

October 14, 2013

Honorable Mayor and Members
of the City Council

Regular Meeting of
October 22, 2013

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

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

RECREATION PROGRAMMING:

Excursion Highlights

The annual excursion to Catalina Island sold out this year with a total of 45 registered. The trip included roundtrip motor coach transportation, roundtrip boat transportation and plenty of free time on the island to enjoy lunch, shopping or sightseeing tours.

September Hermosa Five-O Senior Activity Center Highlights

The Senior Activity Center programmed 179.75 hours of activities for Hermosa Five-O'ers throughout the month of September resulting in \$233.75 from Class Instructor Room Rental Fees, and \$339.35 in event donations, merchandise sales, and memberships.

More new classes were introduced in the month of September. A Saturday Zumba class was successful enough to add on a second class on Thursdays. Qui Gong, a form of healing fitness, and a Coin Collectors Group also formed. Two free presentations provided by Adia care management were held; The Warning Signs of a Stroke, and Identity Theft and Current Marketing Scams Directed at the Elderly. Also in September, the Agility, Balance and Coordination (ABC) class returned after a short summer break.

Due to the growing success of ping pong, the Hermosa Five-Oers started collecting donations to purchase a second table. So far they have collected \$280 of their \$850 goal, which includes the costs of additional ping pong supplies as well.

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					
September 3, 5, 10, 17, 19, 24 & 26	Private	Actor's Colony	Acting Classes	10	42
September 25	Dino M4 Studio	Tony Ferrell Private Concert	Live Music Performance	50	5
September 25	Surf City Theatre Co.	The Hallelujah Girls	Rehearsal	10	3
September 28	Jump Start Comedy	Improv.	Improv.	70	25
Fees Waived					
September 7	April's Fools	April's Fools Improv.	Improvisation	50	3
September 11-15 & 20-22	Surf City Theatre Co.	Laughter on the 23 rd Floor	Theatrical Performance	70	60.5
September 16 & 23	Sandpiper Juniors	Meeting	Meeting	75	4

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

Hours	Rental Type	Revenue
209.5	Private	\$4,415
71	City Contract Classes	70/30
P.A.R.K. After School Program – Room 7		Seasonal

SKATE TRACK

*Public skate hours are 12-7pm daily

Hours	Rental Type	Revenue
1	City Contract Class	70/30

COMMUNITY CENTER GYMNASIUM

Hours	Rental Type	Revenue
122.25	Private	3,962.50
34	City Contract Classes	70/30

COMMUNITY CENTER TENNIS COURTS

Hours	Rental Type	Revenue
251.50	Private Instructor & Resident Reservations	\$1,674
50.5	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
113.5	Private	\$1,557.50

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

159	Private	\$1,410
28	Contract Classes	70/30

SOUTH PARK

Hours	Rental Type	Revenue
32	Park Reservations	\$120

FIELD

24	Contract Classes	70/30
47	Private	\$470

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

Hours	Rental Type	Revenue
120	Park Reservations	\$1,200
18	Outdoor Permit	\$417

FIELD

152	Private	\$1,720
17.25	City Contract Classes	70/30

EDITH RODAWAY PARK

Hours	Rental Type	Revenue
6	City Contract Classes	70/30

HERMOSA BEACH

Hours	Rental Type	Revenue
VOLLEYBALL COURTS		
72.5	City Contract Classes	70/30

August SPECIAL EVENTS:

DATE	EVENT
August 31- September 2	Fiesta Hermosa
September 9	CBVA Volleyball Tournament
September 14	Board Short Mile Swim – CAF
September 14	Smackfest Volleyball Tournament
September 21	California Coastal Clean Up Day
September 21-22	Firefighter's Challenge
September 27-29	International Beach Tennis Tournament

Upcoming Fall/Winter 2013/2014 Excursions

Friday, October 18th, 2013 – Chocolate Covered L.A.
 Saturday, November 23rd, 2013 – The Magic Castle
 Saturday, December 14th, 2013 – Farewell to the Palm Springs Follies
 Friday, January 17th, 2014 – The Rubel Castle

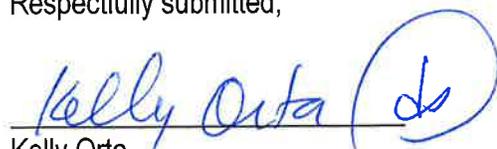
DEPARTMENT REVENUE AS OF JULY 2013

Current Year to Date	Last Year to Date	Decrease
\$483,136.83	\$524,822.43	(.08%) ↓

FILM PERMITS

Date of Permit	Company	Type of Filming	Revenue
None			
TOTAL			

Respectfully submitted,



Kelly Orta
Senior Recreation Supervisor

Concur,



Diane Strickfaden
Assistant to the City Manager