



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
Meeting Date: May 12, 2015

Agenda Item 3C
Approvals:
 Dept. Head ES
 Manager _____
 Admin. Assistant NB

Department: Beaches, Parks and Recreation
Prepared By: Erik Sund, Assistant City Manager

Subject: *BEACHES, PARKS AND RECREATION DEPARTMENT ACTIVITY UPDATE*

MARINE SAFETY DIVISION

Total in April	*2015	2014	% Change
Approximate Attendance	127,100	106,000	20%
Rescues	39	34	15%
Medical Aids	22	19	16%
Preventative Actions	972	984	-1.2%
Warnings for Ordinances	385	325	18%

*April 2015 numbers accurate through April 28, 2015.

RECREATION DIVISION

Recreation Registration	Total Registrations in April		
	2015	2014	% Change
Community Center	340	302	13%
Aquatics Center	582	708	-18%
Online	1,065	745	43%
TOTAL	1,987	1,755	13%

Facility Rentals	Total Revenue in April		
	2015	2014	% Change
Ole Hanson Beach Club	0	0	0
Community Center	\$4,317.60	\$5,246.98	-17%
Aquatics Center	\$18,413.55	\$12,647.99	45%
Parks & Ball Fields	\$36,224.10	\$33,999.90	7%
TOTAL	\$58,955.25	\$51,894.87	14%

Aquatics Center Program	Total in April		
	2015	2014	% Change
Aquatic Registration	948	1,075	-12%
Pool Passes Sold	43	54	-20%
Drop-in Lap/Rec Swim	4,958	5,541	-11%
TOTAL	5,949	6,670	-11%

Youth and Teen Program	Attendance in April		
	2015	2014	% Change
Fun on the Run	457	341	34%
Goal Zone	120	77	55.8%
Gap	8	13	-38.5%
Middle School After Hours	129	159	-18.9%
Preschool Playschool	38	31	22.6%
RECESS Homeschool	24	14	71.4%
Friday Night Football (New Spring League)	205	N/A	N/A
TOTAL	981	635	54.5%

Adult Sports Program	Winter 2015 Teams	Winter 2014 Teams	% Change
Softball	41	38	8%
Coed Soccer	9	8	12.5%
Basketball	4	6	-33.3%

Special Events and Partnership Activities in April			
Date	Event	Attendance	Sponsor
4/4	Sensational Springtacular	3,000	City Recreation Division
4/11	Garden Fest	500	San Clemente Garden Club
4/18	Earth Day	500	Watershed Task Force

Upcoming Events:

Date	Event	Location	Sponsor
5/9	Summer Camp Palooza	Aquatics Center	City Recreation Division
5/25	Memorial Day Observance	Community Center	City Recreation Division
5/25	Memorial Day Remembrance	Park Semper Fi	The Heritage Foundation
5/29	Student Beach Concert	South of the Pier	City Recreation Division
5/30	Big Band-Swing Night	Community Center	Rotary Club