

City of Yorba Linda Memorandum

DATE: July 17, 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: January 1 to March 31, 2025

This report provides a summary of Parks and Recreation Department highlights that occurred between January 1 to March 31, 2025. It is recommended the Parks and Recreation Commission receive and file this report.

Recreation Division Highlights

CATEGORY	CLASSES OFFERED	PARTICIPANTS	PERCENTAGE COMPLETED	REVENUE
Preschool	35	238	86%	\$35,465
Youth & Teens	117	264	79%	\$40,518
Adults	122	596	84%	\$55,813
Seniors	24	240	100%	\$12,467
Tennis	35	162	97%	\$19,800
Total	333	1,500	89%	\$164,063

- Parent Toddler ART Time was held Friday mornings over the course of a ten-week session, totaling 20 sessions. Toddlers and their caregivers enjoyed crafts and activities, utilizing sensory and motor skills while creating fun seasonal projects.
- The monthly Family Art Experience continues to be a hit, offering nine total sessions for a total of 47 families registered. Families were able to make seasonal craft projects on the third Saturday of each month during the reporting period.
- The first Comedy Night of 2025 was held at the Virginia De Land Theater on Saturday, February 1 with a total of 127 people in attendance. The event featured a line-up of three professional comedians, and a social hour to kick things off, offering drinks and snacks.
- The Gallery at the Cultural Arts Center hosted two exhibits and artist's reception during the reporting period.
 - *Faces of Expression*, art inspired by portraiture showcasing people and animals, featured 48 pieces of art by 23 different local artists, and hosted an artist reception on Thursday, January 16 for the community to enjoy light refreshments, live music, and a chance to meet the artists.

- *Inspired by the Greats*; showcasing artworks that were inspired by famous artists and genres at Cultural Arts Center featured 39 pieces of art by 20 different local artists with an artist reception held on Thursday, March 13.
- On Saturday, March 8, the Cultural Arts Center hosted the first of the year's "Expressions; An Afternoon of Art and Music", in partnership with the Yorba Linda Arts Alliance Foundation. This is the third year of the event, now featured on Saturday afternoons. The event hosts live music, an art walk along the paseo, and food trucks to offer sweet and savory treats. The series continued featuring an outdoor concert each month through May 10.
- Mother Daughter Princess Tea was held on Saturday, February 1 at the Yorba Linda Community Center from 11 a.m.- 1 p.m. This year's theme featured Snow White and had character entertainment, themed crafts, and a meal and tea catered by Center Weddings and Events. The event was sold out with 145 participants in attendance.
- Daddy Daughter Dance was held on February 28, from 6:30-8:30 p.m., daughters ages 4-12 enjoyed a night out with their dads. This year's theme was Roaring Twenties and the dance was sold out and hosted 160 daughters and dads. Participants enjoyed music, dancing, photobooth, buffet, crafts, games, facepainting and a magic show during the event.
- Glow in the Dark Nerf Night was held on February 21, from 6-7:30 p.m., for children ages 10-13. The event was sold out and hosted 41 teens. Participants played activities such as capture the flag, and team elimination inside the Field House Gymnasium.
- The Teen Action Committee completed three service projects during the reporting period.
 - On January 18, from 9 a.m.-12 p.m., 15 teens participated in a trail clean-up.
 - On February 8, from 9 a.m.-12 p.m., 20 teens made over 570 valentines grams bags for seniors in Yorba Linda. The grams were later distributed to participants of the Community Center older adult programs.
 - On March 8, from 7:30 a.m.-12:30 p.m., 18 teens participated in the annual With Hope 5k. Teens assisted in passing out medals to runners and clean-up of the race.
- Two educational workshops for teens, in partnership with the Orange County Health Care Agency were offered during the reporting period.
 - The workshop There is more to the Story was held at the Field House on Saturday, January 25 from 10-11 a.m. A total of seven teens attended the interactive workshop and learned how the media and social media influences youth.
 - The workshop Life is Greater than Drugs was held at the Field House on Saturday, February 22 from 10-11 a.m. A total of 9 teens attended the interactive workshop and learned about the dangers of drugs with fentanyl and refusal skills when being pressured to try illegal drugs.
- The Teen Job Workshop was held on Saturday, March 15 from 10:30 a.m. – 12 p.m. at the Field House with 20 teens in attendance. Teens learned how to create resumes, apply for jobs, and participated in mock interviews to improve their skills.

- The adult sports basketball leagues took place from January 7 – March 25 at the Field House. Men's leagues were held on Thursday evenings and a women's league on Tuesday evenings. A total of 22 teams (16 men's and 6 women's) played in the winter season.
- The adult sports men's softball league was held on Monday evenings at Eastside Park Community Park from January 6 – March 22. A total of 6 teams played this winter season.

SPORT	TEAMS	REVENUE
Basketball	22	\$7,150
Softball	6	\$2,550

- The Mighty Tykes winter session took place from January 22 – March 29. Mighty Tykes is a youth sports program for children 3–5 years of age and learn the basics of sports and activities. A total of seven Mighty Tykes classes were offered (four soccer classes, two basketball classes, and one T-ball class) with 138 participants.
- The Spike Time Youth Volleyball program spring season runs from March 17 – May 17 with 32 participants in the Junior Clinic (8-10 years of age) and 69 participants in our Youth League (11-13 years of age).
- The Senior Volunteer Luncheon was held on Saturday, January 18 at the Community Center. The event honored volunteers who contributed twenty or more hours during 2024 to the City and Yorba Linda Senior Citizen's Club programs. Over one hundred and fifty volunteers were invited, and attendees enjoyed a delicious lunch prepared by Center Catering, music provided by Chris Johnson, and a slideshow presentation of photos of volunteers in action.
- 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, 2,821 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, 763 participants, including four 460 Yorba Linda residents, received dairy products, fresh fruit/vegetables, canned/boxed goods, and other grocery essentials.
- The monthly senior Ice Cream Socials & Birthday Celebrations were held on January 23, February 25, and March 18 at the Community Center. Each event hosted about 120 people, who enjoyed ice cream, snacks, refreshments, and live musical performances.
- The senior Monday Movie Matinees were held twice per month and had an attendance of approximately 50 participants on each date. Movies are shown at the 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, *Thelma*, *One Life*, and *The Boys in the Boat*, along with three classics, *Dave*, *The Notebook*, and *Ferris Bueller's Day Off*. Drinks and light refreshments were served.

- A popular Senior Dance was held on Sunday, February 20 at the Community Center with one hundred guests in attendance. Guests enjoyed snacks, refreshments, dancing, and live musical performance by the 5 Star Band.
- In partnership with NOCE's (North Orange County Education) Emeritus program, 15 free senior citizen courses were offered weekly at the Community Center. Classes include exercise, art, and special interest classes. In total, 4,390 participants attended the classes with many repeat customers.
- In partnership with UCI Health, Wellness Week took place at the Community Center from March 24-28. The week's activities included lectures given by physicians, giveaways, and opportunity drawings. Over 200 seniors participated in the week's activities.
- 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 2,115 passenger trips from January through March, to and from the Community Center, medical and personal care appointments, grocery/shopping trips, libraries, and other locations.
- The Quarterly Encore Event designed for older adults was held on February 13 with a total of 47 registered participants at the Community Center. Staff hosted a Valentine's Movie night showing the movie "Moonstruck" and an Italian dinner provided by Center Wedding and Events Catering.

Parks and Facilities Division Highlights

- Damaged concrete walkways sections were replaced at Black Gold Golf Club, Jessamyn West Park and Shapell Park.
- The annual waxing of the water slide at Adventure Playground was performed in January.
- Veterans Park fields were opened at the end of January from the annual winter turf renovation.
- The Hurless Barton Park picnic shelter was renovated in February. The renovation included the replacement of the wooden trellis and shade cloth of the shelter.
- The Cultural Arts Center partnered with Yorba Linda theater group, Alchemy Theatre Company to bring an original production of *Treasure Island* to the Virginia De Land Theater stage. The production ran from March 7 to March 23 and sold over 1,000 tickets.
- The Yorba Linda Community Center continued to remain busy with facility rentals and notable events including the Yorba Linda Woman's Club Craft Fair on March 8 and 9 which featured over one hundred and fifty vendors.

FACILITY	REVENUE	BOOKINGS	ATTENDANCE
Community Center	\$82,185	279	17,616
Cultural Arts Center	\$4,145	3	400
Thomas Lasorda Jr. Field House	\$28,903	77	7,700
Travis Ranch Activity Center	\$38,062	124	15,000
TOTAL	\$153,295	483	40,716

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	4,500	50	1,808	40,978
Instagram	5,600	60	1,753	33,137

- 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 18,473 subscribers with an average 9,726 (53%) opening each issue, and 419 (2%) clicking on content within the issue.

Calendar of Upcoming Events (June 10-July 31)

- The Movies in the Park series will feature Dog Man on Saturday, July 19 at Eastside Community Park. The movie will begin at dusk.
- Local theater group, Alchemy Theatre, and the Cultural Arts Center will be partnering up again to bring Shakespeare to Yorba Linda. *Comedy of Errors* will be performed July 11 to July 25 on the events lawn at the Cultural Arts Center.
- Concerts in the Park will kick off July 13 and run for six Sunday evenings.
- The Summer Aquatics Program begins on June 23 with three two-week sessions throughout the summer. Swim lessons take place at Yorba Linda High School Pool Monday – Thursday between 11:20 a.m.-3:10 p.m.
- Adventure Playground Summer Day Camp will begin starting June 16 and concluding on August 8. A total of 8 fun themed weeks will take place Monday – Friday from 10 a.m. – 4 p.m.
- Comedy of Errors in cooperation with Alchemy Theater will be hosted at the Yorba Linda Cultural Arts Center grass area from July 11 – 17.
- Summer Youth Programing will begin starting June 23 and concluding on August 8. A total of 20 fun one day activities will take place Monday – Friday from 1 – 3 p.m.
- Taste of Yorba Linda will be held at the Community Center on Friday, July 25, hosted by the Yorba Linda Chamber of Commerce.