



**Parks and Recreation Department**

**City Council Report  
October 2022**

The Aquatic and Fitness Center ended the month of October 2022 with 2979 packages compared to 2391 last October. This represents an increase of 588 packages over prior years. AFC was busy with Breast Cancer Awareness fundraiser, Parents Night Out, Kids Are Out of School (KAOS) 2 day event, Pumpkin Head swim meet and a Lymphedema Seminar presented by McLeod Health. November the AFC will be celebrating our 17<sup>th</sup> Anniversary by waiving our joining fee beginning November 7<sup>th</sup> through November 19<sup>th</sup>.

	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
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	2979
Packages as of November	2566	2705	2799	2025	2630	
Packages as of December	2602	2745	2804	2013	2652	

**Member check-in:**

**October 2022: 19,277**

**October 2021: 16,097**

### **Aquatic Programs**

- There were 2955 participants in the therapy pool, 2312 participants in lap pool, and 1391 whirlpool users.

### **October Events**

- All programs in full operation after the renovation: Dolphins, Master, Private & Group lessons
- Dolphins hosted Pumpkin Head Swim meet with 106 swimmers competing
- NMB High School Chiefs swim team completed their season and are now practicing for the State Meet

### **November Planned events**

- Dolphins Swim Team continues
- Grand Strand Masters Swim continues
- Lessons will continue

### **Fitness Programs**

- October 2022 Land class participation: 2047  
156 classes for the month  
Class average: 13.2
- September 2021 Land class participation: 1597  
139 classes for the month  
Class average: 11.5
- Total orientations:2
- Les Mills Virtual On Demand participation: 171
- FIT-KIDS: 33

### **Child Watch & Activity Program**

- Averaged 7 participants in the morning program Total – 137 visits
- Averaged 6 participants in the evening program. Total – 121 visits
- After School Program average 38 students
- Parents Night Out 35 kids participated
- KAOS 38 kids registered

### **Customer Service**

- 106 total Annual Memberships sold
  - 21 new annual memberships

- 85 annual memberships renewed
- 185 people joined monthly
- 82 tours
  - 17 out of state
  - 65 in state

### **Recreation**

#### Movies at McLean series

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

#### Daycations – October 10 | Georgetown

- 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
- 18 in attendance

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

- Bike around with Public Safety
- Let's Glow Crazy theme
- 60 in attendance

#### Park N' Play – October 11 | Central Park

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

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

- CCU Leadership class helped with the event; 50 students helped with set up, games, and break down
- NMB High School students volunteered; helped with set up, games and break down
- 2115 in 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

Daycations – November 4 | McClellanville

- Adult / Family program to promote active lifestyle

Playground Playdates – November 15 | 3:00 pm @ Central Park | Thanksgiving Theme

- FREE kids' program; themed activities with playground play

Dashing Through the Glow – Nov 18 & 19 | NMB Park & Sports Complex

- 2 mile run/walk through the Great Christmas Light Show
- Registrations limited to 750 participants per night

Great Christmas Light Show – Nov 21 – Dec 30 | NMB Park & Sports Complex

- Over 2 million lights with animated displays and synchronized lights set to music through 2 mile drive
- Includes Santa's Village on selected nights with visits with Santa, petting zoo, maze, smores, photo ops, train rides and dancing Christmas Tree

Pet Photos with Santa – Nov 27 | NMB Park & Sports Complex Dog Park

- 10am-12pm
- Free photos with your furry friends and Santa

Annual City Christmas Tree Lighting – Nov 29

- Local dance troops and singers perform before the Mayor counts down the tree lighting and Santa arrives!

**Athletics**

- Fall Baseball games started on October 3, 2022 for 7-8, 9-10, 11-13 year olds
- Basketball registration began on October 10<sup>th</sup> for residents and October 15<sup>th</sup> for open registration.
- Fall sports finished their season the last week in October.
- All-star soccer teams were selected in 9-10, 11-12, and 13-15 year-old leagues. Those teams will compete in the district tournament in November.
- Adult Co-ed softball finished on Oct 25<sup>th</sup>

### **Sports Tourism**

- The October sports tourism direct economic impact was \$1,375,037 down 44% from prior year. Two events were cancelled due to Hurricane Ian
- Top Gun Sports hosted their softball Winter World Series over the last two weekends in October with an economic impact of \$886,169

### **Upcoming**

- Basketball registration will run through November 6<sup>th</sup>
- November Sports Tourism
  - November 5-6 USSSA Baseball
  - November 5-6 LAX USA
  - November 12-13 Top Gun Baseball Winter National Championship
  - November 18-19, Dashing Through the Glow fun run

### **Beach Services**

- Due to the effects of hurricane Ian, rental operations concluded on October 1
- Currently organizing the warehouse to begin sorting chairs and umbrellas to ensure an accurate beginning inventory as well as to identify equipment that will be repaired or removed from service
- Rental boxes will be brought in the warehouse next month for repair
- November 1 Part Time staff members will either transfer to Beach Services Maintenance position or to Special Event Worker for the Great Christmas Light Show

### **Parks and Grounds**

#### **Non-Routine Projects and Activities**

##### **Parks and Beach:**

- Beach sand fence debris removal – Hurricane Ian cleanup
- Handicap accessible matting repairs/regrade - Ian
- Repair of walkovers at 17<sup>th</sup> Ave north and 5510 NOB – Hurricane Ian damage. Towers on the Grove to be addressed soon.
- Demolition of old and construction of new walkovers at 1217WW and 1307WW

##### **Recreation and Special Events:**

- Logistical support for AFC swim meet, Employee appreciation lunch, Howl O Scream, USSSA Baseball, Top Gun Baseball/Softball,

- GCLS fixture and cord installation, begin animation of moving pieces and programming of new ones
- English Ivy control at McLean

**Medians and Right of Ways:**

- Hazard removal at 1305 Hillside, 509 10<sup>th</sup> S, 110 14<sup>th</sup> S, 910 9<sup>th</sup> S, 201 16<sup>th</sup> S, Live Oak St in Tilghman woods, Ridgeview Dr, McLean Park Overflow, 37<sup>th</sup> S parking lot, among others

**Landscape Maintenance:**

- Annual flower planting
- Renovate south gateway sign landscape

**Park and Sports Complex**

- Sponsor banners and windscreens – down and back up - Ian

**Other**

- Begin over seeding low traffic, non- sport field areas PSC/landscape
- New Staff orientation
- Supervisor and FT Staff training - HR
- Hurricane Ian Cleanup and tree removal/pruning
- Repair Hurricane damaged GCLS fixtures
- KNMBB support private beach sweeps - 3

**Upcoming Projects:**

- Heritage Shores Seawall and Dock repair
- North Myrtle Beach Park & Sports Complex playground surfacing – Nov 13-23
- Permanent kayak launch at CGBR
- Citywide Cleanup – November 5
- SCSTMA Conference – Myrtle Beach Nov 14-16
- Finalize GCLS Installation and testing