

August 29, 2006

Chairperson and Members of the  
Parks, Recreation and Community  
Resources Advisory Commission

Regular Meeting of  
September 05, 2006

**Department of Community Resources  
Activity Report for July 2006**

The Department of Community Resources has been involved in the following activities for the month of July 2006:

**Recreation Programming :**

Registration for summer classes and recreation programs continued steadily throughout the month of July. The Department office handled an increased number of telephone inquiries and in-person transactions due to busy summer programming. Online registration was also utilized by an increased number of customers.

**Summer Day Camps**

**Summer Blast Day Camp**

Day Campers, ages 6-11, participated in a variety of recreational activities. Program highlights included sports, drama, cooperative games, music, crafts, and outdoor activities. Camp is held exclusively at Valley Park, although, Tuesdays and Thursdays are Beach Days, and Wednesdays are for the weekly excursion. Registration increased each week in July.

**Teen Extreme Day Camp**

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.

**After Blast Camps**

Two 'mini-camps' offered working parents an alternative to traditional childcare. At day's end of Summer Blast and Teen Extreme, Camp Counselors escorted participating youth to After Blast Camp, located at Valley Park.

**Chevron Surf Camp**

Registration was steady for this ever-popular summer camp tradition. Surfers, ages 7-17, learned about the ocean environment, basic surf techniques, etiquette, ocean safety and safe places to surf. Partial program subsidy from Chevron enables the provision of expert staff instruction, quality equipment, and low registration fees.

**E.T. Kids Skate Camp**

Back by popular demand, this camp is taught by a local skating expert. Campers learned about safety, turning, equipment, kick turns, slides, wheelies and tricks. This camp filled to capacity each week.

## Special Events

### AAU Junior National Beach Volleyball Tour

The Girl's Tournament was held July 8<sup>th</sup> & 9<sup>th</sup> and the Boy's Tournament was held July 16<sup>th</sup> on temporary courts South of the Pier. This is the largest junior beach volleyball tournament in the country. Over 200 teams participated in this event.

### Hermosa Artwalk

The Hermosa Artwalk was held July 13<sup>th</sup> and featured 40 artists displaying artwork for sale along Pier Avenue. This event was well received by the public and the merchants. Most merchants remained open late for customers to continue shopping beyond normal business hours and many merchants held coordinating events such as wine tasting, demonstrations or musical entertainment.

### Shakespeare by the Sea

Shakespeare by the Sea was held on July 26<sup>th</sup> and July 27<sup>th</sup> at Valley Park. It was a free summer evening performance featuring "Hamlet" and "Comedy of Errors".

### So Cal Beach Volleyball Tournament

The So Cal Foundation for Children (SCFC) raised funds for scholarships, educational guidance, and athletic opportunity to underprivileged youth. This charity event was held July 29<sup>th</sup>, North of the Pier.

### Surfer's Walk of Fame Induction Ceremony

The Surfer's Walk of Fame Induction Ceremony was held July 23<sup>rd</sup>, South of the Pier. Mike Bright and John Baker were the 2006 inductees. This year's honorary inductees were Wally Bennett, Tulie Clark, Douglas Craig, John Dominis, Mark Kauffman, Joseph P. Kerwin, Art Rogers, and Olin Scrivens, Jr.

### Sunset Concerts at the Beach

The first Sunset Concert was held July 23<sup>rd</sup>, South of the Pier. The concert featured "SuperDiamond". Approximately 10,000 people were in attendance. \$1962.72 in donations was collected. The second Sunset Concert was held July 30, South of the Pier and featured the Bonedaddys and the Stonebridge Band. Approximately 6,000 people were in attendance. \$2002.11 in donations was collected.

## Facility Rentals

### Civic Theater Events

Fees Charged	
July 2/9/16/23/30	Church of Christ conducted religious services utilizing 5 rooms and the theater. Over 500 people were in attendance.
July 15	United Natural Bodybuilding Association held fitness pageant, 150 people were in attendance.
Fees Waived	
July 16/17/18/19/21/22/23/ 27/28/29/30	<b>Hermosa Arts Foundation Usage: 75</b> Belasco Theatre Company presented <i>The Pajama Game</i> . An average of 220 people were in attendance for each performance.

### Community Center Room Rentals

Private Rentals	
620	Community Center Rooms
Lease Agreements	
ARC	Rooms 5,16 &17 during renovation (not available for rent)

Easter Seals	Room 14 (not available for rent)
South Bay Youth Project	Room 6A (not available for rent)

### Skate Track

Hours	Rentals
48	ET Skate Class

### Clark Complex

Clark Building	
43	Private Rentals
Ball Fields	
218.5	Hermosa Beach Little League/Pony
Soccer Field	
0	AYSO

### Community Center Gymnasium

Fees Charged	
Total Hours	Private Rental
6.0	Aaker, Adult Basketball
8.0	Crawford, Adult Basketball
8.0	Friedman, Adult Basketball
8.0	Gordon, Adult Basketball
10.0	Kwan, Adult Basketball
4.0	Lee, Adult Basketball
6.0	Ortiz, Adult Basketball
5.0	Poss, Adult Basketball
8.0	Price, Adult Basketball
8.0	Rivera, Adult Basketball
8.0	Ronne, Adult Basketball
10.0	White, Adult Basketball
8.0	Zagurski, Adult Basketball
<b>187.0</b>	<b>Total Hours Fees Charged</b>
Fees Waived	
42.0	Hermosa Beach Fire Department
16.0	ARC
16.0	Easter Seals
<b>74.0</b>	<b>Total Hours Fees Waived</b>

### Community Center Tennis Courts

Total Hours	Private Rental
19.0	Abbey
77.0	Burt
6.0	Campagna
12.0	Escalante

### Upcoming Events

Sept. 2-4	Fiesta Hermosa
Sept. 9-10	CBVA Volleyball Tournament
Sept. 10	Excursion: Getty Villa
Sept. 16	California Coast Clean-up
Sept. 23	Excursion: Santa Ynez Windmills & Wineries
Sept. 24	America's Walk for Diabetes

**DEPARTMENT REVENUE FOR JULY 2006**

Current Month	This Month Last Fiscal Year	Current Year To Date	Last Year To Date
\$206,952	\$197,813	\$206,952	\$197,813

**Revenue FY 2006-07 for 7% of the Fiscal Year is:**

**\$206,952** or **26%** of the projected figure of **\$803,475.00**

**Expenditures FY 2006-07 for 7% of the Fiscal Year is:**

**\$24,019** or **6%** of the projected figure of **\$388,771**

Respectfully submitted,

Concur,

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Donna Hunter  
Administrative Assistant

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Lisa Lynn  
Community Resources Director

**Department of Community Resources  
Donations 2005-2006**

Date	Amount	Donor	Allocation
7.31.05	421.00	Anonymous Collection at summer concert	06/07 concert series
8.7.05	970.00	Anonymous Collection at summer concert	06/07 concert series
8.10.05	3,650.00	AYSO	#4308 Program Materials Account for Community Center
8.14.05	1,100.00	Anonymous Collection at summer concert 8/7/05	06/07 concert series
8/23/06	970.47	Anonymous Collection at summer concert 8/14/05	06/07 concert series
8.24.05	10,000.00	Central Grand Marketing Pier Plaza Promotion	05/06 concert series
9.6.05	10,000.00	Nestle Waters On-site Promotion	05/06 concert series
9.19.05	10,000.00	PRODINF (production co.) Film Permit	05/06 concert series
10.26.05	150.00	Women's Club	Halloween Carnival
10.26.05	150.00	S.Bay BMW	Halloween Carnival
11.22.05	300.00	Women's Club	Tree Lighting & Sand Snowman Events
3.24.06	150.00	HB Women's Club	Lunch with Bunny
4.26.06	1,000.00	Friends of Parks	Camp Scholarships
5.16.06	10,000.00	Innona Marketing	06/07 Concert Series
6.22.06	3,744.00	AYSO	Dept. Programs
6.29.06	30,000.00	Pierce Promotions	06/07 Concert Series

**Department of Community Resources  
Donations 2006-2007**

Date	Amount	Donor	Allocation
7.25.06	1,962.72	Anonymous collection at Summer Concert 7/23	07/08 Concert Series
8.1.06	2,002.11	Anonymous collection at Summer Concert 7/30/06	07/08 Concert Series
8.7.06	2,685.00	Anonymous collection at Summer Concert 8/6/06	07/08 Concert Series
8.26.06	8,000.00	Chevron Texaco	Chevron Surf Camp