



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
Meeting Date: June 10, 2014

Agenda Item 3.E.

Approvals:

Dept. Head

Manager

Admin. Assistant

[Signature]

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. Beach sand pushing/grooming was accomplished the final week of May.
- Beaches & Parks Maintenance will move to Public Works from the Beaches, Parks & Recreation Department based on the recent organizational study.

MARINE SAFETY DIVISION

Total in May	2014	2013	% Change
Approximate Attendance	320600	369300	-15%
Rescues	191	256	-34%
Medical Aids	41	83	-102%
Preventative Actions	1807	2122	-17%
Warnings for Ordinances	381	581	-52%

RECREATION DIVISION

Recreation Registration	Total Registrations in May		
	2014	2013	% Change
Community Center	93	104	-11%
Aquatics Center	654	772	-17%
Online (All Registration)	1084	1129	-4%
TOTAL (All Registration)	1423	1711	-18%

Facility Rentals	Total Revenue in May		
	2014	2013	% Change
Ole Hanson Beach Club	\$5,112.48	\$3,375.00	41%
Community Center	\$3,181.23	\$6,462.48	-68%
Library Annex	Closed	\$250.00	n/a
Aquatics Center	\$14,926.22	\$9,508.04	44%
Parks & Ball Fields	\$28,219.70	\$28,773.55	-2%
TOTAL	\$51,439.63	\$48,369.07	6.2%

Aquatics Center Program	2014	Total in May 2013	% Change
Aquatic Registration	560	598	-7%
Pool Passes Sold	53	62	-17%
Drop-in Lap/Rec Swim	3,609	2,169	40%
TOTAL	4,222	2,829	33%

Youth and Teen Program	2014	Attendance in May 2013	% Change
Middle School After Hours	159	173	-9%
Fun on the Run	301	411	-37%
Goal Zone Sports	77	113	-47%
Playschool	47	33	30%
TOTAL	584	730	-25%

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

Special Events and Partnership Activities in May			
Date	Event	Attend ance	Sponsor
May 3	Cinco De Mayo Fiesta	6000	City Recreation Division
May 26	Memorial Day - Community Center	700	City Recreation Division
May 26	Memorial Day – Park Semper Fi	300	Heritage of San Clemente Foundation
May 31	Swing Jazz Dance by the Sea	700	San Clemente Rotary Club

Upcoming Events:

Date	Event	Location	Sponsor
June 8	Classic Car Show	Avenida Del Mar	Downtown Business Assoc
June 6	Beach Concert	Beach North of Pier	City Recreation Division
June 14	Paint San Clemente	City Locations	San Clemente Art Assoc
June 27	Golf Tournament	Municipal Golf Course	Friends Foundation
June 28	Art Auction & Gala	Community Center	San Clemente Art Assoc
June 28	Ground Breaking	Courtney's Sandcastle	City Recreation Division