



STAFF REPORT

CITY of YORBA LINDA

PARKS AND RECREATION DEPARTMENT

DATE: FEBRUARY 20, 2025

TO: HONORABLE CHAIR 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:
OCTOBER 1 TO DECEMBER 31, 2024

RECOMMENDATION

It is recommended that the Parks and Recreation Commission receive and file this report.

DISCUSSION

Recreation Division Highlights

CATEGORY	CLASSES OFFERED	PARTICIPANTS	PERCENTAGE COMPLETED	REVENUE
Preschool	45	303	91%	\$47,927
Youth & Teens	138	298	78%	\$51,155
Adults	126	704	87%	\$68,472
Seniors	22	262	95%	\$9,450
Tennis	36	185	97%	\$30,163
Total	367	1,752	90%	\$207,167

- Breakfast with Santa was held on Saturday, December 7 at the Community Center with two hundred and sixteen registered participants. The morning was filled with holiday cheer as participants enjoyed a breakfast buffet provided by Center Weddings and Events, a performance by Jerry the Magician, followed by crafts and pictures with Santa.
- The Mighty Tykes and Rec Soccer fall season ran from August 29 through October 26. Mighty Tykes is a youth sports program designed for children aged 3 to 5 to learn the basics of various sports and activities. Rec Soccer is a program for children aged 6 to 8 that focuses on teaching skills, drills, and the fundamentals of soccer. During the season, a total of seven Mighty Tykes classes were offered, including four soccer

SUMMARY OF PARKS AND RECREATION DEPARTMENT HIGHLIGHTS: OCTOBER 1 TO DECEMBER 31, 2024

Page | 2

classes, two basketball classes, and one T-Ball class, with one hundred and thirty-four children participating. Additionally, there was one Rec Soccer class with seventeen participants.

- The Spike Time Volleyball program ran from August 28 through October 26 with thirty-nine participants in the Junior Clinic (ages 8 to 10) and forty-nine participants in the Youth League (ages 11 to 13).
- The Adult Sports Basketball Leagues ran from October 1 through December 12 at the Field House. Men’s leagues were held on Thursday evenings, while the women’s league took place on Tuesday evenings. A total of twenty-two teams participated in the fall season (sixteen men’s teams and six women’s teams).
- The Adult Sports Men’s Softball League ran from October 9 through December 11. All games were played at Eastside Park on Monday evenings. A total of 5 teams played during the fall season.

SPORT	TEAMS	REVENUE
Basketball	22	\$7,150
Softball	5	\$2,125

- The Kids’ Night Out was held on December 6 at the Field House. The event featured crafts, games, food, music, and a movie. There were sixty-one participants 6-12 years of age that attended the event.
- The monthly Family Art Experience hosted seventy-seven families across 9 sessions during the reporting period. Families enjoyed doing a variety of seasonal crafts which included coloring, painting, and sugar cookie decorating.
- On October 4, the Cultural arts Center hosted the 5th Puzzle-Palooza where thirteen teams raced to finish the same five-hundred-piece puzzle with their team. All teams were able to take home their competition puzzle, and the top three winners were able to select a prize puzzle to take home.
- The Cultural Arts Center hosted the 2nd annual Dia De Los Muertos event on Friday, November 1. This free event hosted a food truck serving Mexican food, a performer who sang and spoke about Dia De Los Muertos, facepainting and crafts for the kids.
- The Cultural Arts Center hosted another Comedy Night at the Virginia De Land theater. One hundred and seventy-six people were in attendance, enjoying a social hour. Then they enjoyed a two-hour comedy show with three professional comedians.
- December 18, the Cultural Arts Center and the Yorba Linda Public Library hosted the annual Holidays on the Paseo. Crafts, hot cocoa, sugar cookie decorating, and live entertainment were enjoyed by hundreds of residents.
- The senior Monday Movie Matinees were held twice per month and had an attendance of approximately fifty participants on each date. Movies are shown at the

SUMMARY OF PARKS AND RECREATION DEPARTMENT HIGHLIGHTS: OCTOBER 1 TO DECEMBER 31, 2024

Page | 3

Community Center on the 2nd and 4th Monday of each month at 12:30 p.m. Three new releases were shown during this reporting period, *Barbie*, *If*, and *Candy Cane Lane*, along with three classics, *A League of Their Own*, *Kramer vs. Kramer*, and *You've Got Mail*. Drinks and light refreshments were served.

- Senior Dances were held on Sunday, October 20 and December 15 at the Community Center with one hundred guests in attendance for both. Guests enjoyed snacks, refreshments, dancing, and live musical performances by 5 Star Band and Phoenix Rising.
- On October 5, the Senior Wellness Expo was held at the Community Center. Seniors had the opportunity to interact and get valuable information from over fifty-five health and wellness vendors and participate in various health screenings (hearing, blood pressure, oral health, fall risk, skin health and nutrition absorption). The event also included presentations from the Orange County Sheriff's Department regarding how to identify and prevent fraud, ID theft, and scams and by the Orange County Fire Authority on fall prevention. The event was a great success with over five hundred participants.
- 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 is twenty people daily.
- The Senior Lunch Program continued to serve congregate hot meals in partnership with Meals on Wheels Orange County. In total, two thousand four hundred and ninety-one 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, eight hundred and forty-five participants, including five hundred and seventy-one Yorba Linda residents, received dairy products, fresh fruit/vegetables, canned/boxed goods, and other grocery essentials. Due to the popularity of this program a number lottery system is conducted for two primary reasons; to discourage participants from arriving several hours prior to distribution and waiting in a line; and to draw in what order participants fairly and randomly will receive groceries with all participants being served.
- The Senior Mobility Program utilizes California Yellow Cab to provide transportation to local seniors. Service is available three hundred and sixty-five 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 two thousand and eighty passenger trips from October to December to and from the Community Center, medical and personal care appointments, grocery/shopping trips, libraries, and other locations.
- The monthly senior Ice Cream Socials & Birthday Celebrations were held on October 24, November 14, and December 12 at the Community Center. Each event hosted

SUMMARY OF PARKS AND RECREATION DEPARTMENT HIGHLIGHTS: OCTOBER 1 TO DECEMBER 31, 2024

Page | 4

upwards of one hundred and forty participants, who enjoyed ice cream, snacks, refreshments, and live musical performances.

- In partnership with NOCE's (North Orange County Education) Emeritus program, eleven free senior citizen courses were offered weekly at the Community Center. Classes include exercise, art, and special interest classes. In total, four thousand six hundred and ninety-one participants attended the classes with many repeat customers.
- The Parks and Recreation Department and Yorba Linda Public Library hosted the City's seventh annual Youth Empowerment Service Day on Saturday, November 9, at the Field House with one hundred and fifty-three teenagers in grades 6th-12th in attendance. This year the event partnered with Yorba Linda Food for Families, a local non-profit organization dedicated to providing food and personal hygiene items to individuals in need. Teens participated in a can food drive, helped date check and organize the donated food and made holiday crafts for individuals receiving donations from the food bank. Teens also participated in a workshop about food insecurity, led by Paula Fox, one of the leaders from Yorba Linda Food for Families. In total, teens sorted and collected over fifty crates of non-perishable items and canned food, and ten large bags of toys for the Food Bank. This was the largest attendance of Youth Empowerment Service Day that the City hosted.
- On Saturday, December 7, the City of Yorba Linda's Teen Action Committee volunteered at the Yorba Linda Food for Families distribution center. TAC members helped donate well over eighty crates full of canned food, non-perishable items, and fifteen bags of toys that were donated through this year's Community Help Drive (including the Youth Empowerment Service Day). In addition to learning more about how the distribution center operates, teens were able to assist with sorting canned goods, date checking labels, and bagging items. Yorba Linda Food for Families is a local food bank that feeds up to one hundred and forty families in need per week.
- The Community Volunteer Program is dedicated toward giving high school students aged 14-17 volunteer opportunities to earn service credits for graduation. These students can assist city staff with running youth sports programs and other special events. From October 1 to December 31, thirteen high school students volunteered a total of 80 hours.
- Test Adventure Playground has been closed since November 2 due to the installation of turf in the southern area of the playground and other maintenance related work. Park attendance from October 1-November 1 was four thousand one hundred and forty-seven. Additionally, the playground began to accept same day registrations if slots were available. The Playground re-opened on February 1.

SUMMARY OF PARKS AND RECREATION DEPARTMENT HIGHLIGHTS: OCTOBER 1 TO DECEMBER 31, 2024

Page | 5

- The Santa Express Letters program ran from November 1 – December 6. Children were offered the opportunity to write their holiday wish list to Santa. The Department delivered a total of two hundred and seventy-four personalized response letters from Santa this holiday season.
- Trail & Treats Halloween Hike was held on Saturday, October 26 from 9 -11 a.m. The event featured a fun hike along the trail near Travis Ranch Youth Park where families enjoyed games, treats and photo opportunities. The event was sold out with one hundred and eighty-one families enrolled (approximately six hundred people in attendance).
- On Saturday, October 19, the Parks and Recreation Department wrapped up its Movies in the Park series. The community had a fantastic evening with trick-or-treat opportunities at our Parks and Recreation booth, and everyone enjoyed a screening of *Hocus Pocus*.
- On October 17, the Yorba Linda Cultural Arts Center hosted a gallery reception for *By the Light of the Moon*, an exhibit showcasing spooky artwork. The exhibit started September 30 until November 7 and showcased 33 pieces from local artists.
- Following the Yorba Linda Community Center's Senior Art Show, the Yorba Linda Cultural Arts Center invited artists who submitted their pieces to display their art at the Gallery at the Yorba Linda Cultural Arts Center. On November 22, a reception for artists took place where live music was played, as well as complimentary snacks served. Thirty pieces were shown in the gallery until the end of the year.

Parks and Facilities Division Highlights

- Installed 4' tall pickleball fencing around the perimeter of the basketball courts at Box Canyon Park and Brush Canyon Park in October.
- Replaced a faulty HVAC unit at the Library.
- Installed two new drinking fountains with bottle fillers at the Travis Ranch Activity Center.
- Installed two new concrete walkways in Adventure Playground along with new turf and irrigation.
- Performed playground safety surfacing maintenance at Arroyo Park, Jessamyn West Park, Travis Ranch Youth Park and Rio del Oro Park. This maintenance included patching torn areas on the surfacing along with applying a binder to the surfacing that will prolong the life of the surfacing by three to five years.
- Performed annual maintenance on the backup generators at City Hall, Community Center and the Police Services Building.
- The thirty year-old roof was replaced at the Susanna Bixby Bryant Museum in November.

SUMMARY OF PARKS AND RECREATION DEPARTMENT HIGHLIGHTS: OCTOBER 1 TO DECEMBER 31, 2024

- The Community Center continued to remain busy with facility rentals and notable events including the Yorba Linda Woman’s Club Fall Craft Fair on November 2 and 3 which featured over one hundred and fifty vendors.
- Over the reporting period, the Yorba Linda Cultural Arts Center partnered with local theater group, Yorba Linda Spotlight Theater, to bring a production of *All Shook Up* to the Virginia de Land Theater. The Cultural Arts Center was able to sell tickets to the shows and split proceeds with Yorba Linda Spotlight theater. A total of 858 tickets were sold across the 2-week run.

FACILITY	REVENUE	BOOKINGS	ATTENDANCE
Community Center	\$100,460	248	17,399
Cultural Arts Center	\$16,690	5	980
Thomas Lasorda Jr. Field House	\$23,837	62	6,300
Travis Ranch Activity Center	\$30,191	104	10,000
TOTAL	\$171,178	419	34,679

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	4,190	29	1,414	31,069
Instagram	5,496	121	1,304	43,947

- 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 eighteen thousand two hundred and ninety-six subscribers with an average fifty-one percent opening each issue, and 2% clicking on content within the issue.

Calendar of Upcoming Events (February 14-April 30)

- The annual Daddy Daughter Dance will take place on February 28, from 6:30-8:30 p.m. This year's theme is Roaring 20’s. Participants will enjoy music, dancing, a magician, face painting, a buffet dinner and more.
- Teen Glow in the Dark Nerf Night will take place on February 21, from 6-7:30 p.m. at the Thomas Lasorda Jr. Field House. Teens will play games such as team elimination and capture the flag.
- Teen Nerf Night will take place on April 4, from 6-7:30 p.m. at the Yorba Linda Middle School field. Teens will play games such as team elimination and capture the flag.

SUMMARY OF PARKS AND RECREATION DEPARTMENT HIGHLIGHTS: OCTOBER 1 TO DECEMBER 31, 2024

Page | 7

- The 28th Flashlight Egg Hunt will take place on Friday, April 18, from 7:30-8:30 p.m. Music, entertainment, raffles and an outdoor egg hunt will take place in Hurless Barton Park.
 - The 40th annual Egg-citement Hunt will take place on Saturday, April 19 at 10 a.m. The event is located at Hurless Barton Park and will feature outdoor age-specific hunt zones, music, inflatables, entertainment, and a petting zoo.
 - Love Yorba Linda will be offered to the community on April 26. The Teen Action Committee will participate in this community wide serve day project.
 - Alchemy Theatre and the Yorba Linda Cultural Arts Center will partner again to bring *Treasure Island* to the Virginia De Land theater stage. The performance will start on March 7 and will run for 3 weeks.
 - The Yorba Linda Cultural Arts Center in partnership with the Yorba Linda Arts Alliance Foundation, will host it's annual Expressions outdoor concert. The free concert is hosted on the Cultural Arts Center's event's lawn, with local artists set up along the paseo offering their art for purchase.
-