



Parks and Recreation

September 2023

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of September 2023 with 3241 packages compared to 2962 last September. September was a busy month transitioning from summer programs to fall programs. October the focus will be on Breast Cancer Awareness.

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	3241	
October	2709	2819	1966	2391	2979		
November	2705	2799	2025	2630	3225		
December	2745	2804	2013	2652	3269		

MEMBER CHECK-INS

September 2023: 20,588

September 2022: 16, 494 (pool area was closed for renovation)

AQUATIC PROGRAMS

- After School kids in the pool
- Private Lessons – 32
- Group Swim Lessons – 183
- Sea Haven Youth
- NMB HS swim meet 9 teams
- 1 Birthday party

OCTOBER PLANNED EVENTS

- Sea Haven
- Birthday Parties
- Group Lessons Sat & T/Th
- Masters Swim Team Continues
- Socastee Regional meet
- Pumpkin Head swim meet
- Masters Meet in Wilmington
- NMBHS swim team practice ends

FITNESS PROGRAMS

- September 2023 Land Class Participation: 2501
- 221 classes for the month
Class Average: 11.13
- September 2022 Land Class Participation: 2,478
188 classes for the month
Class Average: 13.18
- Total Orientations: 9
- Les Mills Virtual On Demand Participation: 198
- FIT-KIDS: 58

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 7 participants in the morning program – Total: 168 Visits
- Averaged 9 participants in the evening program – Total: 195 Visits

- After School Program averaged 46 students
- 1 Birthday Party

MEMBER ACTIVITIES

- Breast Cancer Awareness Month

CUSTOMER SERVICE

- 169 total Annual Memberships sold
 - 52 new annual memberships
 - 117 annual memberships renewed
 - 169 people joined monthly
- 75 tours
 - 18 out of state
 - 57 in state

SPECIAL EVENTS & PROGRAMS

MOVIES @ MCLEAN (PADDINGTON) – SEPTEMBER 8TH 7PM

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

DAYCATIONS WITH NMB (HOPSEWEE PLANTATION) – SEPTEMBER 22ND

- 10 per trip
- Participants visited Hopsewee Plantation and did Indigo dying

9/11 MEMORIAL SERVICE – SEPTEMBER 11TH

- 1500 in attendance
- Lions Club event

MUSIC ON MAIN

- Sept 7th – Jim Quick | 2345 in attendance
- Sept 14th – Black Glass | 2430 in attendance
- Sept 21st – The Tams | 3100 in attendance
- Sept 28th – Thomas Road | 2250 in attendance

SOUNDS OF SUMMER

- September – Karen as Dolly | 2800 in attendance
Dolly Parton Impersonator

19TH ANNUAL IRISH ITALIAN INTERNATIONAL FESTIVAL

- September 30th
- 100 Vendors
- Two stages of entertainment
- Great weather / 14,000+ in attendance

UPCOMING SPECIAL EVENTS & PROGRAMS

- Symphony Under the Stars – October 10th
- Nashville Bus Trip – 10/9-13
- Movies @ McLean – 10/13th
- Pedal in the Park – 10/20th
- Howl O Scream – 10/28th

ATHLETICS

- Fall sports continued practicing with games starting in each sport
- Soccer started on Sept 19th for 10u and 12u while 8u and 17u started on September 25th
- Flag football and volleyball started on September 25th while softball started on September 26th and baseball on September 27th
- Games will run through mid to end of October

SPORTS TOURISM

- September's economic impact was \$2,372,460 which is up 40% from September 2022.
- September was a big month with Top Gun Sports All American games that had 2,280 players checking in at our facilities on Friday and 54 teams playing over the weekend
- Two soccer events were held in the month of September for over \$350,000 impact
- Three more baseball events contributed over \$570,000 in impact.

UPCOMING

- Fall sports will continue games through mid to end of October
- Winter basketball registration will begin on October 9th for City of North Myrtle Beach residents and October 14th for open registration
- September sports tourism events:
 - Sept 30-Oct 1 Skull and Bones Baseball
 - Oct 7-8 USSSA Baseball
 - Oct 14-15 USA Softball
 - Oct 21-22 Top Gun Softball Winter World Series
 - Oct 28-29 Top Gun Softball Winter World Series

BEACH SERVICES

- Recorded 5 significant weather interference days for the month.
- Actual month to date revenue for September is \$414,819 compared to prior year of \$386,989 which is an increase of 7% or \$27,904.
- Staffing is satisfactory for the month.
- The beach is divided into several drive sections serviced by trucks into October.

PARKS & GROUNDS

Non-Routine Projects and Activities

BEACH AND PARKWAY

- Finalize Heritage Shores seawall – Only living shoreline and revegetation remain
- Beach access sand obstruction monitoring and removal - ongoing and escalated due to King tides
- McLean Park playground vandalism damage repair
- Landscape renovations at McLean Park and multiple street ends

RECREATION AND SPECIAL EVENTS

- Logistical support for USSSA Softball, Top Gun Baseball and Softball, Skull and Bones Baseball, YMCA and Kickoff Soccer Academy, Movies at McLean, Music on Main, Sounds of Summer, First Strides, 911 Memorial Vigil, MS Car Show, Irish Italian International Festival
- GCLS setup –(35% complete) and train lights/sound/paint

MEDIANS AND RIGHT OF WAYS

- Hazard removal at Merrill Place, St Charles, Hunter/Phyllis intersection, Hwy 17 at Main Street, and Gann Street

- Resod turf in Sea Mountain median
- Tree removal at Timber Ridge ditch

LANDSCAPE MAINTENANCE

- Cleanup of motorist damaged plant material at 11th N median
- Prepare beds for annual flower planting

PARK AND SPORTS COMPLEX

- Sod renovations at Admin Building and Orange playground area
- Assist AFC with breast cancer awareness ribbon painting
- Restroom door vent replacement
- Contractor removal (initial) of old Go Ape apparatus

OTHER

- Finalize Department-wide team training
- Train KNMBB volunteers in recognition/removal of beach vitex
- Interview for horticulturist and SEW FT as well as multiple PT positions
- Assist KNMBB with Beach Sweep/Creek Sweep

UPCOMING PROJECTS

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