

August 27, 2013

Honorable Mayor and Members
of the City Council

Regular Meeting of
September 10, 2013

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

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

RECREATION PROGRAMMING:

Excursion Highlights

On Saturday, July 27th, an excursion to the Salsa Festival in Oxnard was held. 38 attendees traveled to the festival aboard the Amtrak to take the more 'scenic' route. Once at the festival, attendees were able to spend 3 ½ hours enjoying all the festival had to offer, which included live music, beer and margarita wine gardens, dozens of tasty and unusual salsas, food vendors, and shopping in the festival marketplace.

July Hermosa Five-O Senior Activity Center Highlights

The Senior Activity Center programmed 170.25 hours of activities for Hermosa Five-O'ers throughout the month of July resulting in \$648.75 from Class Instructor Room Rental Fees, and \$492.00 in event donations, merchandise sales, and memberships. In July, the Hermosa Five-O Senior Activity Center also held a rummage sale on Saturday, July 20th that made \$314.85 in sales.

A new Writer's group was introduced in July, led by Hermosa Five-O Instructor, Marc Saldana, and Hermosa Five-O Member, Marilyn Shaw. The Writer's Group general mission is to share one another's writings, provide feedback and discuss each other's writing process. As the group progresses, guest speakers will be present to give insight on their writing process. The first meeting was a success and the group will continue to meet bi-weekly.

FACILITY USAGE:

COMMUNITY THEATRE EVENTS

DATE(S)	GROUP NAME	SHOW TITLE	SHOW DESCRIPTION	AVERAGE AUDIENCE	TOTAL HOURS
Fees Charged					
July 28	Las Danzas Del Peru	Dances of Peru	Dance Show	350	5.5
Fees Waived					
July 5-7	Belasco Theatre	Bye Bye Birdie	Youth Musical Theatre	150	21
July 8-21	Family Theatre Inc.	Annie	Youth Musical Theatre	100	111.5
July 29-31	Family Theatre Inc.	Willy Wonka	Youth Musical Theatre	75	25.5

2ND STORY THEATRE EVENTS

DATE(S)	GROUP NAME/CONTACT	SHOW TITLE	SHOW DESCRIPTION	AVERAGE ATTENDANCE	TOTAL HOURS
Fees Charged					
July 1	Private	"The King & I"	Rehearsals	50	3
July 9, 11, 16, 18, 23, 25 & 30	Private	Actor's Colony	Acting Classes	10	21
July 20	Jump Start Comedy	Improv.	Improv.	50	2
July 29	Anne Hulegard	Acting Classes	Acting Classes	15	3

Fees Waived					
July 13	April's Fools	April's Fools Improv.	Improvisation	60	3
July 15	City of HB	Community Dialogue	Meeting	Unknown	4
July 24	City of HB	Scoping Meeting	Meeting	Unknown	5

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

Hours	Rental Type	Revenue
155.5	Private	\$1047.50
113.25	City Contract Classes	70/30
44	Valley Park Afternoon Camp	Seasonal

SKATE TRACK

*Public skate hours are 12-7pm daily

Hours	Rental Type	Revenue
14	City Contract Class	70/30

COMMUNITY CENTER GYMNASIUM

Hours	Rental Type	Revenue
143.25	Private	\$4,907.50
25.5	City Contract Classes	70/30

COMMUNITY CENTER TENNIS COURTS

Hours	Rental Type	Revenue
244	Private Instructor Rentals	\$814
62	Resident Reservations	\$290
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
38.5	Private	\$1,160
24	City Contract Classes	70/30

BALL DIAMONDS

50	Hermosa Beach Little League	\$660
16	City Contract Classes	70/30

SOUTH PARK

Hours	Rental Type	Revenue
4	Park Reservations	\$60.00

FIELD

12	United States Youth Volleyball	\$120
66	Contract Classes	70/30

ROOM

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

Hours	Rental Type	Revenue
207	Park Reservations	\$1,000
44	City Contract Classes	70/30
176	Valley Park Day Camp	Seasonal

FIELD

18	Manhattan Beach Sand and Surf	\$180
13	So Cal Gunners Club	\$130

11.25	City Contract Classes	70/30
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EDITH RODAWAY PARK

Hours	Rental Type	Revenue
9	City Contract Classes	70/30

HERMOSA BEACH

Hours	Rental Type	Revenue
499.5	City Contract Classes	70/30

VOLLEYBALL COURTS

168.5	City Contract Classes	70/30
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July SPECIAL EVENTS:

DATE	EVENT
July 13	GI Joe Pier to Pier Walk/Run
July 13-14	AAU Volleyball Tournament
July 14-22	USAV High Performance Volleyball Tournament
July 20	Smackfest Volleyball
July 24-25	Shakespeare by the Sea
July 27	Hope for L.A. Bone Marrow Drive
July 27-30	AAU Volleyball Tournament
July 28	Nike Pier Plaza Promotion

UPCOMING EXCURSIONS

Friday, August 16th, 2013: Pageant of the Masters
 Friday, September 6th, 2013: Catalina – SOLD OUT

DEPARTMENT REVENUE AS OF JULY 2013

Current Year to Date	Last Year to Date	Increase
\$286,861.83	\$261,124.44	\$25,737.39 (↑10%)

FILM PERMITS

Date of Permit	Company	Type of Filming	Revenue
July 1-2	The Young Kieslowski LLC	Student Filming	\$100
TOTAL			\$100

Respectfully submitted,


 Kelly Orta
 Senior Recreation Supervisor

Concur,

 Diane Strickfaden
 Assistant to the City Manager