



Parks and Recreation Department

**City Council Report
July 2022**

The Aquatic and Fitness Center ended the month of July 2022 with 2735 packages compared to 2359 last July. This represents an increase of 376 packages. Summer Camp is winding down and the Dolphins swim team ended its season. AFC is gearing up for all 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	2846
Packages as of April	2489	2710	2844	COVID	2190	2846
Packages as of May	2464	2687	2819	2268	2203	2676
Packages as of June	2575	2755	2811	2119	2358	2969
Packages as of July	2549	2729	2814	2031	2359	2735
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:

July 2022: 20,098

July 2021: 18,368

Aquatic Programs

- There were 2349 participants in the therapy pool, 1808 participants in lap pool, and 1239 whirlpool users.

July Events

- Summer Swim League ended
- Masters Swimming: 24 registered
- Group Swim Lessons: continued

August Planned events

- Masters: National Swim Meet Richmond, VA
- Swim lessons end first week of August
- All Aquatic programs cease for six weeks for pool renovations

Fitness Programs

- July 2022 Land class participation: 1877
162 classes for the month
Class average: 11.6
- July 2021 Land class participation: 1802
154 classes for the month
Class average: 11.7
- Total orientations: 9
- Les Mills Virtual On Demand participation: 319
- FIT-KIDS: 51

Child Watch & Activity Program

- Averaged 8 participants in the morning program Total – 163 visits
- Averaged 7 participants in the evening program. Total – 134 visits
- Summer Camp is going very well! 60 kids and 6 Jr. Counselors

Customer Service

- 161 total Annual Memberships sold
 - 52 new annual memberships
 - 109 annual memberships renewed
- 209 people joined monthly

- 59 tours
 - 7 out of state
 - 52 in state

Recreation

Artist Everywhere

- Displayed in City Hall / July 1st – July 31st
- Janis Chapman, moved to NMB 2009

Music on Main Concert Series

- July 7 – Cat 5 (Beach, variety) | 3050 attendance
- July 14 – Blackglass (Rock, variety) | 2450 attendance
- July 21 – The Embers (beach) | 3450 attendance
- July 28 – Too Much Sylvia (variety) | 3640 attendance

Sounds of Summer

- July 15 – Living on a Prayer (Bon Jovi Tribute) | 3200 attendance

Movies at McLean series

- July 8 – The Karate Kid | 155 attendance

Playground Playdates – July 19

- 3:00 pm @ Central Park Playground
- Firework Theme / 32 participants

Daycations = July 20 & 26

- Hopeswee Plantation (two trips due to demand)
- 10 participants (full) / \$60 per person

Upcoming Special Events / Festivals/Programs

Music on Main Concert Series

- August 4 – Painted Man (Soul, variety)
- August 11 – Chocolate Chip & Co. (variety, dance)
- August 18 – Jim Quick and Coastline (variety)
- August 25 – The Entertainers (beach)

Sounds of Summer Concert Series

- August 19 – Tribute to Van Morrison and James Taylor (Paul Grimshaw Band)

Movies at McLean series

- August 12 – Encanto 7:30 pm @ McLean Park

Playground Playdates – August 16 | 3:00 pm @ Central Park | Dinosaur Theme

- FREE kids program; themed activities with playground play

Park N’ Play – August 9 & August 23 | Yow Park 10am-Noon

- FREE kids program; games and activities provided for fun play to highlight City Parks

Daycations – August 24 | Wilmington (Battleship)

- Adult / Family program to promote active lifestyle

First Strides – Begins August 31 | 10 week walking clinic

- Women’s program to promote active and healthy lifestyle

Athletics

Athletics

- Fall sports registration for City of North Myrtle Beach Residents began on July 19th, Open registration began on July 23rd.
- Registration runs until August 13th.
- Summer sports camps wrapped up with Softball, Girls Basketball, and Football
- Registrations for the Summer sports camps which the department runs in conjunction with North Myrtle Beach High School were up 70% from prior year with over 370 children participating. In total, over \$17,500 was generated for the High School coaches and the Athletic Department.

Sports Tourism

- July 2022 total direct economic impact for the City was \$7,632,453 which is a 4% decrease from 2021.
- Triple Crown baseball and softball brought an economic impact of \$4,411,828 with 107 teams from 26 different states for their Summer Nationals events
- NTBA basketball had an impact of \$1,417,062 with 61 teams for their Nationals events

- Top Gun Sports hosted their Summer Nationals over July 14-17 and brought in \$1,803,563 in direct impact for 74 teams

Upcoming

- August Sports Tourism Events
 - August 1-7 World Fastpitch Connection World Series
 - August 20-22 Coast FA Soccer
 - August 27-28 USSSA Baseball
- Fields are closed for maintenance, baseball is closed August 8-26 and soccer is closed until August 19

Beach Services

- Recorded 8 significant weather interference days for the month compared to 8 days prior year.
- Total rental revenue at time of report is estimated to be up 20% \$160,448 compared to prior year. Actual walk up beach sales exceeded prior year by 7% \$46,698. Actual online sales also exceeded prior year by 72% \$113,750.
- At time of report Cart revenue is estimated to be even compared to 2019 season.
- Staffing levels have been maintained through the month
- Will experience the loss of some staff due to school in August.

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

Parks and Beach

- Sign and ID post repainting and replacement at beach accesses
- Install additional Adopt and Access signage - 109 adopted to date
- Seasonal walkover repairs, ongoing.
- Shower drain cleaning – ongoing through season
- Contractor construction of walkover at 1st Ave North. Process to continue through Oct/Nov
- Access repair and maintenance at 5014 NOB, 17th N, and 1217 SOB
- Install cigarette butt receptacles at select street ends – KNMBB outreach
- Fence repair at Hill Street tennis court, Central Park fields #1, 2, and 3.
- Finalize mat installation at kayak launch at CGBR

- New net installation at outdoor pickleball courts

Recreation and Special Events

- Logistical support for Music on Main, Sounds of Summer, NTBA Basketball, AFC Swim Meet, Top Gun SB/BB, July 4 fireworks and flags, Triple Crown Baseball
- Finalize ballfield and common area fence repairs

Medians and Right of Ways

- Plant material control at 705 Seashell Ln, North gateway sign, 26th N and Nixon, and 24th N and Nixon
- Clean up at 27th S old NAPA Building
- Dead Pine removal at Cherry Grove Boat Ramp
- Contract trimming of palmetto trees city-wide

Landscape Maintenance

- Landscape renovations completed at Highway 17 S medians
- Turf area weed control

Park and Sports Complex

- Aerify soccer fields

Other

- Continue to train on MainTrac maintenance tracking software
- Quarterly Safety meetings

Upcoming Projects

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