

March 17, 2014

Honorable Mayor and Members
of the City Council

Regular meeting of
March 25, 2014

**Department of Community Resources
Activity Report for February, 2014**

The Department of Community Resources has been involved in the following activities for the month of February, 2014:

RECREATION PROGRAMMING:

February Hermosa Five-O Senior Activity Center Highlights

The Senior Activity Center collected \$777.75 from Class Instructor Room Rental Fees, event donations, merchandise sales, and memberships. Part of this total was for fitness equipment. In the month of February, two special events were held. One was a lunch and movie showing of the documentary titled 'The Whale.' All participants were treated to Giuliano's sandwiches, chips and dessert. The other event was a Potluck and Social hosted by yoga instructor, Bonnie Marder. This event was to gain awareness for Hermosa Five-O's wellness classes, and to raise money for additional yoga equipment.

February Excursion Highlights

An excursion to the Safari Park of San Diego was held with 30 registered on Saturday, 2/22. The trip included a tram ride with a docent amongst the park, lunch on your own and free time on the park's grounds.

The Safari Park of San Diego, formerly known as the San Diego Wild Animal Park, is home to more than 3,200 animals such as lions, tigers, rhinos, and zebras. The animals roam freely over land meant to represent Africa and Asia. Your trip includes a 50 minute guided tram ride through the park with an informative narrator. After your guided tour, you are free to explore all the park has to offer. You can spend time in the park's Nairobi Village, full of shops, restaurants, animal exhibits, and activity centers or you can experience the Heart of Africa exhibit, which brings you close to such majestic animals such as okapis, giraffes, warthogs, and cheetahs. Lunch is on your own and can be enjoyed at any of the park's dining facilities.

FACILITY USAGE:

COMMUNITY THEATRE EVENTS

DATE(S)	GROUP NAME	SHOW TITLE	SHOW DESCRIPTION	AVERAGE AUDIENCE	TOTAL HOURS
Fees Charged					
February 1	Redondo School of Music & Dance	Company Showcase	Rehearsals & Performances	185	5.5
February 27	Redondo School of Music & Dance	Company Showcase	Rehearsal	40	4.5
Fees Waived					
February 2-9, 14-16, & 21-23	Belasco Theatre Co.	Oliver	Rehearsals & Performances	150	88
February 24 & 26	-----	Community Dialogue	Meeting	---	5

2ND STORY THEATRE EVENTS

DATE(S)	GROUP NAME/CONTACT	SHOW TITLE	SHOW DESCRIPTION	AVERAGE ATTENDANCE	TOTAL HOURS
Fees Charged					
February 1-2, & 8-9	Surf City Theatre Co.	Late Night Catechism	Stage Production	75	18
February 9, & 12-13	Surf City Theatre Co.	Arsenic & Old Lace	Stage Production	10	8
February 3, 10, 17, & 24	Anne Hulegard	Acting Classes	Private Rental	15	12
February 14-15	Sara Dudik	Born Curious Birthday Show	Youth Musical	75	8
February 21	Jump Start Comedy	Improv.	Improv.	35	2.5
Fees Waived					
February 11	Sandpiper Juniors	Meeting	Meeting	75	2
February 15	April's Fools	April's Fools Improv.	Improvisation	20	3
February 24-28	Julie Nunis	Love Letters	Theatrical Fundraiser for HB Schools	75	17.5

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

Hours	Rental Type	Revenue
187.25	Private	\$4,093.75
190.50	City Contract Classes	70/30
P.A.R.K. After School Program – Room 7		Seasonal

SKATE TRACK

*Public skate hours are 3-7pm Monday-Friday and 12-7pm Saturday-Sunday

Hours	Rental Type	Revenue
	City Contract Class	70/30

COMMUNITY CENTER GYMNASIUM

Hours	Rental Type	Revenue
236	Private	\$4,580
3	City Contract Classes	70/30

COMMUNITY CENTER TENNIS COURTS

Hours	Rental Type	Revenue
206.50	Private Instructor & Resident Reservations	\$1,325.50
74	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
88.25	Private	\$1,938.75

BALL DIAMONDS

79	Private	\$970
12	City Contract Classes	70/30

SOCCER FIELD

SOUTH PARK

Hours	Rental Type	Revenue
FIELD		
20	Private	\$200
ROOM		
P.A.R.K. After School Program		Seasonal

VALLEY PARK

Hours	Rental Type	Revenue
42	Park Reservations	\$355
FIELD		
9	City Contract Classes	70/30

EDITH RODAWAY PARK

Hours	Rental Type	Revenue
7	City Contract Classes	70/30

HERMOSA BEACH

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

February SPECIAL EVENTS:

DATE	EVENT
February 23	4 th Mural Unveiling – "Hermosa Swimwear Evolved"
February 28	Amenzone Fitness/Sharkeez Merchant Promotion

Upcoming Spring 2014 Excursions

"Bodies" and "Titanic" Exhibits ~ Friday, March 21st
 Gardens of the World ~ Saturday, April 26th
 Palm Springs Follies ~ Friday, May 10th
 Farmers Market and the Grove ~ Friday, June 6th

DEPARTMENT REVENUE AS OF FEBRUARY, 2014

Current Year to Date	Last Year to Date	Decrease
\$773,187,16	\$803,278,51	3.7%

FILM PERMITS

Date of Permit	Company	Type of Filming	Revenue
February 4, 7, 11, 14, 18, 21, 25 & 28	Michael Levitt Productions	Exterior Filming at private residence	\$10,299
TOTAL			\$10,299

Respectfully submitted,


 Kelly Orta
 Senior Recreation Supervisor

Concur,


 Diane Strickfaden
 Assistant to the City Manager