

November 18, 2004

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
November 23, 2004

FUNDS RECEIVED FROM AMERICAN EXPRESS

Recommendation:

That the City Council set up a fund to hold this donation for the Sunset Concert Series and to direct staff to pursue sponsors for the 2005 Concert Series.

Background:

This item was continued to this meeting by the City Council. The donation item that was part of the November 14, 2004 meeting included designating these funds for the future Sunset Concert Series events. During the discussion, staff indicated that sponsors would continue to be sought for the Sunset Concert Series. It was also mentioned that some of these funds could be made available for the 100 Year Celebration in 2007, the New Year's Eve Celebration, or other special events. If the funds are set aside for the Concerts and, at the same talent levels and number of events and sponsor support, it would be possible to cover five years worth of events. Additional sponsors would provide funding to either add events or additional years.

A 100 Year Celebration Committee most likely would be able to raise funding just for the event in a similar manner that was done with the Millennium Celebration. Most of the expenses were covered by the brick sales, including the fireworks display. The City Council may wish to consider setting in motion this event through the Parks, Recreation and Community Resources Advisory Commission.

All of these uses would seem to be consistent with the funding from American Express.

Respectfully submitted,

Stephen R. Burrell
City Manager