



# Recreation Quarter 3 & 4 Review

January-March 2025

April-June 2025

# Marketing



## Winter Brochure

December - March  
44 pages  
1,000 hard copied distributed  
9,516 email recipients



## Spring Brochure

April - May  
44 pages  
1,000 hard copied distributed  
9,559 email recipients

## Social Media (January – May)

187 new followers

3,662 Total Instagram

33 Instagram Posts

3,479 Total Facebook

33 Facebook Posts

## Rec ID 2025 Renewals

1522 El Segundo Recreation IDs

99 Wiseburn IDs

# Events



## January-May Events 2025

Winter Storytime Bonfire,  
January 10<sup>th</sup>

Community Clean Up Day at El Segundo Dog  
Park, January 25<sup>th</sup>

Valentine's Day Tea-Rex Party, February 14<sup>th</sup>

Rhythm and Roots Performance, March 24<sup>th</sup>

Magic Show & Reptile Show, April 9<sup>th</sup> & 10<sup>th</sup>

Eggstravaganza & Camp Expo, April 19<sup>th</sup>

Hometown Fair & Carnival, May 3<sup>rd</sup>

Day of Play, May 17<sup>th</sup>

# Youth Programming



## Youth Drama: Winter Variety Show

39 participants

Performances 3/14-3/23

Juniors @ 2:00pm

Seniors @ 7:00pm

Tickets Sold 577



## Junior Production: Finding Nemo Jr.

41 participants

Performances 6/6-6/8 – 4 performances

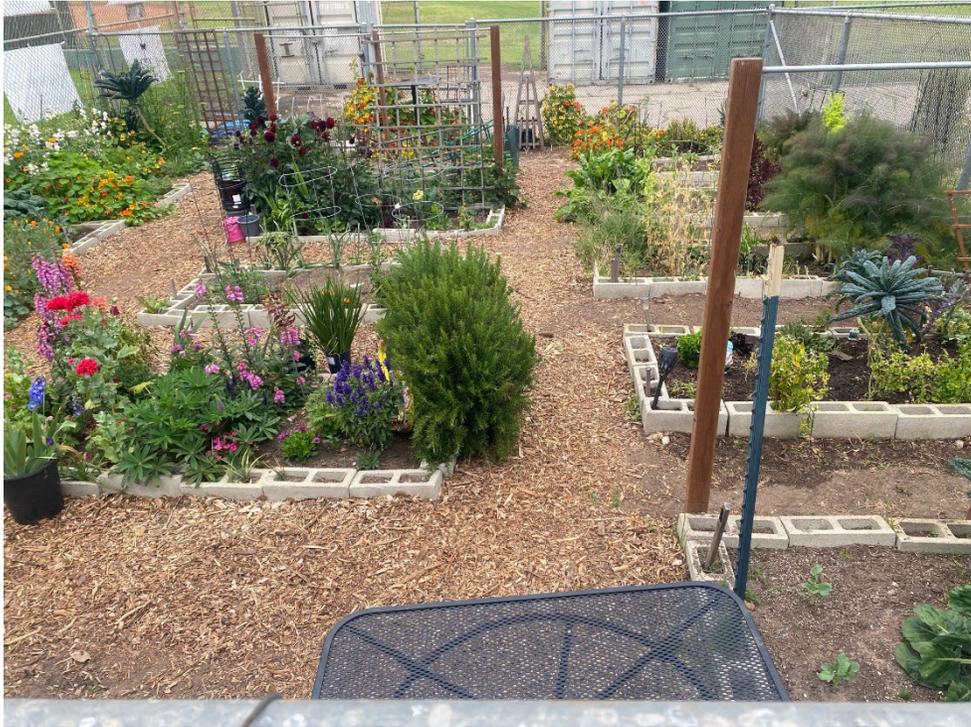
Tickets Sold 400 SOLD OUT

## Spring Break Camps

Tiny Tot Camp – 21 Campers

Spring Break Camp – 12 Campers

# Senior & Transportation Programs



**Garden Plot Turnover**  
January/February 2025  
22 plots, East Garden

## Monthly Day Trippers:

- January 18<sup>th</sup> Griffith Observatory (Canceled-fires)
- February 15<sup>th</sup> Descanso Gardens (9 participants)
- March 15<sup>th</sup> Huntington Library & Botanical Gardens (11 participants)
- April 19<sup>th</sup> Peterson Automotive Museum (9 participants)
- May 24<sup>th</sup> Griffith Observatory (13 participants)
- Coming Soon... June 28<sup>th</sup> Norton Simon Museum (10 participants)

# Senior & Transportation Programs



Elderfest Celebration- Flip the Script on Aging

**Older American of the Year: Bob Motta**

May 17, 2025 11am-1pm at the Joslyn Center

60-75 Attendees

Assistance from the National Charity League

# Sports

Winter Adult Basketball League  
January-March  
6 Teams, 60 participants

Winter Pickleball League  
January-April  
115 teams, 1,380  
participants

Winter 7v7 Soccer League  
January-March  
9 teams, 108 participants



Spring Adult Basketball League  
April-June  
16 Teams, 166 participants

Spring Pickleball League  
April-June  
111 teams, 1,332  
participants

Winter 7v7 Soccer League  
April-June  
9 teams, 114 participants

## Youth Basketball League Finalized

**4 Divisions/286 Participants/28 teams (All time high)**

**2 All Star Teams competed in the SCMAF Tournament**

**7/8<sup>th</sup> Grade won Consolation Championship**

# Teens



January- Teen Center Open House

Served Raising Cans

Switch Tournament

February & March- Lego and Build

Spider-man/Marvel

March- March Madness Basketball Tournament Brackets with Prizes

March 30- 2025 Teen Center Snowboard Trip

35 Participants

April Gabit Tournament

40 participants

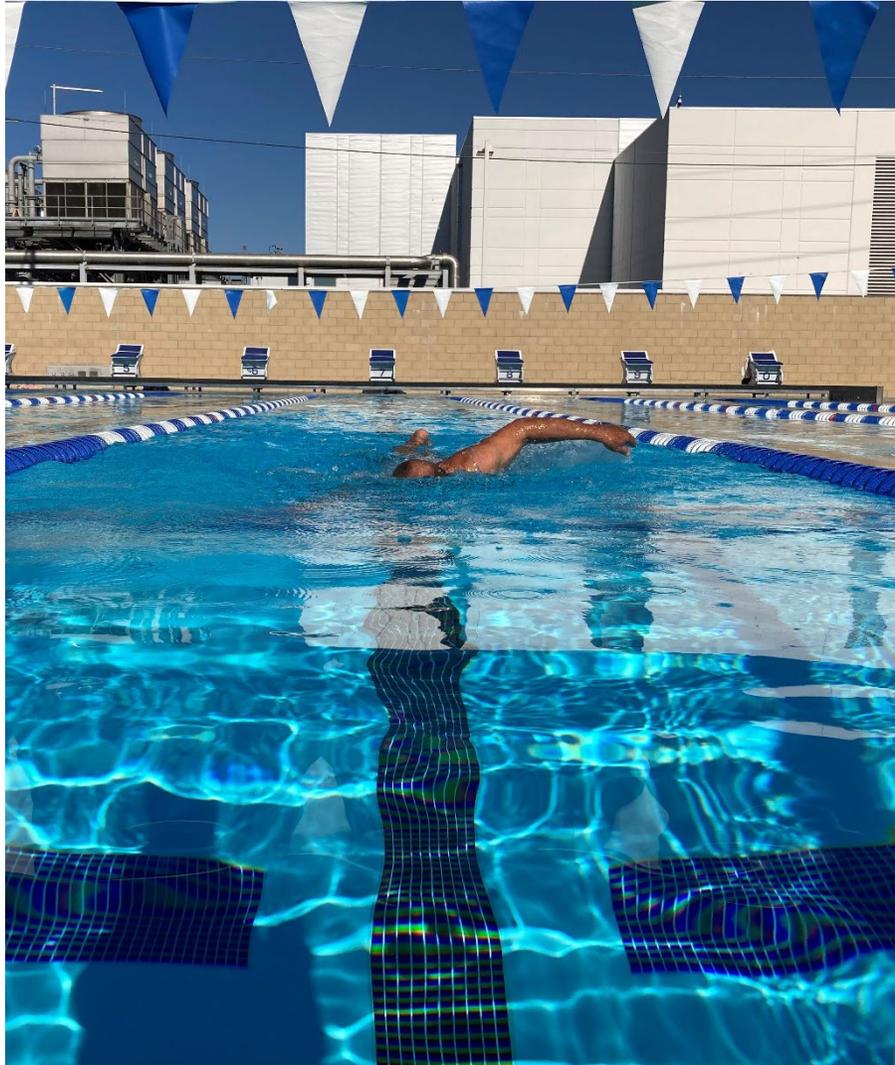
May- Lego and Build

Despicable Me 4

Summer Kick Off Party June 14<sup>th</sup>



# Aquatics



New Contractor program February & March, Hang-Ten Therapeutics! Offering Fit to Surf classes Sunday mornings which served 32 individuals and generated \$2,826 in revenue.

Adaptive surf lessons for participants to develop self-autonomy, confidence, and joy as they connect to self and with their peers.

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.

# Aquatics



The Underwater Eggstravaganza event features a floating egg hunt, inflatable obstacle course, a bounce house, craft station, music, and a large Rec Swim area. The event was a huge success with over 250 attendees enjoying all parts of the attractions.

Lifeguard Cert Class- Certified 28 New Red Cross Lifeguards

14 Group Lesson Classes

12 Private Lesson

35 semi-private lessons

Taught 140 participants  
in Spring!

