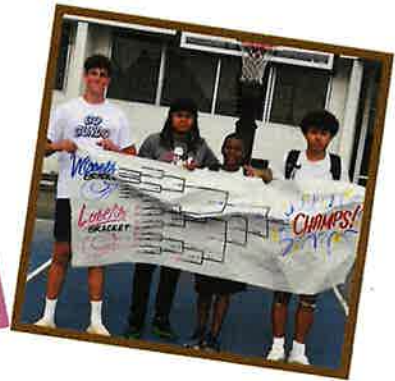


Summer Recreation Programming Review



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

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+

TAC Summer Bonfire



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



CAMPS

Summer 2024 Highlights



- Tiny Tot Camp (3-5 year olds)
- Camp Cowabunga Jr. (5-8 year olds)
- Camp Cowabunga (9-11 year olds)
- Teen Camps (12-17 year olds)
- Sports Camps (6-11 year olds)
- Contract Camps: BEST Sports, Athletic Grace Dance, etc



El Segundo Beach Shuttle



- New- Shuttle Wrap
- 1309 Riders
 - 25 per day average
- 31% increase in ridership from 2023



swoop

Summer Concerts in the Park



SUMMER CONCERTS IN THE PARK

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

JUNE 16
DAN DELGADO

JUNE 30
THE ASTRO YACHTS

JULY 7
UPSTREAM

JULY 21
ANTHEM ROAD

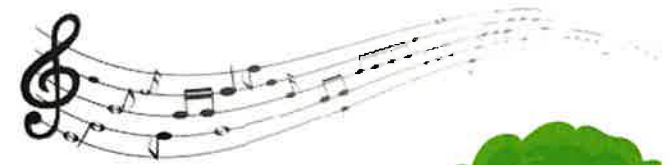
AUGUST 4
CASH, KILLER & THE KING

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

REC PARKS & LIBRARY
BILL RUANE
RE/MAX

REC PARKS & LIBRARY
El Segundo
Let's Engage... We Inspire... We Play

- Began June 16th
 - 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



4th 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

REG. PARKS & LIBRARY
BILL RUANE
RE/MAX

- 388 Participants
- Activities:
 - S'mores
 - Screened movie: Shrek
 - Crafts – Lanterns and Paper Crafts
 - Dinner and Breakfast



Go Fly-a-Kite Day



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

A vertical event poster for "Go Fly a Kite Day". The background is blue with a white cloud at the bottom. The text is as follows:

El Segundo
REC PARKS & LIBRARY

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 #GDFLYAKITEDAY2024 FOR MORE INFORMATION CALL 310-524-2700

