

**MEETING DATE:** May 3, 2011

**AGENDA ITEM:** Informational Item Regarding Recreation Class Attendance After the Transition to *Culver City Living Online*.

**ATTACHMENTS**

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| A. Recreation Class Attendance Data from Fall 2009/Fall 2010 and Winter 2010/Winter 2011 | 1           |
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**ATTACHMENT A**

**RECREATION CLASS ATTENDANCE DATA - Fall 2009/Fall 2010 and Winter 2010/Winter 2011**

| <b>FALL 2009 / FALL 2010</b>             |                         |                          |                            |                            |               |                 |
|------------------------------------------|-------------------------|--------------------------|----------------------------|----------------------------|---------------|-----------------|
| <b>Recreation Class Category</b>         | <b># of<br/>Classes</b> | <b># of<br/>Sections</b> | <b>2009<br/>Attendance</b> | <b>2010<br/>Attendance</b> | <b>Change</b> | <b>% Change</b> |
| Pre-School Activities                    | 7                       | 19                       | 186                        | 122                        | -64           | -34%            |
| Children's Fitness and Movement          | 2                       | 6                        | 51                         | 33                         | -18           | -35%            |
| Youth Sports                             | 3                       | 4                        | 45                         | 31                         | -14           | -31%            |
| Dance For Children                       | 2                       | 4                        | 17                         | 23                         | 6             | 35%             |
| Art & Ceramics for Children              | 2                       | 4                        | 7                          | 6                          | -1            | -14%            |
| Theater for Children & Teens             | 1                       | 1                        | 15                         | 34                         | 19            | 127%            |
| Music for Children                       | 2                       | 4                        | 22                         | 19                         | -3            | -14%            |
| Exercise, Health & Wellness for Children | 1                       | 2                        | 13                         | 5                          | -8            | -62%            |
| Martial Arts for Children & Teens        | 4                       | 9                        | 43                         | 50                         | 7             | 16%             |
| Tennis for Youth                         | 4                       | 17                       | 16                         | 43                         | 27            | 169%            |
| <b>YOUTH SUBTOTAL</b>                    | <b>28</b>               | <b>70</b>                | <b>415</b>                 | <b>366</b>                 | <b>-49</b>    | <b>-12%</b>     |
| Dance For Adults                         | 3                       | 5                        | 36                         | 25                         | -11           | -31%            |
| Ceramics for Adults                      | 3                       | 5                        | 26                         | 25                         | -1            | -4%             |
| Music for Adults                         | 3                       | 3                        | 4                          | 5                          | 1             | 25%             |
| Exercise, Health & Wellness for Adults   | 7                       | 23                       | 266                        | 243                        | -23           | -9%             |
| Martial Arts for Youth & Adults          | 2                       | 9                        | 31                         | 45                         | 14            | 45%             |
| Tennis for Adults                        | 3                       | 10                       | 43                         | 21                         | -22           | -51%            |
| <b>ADULT SUBTOTAL</b>                    | <b>21</b>               | <b>55</b>                | <b>406</b>                 | <b>364</b>                 | <b>-42</b>    | <b>-10%</b>     |
| <b>COMBINED TOTAL - FALL</b>             | <b>49</b>               | <b>125</b>               | <b>821</b>                 | <b>730</b>                 | <b>-91</b>    | <b>-11%</b>     |

| <b>WINTER 2010 / WINTER 2011</b>         |                         |                          |                            |                            |               |                 |
|------------------------------------------|-------------------------|--------------------------|----------------------------|----------------------------|---------------|-----------------|
| <b>Recreation Class Category</b>         | <b># of<br/>Classes</b> | <b># of<br/>Sections</b> | <b>2010<br/>Attendance</b> | <b>2011<br/>Attendance</b> | <b>Change</b> | <b>% Change</b> |
| Pre-School Activities                    | 5                       | 21                       | 151                        | 156                        | 5             | 3%              |
| Children's Fitness and Movement          | 3                       | 8                        | 59                         | 56                         | -3            | -5%             |
| Youth Sports                             | 5                       | 7                        | 32                         | 39                         | 7             | 22%             |
| Dance For Children                       | 2                       | 3                        | 19                         | 24                         | 5             | 26%             |
| Art & Ceramics for Children              | 5                       | 11                       | 22                         | 45                         | 23            | 105%            |
| Theater for Children & Teens             | 1                       | 1                        | 34                         | 28                         | -6            | -18%            |
| Music for Children                       | 2                       | 5                        | 25                         | 13                         | -12           | -48%            |
| Exercise, Health & Wellness for Children | 2                       | 3                        | 4                          | 2                          | -2            | -50%            |
| Martial Arts for Children & Teens        | 5                       | 14                       | 36                         | 49                         | 13            | 36%             |
| Tennis for Youth                         | 3                       | 16                       | 40                         | 43                         | 3             | 8%              |
| <b>YOUTH SUBTOTAL</b>                    | <b>33</b>               | <b>89</b>                | <b>422</b>                 | <b>455</b>                 | <b>33</b>     | <b>8%</b>       |
| Dance For Adults                         | 3                       | 3                        | 23                         | 21                         | -2            | -9%             |
| Ceramics for Adults                      | 3                       | 4                        | 29                         | 23                         | -6            | -21%            |
| Music for Adults                         | 3                       | 3                        | 12                         | 4                          | -8            | -67%            |
| Exercise, Health & Wellness for Adults   | 7                       | 22                       | 200                        | 195                        | -5            | -3%             |
| Martial Arts for Youth & Adults          | 2                       | 6                        | 28                         | 37                         | 9             | 32%             |
| Tennis for Adults                        | 3                       | 10                       | 41                         | 26                         | -15           | -37%            |
| <b>ADULT SUBTOTAL</b>                    | <b>21</b>               | <b>48</b>                | <b>333</b>                 | <b>306</b>                 | <b>-27</b>    | <b>-8%</b>      |
| <b>COMBINED TOTAL - WINTER</b>           | <b>54</b>               | <b>137</b>               | <b>755</b>                 | <b>761</b>                 | <b>6</b>      | <b>1%</b>       |

**SAMPLING OF CLASSES IN VARIOUS RECREATION CLASS CATEGORIES**

| <b>CLASSES FOR YOUTH</b>                            |
|-----------------------------------------------------|
| <b>Pre-School Activities</b>                        |
| Toddler Time                                        |
| Wee Ones                                            |
| Smart Beginners (Bilingual)                         |
| <b>Children's Fitness and Movement</b>              |
| Sing, Dance, and Play!                              |
| Balls! Balls! Balls!                                |
| <b>Youth Sports</b>                                 |
| Pintsize Soccer                                     |
| Pintsize T-Ball                                     |
| <b>Dance For Children</b>                           |
| Tiny Tot Ballet & Tap                               |
| Ballet & Jazz For Kids                              |
| <b>Art &amp; Ceramics for Children</b>              |
| Children's Ceramics                                 |
| Parent/Grandparent & Me Ceramics                    |
| <b>Theater for Children &amp; Teens</b>             |
| Dee-Lightful Productions Fall                       |
| <b>Music for Children</b>                           |
| Children's Piano                                    |
| <b>Exercise, Health &amp; Wellness for Children</b> |
| Broadway Gym                                        |
| <b>Martial Arts for Children &amp; Teens</b>        |
| Adaptive Taekwondo                                  |
| Shotokan Karate-Do for Kids                         |
| Iaido - Way of the Japanese Sword - for kids        |

| <b>CLASSES FOR ADULTS</b>                         |
|---------------------------------------------------|
| <b>Dance For Adults</b>                           |
| Soul In Motion                                    |
| Scottish Country Dance                            |
| Scandinavian Dance                                |
| <b>Ceramics for Adults</b>                        |
| Adult Ceramics                                    |
| Basic Wheel Techniques (Ceramics)                 |
| Advanced Wheel Throwing                           |
| <b>Music for Adults</b>                           |
| Adult Piano (cont)                                |
| Adult Piano (beg)                                 |
| Fundamentals of Guitar                            |
| <b>Exercise, Health &amp; Wellness for Adults</b> |
| Jazzercise                                        |
| Tai Chi                                           |
| Adult Pilates                                     |
| <b>Martial Arts for Youth &amp; Adults</b>        |
| Shotokan Karate-Do                                |
| Iaido - Way of the Japanese Sword                 |