

May 6, 2003

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
May 13, 2003

<p style="text-align: center;">SUNSET CONCERT SERIES 2003 PROPOSAL</p>

Recommendation

Staff recommends that that Council:

1. Approve the implementation of community concerts on the beach for consecutive Sunday evenings during the summer months.
2. Select an entertainment venue proposal.

Background

The annual summer concert series began in July of 1998, a presentation of three separate musical performances on the beach. In response to popular demand, the program was extended to include a fourth concert during the summer season of 2002.

Each concert begins at 6 PM on a Sunday evening and continues until sunset. The south side of the Pier provides a picturesque venue location while accommodating both stage and production requirements.

From 1998 to 2001, the concerts were partially subsidized by donations from Hawthorne Savings and Anheuser-Busch. The corporations were unable to donate monetarily in 2002 due to budgetary restraints.

Analysis

Sixty percent (60%) of the program budget pays for the performers (when averaged out between four concerts). Forty percent (40%) of the program budget is utilized to supply sound, lighting, stage, generator, equipment, operations crew and technicians. On average, the expense to produce each concert is \$10,000.

Hawthorne Savings has confirmed a \$5,000 donation in exchange for placement of their Automated Teller Machine (ATM) on Pier Plaza (at the power supply adjacent to the Mermaid parking lot). Negotiations are currently in progress with Anheuser Busch, Asahi Beer, and Union Bank of California for the following levels of sponsorship: \$5,000 to share promotional opportunities with another corporate entity, or \$10,000 for sole promotional sponsorship of a select concert.

Concert venue proposal is a follows:

PROPOSAL	NUMBER OF CONCERTS	PERFORMERS	EXPENSE
A.	4	1. Dick Dale 2. The Chantays 3. The Coasters 4. Little Anthony	\$55,000
B.	3	1. The Chantays 2. The Coasters 3. Little Anthony	\$47,000
C.	3	1. Dick Dale 2. The Chantays 3. The Coasters	\$40,000
D.	4	1. The Chantays 2. The Coasters 3. Forever Fab (Beatles) 4. Classic Rock All-Stars	\$40,000

FISCAL IMPACT: Depends upon proposal chosen. Please refer chart above.

Attachments:

- A. Summarized Performers Descriptions
- B. Performer's Biographies

Respectfully submitted,

Concur:

Lisa Lynn
Recreation Supervisor

Stephen R. Burrell
City Manager

Noted for Fiscal Impact:

Viki Copeland
Director of Finance

SUMMARIZED DESCRIPTION OF PERFORMERS

LITTLE ANTHONY & THE ORIGINAL IMPERIALS

- Late 50's and 60's era Rhythm & Blues, pop music
- Features all original members, including Anthony Gourdine
- Hit songs include:
- "Tears on my Pillow", "Goin' Out of My Head", "Shimmy, Shimmy Ko-Ko-Bop", "I'm on the Outside Looking In", "I'm Falling in Love With You"

DICK DALE

- 50'S era surf guitar music
- Features the legend known as the "King of the Surf Guitar"
- Hit songs include:
- "Miserlou", "Nitro", "Surf Buggy", "Nite Rider", "Surf Beat", "Esperanza"

CLASSIC ROCK ALL-STARS

- 70's era rock music
- Features original members Peter Rivera of Rare Earth, Mike Pinera of Iron Butterfly, and Jerry Corbetta of Sugarloaf
- Hit songs include:
- "Get Ready", "Ride Captain Ride", "Green Eyed Lady", "I Just Want to Celebrate", "Inna Gadda Da Vida", "Land of a Thousand Dances"

THE CHANTAYS

- 60's era classic surf band music
- Features original members, Bob Spickard and Brian Carmen; co-writers of "Pipeline", along with drummer Bob Welch.
- Hit songs include:
- "Pipeline", "Riders in the Sky", "Blunderbuss", and "El Conquistador"

THE COASTERS

- Late 50's era Rock 'n' Roll
- Features Billy Richards Jr. and tenor, Cornell Gunter; as well as the Stonebridge Band
- Hit songs include:
- "Yakety Yak", "Love Potion #9", "Young Blood", "Down in Mexico", "Poison Ivy", "Charlie Brown", "Along Came Jones", "Smokey Joe's Café"

FOREVER FAB

- Tribute to 60's & 70's Beatles Music
- Features performers in exact Beatles costume replicas and authentic instrument replication
- Hit song performances include:
- "Twist & Shout", "Love Me Do", "I Want to Hold Your Hand", and songs from the "Sergeant Pepper's Lonely Hearts Club Band" album