

July 18, 2006

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
July 25, 2006

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

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

Recreation Programming

Registration for summer classes and recreation programs continued steadily throughout the month of June. The Department office handled an increased number of telephone inquiries and in-person transactions due to our 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 was full each week of camp.

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 Camp

'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.

Skate Track

Public skate hours at the track have increased for the summer months. The skate track hours are: Monday-Sunday, 12 pm - 7:00 pm.

Special Events:

Summer Celebration

The Summer Celebration was held June 3rd from 11:00am to 1:00pm at Valley Park. The event offered the opportunity to register for summer classes, camps and programs in the park. The Summer Celebration served as a "kick-off" to the summer season. The Kiwanis Club hosted a BBQ, Friends of Parks hosted an ice cream buffet, class demonstrations were offered by featured instructors, and children's games were lead by recreation leadership staff. \$36,000 in revenue was received for program registration during this two-hour event.

Hermosa Beach Art Walk

The Hermosa Art Walk was held June 8th 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 their normal business hours. Many merchants held coordinating events such as wine tasting, demonstrations or hosted musicians during the event operating hours.

AVP Hermosa Beach Open

The AVP Hermosa Open was held June 9th – June 11th, North of the Pier. It is a 2-man Pro Beach Volleyball Tournament with both Men's and Women's divisions. Approximately 300 athletes participated in this event, and over 8,000 spectators were in attendance over the entire event. This large-scale commercial event was televised nationally on Fox Sports Network.

EVP ProAm Volleyball Tournament

The EVP Pro Am Beach Volleyball Tournament was held on June 17th. The event showcased professional beach volleyball competition, spectator contests, and an amateur volleyball tournament for local teams.

Facility Rentals

Civic Theater Events

Fees Charged	
June 4/11/18/25	Church of Christ conducted religious services utilizing 5 rooms and the theater. Over 500 people were in attendance.
June 17/27	Jazzy Gym held a Spring Dance Recital, an average of 200 people were in attendance for each showing.
June 20	Hermosa Valley School held a Children's Choir Concert. 75 people were in attendance.
June 21/22	Environmental Charter High School held 2006 Graduation Ceremonies. Over 500 people were in attendance.
June 22/23/24/25	Truth in Light presented <i>Mama's Bank</i> . 50 people were in attendance.

Community Center Gymnasium

Fees Charged	
Total Hours	Private Rental
6.0	Aaker, Adult Basketball
3.0	Acres, Adult Basketball
10.0	Crawford, Adult Basketball
8.0	Friedman, Adult Basketball
8.0	Gordon, Adult Basketball
8.0	Kwan, Adult Basketball
4.0	Lee, Adult Basketball
6.0	Ortiz, Adult Basketball
5.0	Poss, Adult Basketball
10.0	Price, Adult Basketball
10.0	Rivera, Adult Basketball
8.0	Ronne, Adult Basketball
8.0	White, Adult Basketball
67.0	Total Hours Fees Charged
Fees Waived	
44.0	Hermosa Beach Fire Department
8.0	ARC
8.0	Easter Seals
60.0	Total Hours Fees Waived

Community Center Tennis Courts

Total Hours	Private Rental
47.0	Abbey
72.0	Burt
45.0	Campagna
7.0	Escalante
21.0	Smith
35.0	Mahoney
25.0	Testa
19.0	Resident Reservations
271.0	Total Hours Fees Charged
	*Public court use outside of reserved time is first come first serve.

Community Center Room Rentals

Private Rentals	
561	Community Center Rooms
Lease Agreements	
ARC	Rooms 1,2 &15 (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
9	ET Skate Class

Park Picnic Reservations

Park	Hours	Rental
Valley Park	136.0	29 Resident bookings
South Park	24.0	6 Resident bookings

Clark Complex

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

Upcoming Events

July 26	Shakespeare by the Sea- Hamlet
July 27	Shakespeare by the Sea-Comedy of Errors
July 29	So Cal Beach Volleyball Tournament
July 30	Sunset Concert Series- 'The Bonedaddys/Stonebridge Band'
July 30	Surfers Walk of Fame Induction Ceremony
August 4-6	International Surf Festival
August 6	Sunset Concert Series- 'Billy Vera & The Beaters'
August 12	CBVA Volleyball Tournament
August 13	Pageant of the Masters Excursion
August 19	Hollywood Bowl Excursion
August 26	FOP: Movie In the Park- 'Wallace & Grommitt: The Case of Were Rabbit'
September 4-6	Fiesta Hermosa Beach

Department Revenue For June 2006

Current Month	This Month Last Fiscal Year	Current Year To Date	Last Year To Date
\$52,144	\$65,416	\$806,475	\$773,699

Revenue FY 2005-06 for 100% of the Fiscal Year is:

\$806,475 or 116% of the projected figure of \$692,000.00

Expenditures FY 2005-06 for 100% of the Fiscal Year is:

\$1,076,404 or 101% of the projected figure of \$1,065,163.00

Respectfully submitted,

Concur,

Akisha Davis
Clerk Typist

Lisa Lynn
Community Resources Director

Noted:

Stephen R. Burrell
City Manager

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

Date	Amount	Donor	Allocation
7.31.05	421.00	Anonymous Collection at summer concert	2006 concert series
8.7.05	970.00	Anonymous Collection at summer concert	2006 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	2006 concert series
8.24.05	10,000.00	Central Grand Marketing Pier Plaza Promotion	2006 concert series
9.6.05	10,000.00	Nestle Waters On-site Promotion	2006 concert series
9.19.05	10,000.00	PRODINF (production co.) Film Permit	2006 concert series
10.26.05	150.00	Women's Club	Halloween Carnival
10.26.05	150.00	S.Bay BMW	Halloween Carnival
10.26.05	3,000.00	HB Chamber Fiesta Beer Garden proceeds	Centennial Celebration
10.26.05	329.00	HB Chamber Fiesta Beer Garden tips	Centennial Celebration
11.28.05	300.00	Women's Club	Tree Lighting & Sand Snowman Events
2.8.06	250.00	Gary Wyland	Centennial Celebration
2.28.06	250.00	Christine Hollander	Centennial Celebration
2.28.06	10,000.00	Civic Entertainment Group	2006 concert series
4.26.06	1,000.00	Friends of Parks	Youth Scholarship
4.26.06	250.00	Mer-Maid Restaurant	Centennial Celebration
4.26.06	2,000.00	HB Chamber	Centennial Celebration
5.16.06	10,000.00	Innova Marketing	2007 concert series
5.18.06	250.00	Beach Travel	Centennial Celebration
6.22.06	10,000	Upstage Right Productions	Centennial Celebration
6.22.06	3,744	AYSO	#4308 Program Materials Account for Community Center
6.29.06	30,000	Pierce Promotions	Centennial Celebration
6.30.06	900	Centennial Bricks	Centennial Celebration
6.30.06	200	Time Capsule	Centennial Celebration
TOTAL	108,914		