

August 11, 2004

Honorable Mayor and Members of
The Hermosa Beach City Council

Adjourned Meeting of
August 13, 2004

**2004 IMG
CONCERT ON THE BEACH: SHERYL CROW**

Recommendation

It is recommended that the City Council approve the request from IMG to produce an evening concert on the beach, Thursday, September 23rd, 2004, featuring Sheryl Crow.

Summary

The Community Resources Department received a special event application from IMG, the company responsible for the production of Beach Bash, to produce a concert on the beach that would feature Sheryl Crow. The verbal request was received Thursday, August 5, 2004, after the Council agenda had been prepared. The City event application and \$500 application fee were received Friday, August 6, 2004. An interdepartmental operations meeting was held Tuesday, August 10, 2004 to assess production feasibility and safety concerns. Per Council direction, this special event request was adjourned from the regular meeting of August 10, 2004 to Friday, August 13, 2004 at 6:00 p.m.

ENTERTAINMENT VENUE

Opening Act	6:00-6:45PM
TBD Remarks	6:55-7:04PM
First Support Act	7:05-7:55PM
American Express Remark	8:11-8:19PM
Sheryl Crow plus guest performers	8:20-10:00PM
Fireworks Display	10:01-10:04PM
Show Ends	10:05PM

Event capacity is determined to be 10,000 spectators situated on the sand (no bleachers) in six (6) designated quadrants situated on the north side of the Pier (Attachment A). Each quadrant measures 120' X 200' totaling 24,000 sq. ft per section. Open area capacity is typically set at 1 person per 7 sq. ft. Should more than the anticipated crowds of 10,000 arrive; there is safe seating capacity for 20,000 within the grids as shown on Attachment A.

A 6' perimeter fence will control access to the venue site with secured entrances on both east and west sides. Other structural components include a stage, media deck, and elevated seating for a VIP area.

Per coastal commission policy, IMG cannot charge admission to the proposed event, but may sell or designate preferred seating (VIP) for up to 24% of the total amount of seating capacity. More than 75% of the seating capacity shall be available free of charge for general public admission.

The event contract (Attachment B) stipulates that a minimum of sixty (60) private security guards, one (1) Police Sergeant, eight (8) Police Officers, and two (2) Fire/Paramedic Officers are assigned to the event for security purposes.

Fiscal Impact: \$25,452 Estimated Permit Fees (Attachment C)
 \$74,548 Charitable Donation toward youth/family orientated City
 programs and /or facility utilized by youth populations

The production schedule (Attachment D) details equipment load-in procedures beginning Thursday, September 16th with vehicles crossing the Strand for two consecutive days. Truck movement will discontinue over the course of the weekend and resume Monday, September 20th. All load-in and teardown proceedings will be implemented between the hours of 8:00AM and 8:00PM.

The American Express media outreach will be limited to local markets. Banner, print and radio marketing plans are outlined in Attachments E and F.

Attachments:

- A. Venue Site Plan
- B. Commercial Event Contract
- C. Fiscal Impact Detail
- D. Production Schedule
- E. Street Banner Design
- F. Marketing Plan

Respectfully Submitted,

Concur,

Lisa Lynn
Community Resources Department

Stephen R. Burrell
City Manager