



Parks and Recreation Department

**City Council Report
September 2022**

The Aquatic and Fitness Center ended the month of September 2022 with 2962 packages compared to 2366 last September. This represents an increase of 571 packages. The months of August & September registered the highest number of membership packages ever for those months. Renovation of the Aquatic area is complete and looks awesome! October will be a big month as the Grand Strand Masters Swimming, Dolphins swim teams and swim lessons return! October is Breast Cancer Awareness month, McLeod Health will offer a Lymphedema Management Seminar and the Staff of AFC will offer several fundraising opportunities. Monies raised will go to "Caring in Our Lifetime" non-profit that serves local Horry and Georgetown Counties.

	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	2962
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:

September 2022: 16,494

September 2021: 16,012

Daily visits counts is lower due to Pool Renovation September 1- 19th.

Aquatic Programs

- There were 1100 participants in the therapy pool, 533 participants in lap pool, and 419 whirlpool users.

August Events

- Pool area re-opened September 19th after a six week renovation. The project began on time and was completed on time.
- Group swim lessons began Sept 24, 27 & 29th
- Pre- Dolphins began Sept 22

October Planned events

- Dolphins Swim Team to begin October 4th
- Masters Swimming to begin October 3rd
- NMB High School Chiefs swim team will practice October 3-6th - up to their State Championship
- Swim lessons continue

Fitness Programs

- September 2022 Land class participation: 2478
188 classes for the month
Class average: 13.8
- September 2021 Land class participation: 1705
144 classes for the month
Class average: 11.84
- Total orientations: 7
- Les Mills Virtual On Demand participation: 212
- FIT-KIDS: 38

Child Watch & Activity Program

- Averaged 6 participants in the morning program Total – 131 visits
- Averaged 6 participants in the evening program. Total – 112 visits
- After School Program average 38 students

Customer Service

- 128 total Annual Memberships sold
 - 41 new annual memberships
 - 87 annual memberships renewed
- 133 people joined monthly
- 49 tours
 - 12 out of state
 - 37 in state

Recreation

Music on Main Concert Series

- September 1 – Envision (variety) 2900 attendance
- September 8 – Thomas Road Band (variety, country) 2200 attendance
- September 15 – The Catalinas (beach) 3800 attendance
- September 22 – Gery Lowder & Smokin Hot (variety) 3200 attendance / ended at 8:08 rain
- September 29 – Blackwater Rhythm and Blues (variety) cancelled due to Hurricane Ian

Sounds of Summer Concert Series

- September 16 – Head Games (Foreigner Tribute Band) | 3800 attendance

Movies at McLean series

- September 9 – Space Jam 7:00 pm @ McLean Park | 120 attendance

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

- FREE kids' program; themed activities with playground play
- 21 attendance

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
- 15 attendance

Daycations – September 28 | Florence (Farmers Market, Museum, Buc-ee's)

- Adult / Family program to promote active lifestyle
- 12 participants

18th Annual Irish Italian International Festival

- September 24th 10am-4pm
- 22,000 attendance

- One of the largest Irish Italian Festivals ever!

9/11 Memorial Service: 21 Years

- September 11th 7:00 pm @ Horseshoe on Main
- 1500 attendance

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

Movies at McLean series

- October 14 – Addams Family 7:00 pm @ McLean Park

Daycations – October 10 | Georgetown

- Adult / Family program to promote active lifestyle

Daycations – October 17 | Wilmington

- Adult / Family program to promote active lifestyle

Playground Playdates – October 18 | 3:00 pm @ Central Park | Halloween

- FREE kids’ program; themed activities with playground play

Pedal in the Park – October 21 | 7:00 pm @ Sports Complex

- Bike around with Public Safety
- Let’s Glow Crazy theme

Park N’ Play – October 25 | Central Park

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

Howl-O-Scream – October 29 | 5-8pm Sports Complex

Athletics

- 809 youth participants in Fall sports. Most participants ever.
- Baseball, softball, and volleyball practices began the week of September 6, 2022.
- Games for soccer and flag football began on September 20th.

- Volleyball games started September 26th and softball and rookie league soccer started September 29th.
- All games and practices were canceled on Thursday September 29, 2022 due to inclement weather from Hurricane Ian.

Sports Tourism

- September Sports Tourism events brought in \$1,683,734 in direct spending, a 26% increase from prior year.
- Top Gun hosted an All American/All Star event for baseball and softball over Labor Day weekend with an impact of \$1,337,280 over 3 days. The event was an individual invite only event and over 2,400 participants checked in at the North Myrtle Beach Park and Sports Complex on Friday September 2, 2022.

Upcoming

- Youth basketball registration will begin on October 10th for NMB residents and open registration will start October 15th and run through November 4, 2022
- October Sports Tourism
 - October 2-3 YMCA Soccer
 - October 2-3 Tier 1 Fastpitch
 - October 8-9 USSSA Baseball
 - October 15-16 USA Softball
 - October 22-23 Top Gun Softball Winter World Series
 - October 29-30 Top Gun Softball Winter World Series

Beach Services

- Recorded 6 significant weather interference days for the month. Hurricane Ian made landfall on the 30th with storm surge of 5-7 feet.
- All beach rental boxes were removed from the beach
- Rentals are closed
- Actual month to date revenue for September is \$387,280 compared to prior year of \$290,590 which is an increase of 33% or \$96,690.
- Staffing is satisfactory for the month.

Parks and Grounds
Non-Routine Projects and Activities

Parks and Beach

- Sign and ID post repainting and replacement at beach accesses, repair walkway above Prince Resort/Pier
- Install additional Adopt and Access signage - 118 adopted to date
- Continue Intensely Encouraged turf recovery at Towers on the Grove Park
- Beach Sweep/Creek Sweep with KNMBB
 - Beach access inventory update
 - Meet Driftwood Garden Club – McLean Park landscape project
 - Install new signage at Burgess Preserve
 - Pressure Wash CP restroom exterior – Fields 1+2

Recreation and Special Events

- Logistical support for Music on Main, Sounds of Summer, SOS Fun Sunday and Monday, 9/11 Observance, USSSA Softball, III Festival, and Top Gun Softball (HUGE)
- GCLS Tunnel, truss, and fixture installation

Medians and Right of Ways

- Hazard removal at 56th N/Nixon,
- Expand Community Garden – to 22 spots
- Trim Main Street Oaks
- Renovate north 17 wetland plant median

Landscape Maintenance

- Flower bed prep in advance of October flowers

Park and Sports Complex

- Street Department paving of walk paths
- Bench repair and replacement
- Contract Fence Repairs

Other

- New Staff orientation
- Quarterly safety meetings
- Hurricane Ian Preparation

Upcoming Projects

- Heritage Shores Seawall
- NMB Park & Sports Complex playground surfacing