



# AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION  
Meeting Date: July 8, 2014

Agenda Item 4.E.

Approvals:  
Dept. Head 3/  
Manager \_\_\_\_\_  
Admin. Assistant \_\_\_\_\_

**Department:** Beaches, Parks and Recreation  
**Prepared By:** Sharon Heider, Director of Beaches, Parks and Recreation

**Subject:** *BEACHES, PARKS AND RECREATION DEPARTMENT ACTIVITY UPDATE*

## BEACHES AND PARKS MAINTENANCE DIVISION

- Beaches & Parks continue to prepare for the upcoming summer season. The new lifeguard tower with adjustable legs will be completed shortly.
- The Bonito Canyon Park erosion control project has been completed, with the addition of a new irrigation main line through the east canyon section of the park.

## MARINE SAFETY DIVISION

Total in June	2014	2013	% Change
Approximate Attendance	291,800	344,900	-15%
Rescues	629	652	-3.5%
Medical Aids	125	211	-40%
Preventative Actions	6,329	8,798	-28%
Warnings for Ordinances	687	1,660	-59%

## RECREATION DIVISION

Recreation Registration	Total Registrations in June		
	2014	2013	% Change
Community Center	139	140	-.7%
Aquatics Center	672	768	-14%
Online	1022	1063	-4%
<b>TOTAL (All Registration)</b>	<b>1833</b>	<b>1914</b>	<b>-4.4%</b>

Facility Rentals	Total Revenue in June		
	2014	2013	% Change
Ole Hanson Beach Club	\$225.00	\$3,714.00	-94%
Community Center	\$4,404.23	\$3,220.48	37%
Library Annex	n/a	\$687.50	n/a
Aquatics Center	\$20,266.00	\$15,195.17	25%
Parks & Ball Fields	\$46,676	\$40,783	12%
<b>TOTAL</b>	<b>\$71,571.23</b>	<b>\$63,600.15</b>	<b>13%</b>

<b>Aquatics Center Program</b>	<b>Total in June</b>		
	<b>2014</b>	<b>2013</b>	<b>% Change</b>
Aquatic Registration	590	633	-6.8%
Pool Passes Sold	63	107	-41%
Drop-in Lap/Rec Swim	4,691	8,258	-43.2%
<b>TOTAL</b>	<b>5,344</b>	<b>8,998</b>	<b>-40.6%</b>

<b>Youth and Teen Program</b>	<b>Attendance in June</b>		
	<b>2014</b>	<b>2013</b>	<b>% Change</b>
Middle School After Hours	159	173	-9%
Fun on the Run	420	423	-0.7%
Goal Zone Sports	n/a	n/a	n/a
Playschool	30	21	30%
<b>TOTAL</b>	<b>609</b>	<b>617</b>	<b>-1.3%</b>

<b>Adult Sports Program</b>	<b>Spring 2014 Teams</b>	<b>Spring 2013 Teams</b>	<b>% Change</b>
Softball	45	47	-4%
Coed Soccer	10	10	0%
Basketball	6	8	-25%

<b>Special Events and Partnership Activities in June</b>			
<b>Date</b>	<b>Event</b>	<b>Attendance</b>	<b>Sponsor</b>
June 8	Classic Car Show	10,000	Downtown Business Assoc
June 6	Student Beach Concert	500	City Recreation Division
June 14	Paint San Clemente	200	San Clemente Art Assoc
June 27	Golf Tournament	97	Friends Foundation
June 28	Art Auction & Gala	350	San Clemente Art Assoc
June 28	Ground Breaking	50	City Recreation Division

**Upcoming Events:**

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Sponsor</b>
July 4	Independence Day Fireworks Show	San Clemente Beach/Pier	City of San Clemente BP&R
July 19-20	Ocean Festival	San Clemente Beach	Ocean Festival
July 31	Beach Concert (Tribute to Chicago)	By the San Clemente Pier	City Recreation Division