



Parks and Recreation Department

**City Council Report
May 2022**

The Aquatic and Fitness Center ended May 2022 with 2676 packages compared to 2203 last year. This represents an increase of 473 packages. Gymnasium floor was deep cleaned and repainted. First round of pre-school summer camp was a huge success. Activity staff and Aquatic staff are gearing up for summer programs.

	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:

May 2022: 19,351

May 2021: 16,497

Aquatic Programs

- There were 2788 participants in the therapy pool, 2030 participants in lap pool, and 1760 whirlpool users.

May Events

- Pre-Dolphins: 12 registered
- Masters Swimming: 26 registered
- Adult Group lessons 11 registered
- Group Swim Lessons: 72 registered
- LG certification 5 candidates

June Planned events

- Summer Swim league begins
- Masters: continue
- Swim lessons continue/addition of AM classes
- Beach Guard swim clinics continue
- LG certification class planned for Sheraton Broadway Plantation
- Fearful Adult swim lessons continue
- Stroke Improvement Adult Swim lessons continue

Fitness Programs

- May 2022 Land class participation: 1761 * (gymnasium closed for a week)
131 classes for the month
Class average: 13.44
- May 2021 Land class participation: 1858
162 classes for the month
Class average: 11.5
- Total orientations: 8
- Les Mills Virtual On Demand participation: 329
- FIT-KIDS: 54

Child Watch & Activity Program

- Averaged 6 participants in the morning program Total – 135 visits
- Averaged 8 participants in the evening program. Total – 174 visits
- After School averaged 35 students per week
- Spring Break 43 Campers

Customer Service

- 175 total Annual Memberships sold
 - 50 new annual memberships
 - 125 annual memberships renewed
- 194 people joined monthly
- 44 tours
 - 9 out of state
 - 35 in state

Recreation

Special Events / Festivals

Artist Everywhere

- Displayed in City Hall.
- Nicole Schmitz, owner and creator of Nicole Schmitz Studio, grew up in beautiful North Myrtle Beach, SC.

May 2-4 – Savannah Group Bus Trip

- 44 participants

May 17 – Playground Playdates

- 3:00 pm @ Central Park Playground
- Seed growing activity
- 12 participants

May 18 – First Strides 5K (Final night)

- 120 participants
- Final night consisted of 5K run and celebration

May 21 – Pops in the Park with the NMB Community Band

- NMB Park and Sports Complex amphitheater

May 23-25 – Charleston Group Bus Trip

- 30 participants

May 30 – Memorial Day Service

- NMB Park & Sports Complex Veterans Plaza
- 100 in attendance

Upcoming Special Events / Festivals/Programs

Music on Main Concert Series
Sounds of Summer Concert Series
Movies at McLean series
Playground Playdates – June 21

Athletics

- Spring sports wrapped up the last two weeks in May with all-star selections in 7-8, 9-10, 11-12, 13-14 baseball and 9-10, 11-12, 13-14 softball
- All-star practices began the last week in May
- Ryan Wilson, Assistant Athletic and Sports Tourism Director started on May 23. Ryan is a graduate of NMB High School and Coastal Carolina University with a degree in Parks and Recreation.

Sports Tourism

- May 2022 direct economic impact brought in \$1,189,356 which is down 40% from May 2021. High Tide Ultimate moved their event back to March. Was held in May due to Covid in 2020.
- USSSA Baseball hosted 92 teams \$496,782 over two weekends
- NTBA basketball hosted 44 teams at J Bryan Floyd Community Center and brought in \$215,875

Upcoming

- All-star teams will compete in their district tournaments in June
 - 9-10 softball June 10-12 in Lake View
 - 11-12 softball June 10-12 in NMB
 - 13-15 softball June 10-12 in NMB
 - 7-8 baseball June 20-24 in Georgetown
 - 9-10 baseball June 24-28 in Aynor
 - 11-12 baseball June 24-28 in Georgetown
 - 13-14 baseball June 24-28 in Georgetown
- Summer Camps start in June
 - Baseball June 6-8, 13-15
 - Boys Basketball June 6-9
 - Volleyball June 13-15
 - Lacrosse June 13-15
 - Soccer June 27-29

- June Sports Tourism will host WFC, LAX USA, Top Gun Sports, USSSA, NTBA, and Soccer Youth.
- USSSA Global World Series expected to host over 75 teams June 22-June 26

Beach Services

- Revenue is up significantly. Total Beach Services Revenue for the month is \$583,176 which is the highest ever recorded for May.
- Revenue exceeded prior year by \$20,356 or 4%.
- There were minimal weather interference days for the month.
- Beach Service employment positions are posted for concession worker and Italian Ice Carts.
- Interviewing for beach rental attendant and Italian Ice positions will conclude early next month.
- Staffing is near capacity for the first time in 2 years.

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach:

- Sign and ID post repainting and replacement at beach accesses
- Install additional Adopt and Access signage - 99 adopted to date
- Seasonal walkover repairs, ongoing.
- Heritage Shores boardwalk and rail repairs
- Access repair and maintenance at 933WW, 939WW, 3605 Seaview, 2002WW and 4544WW.

Recreation and Special Events:

- Logistical support for Memorial Day traffic control and NMB Park & Sports Complex Observance, USSSA Softball, High Tide Ultimate Frisbee, NTBA Basketball, and Wheel to Surf,

Medians and Right of Ways:

- Sight triangle obstruction correction and tree trimming/removal at 2nd N/Ash.
- Landscaping of North 17 medians at Towne Centre
- Transplant Elms and Palmettos from Champion's Boulevard in construction zone

Landscape Maintenance:

- Annual Flower planting
- Sod bare areas at municipal complex and 41st south park

Park and Sports Complex

- Sod worn and bare area at soccer and baseball fields

Other

- Citizen's Academy presentation
- First aid/cpr/aed training and fall protection training for select staff members
- Trees SC Arborist training for Lewis and Grainger

Upcoming Projects:

- Paving of NMB Park & Sports Complex Maintenance Facility
- Walkover construction
- Heritage Shores Seawall
- NMB Park & Sports Complex playground surfacing