

April 19, 2005

Honorable Mayor and Members of  
The Hermosa Beach City Council

Regular Meeting of  
April 26, 2005

<b>CONCERT SERIES PROPOSAL SUMMER 2005</b>
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**Recommendation**

Staff recommends that that Council:

1. Approve concert dates and proposal for entertainment venue.
2. Appropriate \$50,000 in the 2005-06 budget as follows:  
\$25,000 General Fund Designated from American Express donation; \$14,000 donations to be received from Arrowhead, Corona Light; \$2,500 reappropriation of 2004-05 donation from 24 Hour Fitness; \$8,500 from Prospective Expenditures or additional donations or sponsors.

**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. From 1998 to 2001, the concerts were subsidized by corporate donations. Budgetary constraints precluded commercial donations thereafter; consequently, the series was adopted into the City budget for 2002 and 2003. The summer concert series has since been removed from the City budget. 2005 sponsorship currently totals \$41,500.

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

**Proposal**

July 31, 2005	Ambrosia with a Neil Diamond cover band to open
August 7, 2005	Johnny Rivers with a Rolling Stones cover band to open
August 14, 2005	Freda Payne with the StoneBridge Band

**Attachments:**

A. Production History

Respectfully submitted,

Concur,

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Lisa Lynn  
Community Resources Director

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Stephen R. Burrell  
City Manager

Noted for Fiscal Impact,

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Viki Copeland  
Finance Director