

July 7th, 2014

Honorable Mayors and Members of the
Regular Meeting of the City Council

Regular meeting of
July 22nd, 2014

**Department of Community Resources
Activity Report for June 2014**

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

RECREATION PROGRAMMING:

June Hermosa Five-O Hermosa Five-O Senior Activity Center

Hermosa Five-O collected \$516.75 from class instructor room rental fees, event donations, merchandise sales, and memberships.

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
Fees Charged					
N/A	N/A	N/A	N/A	N/A	N/A
Fees Waived					
June 1	Family Theatre	Talent Show	Performance	210	3
June 2-8, 11-14	Puttin' On Productions	High School Musical	Rehearsal/Performance	210	75
June 15-22, 25-29	Belasco	School House Rock	Rehearsal/Performance	213	75
June 25	Beach Cities Town Hall	Behavioral Health Sciences	Performance	40	4.5

2ND STORY THEATRE EVENTS

DATE(S)	GROUP NAME/CONTACT	SHOW TITLE	SHOW DESCRIPTION	AVERAGE ATTENDANCE	TOTAL HOURS
Fees Charged					
June 14, 21	Julie Martin	Jump Start Comedy Improv	Improvisation	105	6
June 5, 12, 19	Walter Pridgen	Acting Classes	Private Rental	12	4.5
June 29	Jeff Mitroka	Jeff Mitroka Comedy Show	Improvisation	3	2
Fees Waived					
June 3	Sandpiper Junior	Sandpiper Junior	Meetings	15	2
June 21	April Fools Comedy Improv Troupe	April Fool's	Improvisation	30	3

COMMUNITY CENTER ROOMS 4, 5, 7, 9, 10 & 2ND STORY THEATRE

Hours	Rental Type	Revenue
126	Private	\$535
187.5	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
9	City Contract Class	70/30

COMMUNITY CENTER GYMNASIUM

Hours	Rental Type	Revenue
150.5	Private	\$5,225
44.5	City Contract Classes	70/30

COMMUNITY CENTER TENNIS COURTS

Hours	Rental Type	Revenue
187	Private Instructor & Resident Reservations	\$1,195.50
43	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
102.5	Private	\$1,873
6	City Contract Classes	70/30

BALL DIAMONDS

199	Private	\$2,410
36	City Contract Classes	70/30

BASKETBALL COURTS

1	City Contract Classes	70/30
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SOUTH PARK

Hours	Rental Type	Revenue
16	Park Reservations	\$60

FIELD

28	Private	\$280
22	City Contract Classes	70/30

ROOM

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

Hours	Rental Type	Revenue
128	Park Reservations	\$1,245

FIELD

9	Private	\$90
8	City Contract Classes	70/30

EDITH RODAWAY PARK

Hours	Rental Type	Revenue
6	City Contract Classes	70/30

HERMOSA BEACH

Hours	Rental Type	Revenue
183.25	City Contract Classes	70/30

VOLLEYBALL COURTS

102	City Contract Classes	70/30
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JUNE SPECIAL EVENTS:

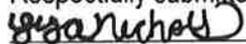
DATE	EVENT	LOCATION
5	Car2Go Press Conference	Pier Head
6	National Honey Board – Sweet Relief Event (Promo)	Beach/N. Pier
7	Flashes of Hope Kickball Tournament	Beach/S. Pier
8	USAV Junior Beach Tour	Beach/N. Pier
12	Silvio's BBQ World Cup Viewing Party (Promo)	Pier Plaza in front of restaurant
14	AAU Beach Volleyball	Beach/N. Pier
14-15	Artwalk	Community Center
16	LA Galaxy World Cup Viewing Party	Pier Plaza
20	Hurley International Surfing Day	Beach/N. Pier
21	Ultimate Fitness Expo (Promo)	Pier Plaza
22	Target Activewear (Promo)	Pier Plaza

21-22	West Coast Beach Tennis Tournament	Beach/N. Pier
23	Playfit NVL/ROX Junior Series	Beach/N. Pier
26	LA Galaxy World Cup Viewing Party	Pier Plaza
28	Summer Shape Up	Beach N. Pier/Pier Plaza
30	Playfit NVL/ROX Junior Series	Beach/N. Pier

FILM PERMITS

Date of Permit	Company	Type of Filming	Revenue
June 27	Sunsets, Inc.	Still Photo Shoot – Sand area under and around the Pier between 8:00am-6:00pm	\$1,430
June 24	Pink Sneakers Productions	Filming – Pier Plaza and Fiesta Hermosa Activities Main Stage between 8:00am – 8:00pm	\$563
TOTAL			\$1,993

Respectfully submitted,



Lisa Nichols
Office Assistant

Concur,



Diane Strickfaden
Assistant to the City Manager