants.
- There are 18 tball teams, 19 baseball teams, 11 softball teams, 23 soccer teams, and 3 lacrosse teams
- A total of 49 tball, baseball, and softball teams are sponsored by local businesses.

Sports Tourism

- March 2022 sports tourism events brought a huge economic impact to the City. The direct economic impact was \$6,027,064 which is up \$4,661,283 from 2021.
- This impact is similar to March 2019 impact of \$6,871,029.
- March hosted Fastpitch Dreams Classic with 114 collegiate softball teams. The most teams ever.
- Hightide Ultimate Frisbee returned with 120 collegiate teams over three weeks.
- Grand Strand High School Softball hosted their first week of games with an impact over \$500,000.

Upcoming

- Spring sports games will start after spring break for all sports and run through the end of May.
- Chiefs summer sports camps, in partnership with NMB High School, will start registration April 18th for baseball, boys basketball, girls basketball (others to follow).
- April Sports Tourism will include
 - UNCW Ultimate Frisbee April 2-3
 - USSSA Baseball April 2-3, April 30-May 1
 - Grand Strand Softball Classic April 4-8, 11-15, 18-22
 - Top Gun Sports April 9-10 and April 23-24
 - Coast FA Soccer April 23-24 and April 30-May 1
 - NTBA Basketball April 9-10, April 23-24

Beach Services

- Currently interviewing for Beach Rental & Italian Ice attendant positions.
- Approximately 40% staffed.

- All Beach boxes are on the beach with equipment.
- Pre-season fleet maintenance on vehicles is nearing completion.
- Beach service operations begin April 1st.

Parks and Grounds
Non-Routine Projects and Activities

Parks and Beach:

- Sign and ID post repainting and replacement – parks and beach accesses
- Walkways cleared at 1606 and 1612 Perrin
- Receive and train on new equipment to clean sand from accessible walkovers
- Relocate/reorient swing at Yow Park
- Install new and additional Adopt and Access signage

Recreation and Special Events:

- Begin clearing and widening of Cherry Grove Boat Ramp Overflow parking to accommodate kayak expansion
- Logistical support for NTBA Basketball, High Tide Ultimate Frisbee, Fast Pitch Dreams Softball, Grand Strand Softball Classic, St Patrick's Day Parade and Festival

Medians and Right of Ways:

- Sight triangle obstruction correction and tree trimming/removal at 1019 2nd S, 1500 Cenith, AFC Parking lot, 1603 Holly, and 1203 NOB
- Landscape renovations at Shorehaven ROW, Little River Neck Rd medians, Blockade Runner medians, 2nd N Boulevard median, and 11th N median and ROW's
- Contract pressure washing and painting of signs at Cherry Grove exit and Windy Hill entrance

Landscape Maintenance:

- Finalize landscape renovation at Municipal Complex.
- Remove tree at Windy Hill Fire Station

Park and Sports Complex

- Landscape renovation at baseball complex, trimming at soccer side.
Mulch to follow

Other

- Quarterly safety meetings
- Safe Driver and Bloodborne Pathogen training
- GCLS New music and fixture planning and program integration, Staff attends St Louis Expo
- Finish Winter Planting – Parks, NMB Park & Sports Complex, ROW's and Landscapes
- KNMBB Adopt an Access recruitment and Community Garden expansion

Upcoming Projects:

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