



City of San Leandro
**Recreation
and Parks**

RECREATION PERFORMANCE REPORT

QUARTER 2, FY2025-2026

FY26 Q2 PERFORMANCE OVERVIEW

OVERALL TOTALS

- Program Registrations: 325 → 883 (+172%)
- Program Revenue: \$20,442 → \$70,162 (+243%)
- Drop-In Visits: 794 → 1,854 (+133%)
- Drop-In Revenue: \$5,605 → \$13,630 (+143%)
- Field Hours Reserved: 70 → 284.5 (+306%)
- Community Center Hours: 2,532.75 → 2,743 (+8.3%)

KEY TAKEAWAYS

- Strong year-over-year growth across all participation metrics.
- Revenue growth outpaced participation growth, indicating pricing and demand alignment.
- Facilities and aquatics are primary drivers of momentum.
- Signals increased community engagement and program demand.



PROGRAM REGISTRATIONS

AQUATICS

- 175 → 549 (Largest growth driver)

PERFORMING ARTS & KIDDIE KOLLEGE

- Performing Arts: 17 → 107
- Kiddie Kollege: 70 → 70 (Stable anchor program)

HEALTH & FITNESS / SPORTS

- Health & Fitness: 0 → 121 (New growth area)
- Sports: 12 → 32

KEY TAKEAWAYS

- Aquatics is the dominant participation engine.
- Diversification emerging in Health & Fitness and Sports.
- Core youth programs remain stable.



AQUATICS DROP-IN

REC SWIM (LARGEST DRIVER)

- 446 → 1,160 visits
- \$2,676 → \$8,120 revenue

LAP SWIM & ADULT PROGRAMS

- Lap Swim Drop-In: 120 → 194
- Adult Rec Swim: 61 → 42 (slight decline)
- Aqua Exercise: 117 → 141

KEY TAKEAWAYS

- MEMO Drop-In emerged as a high-impact new offering.
- Strong adult fitness engagement remains steady.
- Opportunity: Expand staffing and lane capacity.



FIELD RESERVATIONS

OVERALL TOTALS

- 70 hrs → 284.5 hrs (+306%)

HIGHEST GROWTH FIELDS

- WMP Field 1 Baseball/Softball: 14 → 97
- Thrasher Softball: 28 → 73
- Stenzel Field 2: 0 → 25

KEY TAKEAWAYS

- League- and organized-sports demand is rising sharply.
- New uses are emerging across multiple fields.
- Scheduling pressure is increasing.



COMMUNITY CENTER RENTALS

OVERALL TOTALS

- 2,532.75 hrs → 2,743 hrs (+8.3%)

MARINA COMMUNITY CENTER HIGHLIGHTS

- Multipurpose Rooms B/C declined.
- Titan Auditorium increased: 437.5 → 480

SENIOR COMMUNITY CENTER HIGHLIGHTS

- Total: 538 → 1,460 (Major growth)

KEY TAKEAWAYS

- Senior Center is the fastest-growing facility.
- Meeting rooms emerging as high-demand spaces.
- Opportunity: Tiered pricing & targeted marketing.



STRATEGIC INSIGHTS & OPPORTUNITIES

TRENDS

TRENDS

- Participation and revenue are growing in parallel.
- Aquatics remains the cross-metric anchor.
- Facilities usage is trending upward, especially in fields and SCC.
- Program diversification is beginning to take hold.

OPPORTUNITIES

- Expand aquatics staffing and program lanes.
- Increase marketing for under-utilized multipurpose rooms.
- Strengthen youth sports and league partnerships.
- Monitor facility capacity and maintenance cycles.
- Continue diversification in fitness and specialty programs.

