



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
 Meeting Date: August 12, 2014

Agenda Item 3E

Approvals:
 Dept. Head POP
 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

- A new lifeguard tower was constructed by a contractor off site, and will be installed on the sand once the beach loader has been repaired.
- AYSO has donated funds to do renovations of City fields their league uses.

MARINE SAFETY DIVISION

Total in July	2014	2013	% Change
Approximate Attendance	427,800	378,800	12%
Rescues	1,074	1,210	-11%
Medical Aids	353	299	18%
Preventative Actions	14,350	14,516	-1%
Warnings for Ordinances	2,345	2,126	10%

RECREATION DIVISION

Recreation Registration	Total Registrations in July		
	2014	2013	% Change
Community Center	368	632	-42%
Aquatics Center	766	1,092	-30%
Online	1,049	847	24%
TOTAL	2,183	2,571	-15%

Facility Rentals	Total Revenue in July		
	2014	2013	% Change
Ole Hanson Beach Club	0	\$7,692.00	n/a
Community Center	\$3,568.23	\$5,077.60	-30%
Aquatics Center	\$20,319.85	\$12,153.79	67%
Parks & Ball Fields	\$34,585.57	\$44,416.45	-22%
TOTAL	\$58,473.65	\$69,339.84	-16%

Aquatics Center Program	2014	Total in July 2013	% Change
Aquatic Registration	983	1,122	-12%
Pool Passes Sold	46	74	-38%
Drop-in Lap/Rec Swim	9,932	10,660	-7%
TOTAL	10,961	11,856	-8%

Youth and Teen Program	2014	Attendance in July 2013	% Change
Performing Arts Camp	47	46	2.1%
Fun on the Run	401	475	-18.5%
Volleyball Camp	63	46	27%
Playschool	69	20	71%
Active Adventures	543	682	-25.5%
TOTAL	1123	1269	-13%

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

Special Events and Partnership Activities in July			
Date	Event	Attendance	Sponsor
July 4	Fireworks Show		
July 19&20	Ocean Festival		Friends of SC BP&R
July 31	Beach Concert	2,000	City of San Clemente

Upcoming Events:

Date	Event	Location	Sponsor
Aug 8	Fiesta Street Festival	Del Mar	DBA
Aug 14	Beach Concert	SC Pier	City of San Clemente
Aug 16&17	Arts & Crafts Fair	Community Center	SC Art Association



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
 Meeting Date: September 9, 2014

Agenda Item 3E

Approvals:
 Dept. Head [Signature]
 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

- Recent storms required monitoring of the pier. No major damage was incurred.
- Beaches and Parks continue to assist in reviewing the City's Tree Maintenance policy, and attended Beaches, Parks and Recreation Commission, Planning Commission and Golf Committee meetings during July and August to seek input.

MARINE SAFETY DIVISION

Total in August	*2014*	2013	% Change
Approximate Attendance	302,900	339,500	-11%
Rescues	614	682	-10%
Medical Aids	192	229	-16%
Preventative Actions	12,136	7,204	68%
Warnings for Ordinances	1,520	1,385	9%

2014 NUMBERS ACCURATE THROUGH 8/27/14

RECREATION DIVISION

Recreation Registration	Total Registrations in August		
	2014	2013	% Change
Community Center	41,534	39,852	7%
Aquatics Center	18,379	13,473	36%
Online	41,798	24,701	69%
TOTAL	101,711	78,026	30%

Facility Rentals	Total Revenue in August		
	2014	2013	% Change
Ole Hanson Beach Club	\$9,936.50	\$13,403.75	-26%
Community Center	\$3,497.23	\$5,611.23	-38%
Aquatics Center	\$11,823.00	\$11,453.46	3%
Parks & Ball Fields	\$57,200.85	\$53,875.30	6%
TOTAL	\$82,457.58	\$84,343.74	-2%

Aquatics Center Program	Total in August		% Change
	2014	2013	
Aquatic Registration	641	732	-12%
Pool Passes Sold	43	55	-22%
Drop-in Lap/Rec Swim	8,853	10,775	-18%
TOTAL	9,537	11,562	-18%

Youth and Teen Program	Attendance in August		% Change
	2014	2013	
Performing Arts Camp	23	22	4.3%
Fun on the Run	378	425	-12.4%
Volleyball Camp	39	23	41%
Playschool	55	12	78.2%
Active Adventures	515	600	-16.5%
TOTAL	1010	1082	-7%

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

Special Events and Partnership Activities in August

Date	Event	Attendance	Sponsor
Aug. 8	Fiesta Street Festival	25,000	Chamber of Commerce
Aug. 14	Beach Concert	1,000	City of San Clemente
Aug. 16/17	Arts & Crafts Fair	3,500	SC Art Association
Aug. 28	Beach Concert	2,000	City of San Clemente

Upcoming Events:

Date	Event	Location	Sponsor
Sept. 6	Pancake Breakfast	Beach Club grounds	Marine Support
Sept 20	Coastal Clean up Day	City Beaches	Water Shed Task Force
Sept. 21	Stoke-O-Rama	T-Street	Friends of SC BP&R
Sept. 27	SC Open Skate	Ralph's Skate Court	Friends of SC BP&R
Sept. 27	Toast to the Casa	Casa Romantica	Casa Romantica



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
 Meeting Date: October 14, 2014

Agenda Item 3E

Approvals:
 Dept. Head [Signature]
 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*

MARINE SAFETY DIVISION

Total in September	2014	2013	% Change
Approximate Attendance	247100	345700	-29%
Rescues	143	141	1%
Medical Aids	70	101	-31%
Preventative Actions	1390	3083	-55%
Warnings for Ordinances	289	658	-56%

RECREATION DIVISION

Recreation Registration	Total Registrations in September		
	2014	2013	% Change
Community Center	374	318	18%
Aquatics Center	578	621	-7%
Online	785	610	29%
TOTAL	1,737	1,549	12%

Facility Rentals	Total Revenue in September		
	2014	2013	% Change
Ole Hanson Beach Club	\$8,212.50	\$2,649.75	210%
Community Center	\$9,963.62	\$4,316.10	131%
Aquatics Center	\$11,759.95	\$7,923.75	48%
Parks & Ball Fields	\$41,413.45	\$60,945.15	-32%
TOTAL	\$71,349.52	\$75,864.75	-6%

Aquatics Center Program	Total in September		
	2014	2013	% Change
Aquatic Registration	438	415	6%
Pool Passes Sold	61	58	5%
Drop-in Lap/Rec Swim	3799	3850	-1%
TOTAL	4,298	4,323	-1%

Youth and Teen Program	Attendance in September		
	2014	2013	% Change
Fun on the Run	Monthly Total: 324 Daily Average: 16	Monthly Total: 334 Daily Average: 18	-3%
Friday Night Cheer	61	51	20%
Friday Night Football	275	188	46%
Goal Zone	57	45	25%
Gap	22	22	0%
Middle School After Hours	310	309	0%
Preschool Playschool	72	24	208%
TOTAL	1,121	973	15%

Adult Sports Program	Fall 2014 Teams	Fall 2013 Teams	% Change
Softball	40	38	5%
Coed Soccer	8	8	0%
Basketball	(0) No League	4	n/a

Special Events and Partnership Activities in September			
Date	Event	Attendance	Sponsor
Sept. 6	Pancake Breakfast	200	Marine Support
Sept 20	Coastal Clean up Day	197	Water Shed Task Force
Sept. 21	Stoke-O-Rama	500	Friends of SC BP&R
Sept. 27	SC Open Skate	300	Friends of SC BP&R
Sept. 27	Toast to the Casa		Casa Romantica

Upcoming Events:

Date	Event	Location	Sponsor
Oct. 5	Sea Fest	San Clemente Pier	Chamber of Commerce
Oct. 9-12	Carnival Colossal	Vista Hermosa Meadows	Friends of San Clemente Beaches, Parks, and Recreation
Oct. 10	SCHS Homecoming Parade	Del Mar Street	SCHS Activity Club/ASB
Oct. 11	Fall Plant Sale	Community Center	SC Garden Club
Oct. 17	Frozen Movie in the Park	Tierra Grande Park	City, Friends Foundation & Youth Task Force
Oct. 19	FAM Hunger Walk	El Comino/Del Mar	Family Assistance Ministries
Oct. 20	Red Ribbon Parade	Del Mar Street	OC Sheriff- Crime Prevention
Oct. 24	Playschool Harvest Festival	Tierra Grande Park	City