



Parks and Recreation Department

**City Council Report
April 2022**

The Aquatic and Fitness Center ended April 2022 with 2846 packages compared to 2190 last year. This represents an increase of 30% or 656 packages. AFC is getting ready for summer camps and swim lessons. The gymnasium floor is being deep cleaned and lines repainted.

	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	2846
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:

April 2022: 20,144

April 2021: 16,381

Aquatic Programs

- There were 2788 participants in the therapy pool, 2322 participants in lap pool, and 1760 whirlpool users.

April Events

- Dolphins: 25 registered
- Masters Swimming: 18 registered
- Scuba rental for 9 hours
- Group Swim Lessons: 13 registered (Levels only)
- LG certification 2 candidates
- 4 Grand Strand Masters swimmers attended the US Masters Swimming Spring Nationals in San Antonio, Tx.

May Planned events

- Pre- Dolphins: began
- Masters: continue
- Swim lessons continue
- Scuba lane rentals continue
- Beach Guard swim clinics continue
- LG certification class planned for Conway Rec Center
- Fearful Adult swim lessons
- Stroke Improvement Swim lessons

Fitness Programs

- April 2022 Land class participation: 2189
156 classes for the month
Class average: 14.0
- April 2021 Land class participation: 2012
170 classes for the month
Class average: 11.83
- Total orientations: 5
- Les Mills Virtual On Demand participation: 443
- FIT-KIDS: 27

Child Watch & Activity Program

- Averaged 7 participants in the morning program Total – 154 visits
- Averaged 6 participants in the evening program. Total – 123 visits
- After School averaged 34 students per week
- Spring Break 43 Campers

Customer Service

- 197 total Annual Memberships sold
 - 54 new annual memberships
 - 143 annual memberships renewed
- 154 people joined monthly
- 51 tours
 - 13 out of state
 - 38 in state

Recreation

Special Events / Festivals

April 1st – Pedal in the Park (6:30 pm)

- Group bike ride around the NMB Park & Sports Complex; Super Hero theme
- 22 participants
- Hometown heroes (Public Safety participated and lead the ride)

April 9th – Touch A Truck (10am – 2pm)

- FREE event @ NMB Park & Sports Complex with 50 vehicles for kids to explore
- Approximately 3800 in attendance
- Other activities included face painter, stilt walker balloon makers, games, cotton candy and Lions Club sold refreshments

April 16th – 40th Annual Easter Egg Hunt (10am)

- FREE Egg Hunt at McLean Park
- Children received a treat bag for finding eggs
- Build a Bunny contest and Bunny Photo Hop were new features
- Approximately 1000 in attendance

April 27th and 29th – Artfields Day Trip

- Two group trips to Artfields in Lake City
- 24 participants

Upcoming Special Events / Festivals/Programs

- May 2-4 – Group Bus Tour to Savannah
- May 17th – Party in the Park (Central Park 3:00 pm)
- May 23-25 – Group Bus Tour to Charleston
- May 30th – Memorial Day Service @ NMB Park & Sports Complex Veterans Memorial

Athletics

- Games for spring sports baseball, softball, soccer, and tball started the week of April 25th and will run through the end of May.
- 873 participants are registered for spring sports, the most participants ever in spring sports!
- Chief Summer Sports Camps registration started on April 20th. We have partnered with NMB High School coaches to offer baseball, boys basketball, girls basketball, girls soccer, softball, volleyball, and co-ed lacrosse camps this summer

Sports Tourism

- April 2022 sports tourism events had a direct impact to the City of \$5,071,455 an increase of 48% from 2021 and up 36% from 2019 (2020 events were canceled due to COVID-19)
- The Sports Complex hosted 10 events in April while adding two basketball events at J Bryan Floyd Community Center.
- Grand Strand Softball Classic (High School softball) hosted three weeks of tournaments and brought in \$1,682,884
- Coast FA Soccer hosted the first weekend of their Spring Classic with the 11v11 fields, 54 teams for an impact of \$693,787 and the second weekend (9v9 fields) hosted 122 teams and had an impact of \$1,239,097

Upcoming

- Spring sports will wrap up the last week in May with all-star selections for baseball and softball
- Summer sports camps registration will continue
- girls basketball (others to follow)
- May Sports Tourism will include
 - Top Gun Sports May 7-8
 - USSSA Baseball May 14-15 May 21-22
 - High Tide Ultimate Frisbee May 16-19

- NTBA Basketball May 21-22

Beach Services

- Actual 2022 MTD revenue \$303,872
- Easter was observed April 17th
- Beach Service employment positions are posted for Beach Rental Attendant and Italian Ice Attendant.
- Currently interviewing for all beach worker positions.
- Also attending local job fairs and recruiting events.

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 2902, 2002 NOB, 1610 Perrin.
- Install additional Adopt and Access signage
- Preseason walkway inspections, renovations, and repairs.
- Replace Heritage Shores Interpretive signs
- Dune fertilization

Recreation and Special Events:

- Widen unloading zone at CGBR to accommodate kayak expansion
- Logistical support for Monday After the Masters, Touch a Truck, Easter Egg Hunt, GSSC Softball, Pedal in the Park, UNCW Ultimate Frisbee, USSSA Softball, SoS Parade, Coast FA, Top Gun Softball/Baseball, Motorcycle Rodeo, and NTBA Basketball

Medians and Right of Ways:

- Sight triangle obstruction correction and tree trimming/removal at
- Community Garden box construction and installation (w/Volunteer assistance)

Landscape Maintenance:

- Landscape renovation at 53rd N parking lot, 20th N parking lot,
- Remove tree at Windy Hill Fire Station

Park and Sports Complex

- Mulching of baseball and Soccer complexes
- Replace windscreens in baseball complex

Other

- Safe Work Zone training, Safe Driving class, Reasonable suspicion training
- Mark GO Ape trees in anticipation of contractor removal of equipment

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
- Annual Flower Planting