

April 18, 2006

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
April 25, 2006

**Pier Plaza Promotion
GAP Rock Color Bus Tour**

Recommendation

Staff recommends that Council approve the request from INNOVA Marketing, Inc. to utilize Pier Plaza for a one-day sales promotion of GAP merchandise, Friday, May 19, 2006 from 10:00 AM-5:00PM.

Background

The Department of Community Resources received a Pier Plaza Promotion application from INNOVA Marketing Inc. to situate the GAP Rock Color Tour Bus on Pier Plaza to promote a seasonal line of clothing by providing consumers with the opportunity to purchase merchandise from a unique 'store on wheels'. Council approval is required for merchandise sales.

GAP, represented by INNOVA Marketing, Inc. will donate \$10,000 toward the 2007 summer concert series in exchange for the six-hour promotional opportunity on Pier Plaza.

Fiscal Impact:

Donation/Location Fee	\$10,000
CR Dept. Staff Fee	\$300
Total	\$10,300

Respectfully submitted,



Lisa Lynn
Community Resources Director

Concur,



Stephen R. Burrell
City Manager

Noted for Fiscal Impact:



Viki Copland
Finance Director