

July 11, 2013

Honorable Mayor and Members
of the City Council

Regular Meeting of
July 23, 2013

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

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

RECREATION PROGRAMMING:

Excursion Highlights

On Friday, June 7th, an excursion to Stone Brewery Co & Valley View Casino was held. 27 attendees were treated to a tour of Stone Brewery Co. along with a tasting of the company's finest beers. After the brewery tour, it was off to Valley View Casino for a free buffet lunch and free time within the casino.

June Hermosa Five-O Senior Activity Center Highlights

The Senior Activity Center programmed 154 hours of activities for Hermosa Five-O'ers throughout the month of June resulting in \$208.75 from Class Instructor Room Rental Fees, and \$492.00 in event donations, merchandise sales, and memberships.

Hermosa Five-O member, Helene Lieberman, generously donated \$2,406.72 to purchase 2 concrete tables for directly outside of the Senior Activity Center. The tables will be used for Hermosa Five-O classes and events.

FACILITY USAGE:

COMMUNITY THEATRE EVENTS

DATE(S)	GROUP NAME	SHOW TITLE	SHOW DESCRIPTION	AVERAGE AUDIENCE	TOTAL HOURS
Fees Charged					
June 5	Hills Academy	Summer Stars Concert	Youth Music and Dance Show	N/A	5
Fees Waived					
June 1-2	Family Theatre Inc.	HB Talent Show	Youth Talent Show	150	22
June 3 & 9-15	Puttin' On Productions	Seussical Jr.	Youth Musical Theatre	175	53
June 16-23 & 28-30	Belasco Theatre	Bye Bye Birdie	Youth Musical Theatre	130	74

2ND STORY THEATRE EVENTS

DATE(S)	GROUP NAME/CONTACT	SHOW TITLE	SHOW DESCRIPTION	AVERAGE ATTENDANCE	TOTAL HOURS
Fees Charged					
June 2	Private	Spring Concert	Youth Musical Concert	50	3.5
June 3 & 10	Anne Hulegard	Acting Classes	Acting Classes	15	6
June 12 – 16 & 21-23	Surf City Theatre	Sylvia	Theatrical Stage Performance	75	57
June 24	Aerospace Players	The King & I	Rehearsals	50	3
June 29	Jump Start Comedy	Improv.	Improv.	50	2

Fees Waived					
June 6	Puttin' On Productions	Seussical Jr.	Contract Class	50	1.5
June 6	Sandpiper Juniors	Meeting	Meeting	75	3
June 8	April's Fools	April's Fools Improv.	Improvisation	60	3

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

Hours	Rental Type	Revenue
131.75	Private	\$2,177.50
105.5	City Contract Classes	70/30
88.75	P.A.R.K. After School Program	Seasonal

SKATE TRACK

*Public skate hours are 12-7pm daily

Hours	Rental Type	Revenue
9	City Contract Class	70/30

COMMUNITY CENTER GYMNASIUM

Hours	Rental Type	Revenue
92.5	Private	\$4,150
92	City Contract Classes	70/30
7.5	P.A.R.K. After School Program	Seasonal

COMMUNITY CENTER TENNIS COURTS

Hours	Rental Type	Revenue
141	Private Instructor Rentals	\$811.25
80.75	Resident Reservations	\$403.75
44	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
94	Private	\$1,455

BALL DIAMONDS

118	Hermosa Beach Little League	\$1,495
36	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

CLASSROOM

97	P.A.R.K. After School Program	Seasonal
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VALLEY PARK

Hours	Rental Type	Revenue
171	Park Reservations	\$1,545
20	City Contract Classes	70/30

FIELD

12	So Cal Gunners Club	\$120
11.25	City Contract Classes	70/30

EDITH RODAWAY PARK

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

HERMOSA BEACH

Hours	Rental Type	Revenue
91.5	City Contract Classes	70/30

VOLLEYBALL COURTS

121	City Contract Classes	70/30
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June SPECIAL EVENTS:

DATE	EVENT
June 1	Walk Hermosa Beach Directory Sign Unveiling (Leadership Hermosa Beach)
June 2	AAU Beach Volleyball Tournament
June 8-9	Art Walk
June 15	SHAPE Summer Shape Up
June 22	Sports Profiles Fitness Expo
June 29	EVP Pro Am Volleyball Tournament

UPCOMING SUMMER EXCURSIONS

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

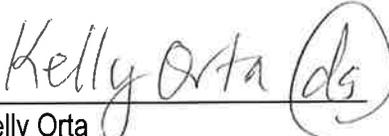
DEPARTMENT REVENUE AS OF JUNE 2013

Current Year to Date	Last Year to Date	Increase
\$1,093,876.60	\$930,595.28	\$163,281.42 (↑18%)

FILM PERMITS

Date of Permit	Company	Type of Filming	Revenue
June 30	The Young Kieslowski LLC	Student Filming	\$100
TOTAL			\$100

Respectfully submitted,


 Kelly Orta
 Senior Recreation Supervisor

Concur,


 Diane Strickfaden
 Assistant to the City Manager