



Parks and Recreation Department

**City Council Report
June 2023**

The Aquatic and Fitness Center ended the month of June 2023 with 3312 packages compared to 2969 last June. Summer is off to an awesome start, summer camp is in full go mode as is the Dolphin Swim team. The facility has been busy with vacationers using the fitness room, lap pool and therapy pool.

	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	3277
Packages as of June	2755	2811	2119	2358	2969	3314
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:

June 2023: 22,299 (as of June 29, 2023)

June 2022: 20,748

Aquatic Programs

- There were 3968 participants in the therapy pool, 2153 participants in lap pool, and 784 whirlpool users.

June Events

- Summer Swim League 33 swimmers (3 swim meets)
- Sea Haven 2 X's this month
- Birthday Parties (2)
- Group lessons Sat & T/Th
- Summer Camp Kids MW/F
- Masters swim team continues
- Fearful Adults Swim Class began with 3 registered
- NMB Beach Guard Swim Test -12
- Jr Guard Swim test -12

July Planned events

- Dolphins Summer swim League continues
- Group & Private Swim Lessons continues
- Sea Haven 2 X's this month
- Summer Camp Kids MW/F
- Masters swim team continues
- NMB High School begins practice July 31
- Aquatic Staff In-service training July 16

Fitness Programs

- June 2023 Land class participation: 2994
246 classes for the month
Class average: 12.2
- June 2022 Land class participation: 2144
187 classes for the month
Class average: 11.5
- Total orientations: 8
- Les Mills Virtual On Demand participation: 207
- FIT- KIDS: 107

Child Watch & Activity Program

- Averaged 11 participants in the morning program Total – 271 visits
- Averaged 11 participants in the evening program. Total – 210 visits
- Summer Camp 60 kids each week
- Jr Counselors- avg 4-6 per week
- Safe Sitter Class- 3
- Stay at Home class- 4
- Kids Craft Club- 6
- Birthday parties- 3

Customer Service

- 175 total Annual Memberships sold
 - 59 new annual memberships
 - 116 annual memberships renewed
- 248 people joined monthly
- 39 tours
 - 8 out of state
 - 31 in state

Recreation

Artists Everywhere

- Diane White – NMB resident

Park N Play (Sports Complex) – June 13th 10am-Noon

- 65 participants

Movies @ McLean (American Tail) – June 9th 7pm

- 205 in attendance
- NMB Lions Club provided refreshments
- HTC sponsors the movie series

Playground Playdates (Central Park) – June 20th 3:00 pm

- Canceled due to rain

Daycations (Lake City) – June 27th

- 10 per trip

- Participants visited Moore Farms and Gardens, lunch on Main Street, Florence Little Theater and Bucces

Music on Main

- June 1 – The Entertainers | 2200
- June 8 – Chairman of the Board | 2500
- June 15 – Southside Saints | 1700
- Jun 22 – The Catalinas | 2500
- June 29 – Rivermist | 3000

Sounds of Summer

- June 16 – Journey Tribute Band | 4000

Upcoming Special Events /Programs

Music on Main (Gary Lowder & Smokin Hot) - July 6th

Music on Main (Main Event Band) – July 13th

Movies @ McLean (Beethoven) – July 14th

Park N' Play (Central) – July 11th

Music on Main (Too Much Sylvia) – July 20th

Sounds of Summer (Swinging Medallions) – July 21st

Playground Playdates (Central Park) – June 18th

Music on Main (Embers) – July 27th

Athletics

- All-star teams competed in their district tournaments for 10u, 12u, 15u softball and 8u, 10u, 12u, 14u baseball.
- North Myrtle Beach Park and Sports Complex hosted the 10u and 15u softball district tournaments
- Chief Summer Sport Camps started with baseball and boys basketball the week of June 5th followed by weeks of lacrosse, volleyball, softball, football and soccer. 534 campers registered which is a 45% increase from prior summer.
- Men's and Coed Adult softball wrapped up with 12 teams participating in the spring season.

Sports Tourism

- June's economic impact was \$3,642,859, up \$21,932 from prior year.

- For FY 23, the economic impact was \$30,876,381, which is up \$305,284 from FY22. The Sports Complex finished with an impact of \$27,372,470, which was up 4.5% from FY 22
- USSSA Baseball had two events reaching an impact of \$1,284,769 and NTBA Basketball hosted their Girl's Nationals with an impact of \$1,019,418
- Top Gun Softball also hosted 40 teams with an impact over \$400,000 for one weekend

Upcoming

- Fall sports registration will begin July 17th for City residents and open registration will start July 22nd. Sports offered will be flag football, soccer, baseball, softball, volleyball, and lacrosse
- Girls Basketball will host the last of the Chiefs Summer Camps on July 17-19
- July Sports Tourism Events
 - July 5-9 USSSA Baseball Global World Series 2.0
 - July 6-9 Big Shot Basketball
 - July 11-14 NTBA Basketball Boys Nationals
 - July 13-16 Top Gun Sports Baseball and Softball Summer Nationals
 - July 18-23 Triple Crown Softball Summer Nationals 12u and 14u
 - July 20-22 NTBA Basketball Nationals
 - July 26-30 Triple Crown Softball Summer Nationals 16u and 18u

Beach Services

- There were 10 significant weather interference days for the month of June.
- Year-end revenues are up approximately 7% \$200,000 compared to PY at time of report. Due exclusively to proper staffing levels and no lost revenue due to short staffing.
- Italian Ice Cart sales have increased significantly exceeding PY revenue by \$150,000 at the time of report.
- Credit Card sales, including online and beach transactions, continue to increase as more consumers are preferring credit card payment vs cash.
- 2022 / 2023 Year end expenses are expected to be even at time of report.
- Staffing has improve significantly compared to prior year. Beach Services successfully hired a total of 85 Beach Rental Attendants and Italian Ice Attendants as well as 20 J-1 students.

Parks and Grounds

Non-Routine Projects and Activities

Parks and Beach

- Native planting at CGBR – with Rotary Club – June 3
- Heritage Shores Seawall – ongoing – and existing walkover and rail repair
- Finalize assessment, repair, and trimming of plant material at beach accesses
- Sports Turf aerification
- Beach access sand obstruction monitoring and removal
- Install additional recycled doo bag dispensers at Central Park
- Create new beach access at 18th avenue south

Recreation and Special Events

- Logistical support for Perfect Game WS, Music on Main, Playground Play dates, Pop up story times, USSSA baseball, Soccer Youth, Sounds of Summer, Top Gun Softball, Movies at McLean, SCAP All Stars, and LAX Lacrosse.
- Paint sections of JBFCC interior halls and doorways
- Install Community Garden sign
- Repair Farmer's Market planters

Medians and Right of Ways

- Hazard removal at STOP signs in old Grove, Park St at 24th N, and 8th N
- Palmetto replacement on Main Street and Edge Parkway
- Drainage ditch mowing and spraying, integrate 6th S parking into maintenance plan
- Weed control on Hwy 17 medians, beds, and barricades

Landscape Maintenance

- Summer flower maintenance and replacement

Park and Sports Complex

- Install concrete entries and walks at both dog parks.
- Sports Turf aerification

Other

- Ludlam test for CDL
- Ladder Safety, Bloodborne Pathogens, and P+R Team Training

- SCDNR living shoreline training and cooperation
- Physicals and fitness tests for CDL holders

Upcoming Projects

- Dock Repair at Heritage Shores
- Pickleball court renovations and complex planning
- Dog park benches and tables