



RECREATION, PARKS, and LIBRARY DEPARTMENT

DATE: April 16, 2025
TO: Recreation and Parks Commission
FROM: Aly Mancini, Director
SUBJECT: Department Report

Council Items

March 18, 2025:

No Recreation, Parks, and Library related agenda items.

Council Member Comments-

Council Member Giroux proposed future agenda item for a staff presentation about user group metrics for clubs and teams use of the Aquatics. Councilmember Giroux requested the Recreation, Parks, and Library Director to present an overview of tennis and pickleball data regarding reservations, revenue, leagues for purposes of future planning at the April 1 City Council Meeting. Recreation, Parks, and Library staff will be presenting requested information at the April 15, 2025 meeting.

April 1, 2025:

Special Presentations

City Council proclaimed April 6th-12th as “National Library Week” in El Segundo.

City Council commended outgoing inaugural Poet Laureate, Hope Anita Smith, with a for her time and service to the City of El Segundo from January 2022 through December 2023.

Arts and Culture Advisory Committee Chair, John Pickhaver, introduced new Poet Laureate Kweku Abimbola.

Modifications to the Salary Ranges for Aquatics Staff

At the meeting of April 1, 2025, City Council approved modifications to the salary ranges for Part-Time Aquatics Classifications.

El Segundo Cultural Arts Master Plan

The Arts and Culture Advisory Committee presented their proposed El Segundo Cultural Arts Master Plan. Council approved the following policy and program recommendations:

1. Direct the City of El Segundo to seek grant funding for public art and programming as well as to develop a plan for fundraising opportunities to generate additional revenue sources.
2. Expand and enhance communication through website, social media, and City communications to better inform residents, employees, and visitors regarding programs and initiatives through the Cultural Development Fund.

3. Develop key performance indicators to provide denominators for outcomes, including impact on property values, retail spending, and ability to attract top-tier companies.

Cultural Development Fund Budget and Programming for Fiscal Year 2025-2026
City Council approved the following budget and initiatives for the Cultural Development Fund for fiscal year 25/26. In addition, City Council directed the ACC to fund all of Concerts in the Park for the upcoming fiscal year at \$16,500.

Operating Fund: \$7,500

Festival of Holidays: \$25,000

Community Engagement Fund: \$30,000

Art Walk: \$57,000

Literary Arts Fund: \$13,000

Visual Artists in Community: \$15,000

Donor Recognition & Engagement: \$7,500

Public Art Installation at the Urho Saari Swim Stadium: \$127,500

CIP Updates

Recreation Park Renovation Project:

50% Design Development plans and cost estimates have been completed and reviewed by City Staff. 100% design development plans are currently being worked on. A Geotechnical Investigation and a Percolation report for the proposed ballfield renovations is currently being reviewed.

Hilltop Park Project:

An architect has been retained by Public Works to submit plans to address the abandoned reservoirs at Hilltop Park. An additional land survey still needs to be completed. Public Works presented the project to the Park Renovation Subcommittee. Additional design plans for the open space will be presented to the Recreation and Park Commission at a later date.

Arts & Culture

Staffing

The City's Cultural Arts Coordinator submitted his resignation on December 19, 2024. The recruitment for the position will open at a later date.

Fields, Facilities, and Courts

Attachment A – Checkout Reservation Report – March 2025

Social Media

Attachment B- Social Media Analytics – March 2025

Adult Sports

Adult 7v7 Soccer League

- The Winter 2025 adult soccer regular season concluded on March 14th. Playoffs for the top six teams began on March 21st.

- The league had a total of 9 teams and 108 participants.
 - 4 El Segundo Residents
 - 5 Non-Resident Teams
- The total revenue from registration is \$2,205.00
- Spring 2025 registration began March 12th and closed on April 3rd. Spring season will begin on April 18th.

Adult League Basketball

- The Winter 2025 adult basketball league regular season concluded on March 30th. Playoffs for the top four teams beginning on April 6th.
- The league had a total of 6 teams and 60 participants.
 - 3 El Segundo Resident
 - 3 Non-Resident Teams
- The total revenue from registration is \$1,500.00
- Spring 2025 registration began March 5th and is ongoing. It is currently looking to be a 16-team league which will be a new record for participation. Spring season will begin April 8th.

Adult Pickleball Leagues

- The Winter 2025 adult pickleball leagues began on Monday, January 20th and will run through March, with playoffs in early April due to rain-out days.
- The league has a total of 115 teams and 1,380 participants.
 - 5 El Segundo Resident Teams
 - 110 Non-Resident Teams
- The total revenue from registration is \$41,730.00

Youth Sports

Youth Basketball League

- The El Segundo Youth Basketball All-Star teams played a total of seven games from February through March.
- There was a total of two All-Star teams coached entirely by Recreation Staff. The breakdown of the teams is below:
 - 5th/6th Grade Team: 8 Participants
 - 7th/8th Grade Team: 12 Participants
- The All-Stars played in a tournament on March 22nd at South Gate. The 7th/8th Grade team won the Consolation Championship.

Teen Center

In March, the Teen Center remained fully staffed and open for drop-in use six days a week, totaling 24 operational days. Over the month, the center saw an impressive 1,892 visits from teens. To boost engagement and encourage attendance, the Teen Center started “Thrilling Thursday” events to include crafts, challenges, and trivia each Thursday. Additional programming for March included Watch and Build, where teens were able to watch Mufasa and build a Lion King themed Lego set. Lastly, the 2025 Teen Center Snow Trip took place with 35 teens in attendance. For March, the average hourly attendance was approximately 13 teens per hour.

Gordon Clubhouse

The Clubhouse and its various rooms were reserved/activated a total of 182 times totaling, 288 hours in March for recreation activities, youth drama program, camps, Co-op, Family Wellness Studio, meetings, and rentals.

Contract Classes	Number of Participants
Gymnastics Ninja Gym	8
Gymnastics Academy	17
Gymnastics Sand Cruisers	1
Gymnastics Big & Little	5
Gymnastics Intro to Sand Cruisers	2
Gymnastics without Limits	0
Zumba! – Mondays	8
Backstage Sewing	1
Tutus and Taps	10
Ballet and Tap	3
Tapping for Fun and Exercise – Beginner	11
Zumba! – Wednesdays	4
Tapping for Fun and Exercise - Intermediate	10
Hippity Hop	7
Family Wellness 3/7 (Full Day)	4
Family Wellness March Afterschool Care	7
Preschool Cooking Tyme	6
Kid Cake Design	5
Storytelling	4
Spanish Parent and Me – Tuesday	5
Spanish Parent and Me – Saturday	4
Welcome Spanish for Adults	4
Music with Miss Pam – Friday	4
Music with Miss Pam – Saturday	11

El Segundo Youth Drama

- Performance – Winter Variety Show
- Participants:
 - 14 Residents/9 Non-Residents (Junior)
 - 7 Residents/9 Non-Residents (Senior)
- Shows: 3/14-3/16, 3/21-3/23
- 577 Tickets Sold
- Upcoming Show: Finding Nemo Jr.
 - Rehearsals: M/W/F (4/7-5/30)
 - Participants: 17 Residents/22 Non-residents (39 total)
 - Tech Week: 6/2-6/5
 - Shows: 6/6-6/8

Tiny Tot Events

- Rhythm and Roots performance 3/24
 - Drum performance

- 65 attendees

Joslyn Center

Facility Rentals

The following facility rentals took place at Joslyn Center during the month of March:

- 33 External Reservations – 23 hours - \$2016.00
- 45 Internal Reservations – 99 Hours

Dial-A-Ride

- Concierge Rides – 493
- Lyft Pass Rides – 241

Meals Outreach

- Meals Delivered – 540
- In Home Service Hours – 32

Contract class registration for March 2025 is shown below. Contract class instructors receive 70% of registration fees and the City receives 30% of the registration fees.

Contract Classes	Number of Participants
Beginner Line Dancing	24
Intermediate Line Dancing	16
50 Minute Fitness	54
Pilates	25
Core Xpress	15
Senior Fit	20

Senior Programs	Number of Participants
Pinochle	24
Canasta	20
Bridge	22
General Meetings/Luncheon	30
Board Meeting	5
Sit-N-Knit	24
Thursday Movies	5
Chess Club	14

Farmers' Market

March 6, 2025

- Prepackaged Vendors: 9
- Produce Vendors: 4
- Craft Vendors: 1

Total Vendors: 13

Total Revenue: \$351.60
Weekly Craft: Mardi Gras Mask
Community Booth – None

March 20, 2025

- Prepackaged Vendors: 12
- Produce Vendors: 5
- Craft Vendors: 2

Total Vendors: 22
Total Revenue: \$923.60
Weekly Craft: Leprechaun Hunt/Pot of Gold
Community Booth – None

No Farmers Market on 3-13-25 due to inclement weather

No Farmers Market on 3-27-25 due to inclement weather

Parks

Park Inspections

Attachment C: Park Inspection Matrix – March 2025

Parks, Projects, Improvements

- Routine maintenance continues throughout the parks
- Ballfield prep
- Addressed bees at Rec Park
- Graffiti at Washington Park
- Weed abatement throughout parks and medians
- Irrigation repairs at Holly Kansas Park, Rec Park, and Public Works Yard

Trees

- City tree crew trim requests and tree planting
- West Coast Arborist in town – removals and tree trimming

Aquatics

Programming

City led programs served 6,698 participants, while user group rentals engaged an additional 8,515 participants.

Lesson programming continues serving 76 individuals. This generated \$5,790.86 in revenue.

Water aerobics served 261 individuals generating \$1,722 in revenue.

In March, the Aquatics Center hosted LA County Lifeguards for the Junior Lifeguard Tryout. This rental brought in \$3,549 and served over 650 people.

Staffing

Interviews for 20 lifeguards were conducted in March as we begin to hire for the Plunge facility.

Over the course of March, 11 staff trainings were hosted with the focus being Water Rescue Skills.

Attachment D – Aquatics Stats – March 2025

ATTACHMENTS

Attachment A: Checkout Reservation Report – March 2025

Attachment B: Social Media Analytics – March 2025

Attachment C: Park Inspection Matrix – March 2025

Attachment D: Aquatics Stats – March 2025

Facility Report Summary - March 2025

Racquet Sport Courts

Facility	Total Hours Reserved	Amount paid
Paddle Tennis	31.31	\$ 350.00
Total	31.31	\$ 350.00
Pickleball Court 1	325	\$ 1,680.00
Pickleball Court 2	284	\$ 1,510.00
Pickleball Court 3	317	\$ 1,430.00
Pickleball Court 4	293	\$ 1,450.00
Pickleball Court 5	299	\$ 1,690.00
Pickleball Court 6	260	\$ 1,510.00
Pickleball Court 7	291	\$ 1,320.00
Pickleball Court 8	271	\$ 1,430.00
Total	2340	\$ 12,020.00
Tennis Court 1	194	\$ 1,190.00
Tennis Court 2	222	\$ 1,860.00
Tennis Court 3	225	\$ 1,960.00
Tennis Court 4	169	\$ 1,410.00
Tennis Court 5	175	\$ 1,170.00
<i>ESUSD Total hours</i>	<i>127</i>	
Total	1112	\$ 7,590.00
Volleyball Court 1	12	\$ -
Volleyball Court 2	24	
Total	36	\$ -
Basketball Court	26.45	
Total	26.45	\$ -
Hockey Rink	56.3	\$ 465.75
Total	56.3	\$ 465.75

Field Reservations

Facility	Total Hours Reserved	Amount paid
George Brett Field		
AYSO	0	\$ -
ESLL	266	\$ -
Private Rentals	0	\$ -
City Internal Reservations	0	\$ -

Total	266	\$	-
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Stevenson Field

ESHS	63	\$	-
Babe Ruth	117	\$	-
Private Rentals	0	\$	-
City Internal Reservations	0	\$	-
Total	180	\$	-

Softball Field

ESHS	42	\$	-
ESGS	188.5	\$	-
Private Rentals	0	\$	-
City Internal Reservations	0	\$	-
Total	230.5	\$	-

Campus El Segundo(1/2 field)

AYSO	0	\$	-
ESLAX	0	\$	-
Private Rentals	27	\$	1,057.50
City Internal Reservations	10	\$	-
Total	37	\$	1,057.50

Campus El Segundo(full field)

ESHS	42	\$	-
AYSO	160.5	\$	-
ESLAX	176	\$	-
ESLL	0	\$	-
ES Football & Cheer	18	\$	-
Private Rentals	56	\$	5,961.25
City Internal Reservations	12	\$	-
Total	464.5	\$	5,961.25

Richmond Field

ESHS	52.5	\$	-
ESGS	188.5	\$	-
AYSO	0	\$	-
ESLL	0	\$	-
Private Rentals	0	\$	-
City Internal Reservations	0	\$	-
Total	241	\$	-

Center Street Bakalyar Field

ESHS	0	\$	-
ESGS	0	\$	-
AYSO	0	\$	-
ESLL	200	\$	-

Private Rentals	0 \$	-
City Internal Reservations	0 \$	-
Total	200 \$	-

Center Street Walton Field

ESHS	0 \$	-
ESGS	0 \$	-
AYSO	0 \$	-
ESLL	215 \$	-
Private Rentals	0 \$	-
City Internal Reservations	0 \$	-
Total	215 \$	-

Other Facility Reservations

Facility	Total Hours Reserved	Amount paid
Skate Circle	0 \$	-
Total	0 \$	-
Hilltop Park Picnic Areas	0	-
Total	0 \$	-
Checkout Grass Area	33.3 \$	-
Total	33.3 \$	-
Bounce House (Total not Hours)	15 \$	785.00
Total	15 \$	785.00
Picnic Tables	61.3 \$	1,079.00
Total	61.3 \$	1,079.00
BBQ Area	31 \$	1,436.00
Total	31 \$	1,436.00
Fire Circle	19.3 \$	1,485.45
Total	19.3 \$	1,485.45
Lawn Bowling	7.3 \$	-
Total	7.3 \$	-

Raytheon Facilities

Facility	Total Hours Reserved	Amount paid
Ball Field 1		
ESLL	54 \$	-

ESGS	0 \$	-
Total	54 \$	-

Ball Field 2

ESLL	12 \$	-
ESGS	36 \$	-
Total	48 \$	-

Raytheon Field

AYSO	0	
Private	15 \$	457.50
Total	15 \$	457.50



RPL INSTAGRAM

	Previous Month	March
Followers end month	3,524	3,551
Number of posts	12	9

RPL FACEBOOK

	Previous Month	March
Followers end month	3,459	3,467
Number of posts	12	9

Park Inspection Matrix

Updated 4/15/2025

Acacia Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	NM	Tables, fountains, trash cans	Need powerwashed	Powerwash	4/15/2025
Campus El Segundo	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	CH	Planters	Landscape install	Contractor quote	
			Perimeter	Mulch needed	Parkwood notified	
Candy Cane Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	NM	Play surfacing	Cracked	Repair	12/31/2025
	4/1/2025		tables and benches		Powerwash	4/1/2025
	4/1/2025	NM	Garbage Can	Cracked	Replace	8/31/2025
Clutters Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
Constitution Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	TM	Park signage	In poor condition	Replacement	CIP
	4/1/2025	TM	Fencing	In poor condition	Replacement/repair	CIP
Dog Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	CH	Fencing	In poor condition	Replace fencing	CIP
	4/1/2025	CH	Slope	In poor condition	Slope repair	12/21/2025
	4/1/2025	CH	All areas	Grading of surfaces	Unknown	CIP
	4/1/2025		All areas	weeds	Contractor	Apr-25
Freedom Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	TM	Walkways	In poor condition	Replace DG & borders	CIP
	4/1/2025	TM	Benches	In poor condition	Repaint	8/31/2025
	4/1/2025	TM	Open Grass	In poor condition	Renovate	12/31/2025
	4/1/2025	TM	Garbage cans	In poor condition	Replace	8/31/2025
	4/1/2025	tTM	Ground cover	In poor condition	Replace	4/1/2025
Hilltop Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	CH	Garbage Cans	Need additional can	Add additional can	4/15/2025
	4/1/2025	JC	Restrooms		Paint	4/12/2025

	4/1/2025		tables	Dirty	Powerwash/contractor	Apr-25
Holly Valley Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	SH	All	Clean		
Independence Park	Date	Staff	Area	Assesment	Plan of Action	Target date
	4/1/2025	TM	Walkways	In poor condition	Replace DG & borders	CIP
	4/1/2025	TM	Park signage	In poor condition	Replace	CIP
	4/1/2025	TM	Open grass	In poor condition	Renovate	12/31/2025
	4/1/2025	TM	Garbage cans	In poor condition	Replace	8/31/2025
	4/1/2025	TM	Fencing	In poor condition	Replace	CIP
	4/1/2025	TM	Benches	In poor condition	Repaint	8/31/2025
Library Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	SH	All	Good	Replacement Tree	Apr-25
Medians	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	CH	Douglas median	Litter, trimming, weeds, turf	Parkwood notified	4/30/2025
	4/1/2025	CH	Maple median	Mulch, irrigation check	Parkwood notified	4/30/2025
	4/1/2025	CH	Nash St	Weeds	LandCare notified	Apr-25
Recreation Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	SH	Fencing/walls	In poor condition	Replacement	CIP
	4/1/2025		Parking lot	trash	Staff	ASAP
Sycamore Park	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	CH	Play area	Horse Spring removed	Replacement	6/15/2025
	4/1/2025	CH		Tree Removed	Replacement	4/1/2025
	4/1/2025	CH	Picnic tables	In poor condition	Replacement	7/30/2025
Washington	Date	Staff	Area	Assesment	Plan of Action	Target Date
	4/1/2025	TM	Walkways	In poor condition	Replace DG and borders	CIP
	4/1/2025	TM	Picnic tables	Paint in poor condition	Repaint	6/30/2025
	4/1/2025	TM	Trash cans	In poor condition	Replacement	6/30/2025
	4/1/2025	TM	Fencing	In poor condition	Replacement	CIP



Total AC
Lane
hours:
5042

March 2025 Report

Aquatics Center Instructional Programming		Lane Hours	\$	Number of Participants
Contract Classes				
	Naomi's Hiit Water Aerobics	144	\$ 1,722.00	261
	Saul Gonzalez - Swim With Me	16	\$ 1,262.00	4
	Fit to Surf - Naomi Matanick	32	\$ 957.60	10
Swim Lessons				
	Group	64	\$ 1,482.50	34
	Semi-Private and Private	36	\$ 2,088.76	28
Totals			\$ 7,512.86	337

Aquatics Center Public Drop In Programming			\$	Number of Customer Lane Reservations
Public Swim				
	Reservations	4676	\$ 10,833.00	6183
	Lap Swim Drop in	428	\$ 1,097.00	315
	Recreation Swim	148	\$ 641.00	200
Totals			\$ 12,571.00	6698

Annual Membership Sales at the Aquatics Center			\$	Memberships sold
Wiseburn Rec IDs	Adult ID		\$ 360.00	24
Wiseburn Rec IDs	Senior ID		\$ 15.00	3
Wiseburn Rec IDs	Youth ID		\$ 220.00	22
Wiseburn Rec IDs	Infant ID		\$ 10.00	2
Totals			\$ 605.00	51

El Segundo Rec IDs	Adult ID		\$ 165.00	11
El Segundo Rec IDs	Senior ID		\$ 25.00	5
El Segundo Rec IDs	Youth ID		\$ 100.00	10
El Segundo Rec IDs	Infant ID		\$ -	
Totals			\$ 290.00	26

Membership Sales			\$	Passes Purchased to use towards Lane Rentals
El Segundo Resident Punch Passes				
	10 Punch Pass		\$ 369.00	9
	20 Punch Pass		\$ 167.00	2
	30 Punch Pass		\$ 958.00	11
El Segundo Resident Membership Passes				
	Annual		\$ 2,400.00	8
Wiseburn Resident Punch Passes				
	10 Punch Pass		\$ -	
	20 Punch Pass		\$ 82.00	1
	30 Punch Pass		\$ 226.00	2
Wiseburn Resident Membership Passes				
	Annual		\$ -	
Non-Resident Punch Passes				
	10 Punch Pass		\$ 901.00	17
	20 Punch Pass		\$ 1,042.00	11
	30 Punch Pass		\$ 4,110.00	30
Non-Resident Membership Passes				
	Annual		\$ 1,200.00	2
Totals			\$ 11,455.00	93

Aquatics Center Permit Groups		Lane Hours	\$	Estimated Participants (4 to 5 per lane)
Alpha		684.00	\$ 12,312.00	2736
Beach Cities		488.00	\$ 8,376.00	1952
SCAQ		412.50	\$ 7,425.00	1650
South Bay United		358.00	\$ 3,508.40	716
Tower 26		207.00	\$ 3,726.00	621
Trojan		300.00	\$ 2,940.00	600
Coastal		120.00	\$ 1,176.00	240
Totals		2569.50	\$ 39,463.40	8515.00

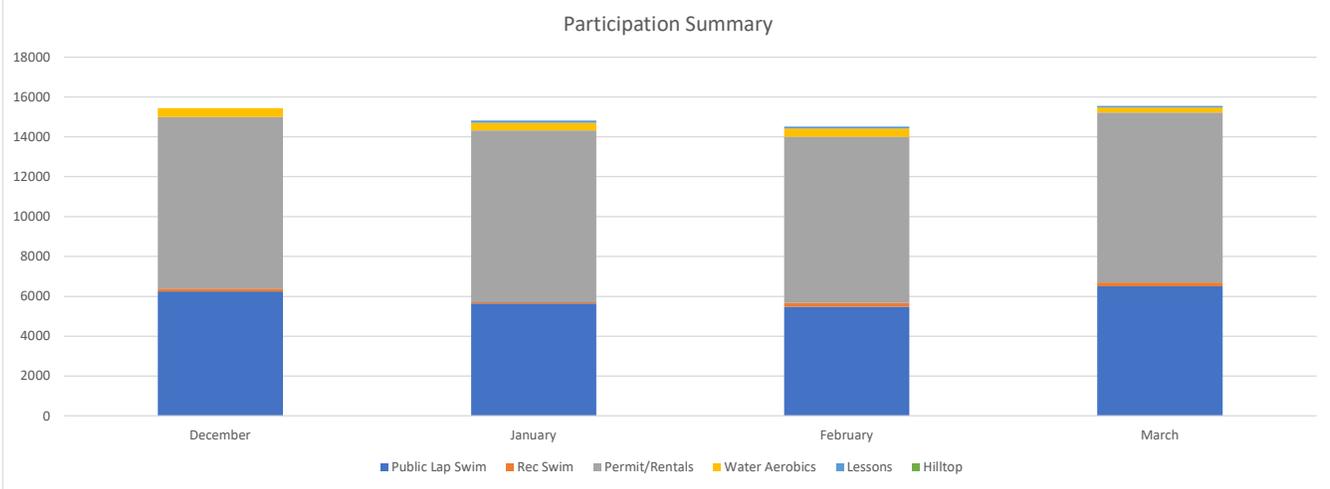
Events + Special Programming			\$	Number of Participants
LA County JG Tryouts			\$ 3,549.00	650
Totals			\$ 3,549.00	650

Total Revenue		Estimated Amount of Visitors in March	
TOTAL \$ 75,446.26		16370.00	

AQUATICS CENTER December-March Summary

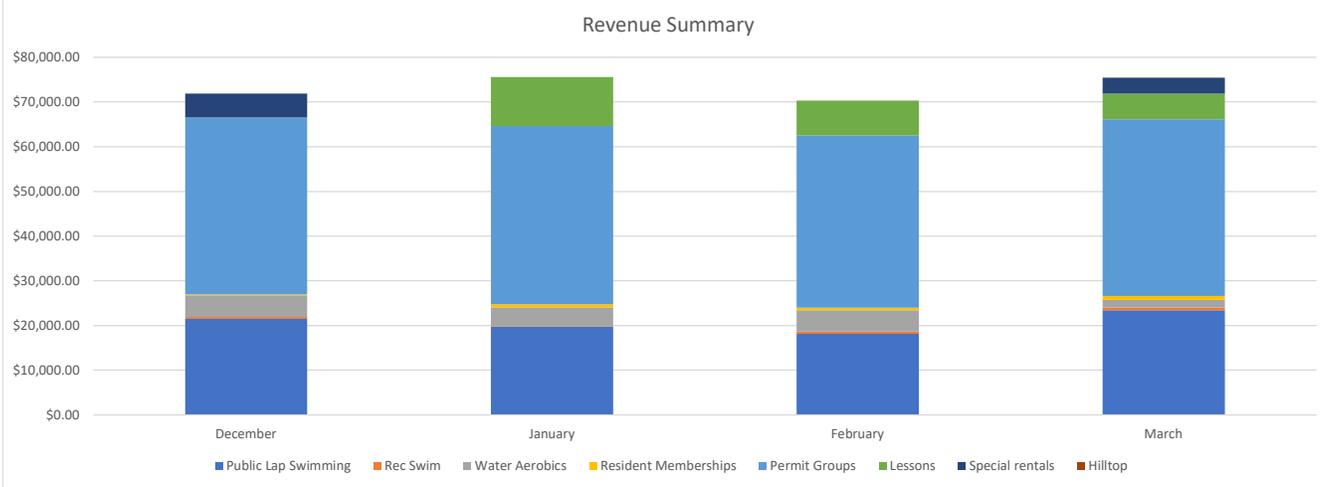
Monthly Statistics	December		January		February		March	
	Revenue	Participation	Revenue	Participation	Revenue	Participation	Revenue	Participation
Water Aerobics	\$ 4,884.00	448	\$ 4,188.00	374	\$ 4,712.00	424	\$ 1,722.00	261
Lesson Programming	\$ -	0	\$ 11,000.50	127	\$ 7,881.37	91	\$ 5,790.86	76
Lap Swimming	\$ 21,484.00	6253	\$ 19,696.00	5648	\$ 18,097.00	5488	\$ 23,385.00	6498
Family/Rec Swim	\$ 393.00	142	\$ 175.00	60	\$ 559.00	188	\$ 641.00	200
Annual Membership Sales	\$ 235.00	30	\$ 710.00	77	\$ 605.00	54	\$ 895.00	77
Rentals/Permit Groups	\$ 39,538.80	8599	\$ 39,854.20	8617	\$ 38,481.80	8325	\$ 39,463.40	8515
Special Events/Rentals	\$ 5,350.00	30	\$ -	0	\$ -	0	\$ 3,549.00	650
TOTAL	\$71,884.80	15,502	\$75,623.70	14,903	\$70,336.17	14,570	\$75,446.26	16,277

Participation Summary



Total Participation December-March 61,252

Revenue Summary



Total Revenue December-March \$293,290.93