



Recreation Quarter in Review

October-December 2024

Marketing



Fall Brochure

- 78 class offerings
- Events & Special Programs
- Renovation Updates
- Library Programs
- Sports Leagues

Social Media

- 110 new followers
- 3,472 Total Instagram
- 3,446 Total Facebook
- 64 posts
- 32 Instagram Posts
- 32 Facebook Posts

Rec ID 2025 Renewals

- 424 El Segundo Recreation IDs
- 30 Wiseburn IDs

Events



Oct-Dec Events 2024

Spooky Storytime, October 25th

Halloween Frolic, October 26th

Bubblemania Family Event, November 25th

Joy Around the World, December 5th

Jinglefest Tournament, December 7th

Candy Cane Lane, December 14th – 23rd

Holiday Luncheon, December 24th

Youth Programming



Youth Drama: James and the Giant Peach

Performances 11/22-11/24

Tickets Sold 312

Athletic Grace: Nutcracker

27 participants

Performances 12/14 4:00 & 6:00pm

Tickets Sold 191

Filmmaking Film Fest!

Winter Camps

6-11 Years- 6 days 10am-3pm

33 participants

3-5 Years- 6 days 9am-1pm

38 participants

Senior & Transportation Programs



New Chess Club on Wednesdays!

Monthly Day Trippers:

- October 19th Getty Villa (18 participants)
- November 5th Original Farmer's Market/Grove (8 participants)
- December 14th Natural History Museum (12 participants)

Coffee Chat with the Director November 19th

Joslyn Center & Rotary Club hosted the Annual Holiday Luncheon 72 in person, and 7 delivered

Transportation:

Lyft Rides: 2,226

Meals Delivered: 1,442

Sports



Youth Basketball League Returns

4 Divisions/286 Participants/28 teams

Practices Began December 2nd

Addition of Middle School Gym

5th Annual Jinglefest Tournament 12/7

-165 teams (330 participants)

Fall Adult Leagues

Pickleball (109 teams-1,308 participants)

Kickball (12 teams- 191 participants)

-Champion Tuesday Night's Yes Chef

Soccer (9 teams- 108 participants)

-Champion El Segundo Brewing Co.

George Brett Field, Stevenson Field, and Softball Field
all closed for annual maintenance this December

Teens



NCAA Tournament

Partnered with Library to offer “Switch it Up” video game tournament.

Community Workshop for TC Renovation

Teen Center Escape Room

10/25

10/29-10/31

Haunted House at Halloween Frolic 10/26

Hot Cocoa Booth at Joy Around the World

Kahoot Trivia

Gingerbread House Decorating

MLB Tournament

Aquatics



Pumpkin Poolooza 10/19 (over 200 participants)

Beach Cities Swim Meet over 800 swimmers and nearly 2,000 attendees.

Dive in Movie in November (22 participants)

5th Annual Holiday Hustle (20 participants)