

May 5th, 2014

Honorable Mayor and Members
Regular Meeting of the City Council

Regular meeting of
May 27th, 2014

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

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

RECREATION PROGRAMMING:

April Hermosa Five-O Hermosa Five-O Senior Activity Center Highlights

Hermosa Five-O collected \$603.75 from class instructor room rental fees, event donations, merchandise sales, and memberships. The center continues to grow in popularity, with a variety of classes offered every day of the week. The center is currently planning and preparing for their 4 year anniversary celebration, which will be an open house event.

Upcoming Spring 2014 Excursions

Palm Springs Follies ~ Friday, May 10th ~ SOLD OUT
Farmers Market and the Grove ~ Friday, June 6th

Upcoming Summer 2014 Excursions

Ronald Reagan Presidential Library ~ Friday, July 25th, 2014
Catalina ~ Saturday, August 16th, 2014
The Hollywood Bowl ~ Thursday, September 4th, 2014

FACILITY USAGE:

COMMUNITY THEATRE EVENTS

DATE(S)	GROUP NAME	SHOW TITLE	SHOW DESCRIPTION	AVERAGE AUDIENCE	TOTAL HOURS
<i>Fees Charged</i>					
April 5	South Bay Coastliners	Harmony Sweepstakes	Performance	450	7
April 10	South Bay Boardriders Club	South Bay Big Wave Challenge Awards	Performance	300	5
April 25	Andrew Freeman	Goosenectar Film Premiere	Performance	500	4
<i>Fees Waived</i>					
April 1	State Board of Equalization	Restaurant Empowerment Seminar	Lecture	130	5.5
April 4	Hermosa Beach Historical Society	Surf Film Fest	Performance	400	5.25
April 6, 26, 27-30	Family Theatre	Peter Pan	Rehearsal/Performance	70/235	41

2ND STORY THEATRE EVENTS

DATE(S)	GROUP NAME/CONTACT	SHOW TITLE	SHOW DESCRIPTION	AVERAGE ATTENDANCE	TOTAL HOURS
Fees Charged					
April 5	United Natural Bodybuilding Assoc.	UNBA Prep Camp Seminar	Meeting	50	5
April 6	Jeff Mitroka	Jeff Mitroka Comedy Show	Improvisation	1	3
April 13	Family Theatre Inc.	Peter Pan	Rehearsal	12	2.5
April 3, 10, 17	Walter Pridgen	Acting Classes	Private Rental	12	4.5
Fees Waived					
April 2, 23-27	Surf City Theatre	Arsenic and Old Lace	Rehearsals/Performance	5/75	40
April 7-8, 10-11	Family Theatre Inc.	Spring Break Camp	City Contract Class	10	30
April 15	Sandpiper Junior	Sandpiper Junior	Meetings	25	2
April 19	April Fools Comedy Improv Troupe	April Fool's	Improvisation	50	3

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

Hours	Rental Type	Revenue
132.5	Private	\$2,647.50
179.5	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
2	City Contract Class	70/30

COMMUNITY CENTER GYMNASIUM

Hours	Rental Type	Revenue
114.75	Private	\$3,875
49	City Contract Classes	70/30

COMMUNITY CENTER TENNIS COURTS

Hours	Rental Type	Revenue
223.5	Private Instructor & Resident Reservations	\$1,424
67.5	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
67	Private	\$1,395

BALL DIAMONDS

179	Private	\$2,190
36	City Contract Classes	70/30

SOUTH PARK

Hours	Rental Type	Revenue
4	Park Reservations	\$60
FIELD		
60	Private	\$600
24	City Contract Classes	70/30
ROOM		
P.A.R.K. After School Program		Seasonal

VALLEY PARK

Hours	Rental Type	Revenue
90	Park Reservations	\$910
FIELD		
6	Private	\$60
15.75	City Contract Classes	70/30

EDITH RODAWAY PARK

Hours	Rental Type	Revenue
4	City Contract Classes	70/30

HERMOSA BEACH

Hours	Rental Type	Revenue
22.5	City Contract Classes	70/30

VOLLEYBALL COURTS

81	City Contract Classes	70/30
----	-----------------------	-------

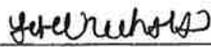
APRIL SPECIAL EVENTS:

DATE	EVENT	
April 5	AAU Beach Volleyball	Beach/N. Pier
April 5	Surfer's Walk of Fame Ceremony	Pier
April 5	Spyder Surf Fest	Plaza
April 6	USAV HP Tryouts	Beach/N. Pier
April 12-13	USAV Collegiate Challenge	Beach/N. Pier
April 19	CBVA Tournament	Beach/N. Pier
April 19	Hermosa Beach 5000	Downtown
April 25	Assemblyman Muratsuchi Press Conf	Pier Head
April 26	HBLN Night at the Ballpark	Clark Stadium
April 26	Richstone Pier to Pier Walk	Beach/Strand
April 26	USAV HP Tryouts	Beach/N. Pier

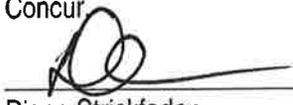
FILM PERMITS

Date of Permit	Company	Type of Filming	Revenue
April 8	All In Productions, LLC	Exterior Film Shoot - Pier Plaza	\$5,798
April 16	Parlay Production Group Inc.	Still Photo Shoot - Beach Between 11 th and 14 th Street	\$614
TOTAL			\$6,412

Respectfully submitted,


 Lisa Nichols
 Office Assistant

Concur


 Diane Strickfaden
 Assistant to the City Manager

