



Parks and Recreation Department

**City Council Report
November 2022**

The Aquatic and Fitness Center ended the month of November 2022 with 3225 packages compared to 2630 last November. The AFC celebrated our 17th Anniversary by waiving our joining fee resulting in 294 new membership packages being sold. Last year's membership special resulted in 295 new packages and, of that, 249 packages renewed. The AFC presented to Caring in Our Lifetime a check for \$5000 from the fundraising efforts for breast cancer. Additionally AFC members donated 500 lbs. of food divided between Helping Hands and Hopes Kitchen respectively. The AFC is grateful for all our members who support our efforts to give back to our community.

	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	2979
Packages as of November	2566	2705	2799	2025	2630	3225
Packages as of December	2602	2745	2804	2013	2652	

Member check-in:

November 2022: 20,842

November 2021: 17,561

Aquatic Programs

- There were 2852 participants in the therapy pool, 1995 participants in lap pool, and 1379 whirlpool users.

November Events

- Riptides swim meet rental brought 118 swimmers over 3 days
- Dolphins participated in the Turkey Swim Meet at Pepper Geddings
- Two swim clinics were held for our Dolphins swim team members

December Planned events

- Dolphins Swim Team will host the Winter Classic Invitational swim meet
- Dolphins will participate in the NMB Christmas Parade
- Dolphins will have their annual Christmas Party
- Grand Strand Masters Swim team will participate in the SC SCM State Championship in North Charleston
- Lessons will end for the year on Tues/Thurs & Sat

Fitness Programs

- November 2022 Land class participation: 2154
181 classes for the month
Class average: 13.2
- November 2021 Land class participation: 1597
139 classes for the month
Class average: 11.5
- Total orientations: 28
- Les Mills Virtual On Demand participation: 212
- FIT- KIDS: 22

Child Watch & Activity Program

- Averaged 8 participants in the morning program Total – 161 visits
- Averaged 7 participants in the evening program. Total – 14 visits
- After School Program average 37 students
- KAOS 33 kids registered

Customer Service

- 561 total Annual Memberships sold
 - 312 new annual memberships
 - 249 annual memberships renewed
- 168 people joined monthly
- 110 tours
 - 16 out of state
 - 94 in state

Recreation

Daycations – November 4 | McClellanville

- Adult / Family program to promote active lifestyle

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

- 2 mile run/walk through the Great Christmas Light Show
- Nov 18 – 750 participants / Nov 19 – 650 participants

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

- Over 2 million lights with animated displays and 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 lighting and Santa arrives!
- 300+ in attendance

Upcoming Special Events / Festivals/Programs

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

- Over 2 million lights with animated displays and 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

Wreath Making Workshop – December 1

Christmas Parade – December 3rd

All City Choir Cantata – December 3rd

- Two shows 3pm and 6pm
- Living Water Baptist Church

Pet Photos with Santa – Dec 10 | NMB Park & Sports Complex

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

Athletics

- Youth basketball registration ended on November 6th with record number of registrations at 453 which is up 10% from prior year. This is the largest youth basketball league in North Myrtle Beach history
- Due to high registration numbers, practices will be held at J Bryan Floyd Community Center, NMB Aquatic and Fitness Center, and NMB Middle School.

Sports Tourism

- The November sports tourism direct economic impact was \$1,015,199, a 75% increase from prior year.
- USSSA Baseball hosted their SC Winter Nationals with 104 teams bringing an economic impact of \$544,481
- Top Gun Baseball Winter Championship was cancelled due to Hurricane Nicole, November 12-13 weekend, 82 teams were registered.

Upcoming

- Basketball practices will continue through December utilizing J Bryan Floyd Community Center, NMB Aquatic and Fitness Center, and NMB Middle School.
- There are no sports tourism events scheduled in the month of December

Beach Services

- Warehouse upgrade will begin next month with the addition of new bathrooms, operation offices, improved main entrance, and new employee parking and entrance added to the back of the warehouse.
- Most all chairs have been sorted and repaired for next season.
- Boxes are currently being repaired and stored in the Beach Service Truck parking lot.
- Most all umbrellas have been sorted and repaired.
- J-1 interviews will begin next month.

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Walkway and dock repairs – Heritage Shores, Burges preserve, Golfview Drive cut-through, and multiple beach access walkovers.
- Demo and rebuild walkover structure at 1207 SOB – next priorities – 17th S, 25th N, Towers on the Grove Park
- Overseed ballfields (except soccer) and common park areas.

Recreation and Special Events

- Logistical support for USSSA softball, LAX Lacrosse, Top Gun Winter Nationals, Christmas Parade, Cantata, wreath making, tree lighting, arbor day tree planting Great Christmas Light Show (operations and setup finalization), Dashing through the Glow, Driftwood Garden Club beautification efforts at City Hall and McLean Park
- Finalize Great Christmas Light Show Installation and testing

Medians and Right of Ways

- Hazard removal at
- Non-Great Christmas Light Show Christmas decorations installed City-wide
- Finalize Hurricane Ian and Nicole cleanup

Landscape Maintenance

- Install marketing GCLS pieces at Tanger Outlets

Park and Sports Complex

- Orange and green poured-in-place playground surfacing
- Overseed turf areas

Other

- Begin over seeding low traffic, non- sport field areas PSC/landscape related
- Clear remaining plant material at 27th S/Hilton for Community Garden expansion
- KNMBB City-wide Cleanup Nov 5
- SCSTMA Conference – Myrtle Beach Nov 14-16
- FY 2024 Budget creation
- City receives Tree City designation for 2021 – 17th year

Upcoming Projects

- Heritage Shores Seawall and Dock repair
- Permanent kayak launch at CGBR
- Annual FT staff training