

June 17, 2013

Honorable Mayor and Members  
of the City Council

Regular Meeting of  
June 25, 2013

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

The Department of Community Resources has been involved in the following activities for the month of May 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.

**May Hermosa Five-O Senior Activity Center Highlights**

The Senior Activity Center programmed 188.75 hours of activities for Hermosa Five-O'ers throughout the month of May resulting in \$232.50 from Class Instructor Room Rental Fees, and \$1,237.00 in event donations, merchandise sales, and memberships.

Hermosa Five-O Member, David Lombard, started a new computer class, "Getting in Harmony with your Technology." Registrants are provided with hands on learning experience using software, the internet browser, e-mail, social networking, digital photos, e-books, PDF files, and also apple iPhone help.

On Friday, May 24th the Hermosa Five-O Senior Activity Center celebrated its 3 year anniversary holding an open house from 5-7pm. Over 50 people attended the event, which included light refreshments, class introductions, a raffle, and a performance by the Free to Be Me Drum Circle. The event drew in over \$100 for the center in t-shirt sales, raffle ticket sales, and new membership sign-ups.

**FACILITY USAGE:**

**COMMUNITY THEATRE EVENTS**

DATE(S)	GROUP NAME	SHOW TITLE	SHOW DESCRIPTION	AVERAGE AUDIENCE	TOTAL HOURS
<b>Fees Charged</b>					
<b>Fees Waived</b>					
May 1-6	Family Theatre Inc.	Once Upon a Mattress	Youth Musical Theater Rehearsals & Performances	200	53
May 13-19	Puttin' On Productions	Seussical Jr.	Youth Musical Theatre	200	48
May 20-27	Starlight Productions	Hairspray	Young Adult Musical Theatre	175	71
May 28-30	Family Theatre, Inc.	HB Talent Show	Youth Talent Show	150	13

**2<sup>ND</sup> STORY THEATRE EVENTS**

DATE(S)	GROUP NAME/CONTACT	SHOW TITLE	SHOW DESCRIPTION	AVERAGE ATTENDANCE	TOTAL HOURS
<b>Fees Charged</b>					
May 4	Private	Samuel Brown Memorial Service	Memorial Service	75	2
May 6, 13, & 20	Anne Hulegard	Acting Classes	Acting Classes	15	9
May 18	Julie Martin	Jump Start Comedy Improv.	Improv. Show	30	2.5
<b>Fees Waived</b>					
May 2, 9, 16, 23, & 30	Puttin' On Productions	Seussical Jr.	Contract Class	50	6
May 4	April's Fools	April's Fools Improv.	Improvisation	30	3
May 29	Sandpiper Juniors	Meeting	Meeting	75	3

**COMMUNITY CENTER ROOMS 4, 5, 7, 9 & 10**

Hours	Rental Type	Revenue
129	Private	\$2,995.00
129.75	City Contract Classes	70/30
97	P.A.R.K. After School Program	Seasonal

**SKATE TRACK**

**\*Public skate hours are 12-7pm daily**

**COMMUNITY CENTER GYMNASIUM**

Hours	Rental Type	Revenue
71.5	Private	\$4,000.00
11	Community Groups <i>Easter Seals, Project Touch</i>	Per Lease Agreement
50.75	City Contract Classes	70/30
13.5	P.A.R.K. After School Program	Seasonal

**COMMUNITY CENTER TENNIS COURTS**

Hours	Rental Type	Revenue
148	Private Instructor Rentals	\$1,101.50
71.5	Resident Reservations	\$357.50
55.5	City Contract Classes	70/30

**\*Public court use outside of reserved time is first come first serve.**

**CLARK COMPLEX**

**CLARK BUILDING**

Hours	Rental Type	Revenue
64.75	Private Rentals	\$1,762.50

**BALL DIAMONDS**

211	Hermosa Beach Little League	\$2,850.00
28	City Contract Classes	70/30

**SOUTH PARK**

FIELD		
Hours	Rental Type	Revenue
48 hours	Beach Cities Sports	\$510
16 hours	United States Youth Volleyball	\$160
18 hours	Contract Classes	70/30
ROOM		
97	P.A.R.K. After School Program	Seasonal

**VALLEY PARK**

Hours	Rental Type	Revenue
78	Park Reservations	\$785.00
20	City Contract Classes	70/30

**EDITH RODAWAY PARK**

Hours	Rental Type	Revenue
6 hours	City Contract Classes	70/30

**HERMOSA BEACH**

Hours	Rental Type	Revenue
7.5	City Contract Classes	70/30

**VOLLEYBALL COURTS**

109.25	City Contract Classes	70/30
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**MAY SPECIAL EVENTS:**

DATE	EVENT
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**

Friday, June 7<sup>th</sup>, 2013: Stone Brewing Co. & Valley View Casino

**UPCOMING SUMMER EXCURSIONS**

Saturday, July 27<sup>th</sup>, 2013: Salsa Festival

Friday, August 16<sup>th</sup>, 2013: Pageant of the Masters

Friday, September 6<sup>th</sup>, 2013: Catalina

**DEPARTMENT REVENUE AS OF APRIL 2013**

Current Year to Date	Last Year to Date	Increase
\$906,655.46	\$785,771.14	\$120,884.32 (↑15%)

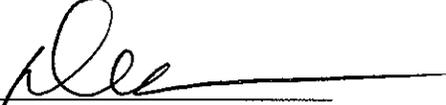
**FILM PERMITS**

Date of Permit	Company	Type of Filming	Revenue
May 6	Rayon Vert Productions	Interior/Exterior Filming	\$1833
May 21	Smart Dog/Valencia Productions	"Chef Wanted"	\$11,494
		<b>TOTAL</b>	<b>\$13,327</b>

Respectfully submitted,

Concur,

  
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Kelly Ota  
Senior Recreation Supervisor

  
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Diane Strickfaden  
Assistant to the City Manager