



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
 Meeting Date: September 13, 2016

Agenda Item 3.C.

Approvals:

Dept. Head ES

Asst. Director

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 August	2016	2015	% Change
Approximate Attendance	380,000	428,900	-11%
Rescues	324	537	-40%
Medical Aids	159	264	-40%
Preventative Actions	5,952	11,879	-50%
Warnings for Ordinances	697	1,684	-59%

RECREATION DIVISION

Recreation Registration	Total Registrations in August		
	2016	2015	% Change
Community Center	295	199	48%
Aquatics Center	833	652	28%
Online	1,264	1,066	19%
TOTAL	2,392	1,917	25%

Facility Rentals	Total Revenue in August		
	2016	2015	% Change
Community Center	\$3,752.74	\$7,239.22	-48.1%
Aquatics Center	\$17,653.48	\$15,310.35	15.3%
Parks & Ball Fields	\$59,982.25	\$53,948.65	11.2%
TOTAL	\$81,388.47	\$76,498.22	6.4%

Aquatics Center Program	Total in August		
	2016	2015	% Change
Aquatic Registration	810	683	19%
Pool Passes Sold	62	53	17%
Drop-in Lap/Rec Swim	8,999	9,400	-4%
TOTAL	9,871	10,136	-3%

Youth and Teen Program	Attendance in August		
	2016	2015	% Change
Fun on the Run	Month Total: 170 Daily Average: 10	Monthly Total: 378 Daily Average: 25	Monthly: -86% Daily: -75%
Summer Camps	Total: 136 Playschool: 34 Drama Camp: 15 Beach Volleyball: 15 Active Adventure: 72	Total: 106 Playschool: 34 Drama Camp: 15 Beach Volleyball: 15 Active Adventure: 72	25%
TOTAL	306	484	-45%

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
8/11/16	Concert (Linda Lane)	900	City Recreation
8/19/16	Concert & Movie in the Park (San Gorgonio)	600	City Recreation
8/25/16	Middle School Pool Party	300	City Recreation

Upcoming Events:

Date	Event	Location	Sponsor
9/10/16	SC Open Skate Tournaments	Ralphs Skate Park	City Recreation and Friends BP&R Foundation
9/17/16	Coastal Clean Up	SC Beaches	City Environmental Division
10/2/16	Sea Fest	Pier	Chamber of Commerce
10/7-10/8/16	Fall Plant Sale	Community Center	SC Garden Club
10/21/16	SCHS Homecoming Parade	Del Mare Street	SCHS Activity Club /ASB
10/6-10/9/16	Carnival	VHSP Meadows	Friends BP&R Foundation
10/16/16	FAM Hungerwalk	El Camino/Del Mar	Family Assistance Ministries
10/24/16	Red Ribbon Parade	Del Mar Street	City Recreation