



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
 Meeting Date: November 11, 2015

Agenda Item 3.C.

Approvals:
 Dept. Head ES
 Manager _____
 Admin. Assistant MS

Department: Beaches, Parks and Recreation
Prepared By: Pamela Passow, Assistant Beaches, Parks and Recreation Director

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

MARINE SAFETY DIVISION

Total in October	2015	2014	% Change
Approximate Attendance	221,400	204,700	8%
Rescues	111	56	98%
Medical Aids	37	30	23%
Preventative Actions	1,965	874	125%
Warnings for Ordinances	303	164	85%

RECREATION DIVISION

Recreation Registration	Total Registrations in October		
	2015	2014	% Change
Community Center	145	140	3.5%
Aquatics Center	369	385	-4.2%
Online	268	203	24%
TOTAL	782	728	7.2%

Facility Rentals	Total Revenue in October		
	2015	2014	% Change
Community Center	\$5,667	\$5,104	11%
Aquatics Center	\$19,766	\$12,911	53%
Parks & Ball Fields	\$50,380	\$40,626	24%
TOTAL	\$75,813	\$58,641	29%

Aquatics Center Program	Total in October		
	2015	2014	% Change
Aquatic Registration	332	338	-2%
Pool Passes Sold	34	41	-17%
Drop-in Lap/Rec Swim	4,538	4,472	1%
TOTAL	4,904	4,851	1%

Youth and Teen Program	Attendance in October		
	2015	2014	% Change
Fun on the Run	608	402	51.2%
Goal Zone	73	63	15.9%
Gap	31	23	34.8%
Middle School After Hours	310	290	6.9%
Preschool Playschool	96	95	1.2%
Friday Night Football	339	275	23.3%
TOTAL	1457	1148	26.9%

Adult Sports Program	Fall 2015 Teams	Fall 2014 Teams	% Change
Softball	45	40	12.5%
Coed Soccer	11	8	37.5%

Special Events and Partnership Activities in October			
Date	Event	Attendance	Sponsor
10/4	Sea Fest	1000	SC Chamber of Commerce
10/8-10/11	Carnival Colossal	25,000	Friends of the Beaches, Parks and Recreation Foundation
10/10	Fall Plant Sale	300	SC Garden Club
10/11	10 th Anniversary of Marine Monument	250	Heritage of San Clemente Foundation
10/17	Classic Surf Tournament	250	Chamber of Commerce
10/17	Bike Tour	2500	National Muscular Dystrophy Society
10/18	Hunger Walk	300	Family Assistance Ministries
10/23	Homecoming Parade	500	San Clemente High School
10/24	Stoke A Rama Surf Contest	250	Guadaskas Family & Positive Vibe Warrior Foundation
10/26	Red Ribbon Parade	500	City Recreation Division

Upcoming Events:

Date	Event	Location	Sponsor
11/14	Jack's Every Wave Counts Surf Contest	T Street	Friends Foundation
11/25	Community Thanksgiving Dinner	Community Center	Family Assistance Ministries
11/28	Putting on the Glitz	Ave. Del Mar	Downtown Business Association