

August 15, 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 July 2007**

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

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

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

Hennessey's Paddleboard Championship

Approximately 450 Junior Lifeguards, plus hundreds of adult lifeguards and paddlers participated in this annual event held on July 7th. Participants enjoyed live music, a pig roast, and refreshments on Pier Plaza.

AAU Junior National Beach Volleyball Tour

The National Championship Tournament was held July 13th-15th on temporary courts north of the Pier. This is the largest junior beach volleyball tournament in the country. Over 200 teams participated in this event. The Tour Championship is scheduled for August 19.

Sunset Concerts at the Beach

The first Sunset Concert was held July 22nd, south of the Pier. The concert featured "Eric Burdon & Animals". Approximately 10,000 people were in attendance. \$2932 in donations was collected. The second Sunset Concert was held July 29th, south of the Pier and featured "Tommy James and the Shondells". Approximately 6,000 people were in attendance. \$2814 in donations was collected. The third summer concert featuring the "Stonebridge Band" with "Doors" cover is scheduled for August 5th.

Shakespeare by the Sea

Shakespeare by the Sea was held on July 25th at Valley Park. It was a free summer evening performance featuring "Taming of the Shrew".

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 28th, north of the Pier.

Surfer's Walk of Fame Induction Ceremony

The Surfer's Walk of Fame Induction Ceremony was held July 29th, south of the Pier. Wally Bennett, Tulie Clark, Douglas Craig, John Dominis, Mark Kauffman, Joseph P. Kerwin, Art Rogers, and Olin Scrivens, Jr. were the 2006 inductees. This year's honorary inductees were John. "Whitney" Guild, Mike Stevenson and Alf Laws. Honorary Pioneer Member inductees were Bev Morgan, Toby Erlinger, Patrick O'Connor, Rosemari Reimers-Rice.

Facility Rentals

Civic Theater Events

Fees Charged	
July 1/8/29	Church of Christ conducted religious services utilizing 5 rooms and the theater. Over 500 people were in attendance.
July 13/14	Sister Cities Presented the <i>Centennial Folklorico Event</i> . Over 400 people were in attendance.
July 27/28/29/30/31	Parad'isiaque presented <i>French Cabaret</i> . 1 show in July with approximately 100 people in attendance.
Fees Waived	
July 12	Hermosa Arts Foundation Usage: 26 The Historical Society presented the <i>Surf Film Festival</i> .
July 21	Jerry Roberts presented <i>An Evening of Choreography</i> . Over 200 people were in attendance.

Community Center Room Rentals

Private Rentals	
406	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
44	ET Skate Class
210	Open Skate

Clark Complex

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

Community Center Gymnasium

Fees Charged	
Total Hours	Private Rental
6.0	Aaker, Adult Basketball
7.5	Bothwell, Youth Basketball
10.0	Crawford, Adult Basketball
3.0	Dates, Youth Basketball
4.0	Kaltsas, Adult Basketball
8.0	Kwan, Adult Basketball
6.0	Lee, Adult Basketball
2.0	Len, 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
10.0	White, Youth Basketball
10.0	Zagurski, Adult Basketball
111.5	Total Hours Fees Charged
Fees Waived	
44.0	Hermosa Beach Fire Department
18.0	ARC
18.0	Easter Seals
80.0	Total Hours Fees Waived

Community Center Tennis Courts

Total Hours	Private Rental
49.0	Abbey
124.0	Burt
40.0	Campagna
4.0	Escalante
4.5	Mahoney
6.0	Smith
18.0	Testa
73.0	Resident Reservations
318.5	Total Hours Fees Charged
	*Public court use outside of reserved time is first come first serve.

Upcoming Events

Aug. 3-5 International Surf Festival
Aug. 5 Sunset concert #3 Stonebridge Band with Doors cover
Aug. 11 CBVA Volleyball Tournament
Aug. 12 Hermosa Shorts on the Beach
Aug. 18 Hermosa Beach Art Walk
Aug. 19 Taste at the Beach
Aug. 19 AAU Beach Volleyball Championship Tour
Sept. 1-3 Fiesta Hermosa

DEPARTMENT REVENUE FOR JULY 2007

Current Month	This Month Last Fiscal Year	Current Year To Date	Last Year To Date
\$224,437	\$206,952	\$224,437	\$206,952


Revenue FY 2007-08 for 7% of the Fiscal Year is:

\$224,437 or 31% of the projected figure of \$716,920.00

Expenditures FY 2007-2008 for 7% of the Fiscal Year is:

\$89,865 or 8% of the projected figure of \$1,188,643

Respectfully submitted,



Donna Hunter
Administrative Assistant

Concur:



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
07/08 Fiscal Year Total:	5,748		