

EVENTS & RECREATION DEPARTMENT

JANUARY 2020 MONTHLY REPORT

EVENTS

Preparations are being made and applications have been sent to returning vendors for the upcoming BBQ Festival in March. To date two (2) BBQ competition teams have submitted their applications as well as twelve (12) Arts & Craft and Informational vendors.

FARMER'S MARKET

The report from Waccamaw Market Cooperative has been received regarding the Surfside Beach market. Surfside Beach's market averaged 29 vendors a week with July being the strongest month and October being the weakest. There were 25 markets total for the season. Average number of shoppers per week was 1,000 with 85% being return customers and 15% first time shoppers. Estimated annual attendance was 25,000.

The Surfside Beach Holiday Market was a success for the first year. There were a total of 7 markets for the holiday season. An average of 17 vendors per week attended the event with an average of 680 shoppers per market.

YOUTH ASSOCIATION UPDATE

Registration for upcoming Spring Baseball/Softball season began on January 2, 2020 and continues through February 8, 2020 online at www.surfsideyouthsports.com. A Parents Meeting is scheduled for January 30, 2020 at the Dick M. Johnson Civic Center. Opening Day for baseball and softball with the Myrtle Beach Pelicans is Saturday, March 7th.

UPCOMING EVENTS:

There are no upcoming events for the month of February, 2020 with the exception of a Senior Dance – date to be determined by Ralph Magliette Senior Citizens Committee.

Attached is a list of the 2020 Events.