

**April 21, 2005**

**Honorable Mayor and Members of  
the Hermosa Beach City Council**

**Regular Meeting of  
April 26, 2005**

<b>AMERICAN EXPRESS FUNDS</b>
-------------------------------

**Recommendation:**

That the City Council revise its action of 11/23/04 regarding of the use of the American Express Funds to appropriate for additional funds for the Sunset Concert Series and for the Centennial Celebration entertainment activities.

**Background:**

The City Council, at its meeting of November 23, 2004, approved designating \$25,000 for the Sunset Concert Series and the Centennial Celebration and \$50,000 for undesignated capital projects on the beach. Staff is returning to request that City Council consider designating the \$50,000 beach CIP's for use in future Sunset Concert Series and the entertainment activities associated with the Centennial Celebration. The 2005 Sunset Concern Series is funded as recommended and the designation of the remaining funds for future concerts and the various entertainment events as part of the Centennial Celebration would allow the planning of both the concerts and centennial events with some assurance of funding that is consistent with the donation from American Express. Additional donations for both the concert and the celebration will certainly be realized as they have for the concert series. Donations received for the concert series are used to offset the use of other funds or are held for future years.

Respectfully submitted,

Stephen R. Burrell  
City Manager