

City of Yorba Linda Memorandum

DATE: October 17, 2024

TO: Honorable Chairman and Members of the Parks and Recreation Commission

FROM: Jeff Ruth, Parks and Recreation Superintendent
Brad Skeene, Parks and Facilities Superintendent

SUBJECT: Summary of Parks and Recreation Department Highlights: July 1 to September 30, 2024

This report provides a summary of Parks and Recreation Department highlights that occurred between July 1 to September 30, 2024. It is recommended the Parks and Recreation Commission receive and file this report.

Recreation Division Highlights

CATEGORY	CLASSES OFFERED	PARTICIPANTS	PERCENTAGE COMPLETED	REVENUE
Preschool	27	177	96%	\$22,257
Youth & Teens	110	350	80%	\$42,143
Adults	126	541	90%	\$38,109
Seniors	20	246	90%	\$9,239
Tennis	40	228	97%	\$40,661
Total	323	1,542	90%	\$152,409

- The monthly Family Art Experience hosted 62 families during the reporting period with 9 sessions offered. Families enjoyed a variety of crafts which included painting, bead work, and coloring.
- The eighth Comedy Night was hosted at the Virginia De Land Theater on August 3, with 163 people in attendance. The evening kicked off with a social hour of drinks and snacks, and featuring three professional comedians.
- On August 24, the Cultural Arts Center hosted its fourth annual Chalk Art Festival with five professional chalk artists creating beautiful chalk art, a live musician, food trucks and giveaways. Children were able to color in a chalk outline around the lawn area and fill in with their own drawings.

- On Saturday, September 21, the Teen Action Committee completed its first service project of the school year. A total of 27 middle school teens assisted in cleaning up Yorba Regional Park. Teens enjoyed some morning donuts, activities, and cleaned up the park.
- The Movies in the Park series are held on the 3rd Saturday of every month through October. The movie featured on Saturday, July 20 at Eastside Community Park was Teenage Mutant Ninja Turtles: Mutant Mayhem, on August 17 the featured movie was Migration, and on Saturday, September 21 the featured movie was Kung Fu Panda 4. The movies average approximately 150 to 200 people in attendance.
- A Teen Nerf Night event was held on Friday, September 6, on the Yorba Linda Middle School field from 6 to 7:30 p.m. for teens ages 10 to 13. The event was a success, with over 30 teens participating.
- The Mighty Tykes and Rec Soccer fall season started on August 29, 2024. Mighty Tykes is a youth sports program for children 3 to 5 years of age and learn the basics of sports and activities. Rec Soccer is a program for children 6 to 8 years of age that goes over the skills, drills, and fundamentals of soccer. A total of 7 Mighty Tykes classes are being offered (four soccer classes, two basketball classes, and one T-Ball class) with 134 children participating and one Rec Soccer class with 17 participants.
- The Spike Time Volleyball program started on August 28 with 39 participants in the Junior Clinic (8 to 10 years of age) and 49 participants in the Youth League (11 to 13 years of age).
- The adult sports basketball leagues started on July 9 at the Field House. Men’s leagues were held on Tuesday and Thursday evenings and a women’s league on Tuesday evenings. A total of 25 teams (16 men’s and 9 women’s) played in the summer season.
- The adult sports softball leagues started on July 8 at Eastside Park. The Men’s league was held on Monday evenings and the Coed league on Wednesday evenings. A total of 9 teams (five men’s and four coed) played in the summer season.

SPORT	TEAMS	REVENUE
Basketball	25	\$8,125
Softball	9	\$3,825

- Weekly Concerts in the Park were held on Sundays from July 14 through August 18 featuring a variety of bands including classic rock, 80s, Motown/R&B, and modern hits. New this year, food trucks were included at the event and proved to be popular. The concerts continue to be successful with over 1,000 people in attendance.
- The Senior Lunch Program continued to serve congregate hot meals in partnership with Meals on Wheels Orange County. In total, 2,881 hot meals were served.
- The Senior Grocery Program continued to operate twice per month in partnership with Second Harvest Food Bank. During the reporting period, 801 households, including 532

Yorba Linda households received dairy products, fresh fruit/vegetables, canned/boxed goods, and other grocery essentials.

- The Senior Mobility Program utilizes California Yellow Cab to provide transportation to local seniors. Service is available 365 days per year, from 7 a.m. to 8 p.m. The program allows transportation throughout Yorba Linda and 5 miles outside of Yorba Linda city limits. The program provided a total of 1,982 passenger trips from July to September to and from the Community Center, medical and personal care appointments, grocery/shopping trips, libraries, and other locations.
- The senior Monday Movie Matinees were held twice per month and had an attendance of approximately 40 to 50 participants on each date. Movies are shown at the Community Center on the second and fourth Monday of each month at 12:30 p.m. Three new movies were shown during this reporting period, Wonka, Arthur the King, and Ghostbusters Frozen Empire, along with three classics, Mr. Mom, On Golden Pond, and Mr. Holland's Opus. Drinks and light refreshments are served.
- One Senior Dance was held on Sunday, August 25 at the Community Center with 115 guests in attendance. Guests enjoyed snacks, refreshments, dancing, and live musical performances by 5 Star Band.
- The monthly senior Ice Cream Socials & Birthday Celebrations were held on July 25, August 29, and September 26 at the Community Center. Each event hosted 100 to 140 participants, who enjoyed ice cream, snacks, refreshments, and live musical performances.
- In partnership with NOCE's (North Orange County Education) Emeritus program, 11 free senior citizen courses were offered weekly at the Community Center. Classes include exercise, art, and special interest classes. In total, 4,772 participants attended the classes with many repeat customers.
- Senior Coffee is offered Monday through Friday mornings in the Community Center's Imperial Room from 8:30 to 10:30 a.m. Average attendance was between 15 to 25 daily.

Summer Programs

- This year the Parks and Recreation Department offered a total of 156 Summer Camp Programs geared to children ages 3 ½ to 15 years of age.
- The total number of participants in the Summer Camp Program was 2,491 participants, with a total revenue of \$555,655 and a completion rate of 87%. In comparison to 2023, the department had an increase in revenue of \$27,671.
- Of the 156 summer camps offered, 8 weeks of Adventure Playground were provided at the newly renovated facility. The Adventure Playground camp had a total of 776 participants with a revenue of \$188,200 over the 8-week period.

YEAR	CAMPS OFFERED	PARTICIPANTS	PERCENTAGE COMPLETED	REVENUE
2024	156	2,491	87%	\$555,655
2023	138	2,639	86%	\$527,984
2022	150	2,330	87%	\$450,737

- The Aquatics registration used the new model incorporated last year, which was designed for parents to enroll children primarily based on their age, with a secondary inquiry into their swim level ability. The goal was to ensure proper placement of ages with swim ability, reduce transfers between classes, and minimize participant withdrawal due to space limitations and instructor-to-student ratios while making it easier for parents as they no longer needed to identify their child's swimming ability. This enhanced registration model has increased participation numbers, class fulfillment percentages, and revenue, as reflected in the comparison below over the past several years. In addition to the new registration model, staff were able to secure additional pool time at both Heritage Oak (spring classes) and Yorba Linda High School (summer classes) which contributed to the increased participation numbers.

SUMMER 2024	PARTICIPATION #'s	FULLFILLMENT %	REVENUE
Session 1	238	84%	\$18,167
Session 2	242	85%	\$16,096
Session 3	231	84%	\$17,797
Session 4	232	82%	\$17,894
TOTAL	943	84%	\$69,954
SUMMER 2023	PARTICIPATION #'s	FULLFILLMENT %	REVENUE
Session 1	159	83%	\$11,925
Session 2	175	91%	\$13,125
Session 3	178	92%	\$13,350
Session 4	174	90%	\$13,050
TOTAL	686	89%	\$51,450
SUMMER 2022	PARTICIPATION #'s	FULLFILLMENT %	REVENUE
Session 1	86	72%	\$4,425
Session 2	92	81%	\$5,200
Session 3	91	91%	\$6,003
Session 4	85	75%	\$5,388
TOTAL	354	77%	\$21,016

- The popular Summer Youth Program which consists of 20 one-day programs for children ages 6 to 12 years old was offered this summer, with 7 additional one day programs added this summer. These one-day programs include sports, crafts, team games, movies and water play at Hurless Barton Park. A total of 757 children participated in these

programs, which is an increase of 300 participants from the previous year. The revenue for this program was \$7,570.

- The Summer Volunteering Program is a community service opportunity for high school students ages 14 to 17 years old. This program provides students an opportunity to volunteer at Adventure Playground Day Camp and Summer Youth Programs. A total of 32 students volunteered this past summer for 2,871 hours of service, which is an increase of 600 hours volunteered from the previous year.
- Over the summer, as part of the “Summer stARTS Here” campaign, the Cultural Arts Center hosted its third annual STEAM night as well as multiple art focused in-house programs such as Youth & Family Ceramics Painting, Creative Sessions, and a special puzzle-palooza. Over 150 participants were registered!

Parks and Facilities Division Highlights

- During the reporting period, the Cultural Arts Center partnered with Yorba Linda theater group, Alchemy Theatre Company, to bring a production of *Puffs* to the Virginia De Land Theater from September 6 through September 22. The Cultural Arts Center sold tickets to the event and split ticket proceeds with Alchemy Theatre. This first collaborative theater production had 662 individuals attend the shows over the 3-week run.
- The Community Center continued to remain busy with facility rentals and notable events including the Chamber of Commerce *Taste of Yorba Linda* on July 26 and *National Night Out* recognizing first responders on August 7.

FACILITY	REVENUE	BOOKINGS	ATTENDANCE
Community Center	\$116,686	235	16,215
Cultural Arts Center	\$10,985	7	1,120
Thomas Lasorda Jr. Field House	\$20,885	51	5,100
Travis Ranch Activity Center	\$25,186	92	8,000
TOTAL	\$173,742	385	30,435

- The summer turf rest and renovation projects were completed at Travis Ranch Youth Park and Yorba Linda Middle School Sports Fields. The renovations included turf aerification, dethatching, over-seeding and top dressing. Both fields were opened on August 23.
- Backup diesel generator maintenance service was performed on the generators at City Hall, Yorba Linda Community Center and the Police Services building.
- The parking lot and ADA renovations at Black Gold Golf Club, the back parking lot of City Hall, Eastside Community Park, Las Palomas Tennis Park and Bryant Ranch Park were completed in August.
- Backup battery inverter maintenance service was completed at the Library, Cultural Arts Center and the parking structure.

- The irrigation design for the new turf area at Adventure Playground was completed and bids were due for the irrigation and turf installation on September 30th. The project will start the first week in November 2024.

Marketing and Specialty Projects

- The Parks and Recreation Department continues to utilize social media to promote events, programs, and important updates, while building a sense of community among our followers. Analytics for the reporting period are included below.

	Followers	New Followers	Page Visits	Page Reach
Facebook	4,450	43	3,300	19,100
Instagram	5,300	526	4,300	33,915

- The Parks and Recreation Department E-Newsletter continues to be a valuable marketing tool for the Department. The monthly e-mails were sent to an average of 17,663 subscribers with an average 8,779 (49%) opening each issue, and 512 (3%) clicking on content within the issue.

Calendar of Upcoming Events (October 17-Dec 31)

- During October, the Cultural Arts Center will hold another community theater partnership, this time with Yorba Linda Spotlight Theater, to show *All Shook Up*, playing from October 11 to October 20.
- The Movies in the Park series will wrap up on October 19 with a fun festive movie; Hocus Pocus at Hurless Barton Park.
- The Quarterly Encore Event will be held on October 22 at the OC Wine Mart.
- Trail & Treats Halloween Hike will take place on October 26 from 9 to 11 a.m. The event will feature a fun hike along the trail near the Travis Ranch Youth Park where families will enjoy games, treats and photo opportunities. The event is sold out with 180 families enrolled.
- The Santa Express Letters program will begin on November 1 and will run through December 6. Participants will have the opportunity to send personalized letters to Santa Claus. The Parks and Recreation Department will be working with Santa this holiday season to deliver these holiday wish lists.
- The Cultural Arts Center will host its second annual Dia De Los Muertos event on November 1 from 4 to 7p.m. The event will include entertainment, crafts, a food truck, and a community ofrenda for participants to honor and remember their loved ones.
- November 2, Comedy Night is back at the Cultural Arts Center, with three professional comedians, snacks and a social hour.
- The Senior Art Show and Reception will be held at the Yorba Linda Community Center on November 6 from 10 to 11:30 a.m. Participants from the senior art classes offered

throughout the year will enter their artwork to be judged by the Yorba Linda Arts Alliance, with winning pieces being eligible for display at The Gallery at the Cultural Arts Center. The event will feature complimentary hors d'oeuvres, refreshments, live music, and a brief presentation.

- Breakfast with Santa will be held on December 7 from 9 to 11:30 a.m. This year's theme will be Reindeer Games, which will include a buffet breakfast, crafts for children, a hot cocoa station, photos with Santa, and more.
- December 18, the Cultural Arts Center will partner with the library to host the annual Holidays on the Paseo. This free event offers hot cocoa, cookie decorating, live entertainment and crafts for all.