



**Parks and Recreation Department**

**City Council Report  
March 2023**

The Aquatic and Fitness Center ended the month of March 2023 with 3359 packages compared to 2846 last March. AFC has been busy with preparing for Summer Camp, Spring Break and Kids Craft Club. Land and water classes have also been very active. Judy Childers Aquatic Manager has been held several community CPR classes and preparing to offer several Lifeguard training classes. Both Masters and Dolphins swim teams are growing.

	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Packages as of January	2834	3057	3018	2064	2886	3414
Packages as of February	2899	3039	3068	2154	2989	3428
Packages as of March	2840	2954	COVID	2075	2846	3359
Packages as of April	2710	2844	COVID	2190	2846	
Packages as of May	2687	2819	2268	2203	2676	
Packages as of June	2755	2811	2119	2358	2969	
Packages as of July	2729	2814	2031	2359	2735	
Packages as of August	2692	2752	1894	2378	2963	
Packages as of September	2601	2724	1890	2366	2962	
Packages as of October	2709	2819	1966	2391	2979	
Packages as of November	2705	2799	2025	2630	3225	
Packages as of December	2745	2804	2013	2652	3269	

**Member check-in:**

**March 2023: 28,299**

**March 2022: 25,053**

### **Aquatic Programs**

- There were 3837 participants in the therapy pool, 2491 participants in lap pool, and 2109 whirlpool users.

### **March Events**

- Dolphins swim meet in Georgetown
- Group lessons began mid-month
- 3 scuba rentals 12 hrs.
- After School & KAOS kids in pool
- 2 B-Day Parties 35 kids
- Member CPR 20 participants

### **April Planned events**

- 3 B-Day parties
- Members CPR Course:
- LGI re-cert planned for 3 neighboring facilities
- Dolphins Championship Swim Meet Pepper Geddings
- Group swim lessons continue
- Masters swim team continues

### **Fitness Programs**

- March 2023 Land class participation: 3691  
245 classes for the month  
Class average: 15.10
- March 2022 Land class participation: 3021  
166 classes for the month  
Class average: 18.14
- Total orientations:7
- Les Mills Virtual On Demand participation: 278
- FIT- KIDS: 63

**Child Watch & Activity Program**

- Averaged 8 participants in the morning program Total – 206 visits
- Averaged 9 participants in the evening program. Total – 203 visits
- After School Program averaged 44 students
- KAOS 35 kids participated
- Kids Craft Club 8 participated
- 3 Birthday Parties

**Customer Service**

- 245 total Annual Memberships sold
  - 72 new annual memberships
  - 173 annual memberships renewed
- 295 people joined monthly
- 41 tours
  - 6 out of state
  - 35 in state

**Recreation**

- 33rd Annual St Patrick's Day Parade & Festival – March 11<sup>th</sup>
- 115 parade entries
- 126 Vendors
- 40,000+ in attendance

Daycations (Wilmington) – March 15

- 12 participants (full)
- Bellamy Mansion Museum / Carolina Beach Food and Wine Tour

Group Bus Trip to Savannah GA – March 20-22

- 43 participants

Run NMB (Sunglasses Run) – March 25<sup>th</sup>

- 1005 participants
- Organized by Coastal Race Productions

Upcoming Special Events / Festivals/Programs

- Touch A Truck (Sports Complex) – April 1st 10am-2pm
- Easter Egg Hunt (McLean Park) – April 8<sup>th</sup> 10am
- Park N Play (Hill Street Park) – April 11<sup>th</sup> 10am-12
- Playground Playdates (Central Park) – April 18 3:00 pm
- Pedal in the Park (Sports Complex) – April 28<sup>th</sup> 6:00 pm
- Daycations (Artfields/Lake City) – April 25<sup>th</sup> & 27<sup>th</sup>

Athletics

- Spring sports registration finished up on March 5, 2023.
- 1011 players are registered for baseball, softball, tball, soccer, and lacrosse which is a 17% increase from prior year and an all-time record. Soccer increased registrations by 30%. There are 18 tball teams and 85 teams total across all sports.
- Evaluations were held the weeks of March 13<sup>th</sup> and March 20<sup>th</sup> and practice began the week after.

Sports Tourism

- March sports tourism events brought in \$6,867,937 in economic impact which is an increase of 14% from prior year.
- Fastpitch Dreams Softball Classic welcomed 144 teams to our area over 3 weeks with an impact of \$3,030,696
- Hightide Ultimate Frisbee returned this year with 151 teams over 3 weeks with an impact of \$3,283,697

Upcoming

- Spring sports will start games after HCS spring break. Baseball, softball, and tball will start the week of April 17<sup>th</sup> and soccer and lacrosse will start the week of April 24<sup>th</sup>
- Summer Sports Camps registration will open on April 1, 2023. With partnership with North Myrtle Beach High School, we are offering baseball, boys and girls basketball, soccer, volleyball, lacrosse, softball, and football camps
- April Sports Tourism events
  - USSSA Baseball April 1-2
  - UNCW Ultimate Frisbee April 1-2
  - NTBA Basketball April 1-2

- Grand Strand Softball Classic April 3-7 and April 10-14
- Skull and Bones Baseball April 15-16
- Top Gun Sports April 22-23
- Coast FA Soccer April 22-23
- Big Shots Basketball April 29-30
- Coast FA Soccer April 29-30
- USSSA Baseball April 29-30

### **Beach Services**

- Currently interviewing for Beach Rental & Italian Ice attendant positions.
- Approximately 50% staffed.
- All Beach boxes are on the beach with equipment.
- Pre-season fleet maintenance on vehicles is nearing completion.
- Beach service operations begin April 1<sup>st</sup>.
- Warehouse improvements are almost complete.

### **Parks and Grounds**

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

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

- Continued contract repairs of foot bridges and docks at Heritage Shores
- Walkover replacement at 1515WW
- Ingram Dunes seasonal cleanup and renovation
- Remove remaining hurricane damaged dune fences

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

- Logistical support for NTBA, UNCW and High Tide Ultimate Frisbee, USSSA Fastpitch Dreams, and GSSC Softball, St Patrick's Parade and Festival, and Run NMB ½ Marathon

##### **Medians and Right of Ways**

- Hazard removal at 1516 Perrin, Ashland Ave, and in alley behing 1003 Perrin
- Prepare for continuation of fence screening plant material at 6<sup>th</sup> S near Bay St and water treatment facility
- Fire hydrant obstruction removal trimming

**Landscape Maintenance**

- Landscape Renovation at Hwy 17 south medians, Main Street Connector, No 17 medians, 11<sup>th</sup> N, and Shorehaven Drive
- Tree removals at Farmer's Market and Windy Hill Fire Station

**Park and Sports Complex**

- Landscape renovation at baseball/softball complex and Champion's Boulevard
- Fertilize all sports turf

**Other**

- Winter planting – City wide
- Community Garden expansion – in progress
- Assume landscape and custodial maintenance at new Beach Services/Patrol building
- Staff take part in ISA Arborist and SC Pesticide applicator calibration training

**Upcoming Projects**

- Heritage Shores Seawall and Dock repair
- Permanent commercial kayak launch at CGBR
- Beach sign installation
- Finalize walkover renovation – 1715WW, 1607WW, and 1111WW remain