



Parks and Recreation Department

**City Council Report
July 2023**

The Aquatic and Fitness Center ended the month of July 2023 with 3432 packages compared to 2735 last July. AFC continues to be very busy with vacationers, swim lessons, summer camp and facility overall usage!

	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	3432
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:

July 2023: 22,854

July 2022: 20,098

Aquatic Programs

- There were 3476 participants in the therapy pool, 2010 participants in lap pool, and 709 whirlpool users.

July Events

- Summer Swim League 33 swimmers
- Sea Haven 2 X's this month
- Group lessons Sat & T/Th
- Summer Camp Kids M/W/F
- Masters swim team continues
- Fearful Adults Swim Class began with 3 registered
- NMB Beach Guard Swim Test -22
- Jr Guard Swim test -1
- In-service training

August Planned events

- Pre dolphins start- 20 registered
- Group & Private Swim Lessons continues
- Sea Haven 2 X's this month
- Summer Camp Kids M/W/F
- Masters swim team continues
- NMB High School begins practice M/T/W/Th
- NMB High school meet August 30
- Birthday parties 2

Fitness Programs

- July 2023 Land class participation: 2807
224 classes for the month
Class average: 12.5
- July 2022 Land class participation: 1887
162 classes for the month
Class average: 11.6
- Total orientations: 6
- Les Mills Virtual On Demand participation: 182
- FIT- KIDS: 52

Child Watch & Activity Program

- Averaged 14 participants in the morning program Total – 352 visits
- Averaged 10 participants in the evening program. Total – 197 visits
- Summer Camp 60 kids each week
- Jr Counselors- avg. 6 per week
- Safe Sitter Program- 13
- Kids Craft Club- 6
- Birthday parties- 1

Customer Service

- 202 total Annual Memberships sold
 - 65 new annual memberships
 - 137 annual memberships renewed
- 231 people joined monthly
- 36 tours
 - 5 out of state
 - 31 in state

Recreation

All City Choir July 4th Cantata

- July 1st & 2nd | 3:30 pm
- Living Water Baptist Church

Park N Play (Sports Complex) – June 11^h 10am-Noon

- 44 participants

Movies @ McLean (Beethoven – June 14th 7pm

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

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

- 32 in attendance

Daycations (McLeod Farms) – July 19th

- 10 per trip
- Participants visited McLeod Farms and antique museum and Bucces

Daycations (Hamlet) – July 28th

- 10 per trip
- Participants visited Hamlet Train Depot and Museum, TGIF Food Trucks on Main, Carolina Peddlers Antique Shop

Music on Main

- July 6 – Gary Lower & Smokin Hot | 3450
- July 13– Main Event Band | 3200
- July 20 – Too Much Sylvia |2800 (rain)
- July 27 – The Embers |3500

Sounds of Summer

- July 21 – Swinging Medallions | 2600

Upcoming Special Events /Programs

Music on Main (Band of Oz) – August 3rd

Park N' Play (McLean) – August 8th

Music on Main (The Tonez) – August 10th

Movies @ McLean (Lilo & Stitch) – August 11th

Playground Playdates (Central Park) – August 15th

Music on Main (Jebb Mac) – August 17th

Sounds of Summer (Paul Grimshaw) – August 18th

Music on Main (Tru Sol) – August 24th

Music on Main (Cat 5) – August 31st

Athletics

- Fall sports registration started July 17th for City of NMB residents and open registration started July 22nd. Participants can register for soccer, flag football, baseball, softball, volleyball, and lacrosse.
- 10u Baseball All-Stars competed at the Dixie Youth State Baseball Tournament held in Clemson, SC on July 14-18 and finished in 3rd place.
- Chiefs Summer Sports camps wrapped up with girls basketball on July 17-19. Participation was up 50% from prior summer and revenue was up 50%, finishing with 551 participants

Sports Tourism

- July's economic impact was \$9,342,271 which is up over 22% from prior year
- NTBA Basketball hosted two national events with 117 teams and had an impact of \$2.1 million
- Triple Crown Softball hosted two national events with 112 teams for an impact over \$3.7 million
- Top Gun Baseball and Softball hosted their Summer Nationals with 128 teams and a \$2.1 million impact

Upcoming

- Fall sports registration will conclude on August 13th with late registration running through August 20th as spots allow
- Evals will begin the week of August 21st for soccer, volleyball, and flag football and then the week of August 28th for baseball and softball
- Soccer fields are closed through August 18th for maintenance and softball fields are closed through August 25th.
- August Sports Tourism
 - August 1-6 Softball Nation
 - August 19-20 Coast FA
 - August 26-27 USSSA Baseball

Beach Services

- Recorded 7 significant weather interference days for the month compared to 8 days prior year
- Total Beach Service revenue at time of report is estimated to be up 23% 312,653 to prior year
- Total Rental revenue at time of report is estimated to be up 22% \$253,840 compared to prior year
- Total Cart revenue at time of report is estimated to be up 35% \$58,813 compared to prior year
- Staffing levels have been maintained through the month
- Will see the loss of some staff due to school in August

Parks and Grounds **Non-Routine Projects and Activities**

Parks and Beach

- Heritage Shores Seawall – ongoing – only final CO and cleanup remain

- Beach access sand obstruction monitoring and removal
- Integrate new parking areas into maintenance routine including trash receptacle and port o let installation
- Grill replacement at McLean Park
- Correction of hazardous drop-off at CGBR kayak launch ramp
- Assessment of walkover structures for off-season renovation planning

Recreation and Special Events

- Logistical support for July 4 cantata and fireworks, USSSA Baseball, Top Gun baseball and softball, Triple crown softball, Movies at McLean, Music on Main, and Sounds of Summer
- GCLS setup – begun 7/27

Medians and Right of Ways

- Hazard removal at Seabrook Plantation lift station, 11th N and Hwy 17, and 5th N and Hwy 17
- Contract trimming of palmettos – city wide

Landscape Maintenance

- Summer flower maintenance and replacement
- Flagpole plant material trimming
- Blighted tree trimming and removal at City Hall
- Replacement of motorist damaged flower pot on Main Street

Park and Sports Complex

- Finalize Soccer field renovations – aerification and topdressing
- Picnic table and bench additions at both dog parks
- Limited landscape renovations baseball and soccer complexes and common areas

Other

- Department-wide team training
- Recruit for (6) FT positions – onboarding is ongoing

Upcoming Projects

- Dock Repair at Heritage Shores
- Pickleball court renovations and complex planning
- Renaturalization and living shoreline at Heritage Shores NP
- McLean Park restroom demolition and replacement