

November 14, 2012

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
November 27, 2012

**Department of Community Resources
Activity Report for October 2012**

The Department of Community Resources has been involved in the following activities for the month of October 2012:

RECREATION PROGRAMMING:

Registration for fall/winter classes and recreation programs continued steadily throughout the month of October.

SENIOR ACTIVITY CENTER "HERMOSA FIVE-O" HIGHLIGHTS:

On Saturday, October 27th the Hermosa Five-O Senior Activity Center held its annual Halloween Party. A Costume Contest was held with prizes for 1st, 2nd, and 3rd place. Games such as Halloween themed charades and Texas Hold'em were played. Attendees were treated to dinner; salad and pizza, and cookies for dessert. Visit the City website at www.hermosabch.org for upcoming Hermosa Five-O news and events.

EXCURSION HIGHLIGHTS:

On Friday, October 26th, the Wine Country Excursion was held. The trip was sold out with a total of 47 in attendance. The day started off with Olive Oil Tasting in Old Town Temecula, and then it was off to the Leonesse Wine Cellars for lunch in the Barrel Room followed with a wine tasting.

SPECIAL EVENTS:

Hermosa Beach Triathlon

The 20th Annual Hermosa Beach Triathlon was held October 7th and featured a ¼ mile swim on the south side of the pier, a 10-mile bike ride, and a 3-mile run ending on the north side of the Pier. The transition area was on Pier Plaza, and the event filled to capacity with 1,000 people registered. It was a beautiful day and the event was well received by the public.

Pumpkins in the Park

This annual event, held at Edith Rodaway Park, was highly popular as it was attended by approximately 150 families on Saturday, October 20th. Children came dressed in their Halloween costumes and enjoyed a Halloween-themed marionette show from Franklin Haynes Marionettes. Children were able to enjoy crafts, pumpkin painting, pictures with friends and family, and hot dogs and other snacks, provided by Friends of the Parks. Many children were able to take their pumpkin home as a souvenir from the fun afternoon.

Skechers Pier to Pier Friendship Walk

The Pier to Pier Friendship Walk, a community event to benefit local schools and the Friendship Circle, was held October 28th. The event is a pass through along the Strand beginning and ending at the Manhattan Beach pier.

Subaru Hermosa Beach Open International Beach Tennis

The first annual Hermosa Beach Open Beach Tennis was held over three days on October 26-28, 2012. This is the biggest beach tennis tournament in the western United States attracting the world's best players from more than 10 countries.

FACILITY RENTALS:

COMMUNITY THEATRE EVENTS

DATE(S)	GROUP NAME	SHOW TITLE	SHOW DESCRIPTION	AVERAGE AUDIENCE
Fees Charged				
October 1	Kala Koa Entertainment	Flamenco Guitarist Diego Del Morao	Flamenco Dancing	250
October 5-6	Muzuho Sato	A mi Tierra Querida	Flamenco Dancing Student Show	275
October 15	Scientia	Reel Rock Tour	Film Screening	340
October 17, 20-21, 24, 27-28, & 31	Family Theatre, Inc.	Little Mermaid	Youth Musical Theatre	75
October 20-21	The Glass House	The Great Glass Pumpkin Patch	Art Show	100
Fees Waived				
October 7, 10 & 14	Family Theatre Inc.	Fall Show	Youth Musical Theatre Rehearsals	75

2ND STORY THEATRE EVENTS

DATE(S)	GROUP NAME/CONTACT	SHOW TITLE	SHOW DESCRIPTION	AVERAGE ATTENDANCE	TOTAL HOURS
Fees Charged					
October 1, 8, 15 & 22	Anne Hulegard	Acting Classes	Acting Classes	20	12
October 6	Agent Chill Entertainment	Acoustic Night	Acoustic Show	50	4
October 25-29	D&M Screen Play LLC	The Gin Game	Play	45	15
Fees Waived					
October 3	Councilmember DiVirgilio	Making HB A Better Place to Live	Seminar/Meeting	75	3
October 4, 11, 18, & 25	Puttin' On Productions	Little Mermaid	Contract Class	50	6
October 10	Sandpiper Juniors	Meeting	Meeting	75	3
October 13	April's Fools	April's Fools Improv.	Improvisation	50	3
October 24	Mayor Duclos	PCH Bridge Community Meeting	Community Meeting	60	3

COMMUNITY CENTER ROOMS

132.75 hours	Private Rentals – Rooms 5, 7, 9 & 10
109.75 hours	City Contract Classes – Rooms 4, 5, 9 & 10
352.5 hours	City of Hermosa P.A.R.K. After School Program
45.75 hours	Community Groups – NO CHARGE (Easter Seals, Friends of the Parks, HB School District, HB Chamber of Commerce, HB Sister City Association, HB Youth Basketball, Hermosa Arts Foundation, etc.)

Lease Agreements	
(not available for rent)	ARC – Rooms 15, 16 & 17
(not available for rent)	Easter Seals – Room 14
(not available for rent)	Project Touch – Room 11b

Senior Activity Center

148 hours	Classes and Events
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SKATE TRACK

8 hours	City Contract Classes
164 hours	Public Skate Hours

COMMUNITY CENTER GYMNASIUM

98.5 hours	Private Rentals
54.5 hours	City Contract Classes
36 hours	City of Hermosa Beach Fire Department
10 hours	City of Hermosa Beach P.A.R.K. After School Program
56 hours	Community Groups – NO CHARGE (Association of Retarded Citizens, Easter Seals, HB Youth Basketball, Project Touch)

COMMUNITY CENTER TENNIS COURTS

213 hours	Private Instructor Rentals
94 hours	Resident Reservations
35 hours	City Contract Classes
21 hours	Hermosa Five-O Senior Activity Center Tennis
	*Public court use outside of reserved time is first come first serve.

CLARK COMPLEX

Clark Building	
60.75 hours	Private Rentals
39.5 hours	Community Groups – NO CHARGE (HB Community Garden, HB Garden Club, HB Woman's Club)
Ball Field	
42 hours	Hermosa Beach Little League
36 hours	City Contract Classes
Soccer Field	
97 hours	American Youth Soccer Organization
Kelley Tennis Courts	
9 hours	City Contract Classes

SOUTH PARK

16 hours	Park Reservations
South Park Room	
352.5 hours	P.A.R.K. After School Program
Field	
24 hours	City Contract Classes
48 hours	Beach Cities Sports
18 hours	United States Youth Volleyball League

VALLEY PARK

30 hours	City Contract Classes
190 hours	Park Reservations
82 hours	American Youth Soccer Organization

Fire Pit	
12 hours	Park Reservations

EDITH RODAWAY PARK

4 hours	City Contract Classes
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NORTH SIDE – HERMOSA BEACH PIER

Volleyball Courts	
2 hours	City Contract Classes

SOUTH SIDE – HERMOSA BEACH PIER

Volleyball Courts	
54 hours	City Contract Classes

UPCOMING EVENTS

- Dec. 6 Tree Lighting
- Dec. 8 Sand Snowman Contest
- Dec. 14 Excursion - White House Christmas at the Ronald Reagan Library – **Sold out**
- Dec. 31 Chamber of Commerce New Year’s Celebration on Plaza
- Jan. 26 Excursion - Morongo Casino with a Buffet Lunch
- Feb. 23 Excursion – Hollywood In Style

DEPARTMENT REVENUE FOR October, 2012

Current Month	This Month Last Fiscal Year	Current Year To Date	Last Year To Date
\$53,473 ↑\$13,000	\$40,515	\$580,923 ↑100,000	\$480,142

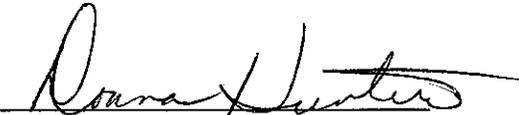
Revenue FY 2012-2013 for 33% of the Fiscal Year is:

\$580,923 or 68% of the projected figure of \$852,150.

Expenditures FY 2012-2013 for 33% of the Fiscal Year is:

\$333,722 or 33% of the projected figure of \$1,027,676.

Respectfully submitted,


 Donna Hunter
 Administrative Assistant

Noted:

 Tom Bakaly
 City Manager

**Department of Community Resources
Donations 2011-2012**

Date	Amount Value	Donor	Allocation
01.04.11	90.00	Citizens	Hermosa Five-O Senior Center
02.01.11	25.00	Lily Anderson	Hermosa Five-O Senior Center
02.17.11	50.00	Teri Davidson	Hermosa Five-O Senior Center
03.29.11	50.00	Citizens	Hermosa Five-O Senior Center
05.03.11	6,440.00	AYSO Region 18	Youth Programs
05.09.11	10,000.00	Chevron Products Co.	Chevron Surf Camp
05.09.11	500.00	SB Shakespeare Club	Hermosa Five-O Senior Center
05.12.11	500.00	Woman's Club	Hermosa Five-O Senior Center
05.12.11	100.00	Citizens	Hermosa Five-O Senior Center
05.12.11	50.00	Anne Sullivan	Hermosa Five-O Senior Center
05.23.11	135.00	Citizens	Hermosa Five-O Senior Center
05.23.11	50.00	Ursula White	Hermosa Five-O Senior Center
06.06.11	100.00	Dolly Johnson	Hermosa Five-O Senior Center
06.06.11	100.00	Janice Brittain	Hermosa Five-O Senior Center
06.06.11	100.00	Mercedes Foster	Hermosa Five-O Senior Center
06.20.11	210.00	Citizens	Hermosa Five-O Senior Center
08.31.11	280.00	Citizens	Hermosa Five-O Senior Center
09.14.11	745.00	Citizens	Hermosa Five-O Senior Center
10.14.11	475.00	Citizens	Hermosa Five-O Sr. Ping Pong Table
10.19.11	280.00	Citizens	Hermosa Five-O Senior Center
10.27.11	95.00	Citizens	Hermosa Five-O Senior Center
11.08.11	100.00	Richard and Lois Tuey	Hermosa Five-O Sr. Ping Pong Table
02.07.12	258.00	Citizens	Hermosa Five-O Senior Center
03.12.12	201.00	Citizens	Hermosa Five-O Senior Center
04.09.12	10,000.00	Chevron Products Co.	Chevron Surf Camp
05.08.12	821.00	Citizens	Hermosa Five-O Senior Center
06.11.12	993.00	Citizens	Hermosa Five-O Senior Center
06.18.12	85.00	Citizens	Hermosa Five-O Senior Center
11/12 Fiscal Year Total:	\$32,833.00		

**Department of Community Resources
Donations 2012-2013**

Date	Amount Value	Donor	Allocation
07.23.12	1,200.00	Citizens	Hermosa Five-O Senior Center
08.27.12	588.50	Citizens	Hermosa Five-O Senior Center
09.17.12	472.00	Citizens	Hermosa Five-O Senior Center
10.30.12	120.00	Citizens	Hermosa Five-O Senior Center
11/12 Fiscal Year Total:	\$2,380.50		