



Parks and Recreation

August 2023

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of August 2023 with 3362 packages compared to 2963 last August. The Activity Department wrapped up a very successful Summer Camp and now has shifted to providing After School program. The Pre Dolphins swim program was a huge success with most ever kids and will begin Dolphin swim team in September. The Fitness program continues to offer awesome land classes adding a Balance and Mobility class.

PACKAGES

	2018	2019	2020	2021	2022	2023	2024
January	2834	3057	3018	2064	2886	3414	
February	2899	3039	3068	2154	2989	3428	
March	2840	2954	COVID	2075	2846	3359	
April	2710	2844	COVID	2190	2846	3250	
May	2687	2819	2268	2203	2676	3277	
June	2755	2811	2119	2358	2969	3314	
July	2729	2814	2031	2359	2735	3432	
August	2692	2752	1894	2378	2963	3362	
September	2601	2724	1890	2366	2962		
October	2709	2819	1966	2391	2979		
November	2705	2799	2025	2630	3225		
December	2745	2804	2013	2652	3269		

MEMBER CHECK-INS

August 2023: 22,965

August 2022: 18,819

AQUATIC PROGRAMS

- After School kids in the pool
- Private Lessons – 25
- Group Swim Lessons – 276
- Sea Haven Youth
- Lifeguard Certification – 22 guards
- CPR Certification – 6
- Beach Guards Swim Test – 31
- Masters Swim Team - SC Sr Games in Charleston – 8 swimmers
- Pool Attendant Training for AFC Camp Counselors

JUNE PLANNED EVENTS

- Summer Swim League – 27 to date
- Sea Haven
- Birthday Parties
- Group Lessons Sat & T/Th
- Summer Camp Kids M/W/F
- 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

- August 2023 Land Class Participation: 3291
- 255 classes for the month
Class Average: 12.9

- August 2022 Land Class Participation: 2715
201 classes for the month
Class Average: 13.45
- Total Orientations: 8
- Les Mills Virtual On Demand Participation: 272
- FIT-KIDS: 39

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 12 participants in the morning program – Total: 318 Visits
- Averaged 10 participants in the evening program – Total: 203 Visits
- After School Program averaged 46 students
- Summer Camp – 60 avg. campers
- Mini Camp – 12 kids participated
- Jr. Counselors program avg. 6 participants
- 2 Birthday Parties
- Parents Night Out 40 participants

MEMBER ACTIVITIES

- School Supply drive resulted in providing 18 teachers with supplies

CUSTOMER SERVICE

- 163 total Annual Memberships sold
 - 58 new annual memberships
 - 108 annual memberships renewed
 - 173 people joined monthly
- 57 tours
 - 3 out of state
 - 54 in state

SPECIAL EVENTS & PROGRAMS

MOVIES @ MCLEAN (LILO & STITCH) – AUGUST 11TH 7PM

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

PARK N' PLAY (YOW PARK): MAY 9TH 10AM- 12PM

- 44 participants

PLAYGROUND PLAYDATES (CENTRAL PARK) – AUGUST 15TH 3:00 PM

- 12 participants

DAYCATIONS WITH NMB (MARION/MULLINS) – AUGUST 25TH

- 10 per trip
- Participants visited SC Tobacco Museum

MUSIC ON MAIN

- August 3 – Band of Oz | 2850
- August 10– The Tonez | 2200
- August 17 – Jebb Mac | 2650
- August 31 – Cat 5 | 2540

SOUNDS OF SUMMER

- August – Paul Grimshaw Band | 3200
Tribute to Van Morrison and James Taylor

UPCOMING SPECIAL EVENTS & PROGRAMS

- Music on Main (Jim Quick) – September 7
- 9/11 Memorial Service – September 11
- Music on Main (Black Glass) – September 14
- Movies @ McLean (Paddington) – September 8th
- Music on Main (The Tams) – September 21
- Sounds of Summer (Dolly Parton Tribute) – September 15th
- Music on Main (Thomas Road Band) – September 28th
- 19th Annual Irish Italian International Festival – September 30th

ATHLETICS

- Fall sports registration wrapped up on August 13th with late registration running through August 20th with a few spots open.
- 890 participants are registered in fall sports of baseball, softball, soccer, volleyball, flag football, and lacrosse, the most ever.
- This is a 10% increase from Fall 2022, including a 40% increase in volleyball and 15% increase in soccer
- Evals were conducted over two weeks of August 21st and August 28th weeks and players were placed on teams
- Practices started the week of August 28th for soccer and flag football

SPORTS TOURISM

- August economic impact was up at \$1,287,023, up from 2022 by 10%
- Coast FA hosted an 82 team soccer tournament on August 19-20 that had an impact of \$792,384
- Fields were closed for soccer until August 18th and for softball/baseball until August 26

UPCOMING

- Fall sports will continue to practice for September with some games starting the last week
- September sports tourism events:
 - Sept 1-4 Top Gun Sports All American Games
 - Sept 9-10 USA Softball
 - Sept 16-17 Top Gun Sports
 - Sept 16-17 KOSA Softball
 - Sept 23-24 USSSA Baseball

BEACH SERVICES

- Recorded 9 significant weather interference days for the month compared to 13 prior year. Tropical Storm Idalia storm prep accounted for three of the nine days.
- Month to date revenue is up 20% or \$124,547 compared to prior year due to increase in attendance and transactions compared to prior year.
- High school and college students returned to school by mid-August, however staffing is still sufficient enough to handle customer demand.
- An additional truck section were created to handle the loss of staff and respond to customer demand.
- Staffing will be limited to approximately 15 to 18 employees daily after September 15th.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Finalize construction of Heritage Shores sea wall
- Beach access sand obstruction monitoring and removal (esp. 5510WW)
- Sign installation at CGBR kayak launch ramp
- Contract survey of Central Park infrastructure for pickleball complex planning. Planning and material acquisition for Heritage Shores re-naturalization and living shoreline

RECREATION AND SPECIAL EVENTS

- Logistical support for Music on Main, Top Gun BB/SB, USSSA Baseball, Softball Nation, Coast FA Soccer, and Sounds of Summer,
- GCLS setup – 15%

MEDIANS AND RIGHT OF WAYS

- Hazard removal at Hunter/Allen/Phyllis St, Main St/Highway 17 intersection, 39th S at Poinsett, and Hwy 17 at 6th S
- Assume maintenance of multi-purpose path at Little River Neck RD
- Landscape cleanup at Blue Star monument OB/Spring St for Driftwood GC

LANDSCAPE MAINTENANCE

- Cleanup of motorist damaged plant material at south 17 median

PARK AND SPORTS COMPLEX

- Pest control and sodding at worn turf areas
- Baseball/softball field aerification and renovation
- Acquisition and installation of shop lift for mechanic's area
- Baseball poured-in-place playground surfacing warranty repair

OTHER

- Department-wide team training
- Interview and orient for multiple PT and FT positions
- TRC approval of McLean Park restroom renovation
- New manager assessment of subordinates' Strengths, Weaknesses, Opportunities, and Threats
- P+R Day meeting, luncheon, and team building
- Set up new offices for newly implemented PG Manager positions
- Post-emergence weed control on athletic turf city-wide

UPCOMING PROJECTS

- Fall Annual Flower planting
- Dock Repair at Heritage Shores
- Pickleball court renovations and complex planning
- Off-Season parking lot sealing
- McLean Park restroom demolition and replacement.