

## AGENDA REPORT

Agenda Item 3. E Approvals:

Admin. Assistant

Dept. Head Manager

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

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 have recently awarded a contract to construct a newly designed lifeguard tower for San Clemente beaches. This tower was designed with adjustable metal legs to allow for leveling the tower.

In April, Beaches & Parks will supervise two large volunteer projects: pier painting by 200 Marines on April 7, and planting projects at Parque Del Mar and the Beach Trail by 200 LDS volunteers.

## MARINE SAFETY DIVISION

	-	Total in March	
	2014	2013	% Change
Approximate Attendance	112,000	88,300	27%
Rescues	29	12	142%
Medical Aids	21	18	17%
Preventative Actions	755	496	52%
Warnings for Ordinances	316	387	-18%

## RECREATION DIVISION

Recreation Registration	Total Registrations in March		
Recreation Registration	2014	2013	% Change
Community Center	120	176	-32%
Aquatics Center	273	371	-26%
Online (All Registration)	165	180	-8%
TOTAL	558	727	-23%

Facility Rentals	Total Revenue in March		
racility Rentals	2014	2013	% Change
Ole Hanson Beach Club	\$421.87	\$120.00	72%
Community Center	\$4,390.96	\$7,471.50	-70%
Library Annex	\$475.00	\$0.00	100%
Aquatics Center	\$10,845.77	\$13,210.17	-22%
Parks & Ball Fields	\$36,945.15	\$39,944.35	-8%
TOTAL	\$53,078.75	\$60,746.02	14%

Aquatics Center Program	Total in March		
Adduction contor i rogium	2014	2013	% Change
Aquatic Registration	651	458	42.1%
Pool Passes Sold	1977	2340	-15.5%
Drop-in Lap/Rec Swim	404	246	63%
TOTAL	3032	3044	39%

Youth and Teen Program	Attendance in March			
routh and reen Program	2014	2013	% Change	
Middle School After Hours	181	167	7.7%	
Fun on the Run	Monthly Total: 334 Daily Average: 18	Monthly Total: 328 Daily Average: 16	1.7%	
Gap	16	22	-37.5%	
Goal Zone Sports	73	86	-17.8%	
Playschool	30	25	16.6%	
TOTAL	634	628	1%	

Adult Sports Program	Winter 2014 Teams	Winter 2013 Teams	% Change
Softball	38	40	-5%
Coed Soccer	8	10	-20%
Basketball	6	10	-40%

**Upcoming Events:** 

Date	Event	Location	Sponsor
April 12	Garden Festival	Community Center	San Clemente Garden Club
April 19	Sensational Springtacular	Vista Hermosa Park	City Recreation Division
April 26	Earth Day	Parque Del Mar	Watershed Task Force
May 3	Cinco De Mayo Fiesta	Max Berg Plaza Park	City Recreation Division