

September 16, 2013

Honorable Mayor and Members
of the City Council

Regular Meeting of
September 24, 2013

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

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

RECREATION PROGRAMMING:

Excursion Highlights

An excursion to the Laguna Arts Festival and the Pageant of the Masters was held on Friday, August 16th, 2013. The excursion was sold out with 45 registered. The trip included roundtrip motor coach transportation, admission to the Pageants of the Masters with plenty of free time for dinner on your own and the chance to explore the Laguna Arts Festival, the Sawdust Festival, or downtown Laguna Beach.

August Hermosa Five-O Senior Activity Center Highlights

The Senior Activity Center programmed 177.25 hours of activities for Hermosa Five-O'ers throughout the month of September resulting in \$210.00 from Class Instructor Room Rental Fees, and \$496.00 in event donations, merchandise sales, and memberships.

FACILITY USAGE:

COMMUNITY THEATRE EVENTS

DATE(S)	GROUP NAME	SHOW TITLE	SHOW DESCRIPTION	AVERAGE AUDIENCE	TOTAL HOURS
Fees Charged					
August 17	Polaris Promotions	Beach Shorts Film Festival	Film Festival	325	4.5
August 23-24	UNBA	United National Bodybuilding Association	Bodybuilding Competition	200	14
Fees Waived					
August 1 - 11	Family Theatre Inc.	Willy Wonka	Youth Musical Theatre	100	85.5

2ND STORY THEATRE EVENTS

DATE(S)	GROUP NAME/CONTACT	SHOW TITLE	SHOW DESCRIPTION	AVERAGE ATTENDANCE	TOTAL HOURS
Fees Charged					
August 1, 5 – 8, 13, 15, 19-22, 27 & 29	Private	Actor's Colony	Acting Classes	10	41
August 3	Jump Start Comedy	Improv.	Improv.	50	2
August 13, & 15-16	Family Theatre, Inc.	Rehearsals	Rehearsals	30	17
August 17	Jeff Mitroka	Jeff's Comedy and Variety Show	Comedy	35	3

Fees Waived					
August 10	April's Fools	April's Fools Improv.	Improvisation	60	3
August 30	Surf City Theatre Co.	Laughter on the 23 rd Floor	Rehearsal	15	4

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

Hours	Rental Type	Revenue
292.75	Private	\$2,100
68.25	City Contract Classes	70/30
44	Valley Park Afternoon Camp	Seasonal

SKATE TRACK

*Public skate hours are 12-7pm daily

Hours	Rental Type	Revenue
22	City Contract Class	70/30

COMMUNITY CENTER GYMNASIUM

Hours	Rental Type	Revenue
152.5	Private	\$4,275
22.75	City Contract Classes	70/30

COMMUNITY CENTER TENNIS COURTS

Hours	Rental Type	Revenue
95.25	Private Instructor Rentals	\$539.50
38	Resident Reservations	\$266
210	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
61.5	Private	\$1,695
30	City Contract Classes	70/30

BALL DIAMONDS *FIELD CLOSED FOR MAINTENANCE AUGUST 1ST – SEPTEMBER 7TH

3	Hermosa Beach Little League	\$50
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SOUTH PARK

Hours	Rental Type	Revenue
40	Park Reservations	\$180

FIELD

18	Contract Classes	70/30
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ROOM

33	Private Rental	\$660
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VALLEY PARK

Hours	Rental Type	Revenue
254	Park Reservations	\$1,000
176	Valley Park Day Camp	Seasonal

FIELD

30	Manhattan Beach Sand and Surf	\$300
9	So Cal Gunners Club	\$90
10.25	City Contract Classes	70/30

EDITH RODAWAY PARK

Hours	Rental Type	Revenue
6	City Contract Classes	70/30

HERMOSA BEACH

Hours	Rental Type	Revenue
497	City Contract Classes	70/30
16	Outdoor Permit	\$417
VOLLEYBALL COURTS		
165.50	City Contract Classes	70/30

AUGUST SPECIAL EVENTS:

DATE	EVENT
August 2-4	International Surf Festival and CBVA Volleyball Tournament
August 4	Summer Concert #1
August 10	CBVA Volleyball Tournament
August 11	AAU Volleyball Tournament
August 11	Summer Concert #2
August 16-18	Nat'l Volleyball League Tournament
August 17	Summer Luau Volleyball Fundraiser
August 17th	Chamber's Summer Sidewalk Festival
August 18	Summer Concert #3
August 24	Braun Pier Plaza Promotion
August 24	Friends of the Parks Movie in the Park
August 24-25	Beach Tennis
August 25	Summer Concert #4

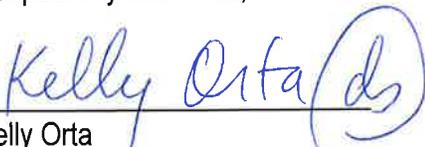
Upcoming Fall/Winter 2013/2014 ExcursionsFriday, October 18th, 2013 – Chocolate Covered L.A.Saturday, November 23rd, 2013 – The Magic CastleSaturday, December 14th, 2013 – Farewell to the Palm Springs FolliesFriday, January 17th, 2014 – The Rubel Castle**DEPARTMENT REVENUE AS OF AUGUST 2013**

Current Year to Date	Last Year to Date	Decrease
\$426,088.01	\$427,123.92	\$1,035.91 (↓.002%)

FILM PERMITS

Date of Permit	Company	Type of Filming	Revenue
August 3-4	Visual Medium	Big Foot Hunters (Student Filming)	\$100
TOTAL			\$100

Respectfully submitted,


 Kelly Orta
 Senior Recreation Supervisor

Concur,


 Diane Strickfaden
 Assistant to the City Manager