



# SUMMER 2024 RECAP

October 9, 2024

# Division Presentations

- **Programs & Services**

- Recreation Events
- Youth Sports
- Aquatics
- Camp HB

- **Library Services**

- Summer Reading Challenge
- Special Events & Programs
- Art Center



# Division Presentations

- **Events & Rentals**
  - Specific Events
  - Rentals
- **Facilities & Development**
  - Parking & Camping
  - New Leases
  - CIP Projects
  - Park Conceptual Plans





# Programs & Services

# Summer 2024

- Overall summer class program participants: 16,247
  - Recreation Events – over 3,700
  - Youth Sports – 329
  - Aquatics – 2,138
  - Camps – 2,251
  - Summer Contract Classes – 7,440
  - Adventure Playground – 5,218

Parks  
Make  
Life  
Better!





# Recreation Events



- Pier Swim – 143
- OC's Safer Summer Swim Party – 193
- Overnight Family Campout – 333
- Huntington Beach City Surf Contest – 130
- Movies in the Park – 900
- Senior Center Concerts in the Park – 625
- Grandparents Day – 59 families
- Active Living Expo – over 1,200



# Youth Sports



- Sports Camp HB – New!
  - One week camp, 4 weeks offered
  - 4-7 age group – 134 youth
  - 8-11 age group – 46 youth
- HB Youth Summer Basketball League
  - 149 players
  - 16 teams
- Congratulations to our division champions!
  - Division A – The Dunkers
  - Division B – Lakers
  - Division C – Storm



# Aquatics

- 10-weeks of lessons at City Gym & Pool
  - 1038 participants enrolled
  - Ages 6 months to adult
- Over 1,100 recreational swim participants
- 16 aquatics staff certified in Lifeguarding
- 16 aquatics staff certified as Water Safety Instructor
- OC's Safer Summer Pool Party
  - 193 participants
  - Collaboration with the OC Drowning Prevention Coalition and Jasper Ray Foundation
  - Promote water safety and provide critical education such as assessment of water skills, water watcher tags, life vest information, CPR and more





# Camp HB



- 1053 participants, ages 6 - 12 years old
- Expanded camp from 60 campers per week in 2023 to 120 campers per week in 2024
- Camp hours are 8:30am - 6:00pm
- Extended hours were available for an extra fee
- 2 weekly off-site excursions, including Tanaka Farms, Aquarium of the Pacific, Knott's Berry Farm, and several local recreational venues
- 30 Part-Time staff
- Teen Camp HB – new program!
  - 14 kids
  - 2-week commitment, 4 sessions offered

*"Wonderful program, my son was disappointed to leave everyday!"*



# Adventure Playground

- 8-week program, June 22 – August 17
- Activities include climbing forts, mudslide, water games, rafting on innertubes, rope bridge, and giant Legos
- Over 5,200 children visited over the 8-week session





# Senior Center in Central Park

- Recreation Events/Classes
  - 500 - 1,000 visitors per day
  - Average of 22 activities per day
  - Two (2) Senior Center Concerts in the Park - 625 attendees
  - Grandparent's Day – 59 families
  - Active Living Expo – over 1,000 participants
- Hoag Health and Wellness Pavilion, Fitness Center
  - June 1- August 31 – 2207 Members



# Senior Center in Central Park

- Care Management (July - September)
  - Served 450 residents
  - 1800 meaningful points of contact providing support and services
  - 225 Home consultations & 175 office consultations with HB seniors in need of support services
- Nutrition
  - 23,000 meals delivered to 140 qualified seniors through Home Delivered Meals
  - Senior Café expanded to 5 days per week serving over 4,000 in-person meals to 415 people





# Senior Center in Central Park

- Surf City Seniors on the Go! Transportation
  - 6,000 donation - based rides
  - Drove 30,000 miles and provided 3,000 hours of service
- Volunteers
  - 313 volunteers provided over 9,000 hours of service valuing over \$320,000 in support of programs and services
- Travel and Trips by HBCOA
  - Sold 320 total seats on 8-day trips and excursions





# Library Services

# Summer Reading Program



- June 22 – August 10, 2024
- Largest annual library program
  - 2,998 reading challenge participants
- Three components:
  - Reading challenge
  - Regular library programs
  - Special system-wide events
    - 14,979 total event & program participants



# Summer Reading Challenge

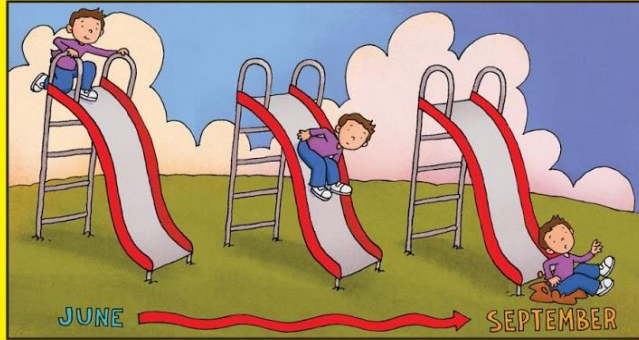


- Community members of all ages are challenged to read for fun
  - Adults – 5 books
  - Kids & Teens – 1,000 minutes (20 per day)
- 2,998 total participants registered
  - 1,532 books read by adults
  - 519,930 minutes read by youth
- Digital & paper participation methods available
- Incentive prizes to encourage continued participation



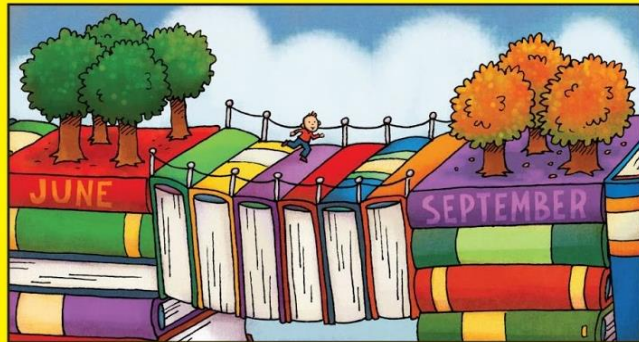


# Preventing Summer Slide



## PREVENT "SUMMER SLIDE"

Children who don't read during the summer can lose up to two months of learning by the time they return to school in the fall.



## BUILD A BRIDGE

Children who participate in Summer Reading Programs and read a minimum of six books over the summer score higher in reading AND math when they return to school.

- Young people experience learning losses when they don't engage in educational activities during the summer. Research spanning 100 years shows that students typically score lower on standardized tests at the end of summer vacation than they do on the same tests at the beginning of the summer. The popular term attached to this learning loss is "summer slide."
- Students who participate in public library summer reading programs scored higher on reading achievement tests at the beginning of the next school year than those who did not participate.



*Source: "Do Public Library Summer Reading Programs Close the Achievement Gap?"  
by Susan Roman and Carole D. Fiore*

# Special Events & Programs



- 189 special events & programs
  - Wild Wonder Animal Show
  - Shipley Nature Center
  - Snackventure
  - Powerhouse Percussive Dance





# HBPL Voted Best Storytime in Orange County – 3rd Year in a Row!



- 21st Annual Readers' Choice Awards from Parenting OC Magazine
  - Nominations and voting conducted May-July, 2024 by members of the public
- Recognized in the September issue of Parenting OC as well as on their website



# Art Center Summer Exhibition



- Surf City ART - surf and HB themed exhibition
- Guest curators Lyn Semeta and Mark Zambrano chose 65 art works from over 200 submissions
- 250 people attended opening exhibition
- Included multiple talks and programs and featured in the Daily Pilot





# Art Center Camps

- Six-week program
- 65 students ages 6-12 participated
- Weekly themes included Backyard Wilderness, Expressionism, and To the Moon and Beyond
- Fosters exploration and creative expression, socialization and friendship-building, supporting youth and local artists alike





# Events & Rentals

# HB Independence Day Celebrations

- 120th Annual Main Street Parade, broadcasted live on ABC7
- Surf City 5K
- Fireworks Over the Ocean
- Main Street Block Party
- Over 500,000 visits to the beach/Downtown over Independence Day weekend





# US Open of Surfing

- 9-days of surf competition
- New Title Sponsor: Lexus
- First-time ticketed music event, headlined by Sublime
- Vendor market, retail store, food trucks, beer garden, and VIP activations
- Over 300,000 visitors over the 9-days of competition





# Notable Summer Events

- NSSA National Championship Surfing Competition
- PGF Tournament and Opening Ceremonies
- OC Yogafest
- Huntington Beach Concert Band Summer Series
- Life Rolls On Adaptive Surfing Event
- Civil War Days



# Summer Rentals

- 166 Clubhouse Rentals from May 28 – September 1, 2024
  - Harbour View Clubhouse – 32
  - Lake Park BBQ – 15
  - Lake Park Clubhouse – 39
  - Memorial Hall – 41
  - Newland Barn – 39



# Launch of Eproval

- This summer marked the official rollout of the City's new event permitting software, Eproval
- Streamlined multiple application types into one online application
- Automatic routing to each City department and easy communication through the portal between applicants and City resources
- Single location for storing application, site map, and all related event documents







# Facilities & Development



# Leases

- New tenant at the Huntington Beach Sports Complex
  - 1909 Craft Beer and Concessions



# Park Development

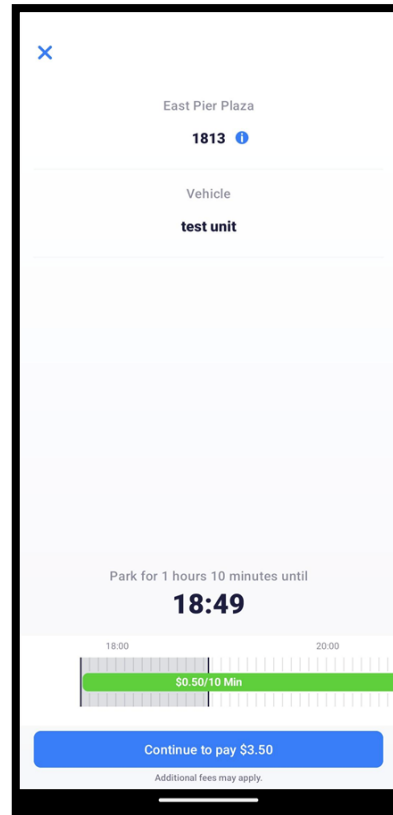
- Council approved conceptual plan for Marina Park
- Council approved conceptual plan for Carr Park





# Parking & Camping Facilities

- "Passport" mobile payment application now available!





# Parking & Camping Facilities

- Additional automatic gate installed at Main Promenade. (2 Autos, 1 staffed)
- Free Wi-Fi for campers deployed



# Parking & Camping Facilities

- New Beach Parking Enforcement Team established in June to supplement PD
- Enforce paid parking at Beach and Downtown and assist visitors
- 3 Part-Time employees trained, 4 more in training



# Parking & Camping Facilities

- Enforcement actions for summer up 230% YOY

***HBPD 2023*** (Only includes citations that Beach Ops can write and take place within the Beach/Downtown jurisdiction).

Month	Number of Citations	Citations Issued
June	1,008	\$49,265
July	1,278	\$69,866
August	1,195	\$62,670
<b>Total</b>	<b>3,481</b>	<b>\$181,801</b>

## ***Beach Operations 2024***

Month	Number of Citations	Citations Issued
June*	1,454*	\$87,198*
July	2,958	\$172,833
August	3,618	\$227,580
<b>Total</b>	<b>8,030</b>	<b>\$487,611</b>

\*The Beach Enforcement Team was established in June and most of the month consisted of training three new staff members.





# Questions?

