



# AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION  
Meeting Date: September 10, 2013

Agenda Item 3.E.

Approvals:

Dept. Head SH

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*

Listed below are a variety of items that the Beaches, Parks and Recreation Department are currently focusing.

**BEACHES, PARKS AND RECREATION ADMINISTRATION**  
**Administration – Initiated by Sharon Heider**

**BEACHES AND PARKS MAINTENANCE DIVISION**

Beaches & Parks assisted with record Labor Day weekend use of our parks and beaches, and with the remarkably popular Summer Beach Concert Series.

**MARINE SAFETY DIVISION**

Approximately 300,000 people enjoyed our beaches in August. Lifeguards performed 620 rescues, 204 medical aids, 6,173 preventative actions, and gave 1,187 warnings for ordinances (numbers are accurate through August 27, 2013).

**RECREATION DIVISION**

**Recreation Programs**

Summer classes and camps are officially over in San Clemente. Participants had the great, sunny weather all summer and took advantage of surf and pool classes. The Community Center, Aquatics Center, and parks were filled daily with children taking classes from learning how to cook, act, swim, paint, play sports, and much more. This was a great time for San Clemente!



**Facility Rentals**

Facility	Total Revenue in August		
	2013	2012	% Change
Ole Hanson Beach Club	\$13,403.75	\$1,157.25	1058%
Community Center	\$5,611.23	\$6,828.46	-18%
Library Annex	\$412.50	\$350.00	18%
Aquatics Center	\$11,472.21	\$10,576.25	8%
Parks & Ball Fields	\$53,927.50	\$34,874.50	55%
<b>TOTAL</b>	<b>\$84,827.19</b>	<b>\$53,786.46</b>	<b>58%</b>

**City Special Events & Partnership Activities**

Event	Organization	Dates	Attendance
Beach Concert	City Recreation Division	August 8	2,200
SC Street Faire –Fiesta	Chamber of Commerce	August 11	20,000
Arts and Crafts Faire	San Clemente Arts and Crafts Club	August 17 & August 18	4000
Grand Opening Playground Max Berg Park	City Beaches, Parks and Recreation Department	August 17	60
Beach Concert	City Recreation Division	August 22	2,000
Grand Opening Play School Tierra Grande Park	City Recreation Division	August 23	200

**Youth and Teen Programs**

Active Adventures

Active Adventures” had another busy month in August averaging 27 kids daily. Staff continues to do an outstanding job providing activities and games for the campers. Activities include trail hikes, capture the flag, arts & crafts, swimming and a weekly field trip. Active Adventures Summer Camp will conclude on September 6. Staff is looking forward to the winter and spring Active Adventure camps to continue to meet the needs of working parents and kids looking for outdoor fun in San Clemente.

Program	Total # Participants Registered		
	2012	2013	% Change
Active Adventures – Summer Camp	241	400	+66%

Beach Volleyball Camp

The Recreation Beach Volleyball Camp completed its 11<sup>th</sup> year with tremendous success! Children came out and learned the basics of the sport, how to play as a team, and had a great time at North Beach enjoying the ocean during their breaks. The added fourth session was proved to be a need for the community with the class filling up with a waitlist.

Fun on the Run Mobile Recreation

The month of August completed Fun on the Run’s summer programming and extended hours. Themes for the month included earth awareness, field day games, super scooters, giant game mania, carnival games, and aloha party.

**Performing Arts Camp**

The City of San Clemente Children’s Theater program finished its 11<sup>th</sup> season in August with a final stage production of “Shrek the Musical.” The production was held at the Triton Center of San Clemente High School. The audience was amazed with the production and awed at the talent of the young performers. Staff worked hard all summer long to put the popular movie live on stage in San Clemente!

Please note, the large decrease in attendance from July to August was due to the transition between workshop format camps in July and the full production in August. Workshop camps each had an average of 22 children, as did the production camp.



Program	Avg. Daily Attendance and Monthly Total		% Change
	August	July	
Beach Volleyball	23	34	-47%
Active Adventures Summer Camp	Monthly Total: 600 Daily Average: 27	Monthly Total: 682 Daily Average: 31	-14%
Fun on the Run	Monthly Total: Daily Average:	Monthly Total: 477 Daily Average: 26	
Performing Arts Camp	22	43	-95%
San Clemente Playschool	12	15	-25%

**Adult Sports Programs**

**Adult Basketball**

The adult basketball league concluded its spring/summer season with a championship game on August 25. Team “Showtime” defeated team “LA” 66-55. “Showtime” received championship t-shirts for the second straight season. Registration for the fall season is currently taking place, and the season is scheduled to start September 29.



**Adult Softball**

The adult softball league concluded its spring season on August 7. There were 55 teams that competed in eight different divisions. Champions of each division received t-shirts. Registration for the fall season is currently taking place. The fall league will begin September 10.

**Co-ed Adult Soccer**

The adult soccer league concluded its summer season on August 25 with playoffs and a championship game. “Strike Force” defeated



“Sandpipers” 3-1, in the championship game. “Strike Force” received championship t-shirts. Registration for the fall season is currently taking place, and the season is scheduled to start September 15.

Program	Summer 2013 Teams	Summer 2012 Teams	% Change
Softball	55	52	+5%
Coed Soccer	10	8	+20%
Basketball	8	6	+25%

**Steed Park Complex**

Weekend Tournaments	Dates	Teams
AAU Baseball	8/3-8/4	28
United Athletics – Adult Softball	8/10-8/11	26
AAU Baseball	8/17-8/18	26
Top Gun Senior Softball	8/22-8/25	38
AAU Baseball	8/31-9/2	34

**Aquatics**

San Clemente Aquatics Center Lifeguard of the Month

In recognition of a summer well done, the entire San Clemente Aquatics Center, aquatics staff was celebrated at the monthly in-service on Saturday, August 17, 2013. Just shy of a thousand children were registered and received level instruction in swimming skill, and over ten-thousand drop-in attendees enjoyed a safe visit to the facility. Congratulations SCAC Aquatics Staff for a job well done.

Programs At the Pool	August Attendance		
	2013	2012	% Change
Aquatic Class Registration	997	835	+ 19%
Pool Passes Sold	59	86	-30%
Drop-in Users	10328	10420	-0.8%
<b>TOTAL</b>	<b>11384</b>	<b>11341</b>	<b>+ .38%</b>

**Upcoming Events:**

Date	Event	Location	Sponsor
Sept 14	Stoke a Rama Surf contest	T Street	Friends Foundation & Guadaskas Family
Sept 21	SC Open Skate Tournament	Ralphs Skate Court	Friends Foundation
Oct 6	Sea Fest	Pier	Chamber of Commerce
Oct 10-13	Carnival Colossus	Vista Hermosa Park	Friends Foundation