



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
Meeting Date: August 9, 2016

Agenda Item 3.C.

Approvals:

Dept. Head *ES*

Asst. Director *MP*

Admin. Assistant *HS*

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 July	2016	2015	% Change
Approximate Attendance	484,100	436,700	11%
Rescues	1,057	912	16%
Medical Aids	268	284	-6%
Preventative Actions	11,226	16,643	-33%
Warnings for Ordinances	1,118	2,507	-55%

RECREATION DIVISION

Recreation Registration	Total Registrations in July		
	2016	2015	% Change
Community Center	213	252	-15%
Aquatics Center	665	769	-14%
Online	785	878	-11%
TOTAL	1,663	1,899	-12%

Facility Rentals	Total Revenue in July		
	2016	2015	% Change
Community Center	\$5,351.99	\$5,972.60	-10%
Aquatics Center	\$14,321.67	\$16,125.73	-11%
Parks & Ball Fields	\$37,728.25	\$44,541.55	-15%
TOTAL	\$57,401.91	\$66,639.88	-14%

Aquatics Center Program	Total in July		
	2016	2015	% Change
Aquatic Registration	925	1,408	-34%
Pool Passes Sold	51	47	-8%
Drop-in Lap/Rec Swim	10,351	9,600	8%
TOTAL	11,327	11,055	2%

Youth and Teen Program	Attendance in July		
	2016	2015	% Change
Fun on the Run	Month Total: 259 Daily Average: 13	Monthly Total: 401 Daily Average: 17	Monthly: -35% Daily: -23%
Summer Camps	1,195	1,253	-4%
TOTAL	1,467	1,671	-12%

Adult Sports Program	2016 Teams	2015 Teams	% Change
Softball	43	41	5%
Coed Soccer	10	9	11%

Special Events and Partnership Activities			
Date	Event	Attendance	Sponsor
7/4	Fireworks Show	40,000	City of San Clemente
7/16-17	Ocean Festival	56,000	San Clemente Ocean Festival
7/21/16	Beach Concert	3,000	City Recreation
8/4/16	Beach Concert	3,000	City Recreation

Upcoming Events:

Date	Event	Location	Sponsor
8/11/16	Concert	Linda Lane Park	City Recreation
8/19/16	Concert & Movie in the Park	San Gorgonio Park	City Recreation