

**CITY OF SOUTH SAN FRANCISCO
INTEROFFICE MEMORANDUM**

DATE: October 16, 2025

TO: Mayor, Vice Mayor, and Councilmembers

FROM: Greg Mediati, Director of Parks and Recreation

SUBJECT: Parks and Recreation Department Update

Concert in the Park 2025 Recap

Concert in the Park, the City's largest annual event produced by the Parks and Recreation Department, took place on Saturday, September 20. From 11:30 a.m. to 5:00 p.m., guests were treated to a variety of activities and food and beverage offerings in between performances by the El Camino High School Jazz Band, the Parks and Recreation Hawaiian Hula class, Livewire, and Ozomatli. According to a PlacerAI report available in Attachment 1, the event grounds received 6,400 visitors that day, reaching its peak around 3:00 p.m., as Ozomatli prepared to take the stage.



Ozomatli performs during Concert in the Park

While the Recreation, Park Maintenance, and Facility Maintenance, and Administration Divisions of the Department often collaborate on events throughout the year, the extensive scope of Concert in the Park is an opportunity to highlight the way in which the divisions support one another year-round. The Recreation Division is responsible for the overall format of the event, and planning and executing all of the event logistics. The Maintenance Divisions played a critical role in the weeks leading up to the event, during the event, and after the Concert to maintain the event site as well as delivering event supplies. The Administration Division managed donor relations and provided critical budget and contract support to staff and the various vendors involved in the event production.

Likewise, this event involved collaboration among the City Departments. In particular, Parks and Recreation staff met with members of the Police and Fire Departments to discuss safety measures for the Concert. This included coordinating between Police and a private security team, which was a new addition to this year's event, given the anticipated growth of the event and need for dedicated support in enforcing event rules and managing crowd control. Staff has issued an online survey seeking feedback about Concert in the Park.

Rentals Update

South San Francisco Unified School District Partnership



The SSFUSD hosts events at the LPR.

The City of South San Francisco Parks and Recreation Department maintains a strong partnership with the South San Francisco Unified School District (SSFUSD) by, among other things, providing free use of indoor event spaces, outdoor picnic areas, and open space.

The Department has supported 11 District events held in the Social Hall and Gallery Room at the Library | Parks and Recreation Center (LPR) thus far in 2025. These spaces serve a variety of purposes, including partnership meetings, staff meetings, educational trainings, and staff development.

The Rentals team plays a key role in ensuring the success of these events by:

- Preparing the spaces the evening before each event
- Opening and securing the facilities
- Providing audio/visual support
- Cleaning the venue following each SSFUSD meeting

In addition to indoor support, free access to outdoor spaces for end-of-year school celebrations is also provided. In 2025, the following permits were issued:

- Seven shelter permits (e.g., Eucalyptus Shelter at Orange Park, Westborough Shelter)
- Thirteen open picnic site permits at locations including Buri Buri, Alta Loma, Avalon, and Sellick Parks

Looking ahead to 2026, staff is actively scheduling events and have already received 9 permit requests for SSFUSD meetings at the LPR.

2025 Picnic Season

The 2025 picnic season will conclude on Sunday, October 26. Each year, picnic operations in South San Francisco are a true team effort across the Parks and Recreation Department. On weekends and holidays, long-time hourly staffers Mike Borovina and JR Delfin lead the field logistics assuring smooth operations across all seven park areas with a total of 17 reservable sites. Their responsibilities include:

- Posting signage
- Checking in and out permit holders
- Cleaning and preparing sites for the next group

- Maintain restrooms after Parks staff concluded their weekend shift.

All picnic sites are available for online reservation, with additional in-person support provided by our Administration team – Keren Solano, Cindy Magaña-Ramos, Susan Filereto, and Kathryn Corpuz – who assist with inquiries, walk-up payments and availability questions at the Recreation Office. Parks staff prepare sites during the week to make sure picnic areas are clean and ready each weekend. The picnic season runs annually from early the first weekend in March through the final weekend in October. Coordinating reservations, servicing restrooms, and maintaining cleanliness is a collaborative effort that would not be possible without the dedication and teamwork of our entire Parks and Recreation staff.

Preschool Program



The Parks Maintenance Division has been working on renewing the front area of Siebecker Preschool with new landscaping and a beautiful walkway that will be partially decorated by the students. The children are in the process of creating designs on their own piece of stone. This will be a fresh new look to welcome all the current families and the ones who will be starting in the future. It also will be a nice look for the surrounding community near Siebecker Preschool.

Sports Update

2025 Fall Open Gym

Open Gym hours revert to the regular scheduled programming in the fall after the close of summer camp, which takes over Terrabay Gymnasium and Recreation Center. The schedule shifts mainly to align with the middle school sports programs built around the school's calendar year, and to include pickleball and basketball in the early afternoons. On weekends, the facility hours remain the same for juniors' basketball and badminton.

Based on staff feedback and community needs, the Department has adjusted Wednesday Open Gym hours from the previous 12:00 p.m. – 3:00 p.m. time slot to the new schedule of 11:00 a.m. – 2:00 p.m. This change was made to better align with the South San Francisco Unified School District's early release Wednesdays, allowing middle school sports programs to begin earlier in the day.



Volleyball at Terrabay Gym

The updated schedule has already proven to be effective for both staff and participants, helping to ease the load of later practice times for students. Staff are looking

forward to continuing with the new, mid-week gym hours to assist in relieving students from later practice times.

Fall Sports

The fall 2025 sports season has begun with a mix of new and returning programs for South San Francisco youth. Middle School Sports and RAPP Basketball leagues are community favorites and staff are excited to see participation continue to grow.

This season, staff are thrilled to offer two returning sports as well as two new sports:

- Boys Flag Football
- Girls Volleyball
- Girls Flag Football (New!)
- Boys Volleyball (New!)

With 80 students enrolled in the Volleyball Program and over 50 participating in Flag Football, it is clear these programs are thriving. The NCRL (North County Recreation League) expects continued growth in the coming years with the new programs.



Flag football participants

RAPP Basketball Program brings 40 elementary students to Terrabay Gym every Friday afternoon and evening. This program serves as a fun and developmental league for third through fifth graders, many of whom move on to middle school teams the following year. The coaches love working with all the different age groups.

Youth Enrichment Services (YES)



Children in YES participate in a variety of fun activities!

Youth Enrichment Services (YES) provides educational opportunities through play every day. Below are a few examples of the activities that have been implemented over the past few weeks.

Through art, children are introduced to different mediums, develop hand-eye coordination, and explore their own creativity. The fall tree project shows how one activity can be adapted for different age and developmental stages. TK and kindergarteners drew trees and then used their fingers and paint to create the leaves, which provided a sensory

experience as well as practice with shapes and patterns. The second and third graders used construction paper and pencils to make quilled leaves. The fourth and fifth graders used oil pastels and discovered the many shades that can be created based on pressure and smearing.

The children also did a STEM activity with rocket launchers created from cups and balloons. This activity was exciting for the children and allowed them to experiment with different designs. They were able to see the impact using different size cups and balloons would have on their projects. It also allowed the children to demonstrate the laws of physics, as lighter objects launch further than heavier objects, and the further back children pulled their balloons, the further their object would launch. Children practiced problem solving skills and came up with creative solutions for their balloons not initially fitting around the larger cups.

El Camino High School Community Wellness Resource Fair



Students stopped by the Parks and Recreation table to learn about the programs offered.

The Parks and Recreation Department was invited to participate at the El Camino High School Community Wellness Resource Fair on Friday, September from 10:00 a.m. to 12:00 p.m.

Staff brought flyers and materials highlighting the Department's programs geared towards teens and high school students. The booth received a great deal of interest, not only from students, but also from staff and faculty, particularly around the upcoming Thanksgiving Fun Run on Saturday, November 22. In addition, several high school students showed interest in current job postings on CalOpps, exploring opportunities in gaining valuable work experience

Festa Italiana

The Parks and Recreation Department participated at Festa Italiana on Sunday, September 14 from 11:00 a.m. to 6:00 p.m. In addition to providing general event and logistical support during and leading up to the event, staff hosted a resource table with informational flyers highlighting a variety of Parks and Recreation programs designed for community members of all ages. The booth drew strong interest, particularly from families, with many attendees inquiring about upcoming programs and opportunities.



Parks & Recreation resource table at Festa Italiana.

All Souls Night Market and Festival



*Outreach table at All Souls Night
Market and Festival*

Parks and Recreation staff participated in the All Souls Night Market and Festival weekend, held from Friday, September 26 through Sunday, September 28. Throughout the event, staff engaged with numerous community members, distributing giveaways and sharing information. Many families inquired about upcoming Parks and Recreation programs, services, and events, highlighting strong community interest and connection to our programs and services.

Senior Services Program

New Classes

The Senior Services team has added multiple new drop-in classes at the Roberta Cerri Teglia Center and the Alice Peña Bulos Community Center. After receiving feedback from participants, the Senior Services team worked closely with one of their instructors, Monica Gutierrez, to add more fitness and exercise classes to keep the body moving, build strength, improve balance, and focus on enhancing quality of life. Stand Tall Yoga, Indoor Jogging/Walking, Seated Pilates, Stand Strong Cardio, Seated Weights, Full Body Workout, Hula, and Yoga are some of the new classes that were added. Staff is excited to see how these new classes are received by participants and are looking forward to offering more classes to help improve the health of the older population in South San Francisco.



*Seniors learning how to
make leis.*

On Tuesday, September 9, Rhoda Chew, a volunteer instructor, led a class on how to make satin ribbon leis at the Teglia Center. Nine participants enjoyed learning how to craft the leis themselves. Making the leis involves a lot of fine motor skills, patience, and concentration. Students are all looking forward to more of Rhoda's crafting classes in the future.

Cultural Arts Commission

"Past, Present, Future" Celebrating Indigenous Culture – Extended Exhibit Period

The South San Francisco Cultural Arts Commission presented an art exhibition titled, " Past, Present, Future," which opened on October 3 and 4. Approximately 35 visual artworks are on an extended exhibition through October 31. The juried exhibit explores the theme of the artist's heritage and life experiences, shaping their future hopes and promoting interconnectedness across cultures.

The gallery hours run from 10:00 a.m. to 5:00 p.m., Monday through Friday, beginning October 6 through 31. Special evening viewing takes place on Tuesday, October 28, with the gallery open from 10:00 a.m. to 8:00 p.m. The exhibition takes place at the Library | Parks and Recreation Center (LPR), 3rd floor Gallery Room. Admission is free. The Gallery Room will be closed on Monday, October 13. Information is available on the South San Francisco [Parks and Recreation Department Events page](#) and www.ssf.net/culturalarts.

Public Art Updates

Aquatics Center Mural Update

The South San Francisco Aquatic Center will feature a public art mural prominently in the lobby. The project has been advancing through the City's public art procurement process, which includes artist outreach, review, and community engagement.

Steps Completed:

- A Request for Qualification (RFQ) was released earlier in May 2025.
- Submissions were reviewed by City staff and consultants for eligibility (92 total submissions were received).
- The artist advisory group reviewed the vetted portfolios and recommended four finalists to be shortlisted:
 - [Angelina Duckett](#)
 - [Crystal and Cameron Moberg \(Talking Walls\)](#)
 - [Elena Manferdini](#)
 - [Rachel Rodi](#)
- The four finalists developed concept proposals for the Aquatic Center Mural and presented them to the Public Art Subcommittee of the Cultural Arts Commission.
- At the Concert in the Park on Saturday, September 20, concepts were revealed to the community. In addition to having the opportunity to learn about the proposed designs firsthand from some of the artists, community members also had the opportunity to vote for the concept they would most like to see as the mural for the new Aquatics Center.

- Following the Concert in the Park, the four concepts were posted at Orange Pool for patrons and community members to view and provide input on their favored design. In addition, the online poll was advertised and opened to the public for two weeks, closing October 3.

Next Steps

- City staff will work with the Public Art Subcommittee of the Cultural Arts Commission to review community feedback and additional criteria and make a final recommendation for consideration and approval by the Cultural Arts Commission at the October 28 regular Cultural Arts Commission meeting.
- Updates will continue to be posted on the projects website: www.ssf.net/parkprojects.

New Park at Linden and Pine Art Mosaic Components

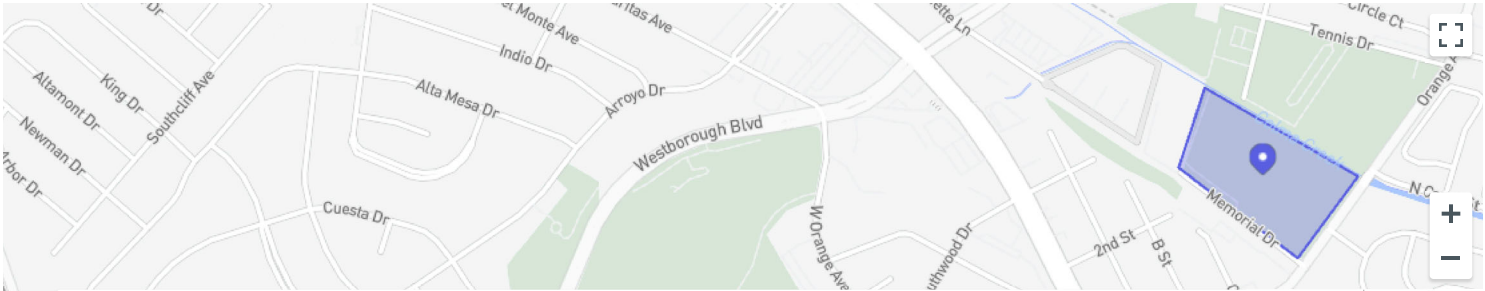
The new park at Linden and Pine will integrate a cohesive suite of site-specific mosaic artworks consisting of four columns, ground inlay, and a playground sculpture. The project has been advancing through the City's public art procurement process, which includes artist outreach, review, and community engagement.

Steps Completed:

- A Request for Qualification (RFQ) was released in June 2025.
- Submissions were reviewed by City staff and consultants for eligibility (34 total submissions were received).
- The artist advisory group reviewed the vetted portfolios and recommended finalists to be shortlisted:
 - [Colette Crutcher and Aileen Barr](#)
 - [J Muzacz](#)
 - [Ene Osteraas-Constable and Scott Constable \(WOWHAUS\)](#)
 - [Alex Proba](#)
 - A fifth finalist did not create her proposal within the deadline.
- Four of the five finalists shortlisted developed concept proposals for the mosaic artworks and presented them to the Public Art Subcommittee of the Cultural Arts Commission.
- On Saturday, October 4, the four artists revealed their three-part concepts to the community. In addition to having the opportunity to learn about the proposed designs firsthand from the artists, community members were able to provide input on their preferred design selection for the future park.
- Following the community pop-up event on October 4, the poll highlighting the four concepts remained open online for community members to vote on through the closing on Friday, October 17. Signage was also placed in the kiosks around the 700 Linden site.

Next Steps

- City staff will work with the Public Art Subcommittee of the Cultural Arts Commission to review community feedback and additional criteria and make a final recommendation for consideration and approval by the Cultural Arts Commission at the November 25 regular Cultural Arts Commission meeting.
- Updates will continue to be posted on the projects website: www.ssf.net/parkprojects.



Concert In The Park

851 Memorial Drive, South San Francisco, CA 94080

Sep 20 - Sep 20, 2025

Over 10 Min

Add Filter



Concert In The Park is a custom POI and only available for your account.

[Learn More](#)

Metrics ?

Concert In The Park
Memorial Drive, South San Francisco, CA



Visits	6.4K	Avg. Dwell Time	110 Min
Visits / sq ft	0.01	Panel Visits	192
Size - sq ft	451.1K	Visits YoY	+1,992.6%
Visitors	6.4K	Visits Yo2Y	+2,010.4%
Visit Frequency	--	Visits Yo3Y	+3,477%

Visits Trend ?

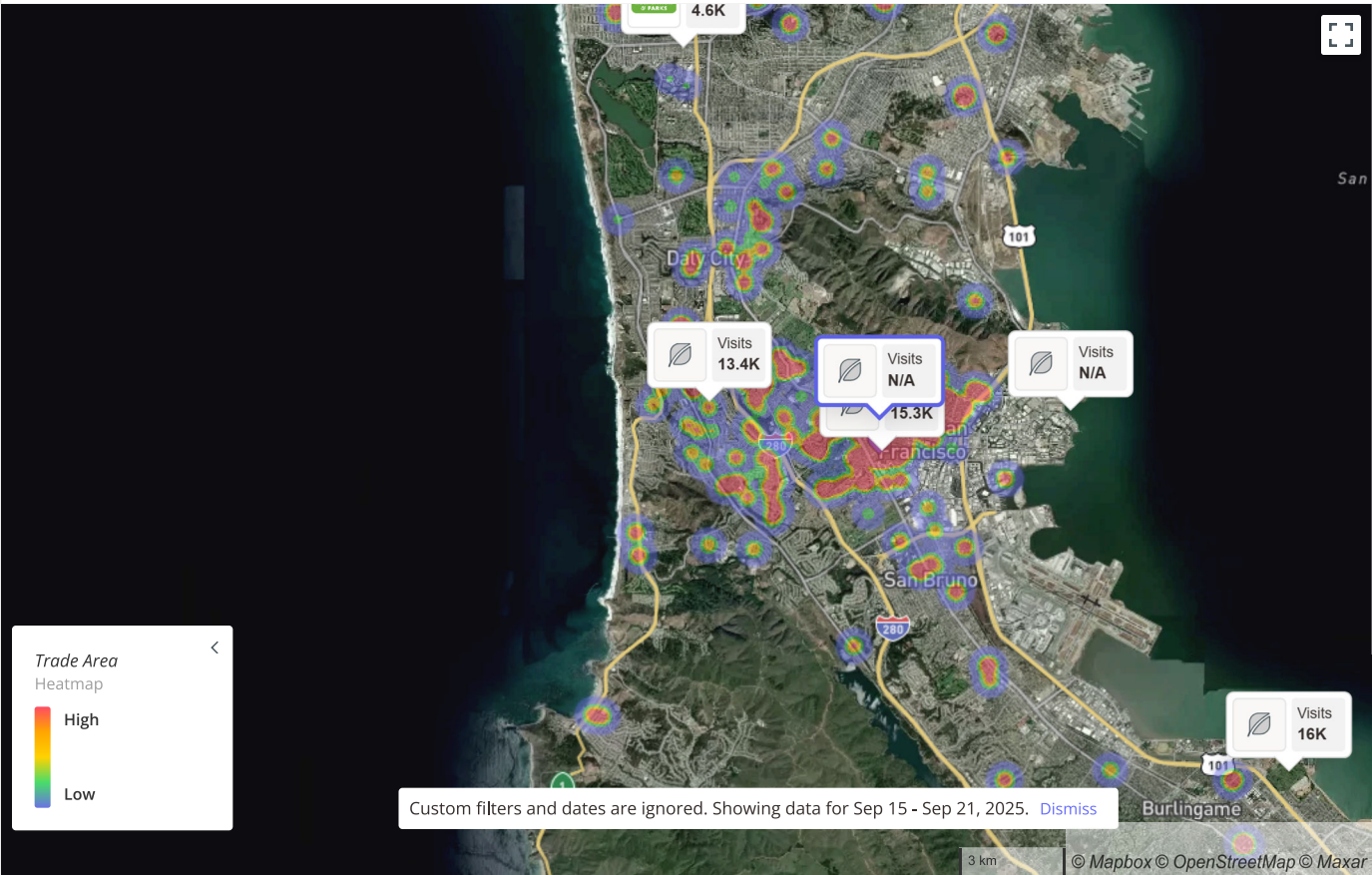
Concert In The Park
Memorial Drive, South San Francisco, CA

Metric: Aggregation: Annual Summary
Visits Weekly



Insufficient data for a trend view
Try selecting a longer time period for the report

Market Landscape ?

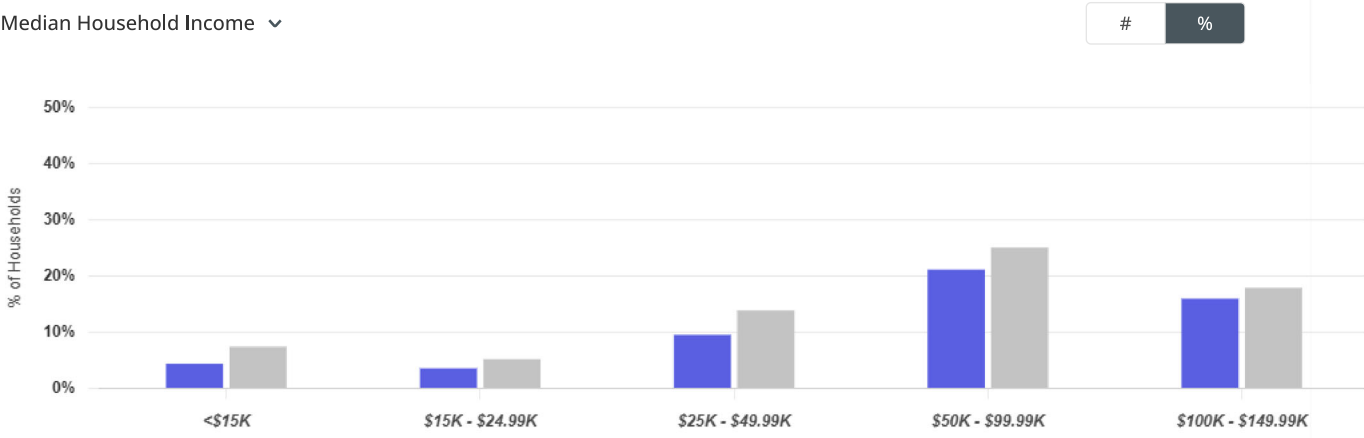


Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

Audience Overview ?

Concert In The Park Memorial Drive, South San Francisco, CA	Dataset: Census 2023	View: Potential Market	Compare to: California	
Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity
Concert In The Park Memorial Drive, South San Fr...	132K	38.1	41.5	Asian (42.1%)
California	96.7K	36.5	37.1	Hispanic or Latino

Median Household Income



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

Ranking Overview ?

Concert In The Park Memorial Drive, South San Francisco, CA	Benchmark: Category: Nature & Landmarks	Metric: Visits
Nationwide 1,556* / 13,546 View List 88%	California 227* / 1,655 View List 86%	Local: 15mi 24* / 70 View List 67%

* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Aug 1st, 2025 - Aug 31st, 2025

Favorite Places ?

Concert In The Park

Memorial Drive, South San Francisco, CA

Category:

All Categories ▾

Min. Visits

1

Rank	Name	Distance
1	 Centennial Dog Park 35 W Orange Ave, South San Francisco, CA 94080	0.2 mi
2	 Bob Brian Field South San Francisco, CA, United States	0 mi
3	 Great America South San Francisco, CA, United States	0.1 mi
4	 Serramonte Center 3 Serramonte Center, Daly City, CA 94015	2.6 mi
5	 San Bruno Towne Center 1340 El Camino Real, San Bruno, CA 94066	1 mi
6	 Orange Park Farmer's Market!! South San Francisco, CA, United States	0.1 mi
7	 Orange Park Memorial Pool 781 Tennis Dr, South San Francisco, CA 94080	0.2 mi
8	 Bridgepointe Shopping Center 3000 Bridgepointe Pkwy, San Mateo, CA 94404	10.2 mi
9	 Trader Joe's 301 Mclellan Dr, South San Francisco, CA 94080	1.3 mi
10	 Serra Shopping Center 4915-4945 Junipero Serra Blvd, Colma, CA 94014	2.5 mi

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Visitor Journey ?

Concert In The Park

Memorial Drive, South San Francisco, CA

Show by:

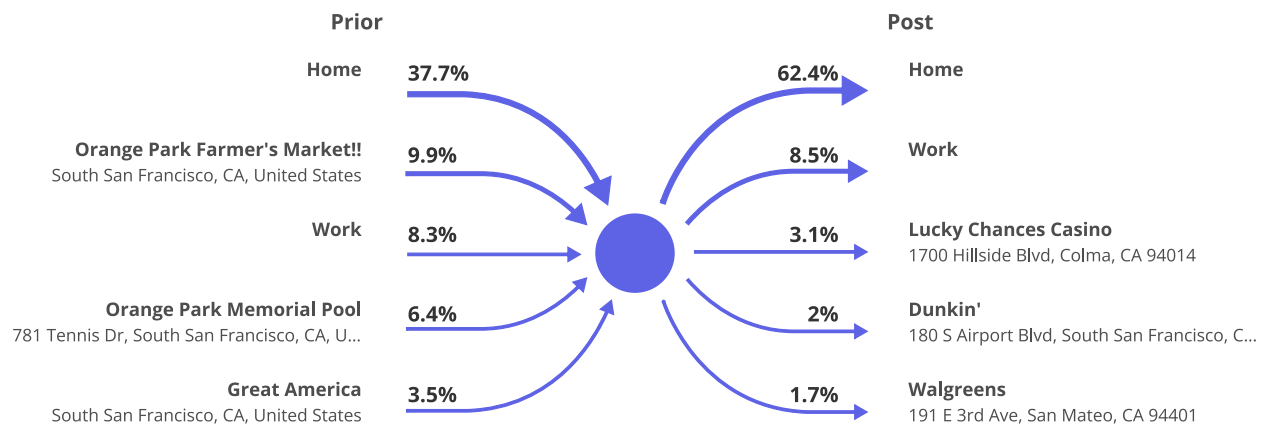
Location

Category

Category Group

Show Home/Work:

☒ On

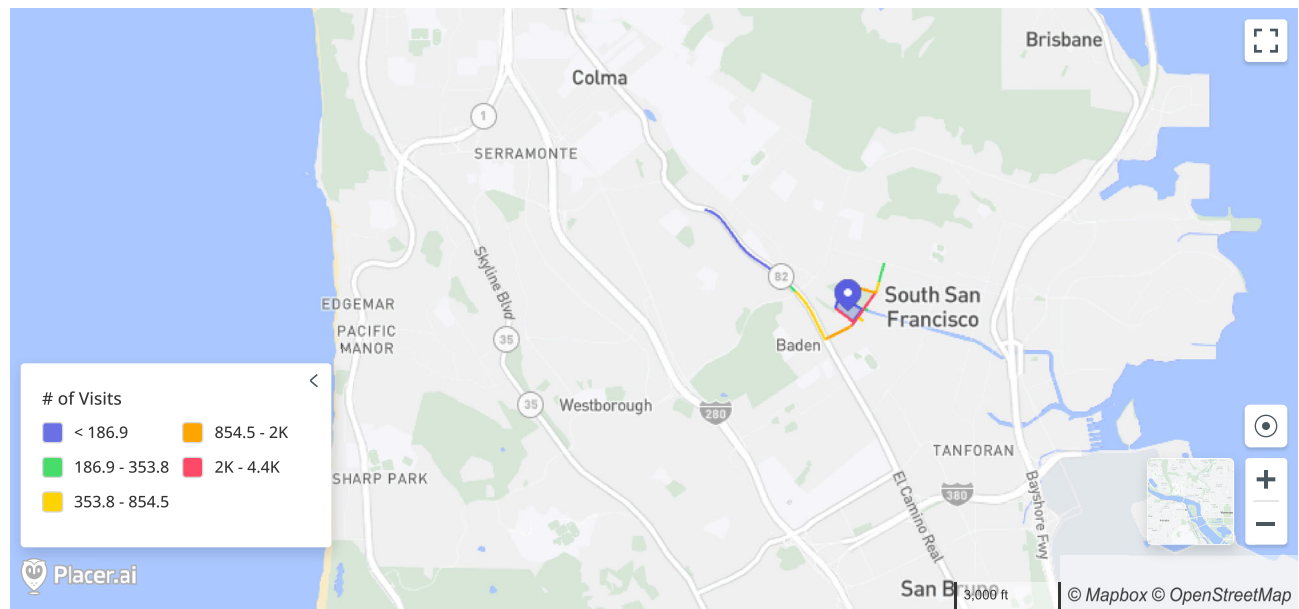


Visitor Journey - Routes ?

Concert In The Park
Memorial Drive, South San Francisco, CA

Journey Direction:
To Property From Property

ⓘ To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn More](#) [Dismiss](#)



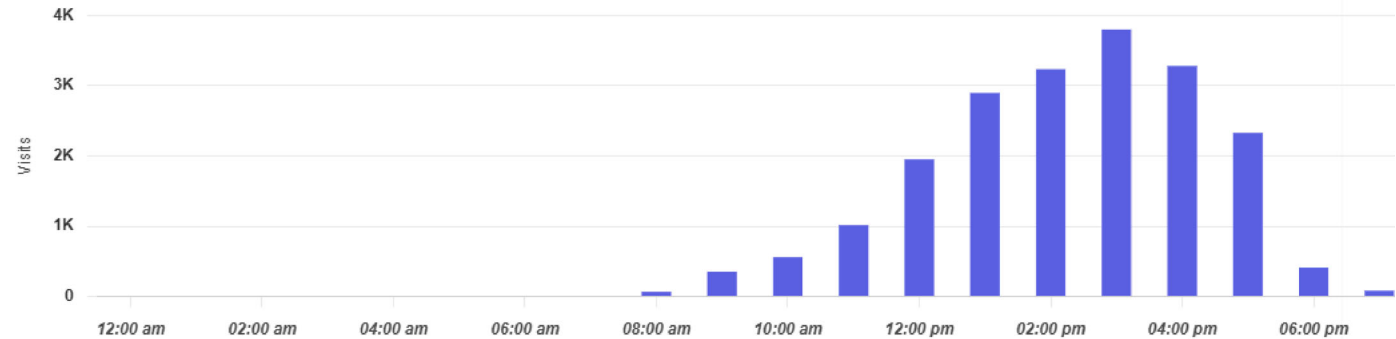
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits ?

Concert In The Park
Memorial Drive, South San Francisco, CA

Metric:
Visits ▾

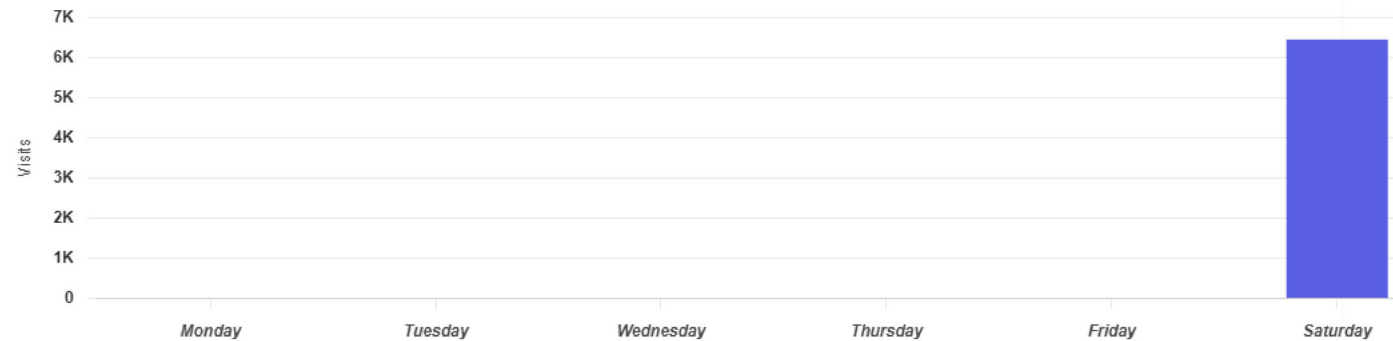
▾



Daily Visits ?

Concert In The Park
Memorial Drive, South San Francisco, CA

Metric:
Visits ▾



Visit Duration ?

Concert In The Park
Memorial Drive, South San Francisco, CA

Metric:
Visits

