



# AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION  
Meeting Date: July 9, 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**

June is traditionally the busiest month in Beaches & Parks:

- Removed and replaced Phoenix palm, Camino Estrella
- Removed and replaced two podocarpus trees, Canada
- Replaced damaged picnic tables and pads at Mira Costa Park
- Resurfaced Bonito Canyon tennis courts
- Replaced damaged plant material on several slopes, Forster Ranch Park
- Sidewalk pressure washing in “T-Zone” and Pier Bowl
- Replaced aging plant material, Los Mares median between Calle Nuevo and Vera Cruz
- Began summer sand grooming program

**MARINE SAFETY DIVISION**

Approximately 300,000 people enjoyed our beaches in June. Lifeguards performed 578 rescues, 149 medical aids, 7,042 preventative actions, and, gave 1,255 warnings for ordinances (these numbers are accurate through June 26, 2013).

**RECREATION DIVISION**

**Administration – Initiated by Recreation Manager Pamela Passow**

Donations to Wishbook	Amount Donated	Program Funded
Friends of San Clemente Beaches, Parks and Recreation Foundation	\$2,500	Beach Concerts
Great Opportunities	\$1,000	Swim Classes

**Recreation Programs**

Recreation began the summer session on June 17, 2013. A total of 13 camps began that week which included surf, art, sports, science, and recreation camps. Summer registration began on May 8 with a total of 313 people registering (revenue of \$20,719),

and a total of 184 people registering on the first day of summer (June 17). Revenue for that day was \$14,963.75. It was a busy day for all. There are a variety of classes offered this summer from drama camps, dance camps, art, cooking, and swimming, surfing, and much more, giving the youth something fun and exciting to do in San Clemente. A new camp to look out for is Bricks for Kidz, which is popular around town. The fall publication is in its first review and is expected to reach homes early August.

**Facility Rentals**

Facility	Total Revenue in June		
	2013	2012	% Change
Ole Hanson Beach Club	\$3,714.00	\$289.50	1183%
Community Center	\$3,220.48	\$4,761.59	-32%
Library Annex	\$687.50	\$137.50	400%
Aquatics Center	\$15,195.17	\$17,270.34	-12%
Parks & Ball Fields	\$40,718.90	\$41,374.40	-2%
<b>TOTAL</b>	<b>\$63,536.05</b>	<b>\$63,833.33</b>	<b>0%</b>

**Partnerships and Co-sponsored Events – Initiated by Carol Gibson**

Event	Organization	Dates	Attendance
Swing Jazz Festival	San Clemente Rotary Club	June 1	400
Classic Car Show	Downtown Business Assoc	June 9	15,000
Paint San Clemente And Gala	San Clemente Art Association	June 15-22	2000

**Youth and Teen Programs**

Activate at Shorecliffs

Activate enjoyed another great year of impact on the Shorecliffs’ students, seeing drastic improvement in grades and behavior. The program year finished with a celebration inviting all the parents, siblings and key community leaders to enjoy dance performances, cooking demonstrations, awards and commendations for students and teachers. We’re looking forward to even great success in the year to come with funding from the Community Development Block Grant.

After Hours Middle School

The spring programs ended strong. Volleyball, Golf, and Soccer all finished with tournaments between the middle schools with parents and family in attendance, cheering them on. School was out June 11<sup>th</sup> and staff rolled from school programs to Beach Volleyball and Performing Arts located at San Clemente High School.

Fun on the Run

June marked the kick off of Fun on the Run’s summer programming. Each week staff will provide activities based on a set theme. Program hours for the summer will be 2:00-4:30pm, Monday-Friday at the following locations: Rancho San Clemente Park (Monday), Max Berg Park (Tuesday/Friday), San Luis Rey Park (Wednesday), and Los Mares Community (Thursday).

**Goal Zone Sports**

Goal Zone ended in May and will startup again in the fall. Over the next few months staff will be working with school administrators to confirm program scheduling.

**San Clemente Playschool**

During the month of June, Playschool ran two tiny tot programs, “Jr. Detectives” and “Lil’ Dribblers”. Both programs received positive feedback from parents and children. The “Jr. Detectives” focused on their detective skills by using their 5 senses, guessing skills, and process of elimination abilities. The children went on a clue hunt through Courtney’s Sand Castle and received their Jr. Detectives badge at the end of the program. The “Lil’ Dribblers” class offered children the opportunity to work on the court skills. Staff taught them the basics of bouncing a ball, two handed and one handed, dribbling in a line, passing, and shooting into a hoop.

**Active Adventures Camp**

“Active Adventures Camp” is an all day summer camp that began June 12 and runs through September 6. Camp offers healthy activities on both land and water. Football, capture the flag, trail hikes, swimming, crafts and field trips! Located at the San Clemente Aquatics Center in the Vista Hermosa Sports Park, it is the ideal location to activate summer adventures. Parents can choose to enroll their child for a full week or half days. Extended hours are also offered for parents who work early mornings or get off late.



<b>Program</b>	<b>June Avg. Daily Attendance and Monthly Total</b>	<b>May Avg. Daily Attendance and Monthly Total</b>	<b>% Change</b>
Active Adventures Summer Camp	Monthly Total: 420 Daily Average: 30	N/A	N/A
Activate	40	40	N/A
After Hours	281	281	N/A
Fun on the Run	Total: 423 Daily Average: 22	Total: 411 Daily Average: 19	2% 15%
Goal Zone	N/A	113	N/A
Playschool	21	33	-36%

***Adult Sports Programs***

**Adult Basketball**

The spring Adult Basketball season began its season on June 2, 2013. There are eight teams registered. Games are played at the Boys & Girls Club on Sunday evenings. The

league will run through August concluding with playoffs. Registration for the fall season will begin August 14, 2013.

**Adult Softball**

Adult Softball League is doing well and the season is three-quarters complete. There are 55 teams register in nine different leagues. The season is scheduled to end July 25, 2013 with playoffs. Registration for the fall season will begin August 14, 2013

**Co-ed Adult Soccer**

The spring Co-ed 7v7 Adult Soccer kicked off its season on June 2, 2013. There are 10 teams registered. Games are being played at Vista Hermosa Sports Park on Sunday mornings. The league will run through August concluding with playoffs. Registration for the fall season will begin August 14, 2013

<b>Program</b>	<b>Spring 2013 Teams</b>	<b>Spring 2012 Teams</b>	<b>% Change</b>
Softball	55	52	6%
Coed Soccer	10	8	25%
Basketball	8	6	33%

***Steed Park Complex***

<b>Weekend Tournaments</b>	<b>Dates</b>	<b>Teams</b>
Super Series	June 1-2	<b>CANCELLED</b>
USSSA Baseball	June 8-9	23
AAU Baseball	June 15-16	27
Triple Crown Softball	June 22-23	24 (Sat) 26 (Sun)
Triple Crown Baseball	June 29-30	18

***Aquatics***

**Summer Swim Lessons**

Lessons are in full swing and in high demand. Children are working hard to fine tune their skills from Grunions to Dolphins and water safety is always number 1# in instruction to families and students.

**Summer Splash Thursdays**

Staff is introducing a family evening recreation swim on Thursdays, 6-8pm to compliment the Beach Concert Series on July 18, August 1<sup>st</sup> and 15<sup>th</sup>.

**San Clemente Aquatics Center Lifeguard of the Month!**

Nicole Mannion is the June 2013 Guard of the Month. Nicole is a seasonal city staff member and outstanding athlete that also plays collegiate Water Polo for the University of Hawaii at Manoa. Nicole is a hard worker, outstanding swim instructor and leads by example. Since her summer return to San Clemente, Nicole has been picking up shifts, staying late, coming in early and provides support wherever help is needed. Nicole is a role model to her co-workers and the children she instructs.



<b>Programs At the Pool</b>	<b>June Attendance</b>		
	<b>2013</b>	<b>2012</b>	<b>% Change</b>
Aquatic Class Registration	1,551	1,172	32%
Pool Passes Sold	108	90	2%
Drop-in Users	7,962	6,781	17%
<b>TOTAL</b>	<b>9,621</b>	<b>8,043</b>	<b>20%</b>

***Upcoming Events:***

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Sponsor</b>
July 4	Fireworks Show	Pier and Beach	City
July 18	Summer Splash Thursdays	Aquatics Center	City
July 20-21	Ocean Festival	Pier and Beach	City and Ocean Festival
July 25	Beach Concert	Parque Del Mar and Beach	City Recreation Division