

# Summer 2025 Programming Review



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

# AQUATICS



## Summer 2025 Highlights

- Programs
  - Baby and Me Lessons:
    - **20 Participants**
  - Group Swim Lessons:
    - **195 Participants**
  - Private/Semi-Private Swim Lessons:
    - **18 Participants**
  - Hilltop Camp
    - **16 Participants**
  - Lifeguard Cert Course
    - **15 Participants**
  - Rec Swim - Hilltop
    - **4,605 Visitors**
  - Total Revenue: **\$32,522.50**

# AQUATICS

## Special Events

Slide into summer- Aquatic Center

- A special rec swim event with a bounce house and water obstacle course to kick off summer.

Hilltop Lifeguard Appreciation  
Sunshine Stand

- We held a community outreach stand with a bounce house outside of Hilltop pool. Children and parents left complementary notes about our lifeguarding staff, and they received, stickers, rubber ducks, and beach balls in return to play with.



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# AQUATICS

## Staff Highlights

### Summer Trainings (June-August)

- 12 trainings ran
- 28 hours of training offered
  - 2 hours per training
  - 1 pre-summer 6-hour training

### New hires:

- 22 new lifeguards
  - Hired May-July



# AQUATICS

July 1<sup>st</sup> - August 31<sup>st</sup>

## Aquatic Center Maintenance

Major Repairs:

All heaters replaced

Instructional Pool Liner Replaced

Staff Repairs:

Resurfaced Dive Blocks

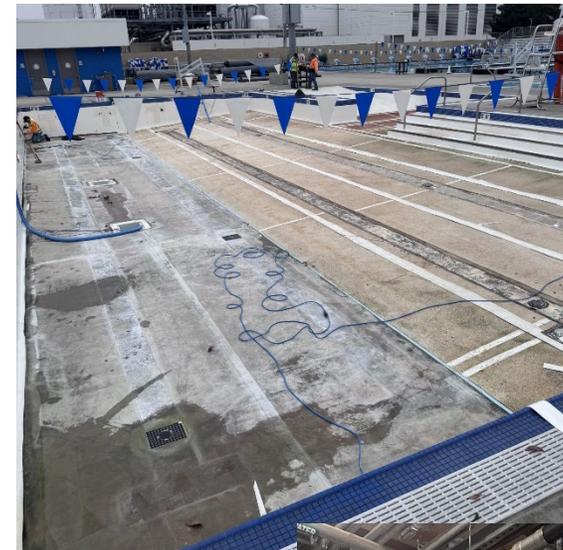
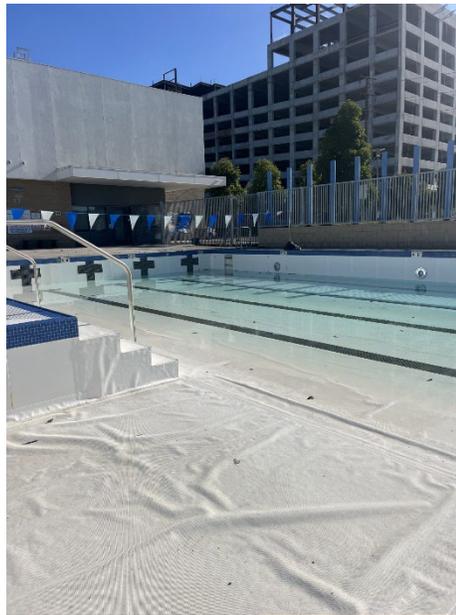
Vacuumed all pools multiple times a week

Power washed concrete and bleachers

Refurbished ADA chairs

Restocked and organized all inventory (uniforms, tools, first aid supplies, etc.)

Replaced loose pool steps



# AQUATICS

## Plunge Capital Campaign

Events Attended:

Fourth of July

Movie in the Park

Car Show

Art Walk



# ADULT SPORTS



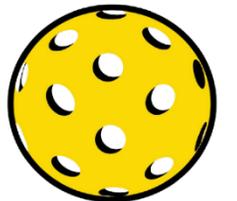
- Adult Softball League
  - 30 teams – Max Capacity! (29 teams in 2024)
  - 457 total participants
  - Games played 5 nights per week
- Adult 7v7 Soccer League
  - 12 teams (7 in 2024)
  - 161 participants
- Adult Basketball League
  - 17 teams (14 in 2024) – Most we've ever had!
  - 161 participants



# PICKLEBALL



- 2025 Summer Pickleball League
  - 89 Teams
  - Revenue: \$16,275
- Pickleball Contract Classes
  - Beginner's Instructional
  - Intermediate Instructional
  - Women's Round Robin w/ Instruction
  - Coed Round Robin w/ Instruction \*New\*
  - Pickleball 101
  - Live Ball
  - Revenue: \$15,515.75 (classes that occurred between June and August)



# SUMMERFEST TOURNAMENT



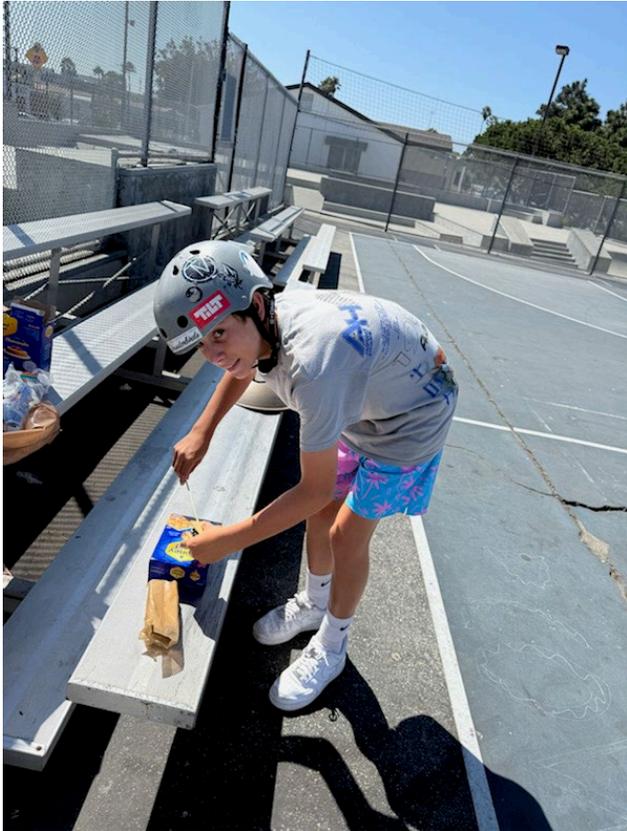
- Debut of Summerfest Pickleball Tournament on Saturday, July 12
- 65 Teams, 130 Participants
  - 6 different divisions based on gender/skill
- Paddle demonstration station, pickleball vendors, costume contest, prizes, opportunity drawing, photo op and more!
- Utilized tournament software for the first time
- Revenue: \$4,550

# PICNIC AREAS



- Recreation Park : Picnic Areas 1-5, BBQ Area, Fire Circle, Picnic Shelter, Checkout Grass, Lawn Bowling, Activity Spaces
- Acacia Park : Picnic Areas
- Hilltop Park : Picnic Areas
- Total Reserved Hours: 1,279.5
- Total Revenue: \$21,046.08
- 2025 Highlights: Special Event Permit Process, New Reservation Intake

# TAC Summer Bonfire



- Back to School Bonfire!
  - September 6, 2025
  - 30 people attended
  - S'mores, obstacle course, pizza, music, and lawn games



# Teen Center



- GABIT-36<sup>th</sup> Annual
  - 38 Participants- 8 teams
- Teen Camp (5 weeks)
  - 55 Participants
  - Field trips:
    - Soak City
    - Bowlero
    - Dodger game
    - Urban Aire Trampoline Park
    - Knotts Berry Farm



# CAMPS

## Summer 2025 Highlights

### Camp Cowabunga (9-11 year olds)

- 269 participants

### Camp Cowabunga Jr. (5-8 year olds)

- 452 participants

### Tiny Tot Camp (3-5 year olds)

- 191 participants

### Rec it Up (6-11 year olds)

- 128 Participants



# CAMPS

## Leadership in Training Highlights



- Learned by doing with influential role models
  - Fire Station Tour at ESD
  - Kickball with ESPD
  - Pickleball with Fire Chief Avery, EFD Team, and Councilmember Giroux
  - Baked cookies for Joslyn Seniors with Finance Department members Liz Lydic and Liana Osborne
- Learned the value of giving back
  - Homeless kits for PATCHES Team
  - Teacher supply kits for Center Street and Richmond Teachers
  - Lemonade stand competition for animal shelters
  - Recreation Park clean up
  - Cookies for seniors



# CAMPS

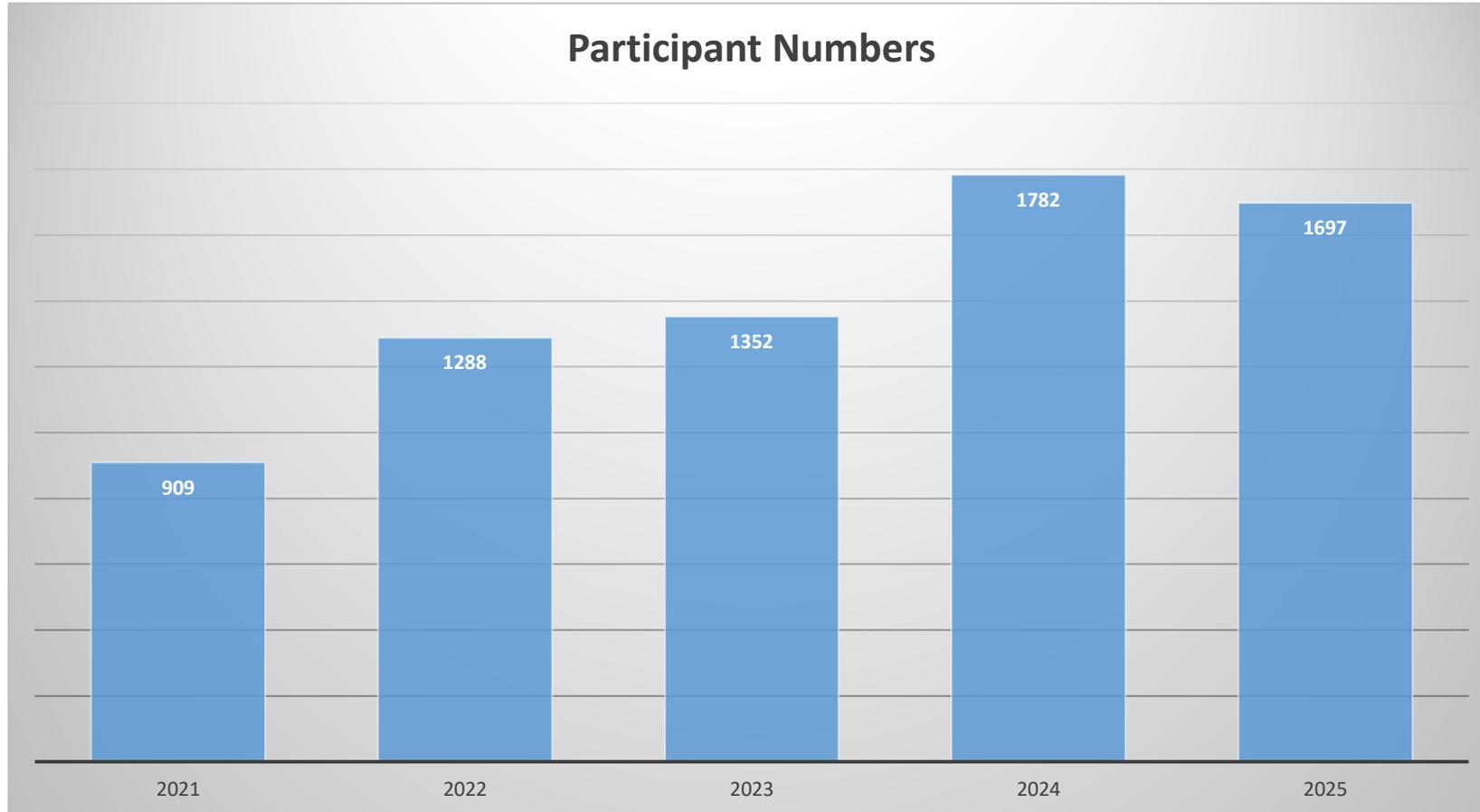


Staff Led Camps		
Program Name	Program Participants	Program Revenue
Camp Cowabunga- 9 weeks	269	\$73,497.68
Camp Cowabunga Junior- 9 Weeks	452	\$129,258.10
Tiny Tot Camp- 9 weeks	191	\$16,725.48
Rec it Up-9 weeks	128	\$11,558.28
Teen Camp- 5 weeks	55	\$10,295.00
<b>Leadership in Training</b>	122	\$8,590.00
<b>Sub Total</b>	<b>1,217</b>	<b>\$249,334.20</b>
Contracted Camps		
Champ Camp Beach	123	\$55,617
Camp Have A Blast	81	\$41,153
Champ Skate Camp	50	\$17,475
Sin Jin Smith Camp	50	\$17,746.07
Film Making Camp	39	\$13,158.60
Movies By Kids Camp	31	\$5,822
Robotics Camp	28	\$4,479.50
Cooking Camp	27	\$8,730
Mad Science Camp	16	\$5,520
Sewing Camp	10	\$2,600
Chess Camp	10	\$3,400
Spanish Camp	7	\$1,856.25
Gymnastics Camp	6	\$1,851.85
<b>Sub Total</b>	<b>478</b>	<b>\$179,409.27</b>
<b>Grand Total</b>	<b>1,697</b>	<b>\$429,334.20</b>



# CAMPS

## Camp Participant Comparison: Attendance Numbers by Year



# CAMPS

## Camp Revenue Comparison: Registration Fees Collected by Year



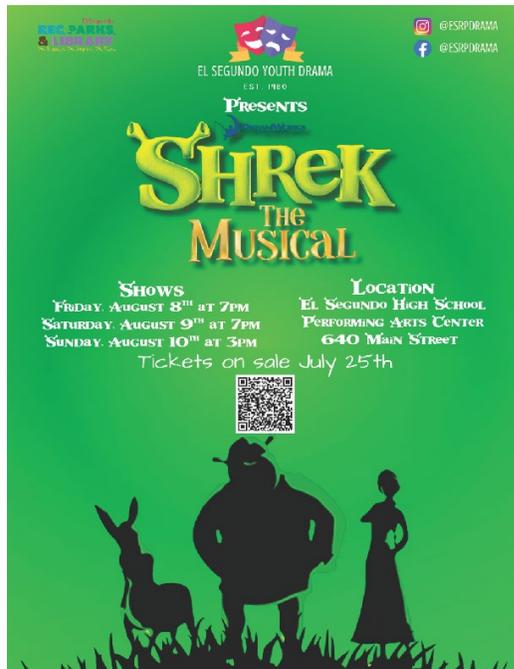
# CLUBHOUSE

Classes		
Program Name	Program Participants	Program Revenue
Zumba	19	\$1,708.48
Adult Tapping for Fun	19	\$1,500.00
Red Cross Babysitting	11	\$1,085.00
Red Cross CPR	6	\$504.00
Music with Miss Pam	21	\$2,640.00
Hippity Hop	8	\$1,440.00
Ballet and Tap	3	\$520.00
Tutus and Taps	12	\$2,040.00
There's No Place Like Home	9	\$842.50
There's No Place Like Tickets	43	\$516.00
Tiny Tumblers	3	\$780.00
Intro Tiny Tumblers	3	\$780.00
Sportball: Multi-Sport	20	\$2,137.50
Sportball: Soccer	7	\$697.50
Sportball: Soccer with T-ball	5	\$450.00
BEST Basketball Training	4	\$548.25
BEST Soccer Training	6	\$806.25
<b>Total</b>	<b>256</b>	<b>\$18,995.48</b>



# EL SEGUNDO YOUTH DRAMA

## Summer 2025 Highlights



- 60 participants - 49 Residents
- Revenue:
  - Registration: \$11,170
  - Tickets Sold: 548
  - Ticket sales: \$4,926



# FARMER'S MARKET



- New Vendors This Summer
  - Indian Summer
  - Upcycled Flannels
  - Honesty Skin Care
  - Thai Cuisine
  - Chunky Dunks
  - Blacker the Berry
- Hosted ten weeks of Summer of Fun: twist balloons, weekly crafts, giveaways and more!
- Community Groups/Outreach:
  - Rotary
  - Fire Department – Emergency Management
- Market Manager – Welcome Olyvia!



# JOSLYN CENTER



- El Segundo Beach Shuttle
- Dial-A-Ride and Dr. Dial-A-Ride with Lyft
  - 2024: 1871 Riders
  - 2025: 2320 Riders
- Home Delivered Meals – 27 Clients
- Classes offered:

Contract Classes		
Class	Participants	Revenue
Line Dancing	66	\$4,235
CoreXpress	18	\$715.40
Pilates	25	\$1,464.96
Senior Fitness	45	\$1,624.90
50-Minute Fitness	54	\$2,263.80
		\$10,304

- Daytrippers – Norton Simon Museum, El Dorado Nature Center and California Science Center
- Senior BBQ – Tuesday, August 19 – Joslyn staff served burgers, hot dogs, salad, lemonade, tea, and cookies to over 35 guests

# El Segundo Beach Shuttle

- June 14 – August 23
- Beach Striders
  - Monday, Wednesday, and Friday
- 776 Riders
  - 13 per day average
- 40.7 decrease in ridership from 2024
- 1 Shuttle beginning 8/15



# SUMMER EVENTS

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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 15</b>  WOODIE & THE LONGBOARDS	<b>JUNE 29</b>  CASH, KILLER, & THE KING	<b>JULY 13</b>  WAYWARD SONS
<b>JULY 27</b>  REMIX	<b>AUGUST 10</b>  DAN DELGADO	<b>AUGUST 24</b>  DREAMING OF YOU

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  
SPONSORED BY: **BILL RUANE**  
(310) 877-2274 ESTATE PROPERTIES

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- Began June 15<sup>th</sup>
  - Woodie and The Longboards
  - Cash, Killer, and The King
  - Wayward Sons
  - Remix
  - Dan Delgado
  - Dreaming of You
- Food Trucks
  - Baby's Bad Burgers
  - Tropic Food Truck
  - Poutine Brothers
  - Creamy Boy's Ice Cream
- National Anthem – Thank you Singers!
- Attendance – Average ~ 2200-2500
- Funded by the Cultural Development Fund

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

- Full Day of Fun!
  - 10am-3pm – Youth Activities
  - 15 contests and games including 3-legged race, water balloon toss, hula hoop, pie and watermelon eating
    - Thank you Kiwanis and Rotary!
  - 4 Community Group Booths
  - 8 Vendor and Food Booths
  - 5pm-9pm – Concert and Fireworks
  - Band- The AstroYachts
- Attendance – 4,500



# Family Campout



**FAMILY CAMPOUT**  
**AUGUST 16TH-17TH**

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

**Resident Sale Begins: July 7th**  
**Non-Resident Sale Begins: July 14th**

Wristbands available at the George E. Gordon Clubhouse until August 1st.  
Due to preparation needs, this event is pre-sale only.

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

**REC PARKS & LIBRARY** **BILL RUANE**  
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- 255 Participants
  - 388 in 2024
- Revenue: \$5,100.00
- Activities:
  - S'mores
  - Screened movie: Zootopia
  - Crafts – Camping Backpacks, Camp Fire Crowns and Lanterns
  - Dinner and Breakfast
  - Sponsor – Bill Ruane Realty (\$5,000)



# Go Fly-a-Kite Day

- 6th Annual
- Giveaways
  - Create Your Own Kite
  - 250 Kites distributed
- Ice Cream, Music and Snacks
- New: Highest Flying Kite Contest
- Attendance ~ 400 people



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# GO Fly A KITE DAY

**SUNDAY, AUGUST 3**  
11:00am to 2:00pm

**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  
#GOFLYKITEDAY2025 FOR MORE INFORMATION CALL 310-524-2700

