

May 15, 2013

Honorable Mayor and Members
of the City Council

Regular Meeting of
May 28, 2013

**Department of Community Resources
Activity Report for April 2013**

The Department of Community Resources has been involved in the following activities for the month of April 2013:

RECREATION PROGRAMMING:

Excursion Highlights

On Sunday, May 5th, a sold out excursion was held to visit Carlsbad. The first stop of the day was the Carlsbad Village Street Faire, which provided over 800 vendors selling clothes, accessories, art, plants, antiques, home décor, food and more! After the faire, the group headed to the Carlsbad Premium Outlets for some free time shopping at any of the 90 outlet stores available.

April Hermosa Five-O Senior Activity Center Highlights

A new class, Wing Chun Kung Fu, was added to the Hermosa Five-O Calendar after a positive introduction class. The class focuses on self-defense tactics for all skill levels.

The Metro/County of Los Angeles provided a presentation to Hermosa Five-O Tuesday, April 9th regarding their new Riders Club. Their new program plays a large role in helping older adults stay mobile, presenting the benefits of public transit and familiarizing them with local transportation options. Some of the Hermosa Five-O members stepped up to act as leaders, also known "travel buddies," to be trained on navigating bus and rail transit to help their peers.

On Sunday, April 14th, a Tea Party was held at the Hermosa Five-O Senior Activity Center with 12 attendees. The group enjoyed a continental breakfast, tea, and a movie; *Tim Burton's Alice in Wonderland*.

FACILITY RENTALS:

COMMUNITY THEATRE EVENTS

DATE(S)	GROUP NAME	SHOW TITLE	SHOW DESCRIPTION	AVERAGE AUDIENCE
Fees Charged				
April 6	South Bay Coastliners	Harmony Sweepstakes Contest 2013	A Cappella Singing Contest	400
April 24-26	Sandpiper Juniors	Fashion Show 2013	Fashion Show/Fundraiser	500
Fees Waived				
April 5	HB Historical Society	Surf Film Festival	Surfer's Walk of Fame Film Festival	500
April 7 & 27-30	Family Theatre Inc.	Once Upon a Mattress	Youth Musical Theater Rehearsals & Performances	200
April 15-21	Puttin' On Productions	Godspell	Youth Musical Theatre	100

2ND STORY THEATRE EVENTS

DATE(S)	GROUP NAME/CONTACT	SHOW TITLE	SHOW DESCRIPTION	AVERAGE ATTENDANCE	TOTAL HOURS
Fees Charged					
April 10, 17 & 24	Family Theatre	Rehearsals	Rehearsals	35	4.5
April 15 & 22	Anne Hulegard	Acting Classes	Acting Classes	15	6
April 13	Surf City Theatre	Auditions	Auditions	5	2
Fees Waived					
April 2 & 4	Family Theatre	Spring Theatre Camp	Contract Class/Camp	5	13
April 6	April's Fools	April's Fools Improv.	Improvisation	30	3
April 11, 18 & 25	Puttin' On Productions	Seussical Jr.	Contract Class	50	4.5
April 16	Sandpiper Juniors	Meeting	Meeting	75	3
April 20	Jump Start Comedy Improv.	Comedy Improv.	Comedy Improv.	40	2

COMMUNITY CENTER ROOMS

132 hours	Private Rentals – Rooms 4, 5, 9 & 10
185.75 hours	City Contract Classes – Rooms 4, 5, 9 & 10
71 hours	City of Hermosa P.A.R.K. After School Program – Room 7
39.5 hours	Community Groups – NO CHARGE (Easter Seals, Friends of the Parks, HB Chamber of Commerce, HB Little League, HB Sister City Association, Hermosa Arts Foundation, Hermosa Valley School)
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 (Kitchen & Living Area)

157 hours	Classes and Events
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SKATE TRACK

4 hours	City Contract Classes
	*Public skate hours are 12-7pm daily

COMMUNITY CENTER GYMNASIUM

54.5 hours	Private Rentals
32.25 hours	City Contract Classes
7.5 hours	P.A.R.K. After School Program
13.5 hours	Community Groups – NO CHARGE (Association of Retarded Citizens, Easter Seals, Project Touch)

COMMUNITY CENTER TENNIS COURTS

137 hours	Private Instructor Rentals
53 hours	Resident Reservations
59.5 hours	City Contract Classes
19.5 hours	Hermosa Five-O Senior Activity Center Tennis
	*Public court use outside of reserved time is first come first serve.

CLARK COMPLEX

Clark Building	
63.5 hours	Private Rentals
41.25 hours	Community Groups – NO CHARGE (HB Blood Drive, HB Valley School, HB Woman's Club, Women of Distinction)
Ball Diamonds	
212 hours	Hermosa Beach Little League
12 hours	City Contract Classes

SOUTH PARK

South Park Room	
71 hours	P.A.R.K. After School Program
Field	
54 hours	Beach Cities Sports
14 hours	United States Youth Volleyball League

VALLEY PARK

18 hours	City Contract Classes
72 hours	Park Reservations

EDITH RODAWAY PARK

12 hours	City Contract Classes
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HERMOSA BEACH

3.5 hours	City Contract Classes
Volleyball Courts	
120.5 hours	City Contract Classes

MAY EVENTS:

May 5	Endless Summer Car Show
May 4-5	Beach Tennis Tournament
May 11	USA Volleyball High Performance Tryouts
May 18	Garden Club's Annual Plant Sale
May 24	Return to the Pier Paddleboard
May 24-26	CBVA Volleyball Tournament
May 25-27	Fiesta Hermosa

SPRING EXCURSIONS

Sunday, May 5th, 2013: Carlsbad Village Street Faire & Carlsbad Premium Outlets
 Friday, June 7th, 2013: Stone Brewing Co. & Valley View Casino

UPCOMING SUMMER EXCURSIONS

Saturday, July 27th, 2013: Salsa Festival
 Friday, August 16th, 2013: Pageant of the Masters
 Friday, September 6th, 2013: Catalina

DEPARTMENT REVENUE AS OF APRIL 2013

Current Year	Last Year	Increase
to Date	to Date	
\$925,602.67	\$784,205.59	\$141,397.08 (↑15%)

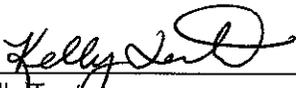
FILM PERMITS

Date of Permit	Company	Type of Filming	Revenue
April 3	Easy Reader Newspaper	Still Photo Shoot – Pier Stunt	\$400
April 9	John Russo Photography	Still Photo with Maria Sharipova	\$400
April 9-11	Octane Rich Media	Casting Sessions on Pier Plaza	\$3485
April 21	Zero Point Zero	Travel Show/Interviews	\$1833

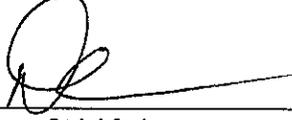
**Department of Community Resources
Donations 2012-2013**

Date	Amount Value	Donor	Allocation
07.23.12	1,200.00	Citizens	Hermosa Five-O Senior Activity Center
08.27.12	588.50	Citizens	Hermosa Five-O Senior Activity Center
09.17.12	472.00	Citizens	Hermosa Five-O Senior Activity Center
10.30.12	120.00	Citizens	Hermosa Five-O Senior Activity Center
11.30.12	348.00	Citizens	Hermosa Five-O Senior Activity Center
12.30.12	\$247.00	Citizens	Hermosa Five-O Senior Activity Center
01.31.13	\$117.00	Citizens	Hermosa Five-O Senior Activity Center
02.19.13	\$119.00	Citizens	Hermosa Five-O Senior Activity Center
02.28.13	\$135.00	Citizens	Hermosa Five-O Senior Activity Center
03.13.13	\$111.00	Citizens	Hermosa Five-O Senior Activity Center
04.03.13	\$245.00	Citizens	Hermosa Five-O Senior Activity Center
04.03.13	\$75.25	Citizens	Hermosa Five-O Senior Activity Center
04.17.13	\$84.00	Citizens	Hermosa Five-O Senior Activity Center
12/13 Fiscal Year Total:	\$3,861.75		

Respectfully submitted,


 Kelly Teeter
 Senior Recreation Supervisor

Concur


 Diane Strickfaden
 Assistant to the City Manager