



# AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION  
Meeting Date: July 11, 2017

Agenda Item 4.B.  
**Approvals:**  
 Dept. Head ES  
 Manager ST  
 Admin. Assistant MS

**Department:** Beaches, Parks and Recreation  
**Prepared By:** Samantha Thomas, Recreation Manager ST

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

### MARINE SAFETY DIVISION

Total in June	2017	2016	% Change
Approximate Attendance	246,100	311,200	-21%
Rescues	162	221	-27%
Medical Aids	193	142	36%
Preventative Actions	2,761	2,717	2%
Warnings for Ordinances	924	728	27%

### RECREATION DIVISION

Recreation Registration	Total Registrations in June		
	2017	2016	% Change
Community Center	365	341	7%
Aquatics Center	799	792	1%
Ole Hanson Beach Club	50	n/a	n/a
Online	1,183	1,401	-16%
<b>TOTAL</b>	<b>2,397</b>	<b>2,534</b>	<b>-5%</b>

Facility Rentals	Total Revenue in June		
	2017	2016	% Change
Community Center	\$4,756.98	\$2,132.86	123%
Aquatics Center	\$15,395.28	\$17,509.83	-12%
Parks & Ball Fields	\$51,779.50	\$41,101.25	26%
<b>TOTAL</b>	<b>\$71,931.76</b>	<b>\$60,743.94</b>	<b>18%</b>

Aquatics Program	Total in June		
	2017	2016	% Change
Aquatic Registration	1,597	1,498	7%
Pool Passes Sold	72	76	-5%
SCAC Drop-in Lap/Rec	8,138	8,786	-7%
OHBC Drop-in Lap/Rec	1,044	Facility Closed	N/A
<b>TOTAL</b>	<b>10,851</b>	<b>10,360</b>	<b>5%</b>

Youth and Teen Program	Attendance in June		% Change
	2017	2016	
Fun on the Run	Monthly Total: 405 Daily Average: 20	Monthly Total: 372 Daily Average: 16	9%
Playschool Summer Camp	62	49	27%
Active Adventures	152	127	20%
Drama Camp	68	51	33%
Volleyball	31	38	-18%
<b>TOTAL</b>	<b>845</b>	<b>637</b>	<b>33%</b>

Adult Sports Program	2017 Teams	2016 Teams	% Change
Softball	34	41	-17%
Coed Soccer	10	9	11%

Special Events and Partnership Activities			
Date	Event	Attendance	Sponsor
6/9	Movie in the Park	500	City Recreation and Foundation
6/10	Swing Festival	500	San Clemente Rotary Club
6/11	Annual Car Show	10,000	Downtown Business Association
6/15	Beach Concert	1,000	City Recreation and Foundation
6/23	Movie in the Park	500	City Recreation and Foundation
6/29	Beach Concert	1,000	City Recreation and Foundation

**Upcoming Events:**

Date	Event	Location	Sponsor
7/2	San Clemente Paint Out	Community Center	San Clemente Arts Association
7/4	Fireworks Show	Beach/Pier	City of San Clemente
7/15-16	Ocean Festival	Beach/Pier/ Parque Del Mar	San Clemente Ocean Festival



# AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION  
Meeting Date: August 8, 2017

Agenda Item 4B.  
**Approvals:**  
 Dept. Head ES  
 Manager [Signature]  
 Admin. Assistant [Signature]

**Department:** Beaches, Parks and Recreation  
**Prepared By:** Samantha Thomas, Recreation Manager [Signature]

**Subject:** *RECREATION DIVISION ACTIVITY UPDATE*

Recreation Registration	Total Registrations in July		
	2017	2016	% Change
Community Center	297	213	39%
Aquatics Center	706	665	6%
Ole Hanson Beach Club	51	n/a	n/a
Online	966	785	23%
<b>TOTAL</b>	<b>2,020</b>	<b>1,663</b>	<b>21%</b>

Facility Rentals	Total Revenue in July		
	2017	2016	% Change
Community Center	3,791.24	5,351.99	-29%
Aquatics Center	19,996.87	14,003.67	43%
Parks & Ball Fields	44,646.25	37,323.25	20%
<b>TOTAL</b>	<b>68,434.36</b>	<b>56,678.91</b>	<b>21%</b>

Aquatics Program	Total in July		
	2017	2016	% Change
Aquatic Registration	1,217	921	32%
Pool Passes Sold	75	55	36%
SCAC Drop-in Lap/Rec	10,417	10,351	0.6%
OHBC Drop-in Lap/Rec	1,104	n/a	n/a
<b>TOTAL</b>	<b>12,813</b>	<b>11,327</b>	<b>13%</b>

Youth and Teen Program	Attendance in July		
	2017	2016	% change
Fun on the Run* *new reporting requirements	Monthly Total: 354 Daily Average: 18	Monthly Total: 197 Daily Average: 10	80%
Playschool Summer Camp	95	75	27%
Active Adventures	207	170	22%
Drama Camp	69	64	8%
Volleyball	41	29	34%
<b>TOTAL</b>	<b>412</b>	<b>338</b>	<b>20%</b>

<b>Adult Sports Program</b>	<b>2017 Teams</b>	<b>2016 Teams</b>	<b>% Change</b>
Softball	34	41	-17%
Coed Soccer	10	9	11%

<b>Special Events and Partnership Activities</b>			
<b>Date</b>	<b>Event</b>	<b>Attendance</b>	<b>Sponsor</b>
7/2	San Clemente Paint Out	300	San Clemente Arts Association
7/4	Fireworks Show	25,000+	City of San Clemente
7/5	Farmer's Market at North Beach	204	City of San Clemente
7/6	Linda Lane Concert	1,500	City Recreation and Foundation
7/12	Farmer's Market at North Beach	252	City of San Clemente
7/15-16	Ocean Festival	53,000	San Clemente Ocean Festival
7/19	Farmer's Market at North Beach	248	City of San Clemente
7/26	Farmer's Market at North Beach	252	City of San Clemente
7/27	Beach Concert	2,000	City Recreation and Foundation

**Upcoming Events:**

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Sponsor</b>
Every Wed.	Farmer's Market	North Beach	City of San Clemente
8/10	Beach Concert	North of Pier	City Recreation and Foundation
8/13	Annual Street Fiesta	Ave. Del Mar	San Clemente Chamber of Commerce
8/18	Movie in the Park	Tierra Grande Park	City Recreation and Foundation
8/19-8/20	Arts and Craft Faire	Community Center	San Clemente Arts and Crafts Association