



Avalon City Council Weekly Update 05-06-16

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Avalon Fire – Area F Grant:

This week the Avalon Fire Department took delivery of three Microsoft Surface Tablets as part of a successful grant with our Area F partners in Long Beach and Signal Hill. These devices are very similar to Apple iPad's but will operate on a Microsoft/Windows platform that integrates with current city IT infrastructure. These devices will be available for emergency operations, on-line training, future electronic patient care reports and any number of applications where mobility away from a PC is needed.

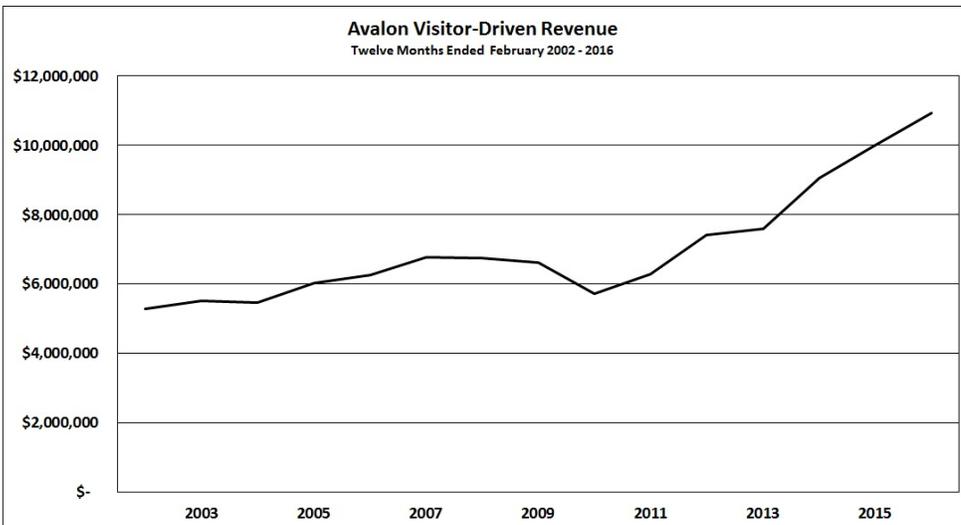
Finance - Visitor Driven Revenue as of February 2016

The report of visitor generated revenue updated as of February 2016 is available on the Finance Department's web site <http://www.cityofavalon.com/finance>.

Comparing the twelve-month period of March through February of this year to last year:

- Transient Occupancy Tax continues to increase and is 15% higher;
- Cross-Channel Wharfage is up by 10%;
- Sales Tax, and Harbor Use Fees are up by 6%;
- Admissions Tax is down slightly by 1%;
- Cruise Ship Wharfage is down 5% due to weather and a banner spring of 2014; and
- Overall, total visitor-generated revenue is up by almost 10%.

The graph illustrates that overall revenue has continued the upward trend since 2010.



PUC Carrier Application - Newport Beach to Avalon

Catalina Clipper LLC has filed an application with the Public Utilities Commission seeking a vessel common carrier certificate to perform a passenger ferry service from Newport Beach to Avalon on a 32 passenger boat 364 days a year. The Harbor Master has requested a copy of the application and related exhibits to provide the City Council with more information.

Harbor Department - Pier End Float

The 60 foot additional loading float on the end of the pier has been installed for the summer season. A huge thanks goes out to the Harbor and Public Works maintenance crew for being able to make necessary repairs and have it installed on the target date!

Rec. Dept - Avalon Youth Basketball

Sunday, May 1st, marked the end of the Avalon Youth Basketball season. This year broke another participation record for the City's Recreation Program. 167 kids participated this year, a 20% increase from last year.

The program had 5 categories. K-2 where children learned the fundamentals of the game for the first time, shooting on lowered rims. 3-5 grade girls and boys division, where they first start to learn team concepts with coaches but still stressing fundamentals. 6-8 grade girls and boys division, where the league starts to become more competitive and the concepts more completed.

At the end every participant recieved a participation medal and a basketball. There are also over 70 individual awards given out from most improved, best sportsmanship, best teammates, best defender, all Stars, and player of the year.

Rec. Dept/Public Works - Downhill Skate Race

Public Works Crew swept and cleared Wrigley Rd for the Downhill Skate Race on Weds. They will also set the stage up and lay out the foam barriers on Thursday.

Rec. Dept/City Manager - Visit California Forum

On Wednesday interim City Manager Denise Radde and Interim Recreation Coordinator David Hart went to the Visit California Forum held at the Catherine Terrace hosted by the Chamber of Commerce. We learned that the Visit California is a non-profit organization that helps to promote the state of California Nationally and Internationally. They also have created online contact we can push content to give Catalina a greater visibility. They stressed us to "Dream Big". David met with Amelia and Melissa from the Chamber to discuss how we can streamline the process to help event coordinators easier access to the Island. David will be continuing to go to the marketing meetings at the Chamber to continue to be part of the process to advancing our continual promotion of the Island and its Events.

Administration - Administrative Professionals Day

Interim City Manager Denise Radde treated the City Hall staff to a lunch for Administrative Professionals Day. And in true professional fashion, staff was able to quickly agree upon pizza for lunch. Thanks to Denise and the Department Heads for the consideration and hard work, and of course a big thanks to all the staff for striving to be professional everyday. Of course, then Management Aide Jordan Monroe had to commandeer the end of lunch to give a training review of the new TV/webcamera set up, which I'm sure everyone enjoy just as much as the pizza...



Respectfully Submitted,
The Avalon City Staff