

September 17, 2007

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

Regular Meeting of
October 2, 2007

**Department of Community Resources
Activity Report for August 2007**

The Department of Community Resources has been involved in the following activities for the month of August 2007:

Recreation Programming:

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

Summer Day Camps

Valley Park Day Camp

Day campers, ages 6-14, 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.

Valley Park Afternoon Camp

'Mini-Camps' offered working parents an alternative to traditional childcare. At day's end of Valley Day Camp, camp counselors escorted participating youth to Afternoon Camp, located at Valley Park's basketball court.

Chevron Surf Camp

Registration was steady for this ever-popular summer camp tradition. Surfers, ages 9-17, 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.

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

International Surf Festival

The annual festival was hosted by the cities of Hermosa Beach, Manhattan Beach, Redondo Beach and Torrance, and was held August 3-5th. The event features the Velzy-Stevens Pier to Pier Paddleboard Championship, the Dick Fitzgerald Two-mile beach run, the Charlie Saikley 6-person Beach Volleyball Tournament, International Bodysurfing

Championship, the Dwight Crum Pier to Pier swim, lifeguard competitions, and Dory races.

Sunset Concerts at the Beach

The third Sunset Concert was held August 5, south of the Pier. The concert featured The Stonebridge Band with Doors cover. Approximately 6,000 people were in attendance. \$2048 in donations was collected.

CBVA 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 August 11, north of the Pier.

Shorts on the Beach

Over 1,000 people enjoyed a film festival showcasing short films, documentaries, animation, music videos and commercials from local and international filmmakers. The best films from the "Hermosa Shorts" film festival were shown on a large movie on the beach south of the Pier.

Hermosa Art Walk

The Hermosa Artwalk was held August 18 and featured 60 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.

Taste at the Beach

Taste at the Beach was held in the Community Center Courtyard on August 19 from 2pm-6pm. Tickets for the event were sold for \$50. All the proceeds benefited the Hermosa Beach Historical Society Museum. Participants were treated with a tour of the museum, great food and wine from local restaurants as well as live jazz music throughout the evening.

AAU Junior National Beach Volleyball Tour

The AAU Junior National Beach Volleyball Tour was held August 19th 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.

Facility Rentals

Civic Theater Events

Fees Charged	
Aug 16/17/18	The Broadway Bound Players Presented 'Annie'. An average of 200 people were in attendance for each showing.
Aug 19	The Kiwanis Club held their annual 'Taste at the Beach'. An estimated 100 people were in attendance.
Aug 23	Polaris Promotions held the 'Beach Shorts Film Festival'. An average of 175 people were in attendance.
Aug 5/26	Church of Christ conducted religious services utilizing 5 classrooms and the theater. Over 500 were in attendance for each rental day.
Aug 6-9/13-15	Paradisique presented 'French Cabaret'. An average of 20 people were in attendance for each showing.

Aug 25	June-do presented a 'Mixed Martial arts Expo'. An estimated 75 people were in attendance.
Fees Waived	
Aug 10/11	Hermosa Arts Foundation Usage: 150 hours Hermosa Shorts Film Festival. Attendance totaled 450 for each day of the event.
Aug 24/31	HAF hosted Movie Night. An average of 50 people attended each evening.

Community Center Room Rentals

Private Rentals	
312.5	Community Center Rooms
Lease Agreements	
ARC	Rooms 1,2, 15 & 16(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
168.0	Public Skate Hours

Clark Complex

Clark Building	
54	Private Rentals
Field	
0	FIELD UNDER MAINTENANCE

Community Center Gymnasium

Fees Charged	
Total Hours	Private Rental
7.5	Aaker, Adult Basketball
1.5	Acres, Youth Basketball
8.0	Crawford, Adult Basketball
4.0	Kaltsas, Adult Basketball
7.5	Kim, Youth Basketball
8.0	Kwan, Adult Basketball
6.0	Lee, Youth Basketball
7.5	Ortiz, Adult Basketball
4.0	Poss, Adult Basketball
10.0	Price, Adult Basketball
10.0	Rivera, Adult Basketball
10.0	Ronne, Adult Basketball
8.0	White, Adult Basketball
4.0	Umamoto, Youth Basketball
8.0	Zagurski, Adult Basketball
104.0	Total Hours Fees Charged
Fees Waived	
36.0	Hermosa Beach Fire Department
20.0	ARC
20.0	Easter Seals
76.0	Total Hours Fees Waived

Community Center Tennis Courts

Total Hours	Private Rental
26.5	Abbey

36.25	Burt
39.0	Campagna
4.0	Escalante
6.0	Mahoney
5.0	Smith
7.0	Testa
60.0	Resident Reservations
183.75	Total Hours Fees Charged
	*Public court use outside of reserved time is first come first serve.

Film Permits	Type	Dates	Days
Breaking Point	Feature Film	July 25-Aug. 11	12
Image Locations	Still Photo	Aug. 9-10	2
Embry Rucker Photographs	Still Photo	Aug. 13	1
High Noon Entertainment	HGTV Series	Aug. 23-24	2

Upcoming Events

Oct. 12	Flashlight Trick or Treat for Teens
Oct. 15	HB Triathlon
Oct. 20	Pumpkins in the Park
Nov. 1	Senior Flu Clinic
Nov. 11	Veteran's Memorial Event

DEPARTMENT REVENUE FOR AUGUST 2007

Current Month	This Month Last Fiscal Year	Current Year To Date	Last Year To Date
\$123,208	\$79,761	\$348,320	\$286,713

Revenue FY 2007-08 for 17% of the Fiscal Year is:

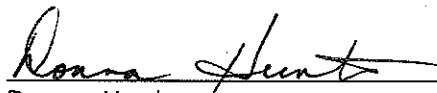
\$348,320 or 48% of the projected figure of \$716,920


Expenditures FY 2007-08 for 17% of the Fiscal Year is:

\$210,098 or 22% of the projected figure of \$1,119,580

Respectfully submitted,

Concur,


 Donna Hunter
 Administrative Assistant


 Lisa Lynn
 Community Resources Director

**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
9.29.06	500.00	Friends of Parks	"Hermosa 90254" Cable TV Show
10.06.06	500.00	Hermosa Kiwanis Foundation	"Hermosa 90254" Cable TV show
12.01.06	500.00	Hermosa Beach Women's Club	Sand Snowman Contest and Tree Lighting
3.15.07	1,000.00	Hermosa Arts Foundation	"Hermosa 90254" Cable TV Show
3.15.07	2,340.00	AYSO	Dept. Programs
4.24.07	2,500.00	Time Warner	Camera Equipment "HB 90254" Show
5.8.07	1,000.00	Friends of the Parks	Youth Scholarships
06/07 Fiscal Year Total:	22,989.83		

**Department of Community Resources
Donations 2007-2008**

Date	Amount	Donor	Allocation
7.22.07	2,933	Anonymous collection at Summer concert 7/22	08/09 Concert Series
7.29.07	2,815	Anonymous collection at Summer concert 7/29	08/09 Concert Series
8.6.07	2,048	Anonymous collection at Summer concert 8/05	08/09 Concert Series
8.22.07	110	Employees Community Fund of the Boeing Co.	Dept. Programs
9.11.07	65	Anonymous Collection at Fall Fiesta	08/09 Concert Series
07/08 Fiscal Year Total:	7,906		