



Parks and Recreation Department

**City Council Report
April 2023**

The Aquatic and Fitness Center ended the month of April 2023 with 3250 packages compared to 2846 last March. AFC has been busy with Birthday parties, CPR classes, Zumbathon Fundraiser, Beach Sweep, Beach Patrol training and lifeguard training. The Activity staff is preparing for Summer Camp.

	2018	2019	2020	2021	2022	2023
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	3250
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:

April 2023: 21,888

April 2022: 20,144

Aquatic Programs

- There were 1870 participants in the therapy pool, 2062 participants in lap pool, and 1450 whirlpool users.

April Events

- After School kids in pool
- 3 B-Day Parties 45 kids
- Member CPR 20 participants
- LG Cert 8 guards
- Dolphins Championship Swim Meet Pepper Geddings

May Planned events

- Members CPR Course:
- LGI re-cert planned for area facilities
- Group swim lessons
- Masters swim team continues
- CPR for AFC Camp Counselors
- NMB HS swim team meeting

Fitness Programs

- April 2023 Land class participation: 2834
217 classes for the month
Class average: 13.05
- April 2022 Land class participation: 2189
156 classes for the month
Class average: 14.0
- Total orientations:3
- Les Mills Virtual On Demand participation: 216
- FIT- KIDS: 78

Child Watch & Activity Program

- Averaged 9 participants in the morning program Total – 266 visits
- Averaged 8 participants in the evening program. Total – 165 visits
- After School Program averaged 44 students
- Spring Break Camp 51 kid participated
- Mini Camp 18 kids participated
- 3 Birthday Parties

Member Activities

- Social Hour- 20 members attended
- Zumba Fundraiser- 27 members & 6 Non-Members attended and raised \$1,160 to donate to Teen Angel
- Beach Cleanup- 18 Members, Non-Members & Staff participated

Customer Service

- 198 total Annual Memberships sold
 - 52 new annual memberships
 - 146 annual memberships renewed
- 197 people joined monthly
- 42 tours
 - 5 out of state
 - 37 in state

Recreation

Touch A Truck (Sports Complex) – April 1st 10am-2pm

- 34 exhibitors
- 3980 attendees
- Free event where kids of all ages explored vehicles. Mission Bar B Que provided lunch to all the exhibitors.

Easter Egg Hunt (McLean Park) – April 8th 10am

- Rain
- 300 attendees

Park N Play (Hill Street Park) – April 11th 10am-12

- 23 participants

Playground Playdates (Central Park) – April 18th 3:00 pm

- 10 participants
- Planting/Flower theme

Pedal in the Park (Sports Complex) – April 28th 6:00 pm

- 22 participants

Daycations (Artfields/Lake City) – April 25th & 27th

- Two full trips (10 per trip)

Upcoming Special Events / Festivals/Programs

- Fishing with Friends (Sports Complex Lake) – May 6th 9am-Noon
- Park N Play (Yow Park) – May 9th 10am-Noon
- Movies @ McLean – May 12th 7pm
- Bowties & Pearls (McLean Park) – May 13th 11am-1pm
- Playground Playdates (Central Park) – May 16th 3pm
- Daycations (Murrells Inlet) – May 25th

Athletics

- Spring sports began games the week of April 17th for baseball, softball, and tball
- Games for soccer and lacrosse started the week of April 24th
- Summer sports camps registration started April 1, 2023. These camps are hosted in partnership with coaches from North Myrtle Beach High School. This summer we are offering baseball, boys and girls basketball, soccer, football, volleyball, softball, and lacrosse.
- Myrtle Beach Pelicans hosted NMB Rec Night on April 22, 2023 for our spring sports teams
- Adult Men's league softball and Co-ed softball began games on April 12th and 13th. The Men's league has 8 teams and the Co-ed league has 4 teams.

Sports Tourism

- Direct economic impact for April 2023 was \$5,554,141 which is up 9.5% from last year
- April was full of tournaments including Grand Strand Softball Classic that had two weeks of high school softball tournaments and brought in 74 teams and an impact of \$2,481,179
- Coast FA soccer hosted two weekends of soccer tournaments with over 450 teams playing and NMB hosted 216 of those teams for an impact of \$2,220,971

Upcoming

- Youth sports will start to wrap up at the middle of May through the week before Memorial Day
- All stars will be selected for 8u, 10u, 12u, 14u baseball and 10u, 12u, and 15u softball. Those teams will compete at district tournaments in June
- May Sports Tourism Events:
 - May 6-7 NTBA basketball
 - May 6-7 Top Gun Sports
 - May 13-14 USSSA Baseball
 - May 20-21 USSSA Baseball
 - May 20-21 NTBA Basketball

Beach Services

- Actual 2022 MTD revenue \$245,474
- Revenue is down 15% or \$44,975 compared to MTD 2022 due primarily to cold mornings and rainy weekends throughout the period
- Easter was observed early April 9th
- Beach Service employment positions are posted for Beach Rental Attendant and Italian Ice Attendant
- Currently interviewing for all beach worker positions
- Also attending local job fairs and recruiting events

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Final '23 contract repairs of foot bridges and docks at Heritage Shores and Burgess preserve
- Walkover replacement at 1607WW and 1715WW
- Install Permanent commercial kayak launch at CGBR
- Fertilize Dune grass
- Build port-o-let housing screens at 23rd and 28th S parking areas

Recreation and Special Events

- Logistical support for Pedal in the Park, Police MC Rodeo, Boulineau's anniversary, Coast FA, USSSA Baseball, Big Shots Basketball, SoS Parade and Festival, Top Gun BB and SB, GSSC Softball, Skull and Bones BB

Medians and Right of Ways

- Hazard removal at 1516 Perrin, 1530 Buffkin,
- Fire hydrant obstruction removal trimming – (Ongoing)
- Drainage ditch mowing, spraying, and obstruction removal

Landscape Maintenance

- Landscape Renovation at

Park and Sports Complex

- Pre-emergence weed control at all sports turf

Other

- Finalize Winter planting – City wide
- Community Garden expansion – in progress
- Pressure wash Towers on the Grove restroom buildings
- Native planting at CGBR – with Rotary Club

Upcoming Projects

- Heritage Shores Seawall and Dock repair
- Beach sign installation
- Finalize walkover renovation – only 1111WW remains
- Summer annual flower planting – City-wide