

July 20, 2004

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
July 27, 2004

**Department of Community Resources
Activity Report for June 2004**

The Department of Community Resources has been involved in the following activities for the month of June 2004:

Recreation Programming:

Registration for summer classes and recreation programs continued steadily throughout the month of June. The Department office handled an increased load of telephone inquiries and in-person transactions. Registration numbers far surpassed prior years.

Summer Celebration

This event served as the 'kick-off' to summer registration by providing on-site sign-ups for classes. The Summer Celebration featured opportunities to register for summer classes and camps, meet instructors, camp counselors, and recreation staff, participate in dance workshops, class demonstrations, and a bbq hosted by the Friends of the Parks. The Hermosa Beach Fire Department was onsite with fire engine and the Police Department conducted childrens' fingerprint registration. The event was free to the public and hundreds of residents and their guests joined us at Valley Park to Celebrate Summer.

Summer Blast Day Camp

The first week of an eight-week Day Camp Program started this month. Day Campers, ages 6-11, participated in a variety of recreational activities geared toward the theme of "Summer by the Sea." Campers participated in a daylong excursion to the Leeway Sailing Center where they kayaked, canoed, and sailed. Program highlights included sports, drama, cooperative games, music, crafts, and outdoor activities. Sixty Campers participated in the program.

Teen Extreme Day Camp

The first week of an eight-week Day Camp Program for young teens started this month. Day Campers, ages 11-14 socially interacted with other teens during a variety of educational and recreational pursuits designed specifically for their age group. Campers participate in leadership training, and take on the role of Counselor Assistants at Summer Blast Camp on Fridays. Camp operates out of the old South School building in South Park. Twenty-five Campers participated in the program.

Chevron Surf Camp

The first week of the ever-popular surf camp started this month. Registration for all summer sessions was steady. Surfers, ages 10-17, learned basic surf techniques, etiquette and water safety. Partial program subsidy from Chevron enables the provision of expert staff instruction, quality equipment, and low registration fees. A new class component, Teen Surf Club, was added to accommodate more experienced young surfers.

After Blast Camps

'Mini-camps' offered working parents an alternative to traditional childcare. At day's end of Summer Blast and Teen Extreme, the Wave transported children to a basketball orientated After Blast Camp.

Superstar Fitness Boot Camp

Hermosa Beach's ultimate outdoor fitness program "Superstar Fitness Boot Camp" is specifically designed for both men and women of all fitness levels from beginners to intermediate and advanced. Instructors Alec Hunter, US Army Master fitness trainer and Britt George focus on total body development.

Just 4 Kicks-Beach Soccer Camp

This new camp teaches kids ages 5-13 Brazilian style beach soccer. This high-energy program coupled with enthusiastic coaches has proven to be a "kick". Instructor Aldo Ginossi, a licensed USSF referee and soccer player in the South Bay for 18 years oozes energy for the sport of soccer. Class includes: expert instruction, t-shirts, volleyballs, snacks, and a pizza party on Friday.

ET Skateboard Camp/ Roxy Girls Skateboard Camp

This new camp introduces beginners to skateboarding and offers a pressure free environment for learning. Classes are offered for boys and girls ages 6-10. Safety is a priority for instructor Vinnie Davis. He is CPR/First Aid and EMT Certified and provides instruction for beginner to intermediate skaters. Registration totaled 78 kids for the skateboard camps.

AARP-Drivers Safety Program

This drivers training course offered for the first time in Hermosa Beach provides information to improve driving behavior of older drivers. Insurance discounts are available for successful completion of the class. Registration totaled 20 for two classes!

Red Cross Babysitters Training

This new class offers kids age 11-13 the opportunity to be a Red Cross Certified Babysitter. Instruction includes advertising your business, flier creation, safety questions, simple cooking and meal preparation, childcare training, interviewing techniques, and a full color handbook. Registration totaled 20 for two classes!

Civic Theater Events

| | |
|------------------------------|--|
| <i>Fees Charged</i> | |
| June 2-6 | South Bay Coastliners held rehearsals for their 3-day acapella concert. Approximately 1500 were in attendance for the duration of the run. |
| June 13 | Penny Hendricks held annual dance show, "Dance with Penny". The dance program presented jazz, gymnastics and hip-hop to a full house of 500. |
| June 15-26 | Southern California Youth Theater presented "Peter Pan" featuring youth ages 6-17. Rehearsals were held Tuesday through Thursday, with performances Friday through Sunday. Attendance totaled over 3600 for all 7 shows. |
| June 6,20 & 27 | Church of Christ held religious services with 400 in attendance for each service. |
| <i>Fees Waived</i> | |
| June 1,2,3,5,8,9,10, 11 & 12 | City youth dance instructor, Jennifer Yamane, held rehearsals for dance recital in theater. Each class had approximately 20 children and their parents. |
| June 9&12 | City youth gymnastics instructor, Linda Deslandes, held a rehearsal and a recital in the theater. Approximately 200 were in attendance for the show on Thursday. |
| June 29 June 20&27 | Hermosa Arts Foundation Facility Usage: 9 hours Meeting Playwright Theater |

Community Center Gymnasium

| | |
|--------------------|-----------------------------------|
| <i>Fee Charged</i> | |
| Total Hours | Private Rental |
| 9.00 | Mike Gooding, Adult Basketball |
| 9.00 | Kennedy O'Regan, Adult Basketball |
| 10.00 | John Fielder, Adult Basketball |
| 10.00 | Oscar Rivera, Adult Basketball |
| 10.00 | Steve Kingdon, Adult Basketball |
| 6.00 | Emiliano Ortiz, Adult Basketball |
| 8.00 | Fred Zaguski, Adult Basketball |
| 6.00 | Mike Aaker, Adult Basketball |
| 7.00 | Ron Price, Adult Basketball |
| 6.00 | David Gordon, Adult Basketball |
| 7.00 | John Thuotte, Adult Basketball |
| 1.50 | Park Lee, Adult Basketball |
| 4.00 | Rick Wood, Adult Basketball |
| 8.00 | Paul White, Adult Basketball |
| 9.00 | Viet To, Adult Basketball |
| 110.5 | Total Hours Fees Charged |
| <i>Fee Waived</i> | |
| 12.00 | ARC |
| 8.00 | Easter Seals |
| 20.00 | Total Hours Fess Waived |

Community Center Tennis Courts

| | |
|---------------|--|
| Total Hours | Private Rental |
| 65.00 | Jeff Abbey |
| 133.50 | Adam Burt |
| 36.00 | Mike Campagna |
| 12.00 | Rick Escalante |
| 34.50 | Dave Mahoney |
| 24.00 | Scott Smith |
| 21.00 | Joe Testa |
| 326.00 | Total Hours Fees Charged |
| | Public court use outside of reserved time is first come first serve |

Skate Track

| | |
|--------|--------------------|
| Hours | Rentals |
| 0.00 | Private Rentals |
| 192.00 | Public Skate Hours |

Clark Complex

| | |
|----------------|------------------------------|
| Clark Building | |
| 110.5 | Private Rentals |
| Athletic Field | |
| 190.00 | Hermosa Beach Little League |
| 36.00 | City Adult Recreation League |
| 3.00 | General Rental |

Community Center Room Rentals

| | |
|-------------------------|--|
| Private Rentals | |
| 623.50 | Community Center Rooms |
| Lease Agreements | |
| ARC | Rooms 1, 2 & 15 (Not available for rent) |
| Easter Seals | Room 4 (Not available for rent) |
| South Bay Youth Project | Room 6A (Not available for rent) |

Valley Park Picnic Reservations

| | |
|--------|----------------------|
| Hours | Rental |
| 103.00 | 37 Resident Bookings |

South Park

| | |
|---------------|----------------------------|
| <i>No Fee</i> | |
| Hours | Rental |
| 8.00 | Private Rental |
| 24.00 | Adult Flag Football League |
| 6.00 | Youth Volleyball League |

Special Events:

Hermosa Artwalk

The Hermosa Artwalk featured 40 artists displaying artwork for sale along the North Side of upper Pier Avenue between Manhattan Avenue and Bard Street. This first time event was well received by the public and the merchants. Most merchants remained open late for customers to continue shopping beyond their normal business hours. Many merchants held coordinating events such as wine tasting, demonstrations, and musical entertainment. The event will continue through the summer on July 29 and August 26 from 5pm-9pm.

Surfin' Hermosa

Surfin' Hermosa, a cooperative public art project between Hermosa Beach Education Foundation, Hermosa Arts Foundation, Chamber of Commerce, and the City of Hermosa Beach, held it's preview night at Gallery C. Over 250 people were in attendance to get a first hand peek at the twenty surfboards which will be on display throughout Hermosa from July 9-September 3. Local merchants, including the Community Center, have displayed surfboards at highly visible locations.

EVP Tour Beach Volleyball Tournament

Corona sponsored the fourth annual 'West Coast' EVP Tour Pro Am Volleyball Tournament, attracting over 300 players from surrounding areas, as well as Chicago, Miami, and New York. During the one-day event, a spectator crowd of 250 watched professional team competition, open amateur tournaments, and special event contests on the North side of the Pier.

Excursions:

Mission Inn Tour

This tour included round trip transportation from the Community Center, tour of the historic Mission Inn located in Riverside and lunch at the hotel. Eighteen registrants and an excursion host attended

Disney Concert Hall Tour

This tour included round trip transportation from the Community Center, tour of the new Cathedral of our Lady of the Angels, guided audio tour of the Disney Concert Hall home of

the LA Philharmonic, driving tour of Little Tokyo, Lunch at Philippe's, shopping on Olvera Street, and tour of Union Station. Eighteen registrants and an excursion host attended

Sports Leagues/Tournaments:

Softball

Summer Slo Pitch Softball began this month. The City runs 3 leagues: Men's C Division-Sunday Nights, Co-Ed Division-Monday Nights, and Men's D Division-Wednesday Nights. The league filled to capacity the first day of resident registration with 5 teams in each division. Each team plays 10 league games plus a playoff tournament. League Director-Aaron Benzenbower

Co-Ed Flag Football

The Co-Ed Flag Football League came to a close on June 17 with an impressive 26 teams registered for the spring league. League Director-Chris Jahng held this monthly tournament at 10th Street in Hermosa Beach. 50 people out for a day of 4-on-4 co-ed flag football fun. An additional one-day tournament was held on a Saturday.

Co-Ed Beach Volleyball League

The League began this month at the volleyball courts North of the Pier at 14th Street. The league offers two divisions competitive or recreational with a total of 16 teams registered. League Directors- Chris Jahng and Bill Sigler

Men's Flag Football League

The 5-on5 men's league began this month in Hermosa Beach with 5 teams registered. League Director-Dennis Hrboka

Film Permits:

| Project | Title/Description | Dates | Film Days |
|--------------|---------------------|---------|-----------|
| Student Film | Documentary | June 15 | 1 |
| Still Photo | Model on Pier | June 11 | 1 |
| Still Photo | Men's Fitness Cover | June 10 | 1 |

Upcoming Events:

| | |
|----------------|------------------------------------|
| July 30- Aug 1 | International Surf Festival |
| August 1 | Sunset Concert |
| August 5-6 | Shakespeare by the Sea |
| August 7 | So Cal Beach Volleyball Tournament |
| August 8 | Sunset Concert |
| August 14-15 | Aloha days |
| August 15 | Pageant of the Masters Excursion |
| August 15 | Sunset Concert |
| August 20 | Hermosa Shorts Festival |
| August 21 | Hollywood Bowl Excursion |

DEPARTMENT REVENUE FOR MAY 2004

| Current Month | This Month Last Fiscal Year | Fiscal Year To Date | Last Fiscal Year To Date |
|----------------------|------------------------------------|----------------------------|---------------------------------|
| \$98,160 | \$81,143 | \$721,266 | \$619,139 |

Revenue FY 2003-04 for 100% of the Fiscal Year is:

\$721,266 or 136% of the projected figure of \$529,350

Donations (in addition to Department Revenue): \$37,950

Expenditures FY 2003-04 for 92% of the Fiscal Year is:

\$913,804 or 83% of the projected figure of \$1,094,585.00

Respectfully submitted,

Concur:

Lisa Lynn
Recreation Supervisor

Stephen R. Burrell
City Manager