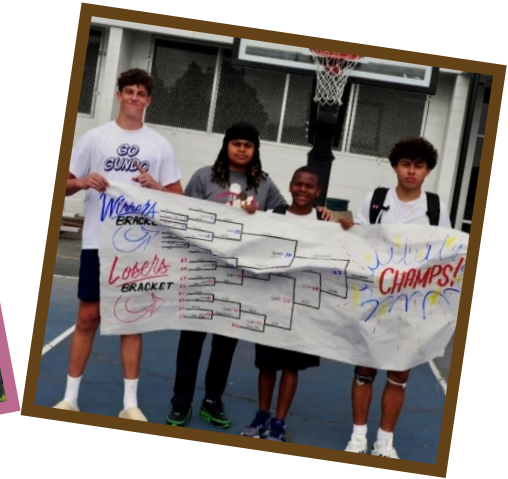


# Summer 2024 Programming Review



El Segundo  
**REC, PARKS,  
& LIBRARY**  
We Engage... We Inspire... We Play...

# AQUATICS



## Summer 2024 Highlights

- Contract Classes
  - Total participation: 2,144 registrations
  - Total Revenue \$26,552
- Swim Lessons
  - Parent and me:
    - 56 Participants
  - Group Swim Lessons:
    - 441 Participants
  - Private/Semi Private Swim Lessons:
    - 41 Participants
  - Total Revenue: \$25,094.50
- Misc. Programming
  - Camps
    - Aquatics Camp- 20 participants
    - Hilltop Camp – 27 participants
    - Revenue: \$2,965
  - Hilltop Pool rentals – 14 rentals
    - Total Revenue: \$1,661.00





# AQUATICS



## Events at the pool

- Slide into Summer Event
  - Swimmers enjoyed music, decorations, and the inflatable slide.
  - Attendance – 100+
- Hilltop and Aquatics Center “Sunshine Stands”
  - Staff hosted pop up event outside of both pools with games, ice cream, and prizes.
- Lifeguard Appreciation Day
  - Debuting this year was the first Lifeguard Appreciation Day. Lifeguards set up outside the Aquatics Center to interact with and answer questions from the public. The booth also included profiles on our staff, an appreciation box where the public could write kind notes to staff, and lifeguard swag giveaways such as sunglasses, sunscreen and more.
- Dive In Movies
  - 6/21 –*Moana*, 80 in attendance
  - 7/19 –*Inside Out*, 75 in attendance
  - 8/16 –*Ratatouille*, 90 in attendance
  - Total Revenue: \$1,352
- Splash Off Summer Event
  - Aquatics celebrated the last week of summer with special recreation swim sessions every day of the week. Hours were extended and every session featured inflatable climbers and music.
  - Attendance – 200+





# AQUATICS

## Staff Training



Summer Trainings (June-August)  
16 trainings were offered covering water rescue skills, first aid and CPR, spinal injury management, and emergency action plan practice.



El Segundo Fire Department Collaboration  
Collaboration with Aquatics staff to host three trainings to practice an emergency action plan.



# ADULT SPORTS



- Coed Softball
  - 29 teams
  - 466 total participants
- Coed 7v7 Soccer
  - 7 teams
  - 81 participants
- Adult Basketball
  - 14 teams
  - 157 participants
  - 6 Local business teams including employee teams from Los Angeles Lakers and Los Angeles Chargers
  - Growth of 180% from 2023 (5 teams)

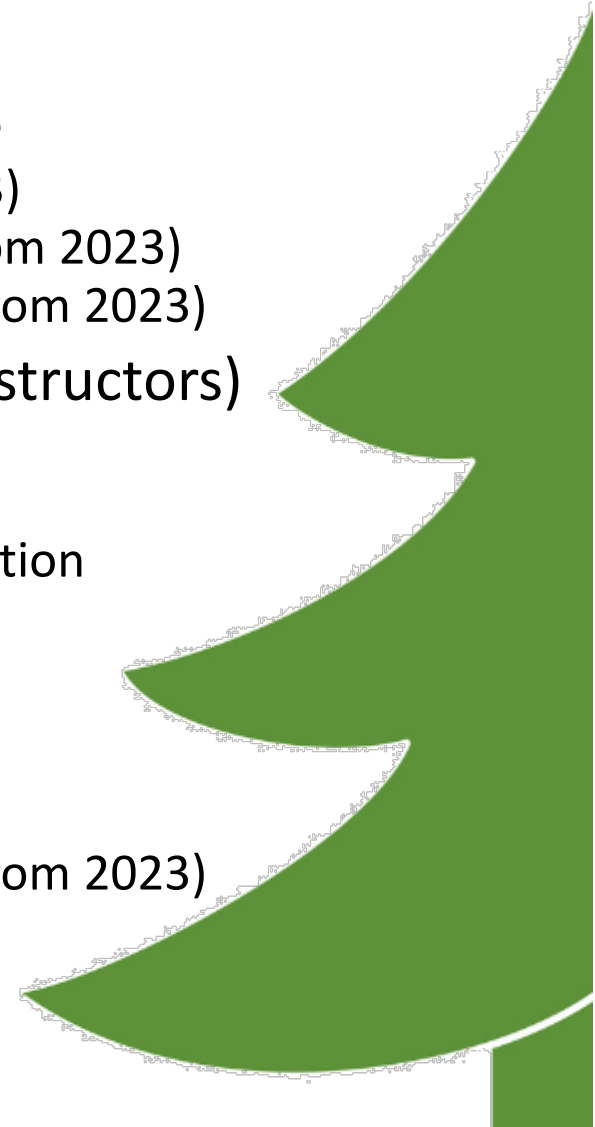




# PICKLEBALL



- 2024 Summer Pickleball League
  - 91 Teams (23% growth from 2023)
  - 900+ Participants (29% growth from 2023)
  - Revenue: \$26,485 (13% growth from 2023)
- Pickleball Contract Classes (3 instructors)
  - Beginner's Instructional
  - Intermediate Instructional
  - Women's Round Robin w/ Instruction
  - Pickleball 101
  - Live Ball
  - Revenue: \$21,416
- Drop-In Pickleball
  - Revenue: \$10,101 (31% growth from 2023)



# TENNIS PROGRAMS



- Tennis Contract Classes
  - Jaguar Tennis Academy Group and Private Lessons – Adults and Youth
  - Jaguar Tennis Academy Summer Camp
  - Revenue: \$17,442.50
- ESHS Summer Camp





# PICNIC AREAS



- Recreation Park : Picnic Areas 1-5, BBQ Area, Fire Circle, Picnic Shelter, Checkout Grass, Lawn Bowling
- Acacia Park : Picnic Areas
- Hilltop Park : Picnic Areas
- Total Reserved Hours: 918
- Total Revenue: \$24,506 (10% growth from 2023)





# TAC Summer Bonfire



El Segundo  
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& LIBRARY**  
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- Back to School Bonfire!
  - August 24, 2024
  - S'mores, obstacle course, pizza, music, and lawn games
  - 50+ teens in attendance



# Teen Center



- GABIT-35<sup>th</sup> Annual
  - 12 teams (63 participants)
  - Event estimated attendance 75 per day
- Teen Camp (5 weeks)
  - 49 Participants
  - Field trips:
    - Soak City
    - Bowlero
    - Museum of Illusions
    - Urban Aire Trampoline Park
    - Knotts Berry Farm
    - Fountain Valley Skating



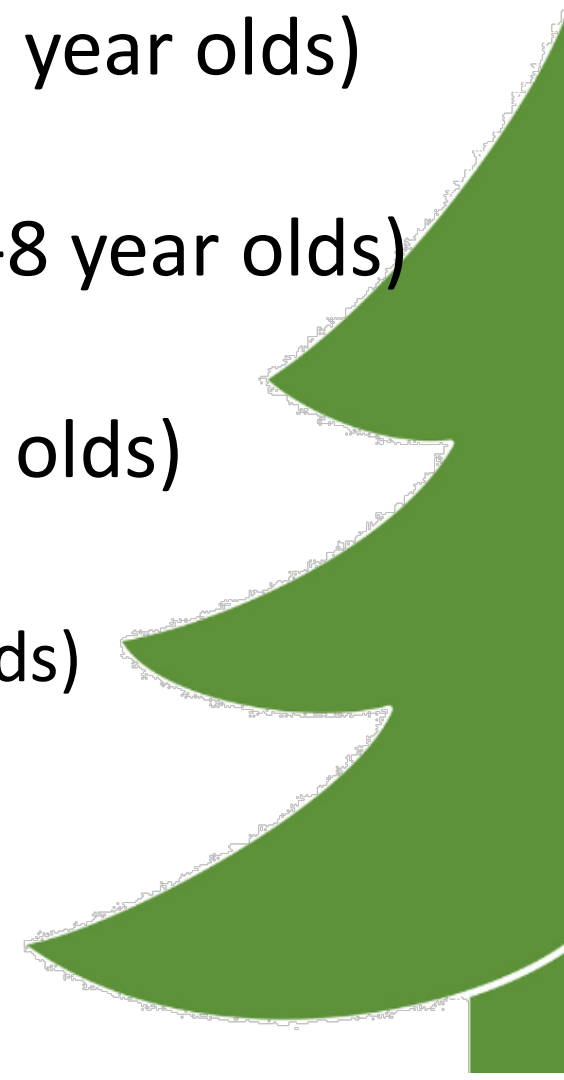
# CAMPS

## Summer 2024 Highlights



- Camp Cowabunga (9-11 year olds)
  - 289 participants
- Camp Cowabunga Jr. (5-8 year olds)
  - 452 participants
- Tiny Tot Camp (3-5 year olds)
  - 249 participants
- Sports Camps (6-11 year olds)
  - 144 Participants

Overall participation in 2024: 1,782 (1,352 in 2023)  
31.8% increase

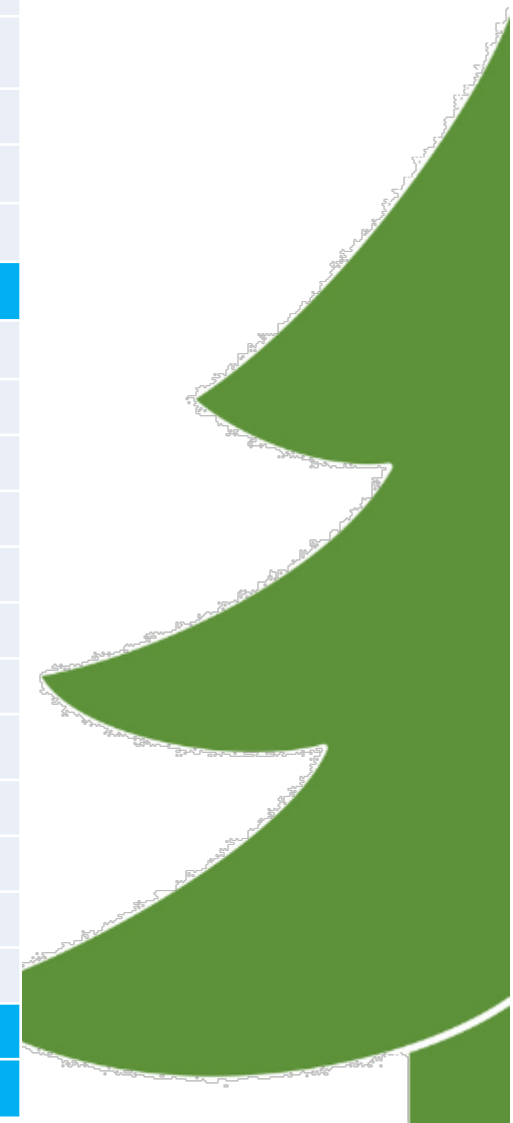


# CAMPS



2023 revenue: \$335,478  
 2024 revenue: \$494,855.20  
 47.5% increase

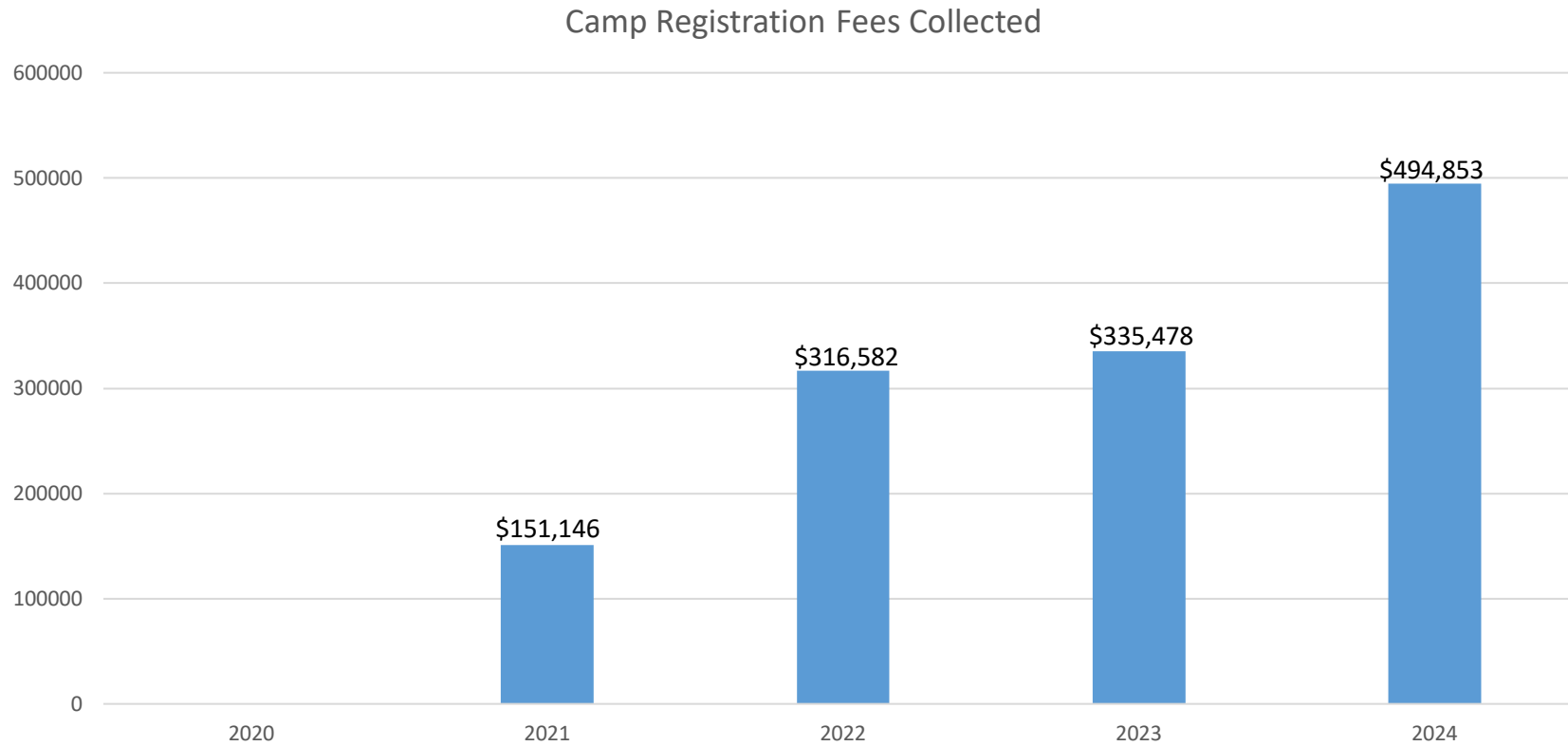
Staff Led Camps		
Program Name	Program Participants	Program Revenue
Camp Cowabunga- 10 weeks	289	\$91,113.00
Camp Cowabunga Junior- 10 Weeks*	452	\$142,177.00
Tiny Tot Camp- 10 weeks	249	\$19,600.00
Sports Camps- 6 weeks*	144	\$11,072.80
Teen Camp- 5 weeks	49	\$7,105.00
<b>Sub Total</b>	<b>1,183</b>	<b>\$271,067.80</b>
Contracted Camps		
Champ Camp Beach Camp	210	\$105,550.00
Champ Camp Skate Camp	68	\$25,200.00
Filmmaking	30	\$10,715.20
Summer Art Lab	70	\$27,125.00
UK Soccer	60	\$13,670.20
Cooking Camp*	95	\$17,760.00
Camp Have a Blast*	33	\$12,725.00
Welcome to Spanish!	14	\$3,150.00
Movies by Kids*	11	\$2,337.50
Robotics with Lego*	8	\$2,590.00
Gymnastics*	6	\$2,962.50
<b>Sub Total</b>	<b>599</b>	<b>\$223,785.40</b>
<b>Grand Total</b>	<b>1,782</b>	<b>\$494,853.20</b>





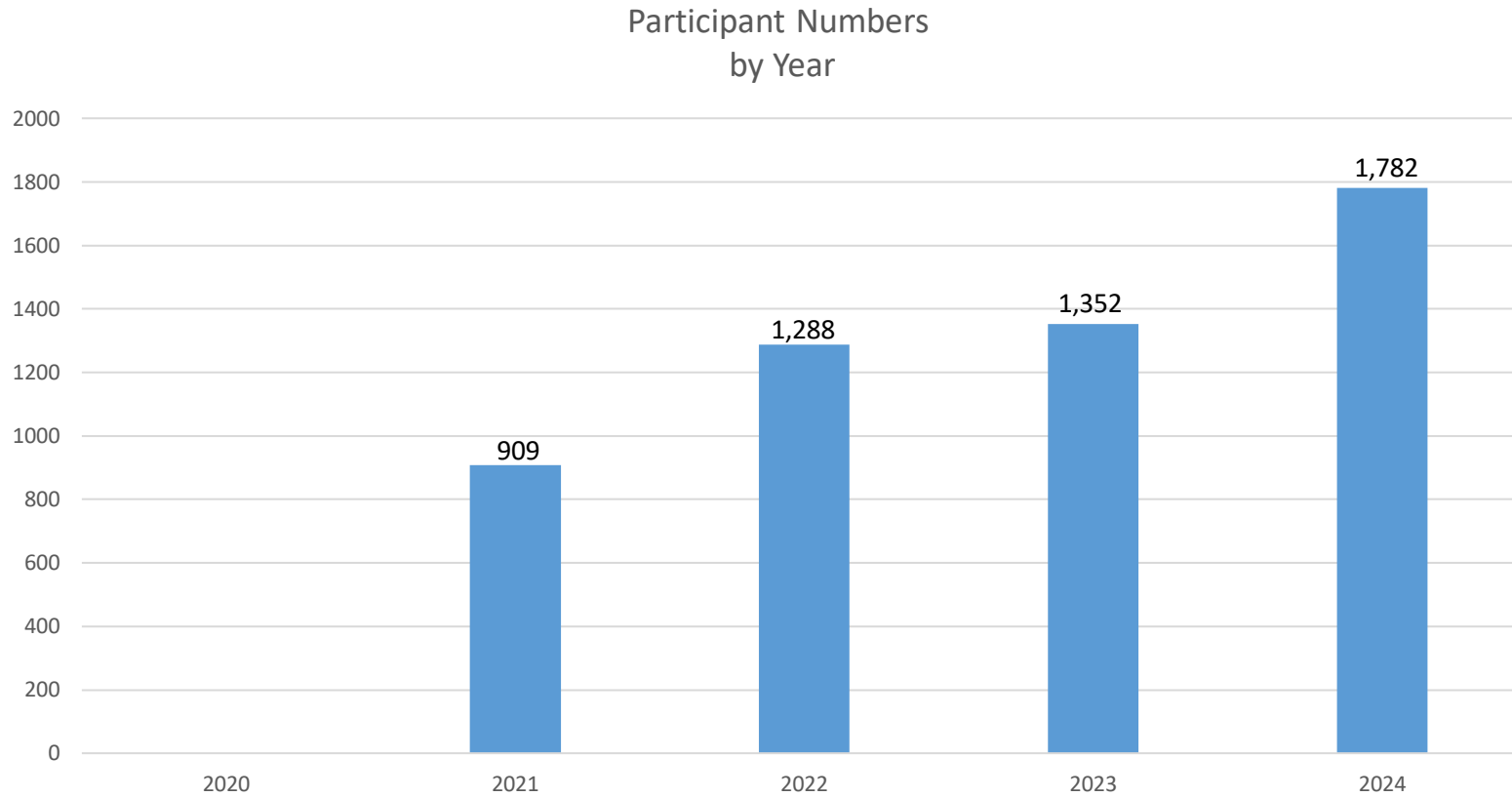
# CAMPS

## Camp Revenue Comparison: Registration Fees Collected by Year



# CAMPS

## Camp Participant Comparison: Attendance Numbers by Year





# Clubhouse

## Contract Classes:

- Tap
- Ballet
- Zumba
- Musical Fun For Tots
- Gymnastics
- BEST Sports
- Sportball
- Play Soccer
- Tutus and Tap
- Hippity Hop

## Camps:

- Cooking
- Art Lab
- Spanish
- Robotics
- Claymation
- Gymnastics
- Camp Have a Blast



# EL SEGUNDO YOUTH DRAMA

## Summer 2024 Highlights



- 41 participants
- Revenue:
  - Registration: \$7,560
  - Ticket sales: \$7,118





# FARMER'S MARKET



- New Vendors This Summer
  - Wok n Grill
  - Acai Bowls
  - Dumplings
- Hosted ten weeks of Summer of Fun: Bounce houses, face painting, weekly crafts, giveaways and more!
- Upcoming:
  - ESFD – Fire Prevention Week 10/10
- Market Manger – Thank you Nancy, Welcome Lili!



# JOSLYN CENTER



- El Segundo Beach Shuttle
- Dial-A-Ride and Dr. Dial-A-Ride with Lyft
  - 2023-1437 Riders
  - 2024-1871 Riders

• Home Delivered Meals – 27 Clients

• Classes offered:

Class	Contract Classes	
	Participants	Revenue
50-Minute Fitness	44	\$867.30
CoreXpress	11	\$173.25
Pilates	28	\$806.40
Senior Fitness	15	\$362.25
Line Dancing	67	\$711.15
Art Journaling	3	\$216.00
Yoga	12	\$42.90
		\$3,179.25

- Senior Club Lunch – 3<sup>rd</sup> Tuesday at Noon
  - 42 Person Average
- Monthly Park Vista Meeting
  - Chess Club- Asked by Residents to start, in progress



# El Segundo Beach Shuttle



- New- Shuttle Wrap
- 1309 Riders
  - 25 per day average
- \$66/Ride per person
- 31% increase in ridership from 2023





# SUMMER EVENTS

El Segundo  
**REC, PARKS,  
& LIBRARY**  
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# Summer Concerts in the Park



**SUMMER CONCERTS IN THE PARK**

LIBRARY PARK • ACTIVITIES BEGIN AT 4:00PM • MUSIC BEGINS AT 4:30PM

<b>JUNE 16</b>  DAN DELGADO	<b>JUNE 30</b>  THE ASTRO YACHTS	<b>JULY 7</b>  UPSTREAM
<b>JULY 21</b>  ANTHEM ROAD	<b>AUGUST 4</b>  CASH, KILLER & THE KING	

Interested in singing the National Anthem at a concert?  
Email Recreation Supervisor, Ryan Delgado at [rdelgado@elsegundo.org](mailto:rdelgado@elsegundo.org)  
Must be an El Segundo Resident

REC. PARKS & LIBRARY  
BILL RUANE  
RE/MAX  
ESTATE PROPERTIES

An acoustic guitar is shown at the bottom of the poster, partially cut off by the edge.

- Began June 16<sup>th</sup>
  - Dan Delgado
  - The Astro Yachts
  - Upstream
  - Anthem Road
  - Cash, Killer & The King
- Food Trucks
  - Baby's Bad Burgers
  - Poutine Brothers
  - Creamy Boy's Ice Cream
- Additions this year:
  - Craft highlights included decorated boat races, stained "glass", cowboy hats & more
  - National Anthem- Thank you Singers!
- Attendance – Average ~ 2200-2500





# 4<sup>th</sup> of July Celebration

- Full Day of Fun!
  - 10am-3pm – Youth Activities
  - 15 contests & games including 3-legged race, water balloon toss, hula hoop, pie & watermelon eating
  - 2 Community Group Booths
  - 9 Vendor & Food Booths
  - 5pm-9pm – Concert & Fireworks
  - Band- Fair Avenue
- Attendance – 4,800



# Family Campout



**FAMILY  
CAMPOUT**

**AUGUST 10TH-11TH.**

Families are invited to bring their tents and camp out under the stars on Stevenson Field.

**Includes**  
Dinner on Saturday and Breakfast on Sunday  
Games and Activities  
Movie at Dusk  
S'mores around the Campfire in the evening

Wristbands available at the George E. Gordon Clubhouse from July 5th – August 2nd.  
Due to preparation needs, this event is pre-sale only.

**Resident Sale Begins: July 5th**  
**Non-Resident Sale Begins: July 15th**

Entry at 4pm on Saturday. No sales onsite & no refunds.  
Must have wristbands at the gate. No alcohol. No pets allowed.

For more information, please call 310-524-2362



El Segundo  
**REC. PARKS  
& LIBRARY**

**BILL RUANE**  
RE/MAX

- 388 Participants
  - 368 in 2023
- Revenue: \$6,060.00
- Activities:
  - S'mores
  - Screened movie: Shrek
  - Crafts – Lanterns and Paper Crafts
  - Dinner and Breakfast
  - Sponsor – Bill Ruane Realty \$5,000





# Go Fly-a-Kite Day

- 5th Annual
- Giveaways
  - Create Your Own Kite
  - 200 Kites distributed
- Face Painting, Music & Snacks
- Attendance ~ 350 people

A promotional poster for 'Go Fly A Kite Day'. The background is blue with a white and yellow kite graphic. The text is as follows:

El Segundo  
**REC, PARKS,  
& LIBRARY**  
We Engage... We Inspire... We Play...

# GO Fly A KITE DAY

**SUNDAY, AUGUST 18**  
11am to 2pm

**RECREATION PARK**  
CHECKOUT GRASS & LAWN BOWLING

**BRING YOUR OWN KITES & JOIN US FOR FESTIVITIES**  
**FREE KITES WHILE SUPPLIES LASTS**  
**ARTS & CRAFTS**

**CAN'T MAKE IT? THAT'S OK! WE ENCOURAGE YOU TO  
FLY YOUR KITE WHEREVER YOU CAN!**

@ESRECAPARKS  
#GOFLYKITEDAY2024 FOR MORE INFORMATION CALL 310-524-2700

