



Parks and Recreation Department

**City Council Report
August 2022**

The Aquatic and Fitness Center ended the month of August 2022 with 2963 packages compared to 2378 last August. This represents an increase of 585 packages. Renovation of the Aquatic area is in the final stages with completion scheduled for September 18. The Dolphins swim teams, GSMS and swim lessons will return the week of September 19. After School program has started back and Parents Night Out has returned as a program offering. It is exciting times at the AFC!

	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	2963
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:

August 2022: 18,819

August 2021: 17,696

Aquatic Programs

- There were 640 participants in the therapy pool, 358 participants in lap pool, and 262 whirlpool users.

August Events

- All Aquatic programs ended August 7. Renovation began August 8th.
 - Replaster of the Lap Pool
 - Refinishing the Pool Deck
 - Repainting walls in Aquatic area
- Masters: National Swim Meet Richmond, VA
- Lifeguard Certification Course: 3 registered

September Planned events

- Finish renovation project. Grand reopening scheduled for September 19th
- Dolphins Swim Team to begin September 19th
- Pre-Dolphins Swim Team to begin September 22
- Swim lessons to begin fourth week of September
- Masters Swimming to begin September 26th

Fitness Programs

- August 2022 Land class participation: 2,715
201 classes for the month
Class average: 13.5
- August 2021 Land class participation: 1,923
165 classes for the month
Class average: 11.6
- Total orientations: 11
- Les Mills Virtual On Demand participation: 302
- FIT-KIDS: 42

Child Watch & Activity Program

- Averaged 8 participants in the morning program Total – 194 visits
- Averaged 5 participants in the evening program. Total – 115 visits
- Summer Camp is going very well! 60 kids and 6 Jr. Counselors
- After School Program average 40 students
- Parents Night Out 28 kids participated

Customer Service

- 159 total Annual Memberships sold
 - 50 new annual memberships
 - 82 annual memberships renewed
- 148 people joined monthly
- 59 tours
 - 5 out of state
 - 54 in state

Recreation

Artist Everywhere

- Displayed in City Hall / August 1st – August 31st
- Anna Bowers

Music on Main Concert Series

- August 4 – Painted Man (Soul, variety) 1900
- August 11 – Chocolate Chip & Co. (variety, dance) 2200
- August 18 – Jim Quick and Coastline (variety) 3500
- August 25 – The Entertainers (beach) 2800

Sounds of Summer

- August 19 – Paul Grimshaw Band (Van Morris on Tribute) | rained out

Movies at McLean series

- August 12 – Encanto | 110 attendance (rain)

Playground Playdates – Aug 16

- 3:00 pm @ Central Park Playground
- Dinosaur Theme / 45 participants

Park N' Play – August 9 | 85 participants; Yow Park

Park N' Play – August 23 | 45 participants; Hill Street Park

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

Daycations = August 24

- Wilmington (Battleship)
- 10 participants (full) / \$80 per person

First Strides – Begins August 31 | 10 week walking clinic

- Women's program to promote active and healthy lifestyle
- 80 participants

Upcoming Special Events / Festivals/Programs

Music on Main Concert Series

- September 1 – Envision (variety)
- September 8 – Thomas Road Band (variety, country)
- September 15 – The Catalinas (beach)
- September 22 – Gery Lowder & Smokin Hot (variety)
- September 29 – Blackwater Rhythm and Blues (variety)

Sounds of Summer Concert Series

- September 16 – Head Games (Foreigner Tribute Band)

Movies at McLean series

- September 9 – Space Jam 7:00 pm @ McLean Park

Playground Playdates – September 20 | 3:00 pm @ Central Park | Western Theme

- FREE kids' program; themed activities with playground play

Park N' Play – September 13 & September 27 | Mclean Park and Central Park

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

Daycations – September 28 | Florence (Farmers Market, Museum, Bucces)

- Adult / Family program to promote active lifestyle

18th Annual Irish Italian International Festival

- September 24th 10am-4pm. All spaces are full

9/11 Memorial Service: 21 Years

- September 11th 7:00 pm @ Horseshoe on Main

Athletics

- We have a record number of youth sports participants for fall sports with 800 registered, a 15% increase from last season. Sports offered include soccer, baseball, softball and volleyball.
- Included in the Fall Sports is a new rookie league soccer program implemented for 4–6-year old's.
- Players were evaluated and divided on teams. Practices began on August 29th.

Sports Tourism

- August Sports Tourism events brought in \$1,168,454 in direct economic impact, a 27% decrease from prior year. This season we hosted one less event in August to provide an extra week of maintenance for the fields.
- Coast FA hosted 93 teams with a \$731,928 impact.
- World Fastpitch Connection had a \$395,010 impact for their World Series.

Upcoming

- Baseball, softball, and volleyball practices will begin the week of September 6, 2022
- Games will start the week of September 20th for soccer and flag football
- Games will start the week of September 26th for baseball, softball, and volleyball
- September sports tourism
 - Top Gun All American Games Sept 2-5
 - NMB High School Cross Country Sept 3
 - USSSA Baseball Sept 10-11
 - Top Gun Sports Sept 17-18
 - USSSA Baseball Sept 24-25

Beach Services

- Recorded 13 significant weather interference days for the month compared to 8 prior year.
- Month to date revenue is up 20% or \$106,042 compared to prior year due to increase in attendance and transactions compared to prior year.
- High school and college students returned to school by mid-August, however staffing is still sufficient enough to handle customer demand.
- An additional truck section was created to handle the loss of staff and respond to customer demand.
- Staffing will be limited to approximately 15 to 18 employees daily through September.

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 - 116 adopted to date
- Seasonal walkover repairs, ongoing. Contractor construction of walkover at 907 SOB and 1217 SOB.
- Intensely Encourage turf recovery at Towers on the Grove Park
- Repair of walkover structure at Prince Resort/parking,
- Assume maintenance of new lots at 46th So and 1st So.
- Towers on the Grove sanitization post holeless presence

Recreation and Special Events:

- Logistical support for Music on Main, Sounds of Summer, Coast FA Soccer, USSSA Softball, Top Gun Softball, NMBHS Cross Country, WFP Softball, and AFC Swim meet.
- Install new/additional swing at Yow Park
- Sidewalk trip hazards eliminated at Hill Street Park (Street Dept)
- GCLS fixture installation begins

Medians and Right of Ways:

- Assume Maintenance of roundabout at old Waterway Hills property
- Trim trees at 27th and Airport, 6th S and Hillside/lotus, and weeds at guard rails at Water Tower road, Hillside 9th-6th S, and Nixon/Lake Drive along creek

Landscape Maintenance:

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

Park and Sports Complex

- Aerify soccer fields
- Contract paving on Maintenance Facility
- Lake algae control and carp stocking
- Aerify and topdress sports field turf

Other

- Continue to learn MainTrac maintenance tracking software

- Algae control at lakes at Vereen, Thai Season, and McLean Park
- Pay plan revision research an revision
- Receive and unload GCLS fixtures for 2022
- Walters, Lowe, Lewis, and Simril attend NRPA Maintenance Management School

Upcoming Projects:

- Heritage Shores Seawall
- NMB Park & Sports Complex playground surfacing
- Beach Sweep/Creek Sweep