

May 16, 2006

Honorable Mayor and Members of  
The Hermosa Beach City Council

Regular Meeting of  
May 23, 2006

**2006 AVP Hermosa Beach Open  
Concert Proposal: Ozomatli**

**Recommendation**

It is recommended that the City Council approve AVP request for a Friday evening concert on the Center Court stage, featuring Ozomatli, Friday June 9, 2006.

**Background**

The Department of Community Resources received a request from Dave Williams, AVP Director of Tour Operations, to host a Friday evening concert in coordination with the 2006 AVP Hermosa Beach Open.

The concert component is scheduled between the hours of 6PM to 8PM. This time frame proved to be successful in the summer of 2004 when the AVP hosted a similar concert featuring Smash Mouth. Spectator crowds dispersed immediately following the concert and impact to Pier Plaza was minimal.

Ozomatli, a popular L.A. based band, has played outdoor venues at the Santa Monica Pier and is currently experiencing regular radio play on local stations. The music genre is classified as 'mainstream Latin-reggae.' Music sample attached.

Attachments:

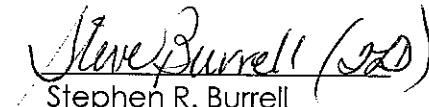
A. Compact Disc

Respectfully Submitted,

Concur,



\_\_\_\_\_  
Lisa Lynn  
Community Resources Director

  
Stephen R. Burrell  
City Manager