

September 20, 2004

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
October 12, 2004

Department of Community Resources Activity Report for August 2004

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

RECREATION PROGRAMMING:

Registration for summer classes and recreation programs continued steadily throughout the month of August. The Department office handled an increased load of telephone inquiries and in-person transactions. Registration numbers for youth program participant increased substantially from the previous year.

Recreation Classes & Programs

Summer vacation for school aged children created a high demand for youth programs and classes. Day Camps were the most popular option for parents.

Popular adult classes included beginning Golf, Yoga on the Beach, and Tennis.

Summer Blast Day Camp

Five weeks of an eight-week Day Camp program took place this month. An average of 65 Day Campers, ages 6-11, participated in a variety of recreational activities geared toward a weekly theme. A variety of excursions enhanced the creative theme of each week. Trips included Leeway Sailing Center and Wild Rivers Water Park. Highlights included sports, drama, cooperative games, music, crafts, and outdoor activities. Each week culminated with a celebratory lunch prepared by Teen Extreme Campers and an afternoon of skits and performances in the Valley park outdoor amphitheatre.

Teen Extreme Day Camp

Five weeks of an eight-week Day Camp Program for young teens took place this month. An average of 25 Day Campers, ages 11-14 socially interacted with other teens during a variety of educational and recreational pursuits designed specifically for their age group. Program highlights included excursions, and the role of Counselor Assistants at Summer Blast Camp on Fridays. Camp operates out of the old South School in South Park.

Chevron Surf Camp

The ever-popular surf camp conducted twice-daily sessions that were filled to registration capacity for the entire month. 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.

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 After Blast Camp. An average of forty-five campers participated in the late afternoon programs that included specialized instruction in cooking, painting, craft classes, tennis, body boarding, basketball, roller hockey and oceanic education.

Skyhawks Sport Camps

A team of experienced sport coaches utilized small group activities to develop fundamental skills during sport-specific weeklong camps. An average of twenty youth participated in each recreational class. "Mini-Hawk" camps introduced younger children, ages 4-6, to soccer, basketball, and baseball. Youth, ages 7-14, participated in football, golf, and soccer camps.

Dance Camps

A variety of instructors conducted dance-specific weeklong camps throughout the month. Disciplines ranged from modern to classical styles, including jazz, 'hip-hop', ballet, and tap. An average of fifteen dancers, ages 5-13, participated in each class.

Skate Track

Public skate hours at the track increased for the summer months. The track opened one-hour earlier and closed one-hour later, extending weekdays to nine (9) hours of open skate time and weekends to seven (7).

Special Events:

Sunset Concerts on the Beach

Three Sunday evening concerts on the beach took place this month on the south side of the Pier. The entertainment venue included performances by Richard Street (formerly of the "Temptations"), "The Coasters" (late 50's era rock n' roll) and the "Stone Bridge Band". An average of thirty-five hundred spectators attended each concert, watching the sun set as they picnicked, listened to music, and socialized with friends.

International Surf Festival

The cities of Hermosa, Manhattan, and Redondo Beach hosted the three-day special event, along with their respective Chamber of Commerce, Beach Cities Health District and the County of Los Angeles Department of Beaches and Harbors. Schedule of events included lifeguard competitions, as well as competitive volleyball, running, swimming, surfing, and paddling races. The health fair on Pier Plaza attracted many people to a variety of vendor booths.

Community Events:

Shakespeare by the Sea

August 5 & 6, 2004

This free outdoor event is a favorite among local thespians. This years productions included one tragedy and one comedy Richard III and Two Gentleman of Verona respectively. The Shakespeare by the Sea is a self-contained theater company including lighting, audio, concessions, and theatrical expertise. Attendance totaled 850 for both performances.

Aloha Days Surf Contest & Polynesian Festival

August 14 & 15, 2004

Thousands attended this Seventh Annual event put on by the Aloha Days Committee, which included long board surf contests, Polynesian Dancers, Live Musical Entertainment, Polynesian Food, Traditional Hawaiian crafts and artisans. The event is open to all age groups and the entertainment is free to the Public

Hermosa Artwalk

August 26, 2004/ 5pm-9pm

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 tastings, demonstrations or hosted musicians during the event operating hours.

Excursions:

Pageant of the Masters- August 15

The Pageant of the Masters Art Festival in Laguna Beach featured over 150 art booths and displays. Many participants wandered the grounds on their own; some attended the nearby Sawdust Festival or wandered down to Laguna Beach to visit their many fantastic shops. Although the art exhibits are spectacular, the main event is the pageant where “the pictures come to life.” This excursion is a favorite of Hermosa Beach residents. Forty-five were registered excursion guests attended this excursion along with our city host

Hollywood Bowl –August 21

This Great American Concert with Fireworks-Featured Walt Disney's 75 years of Music! The show celebrated orchestral music and favorite new classics. This first time event at the Hollywood bowl was a truly enchanted evening with the voices of Belle, Ariel, Gaston, Pocahontas, and many more with special musical guest Dick Van Dyke. Registrants were encouraged to bring a picnic dinner or enjoy dinner on the grounds. Forty-six registrants and attended this excursion along with our city host.

Film Permits:

Project	Dates	Film Days	Fees
Commercial	August 5	1	3048
TV Series	August 9	1	1591
Student	August 13/18	2	0
Feature Film	August 26	1	1658
Total			\$6297

UPCOMING EVENTS:

CBVA Volleyball Tournament	September 11-12
California Coastal Clean Up Day	September 18
Sand-Cup-Men's Soccer Tournament	October 2
Sand-Cup-Coed Soccer Tournament	October 9
Hermosa Beach Triathlon	October 10
Pumpkins in the Park	October 16
Teen Flashlight "Trick or Treat"	October 22
Women's Club Pancake Breakfast	October 24
Halloween Carnival	October 29
Rogers Garden Excursion	October 30

DEPARTMENT REVENUE

Summer Camps Registrants

	Summer Blast	Teen Extreme	After Blast	Chevron Surf	Skyhawks	Skate Camps	Corky Bell Summer Sport
Registrants	99	42	24	115	35	58	51
Total	424						

Civic Theater Events

Fees Charged	
August 25	Guacamole Fund held a benefit concert featuring Bruce Cockburn and Sam Phillips with 375 in attendance.
August 1/8/15/22	Church of Christ held religious services utilizing 8 classrooms and the theater. Over 500 were in attendance for each rental day.
Fees Waived	
August 7 August 20-22 August 22/29 August 7/14/15/21/28	Hermosa Arts Foundation Usage: 89 South Bay Alano Club-Theatrical Performance of "Bill W. & Dr. Bob" (30) Hermosa Shorts Film Festival (33) Playwright's Theater (8) Romeo & Juliet Rehearsals (18)

Community Center Gymnasium

<i>Fee Charged</i>	
Total Hours	Private Rental
9.00	Mike Gooding, Adult Basketball
10.00	Kennedy O'Regan, Adult Basketball
10.00	John Fielder, Adult Basketball
8.00	Oscar Rivera, Adult Basketball
8.00	Steve Kingdon, Adult Basketball
6.00	Emiliano Ortiz, Adult Basketball
8.00	Fred Zaguski, Adult Basketball
6.00	Mike Aaker, Adult Basketball
8.00	Ron Price, Adult Basketball
4.00	David Gordon, Adult Basketball
8.00	John Thuotte, Adult Basketball
1.50	Park Lee, Adult Basketball
5.00	Rick Wood, Adult Basketball
10.00	Paul White, Adult Basketball
8.00	Viet To, Adult Basketball
109.50	Total Hours Fees Charged
<i>Fee Waived</i>	
4.00	ARC
8.00	Easter Seals
15.00	Hermosa Beach Fire Department
36.50	Sports League
63.50	Total Hours Fess Waived

Community Center Tennis Courts

Total Hours	Private Rental
27.00	Jeff Abbey
50.25	Adam Burt
30.00	Mike Campagna
20.00	Rick Escalante
10.00	Dave Mahoney
10.00	Scott Smith
18.00	Joe Testa
165.25	Total Hours Fees Charged
	*Public court use outside of reserved time is first come first serve

Clark Complex

Clark Building	
64.50	Private Rentals
Athletic Field	
76.00	Hermosa Beach Little League
36.00	City Adult Recreation League

Community Center Room Rentals

Private Rentals	
275.25	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)

Skate Track

Hours	Rentals
0.00	Private Rentals
261.00	Public Skate Hours

Valley Park Picnic Reservations

Hours	Rental
144.50	31 Resident Bookings

South Park

<i>No Fee</i>	
Hours	Rental
7.00	Private Rental
18.00	Adult Flag Football League

Current Month	This Month Last Fiscal Year	Fiscal Year To Date	Last Year To Date
\$	\$59,934	\$	\$210,945

Revenue FY 2004-05 for % of the Fiscal Year is:

\$ or % of the projected figure of \$663,950

Donations (in addition to Department Revenue): \$0

Expenditures FY 2004-05 for 17% of the Fiscal Year is:

\$ or % of the projected figure of \$1,013,593.00

Respectfully Submitted,

Concur:

Lisa Lynn
Recreation Supervisor

Stephen R. Burrell
City Manager