

May 25, 2006

Honorable Mayor and Members of  
The Hermosa Beach City Council

Meeting of  
June 1, 2006

**Kraft Foods Promotion  
Upstage Right Productions Inc.**

**Recommendation**

It is recommended that the City Council approve request from Upstage Right Productions Inc. for a promotional event Wednesday, June 28, 2006 on the beach directly west of Noble Park.

**Background**

The Department of Community Resources received a request from Steve Solomon, Upstage Right productions President, to implement a promotional event for Kraft Foods. The four-hour promotion will be hosted by actor, George Hamilton and will include product sampling and the unveiling of the world's largest beach towel; qualifying for the Guinness Book of World Records, listing Hermosa Beach as the record-breaking location.

Kraft, represented by Upstage Right productions, will donate \$10,000 toward the 2007 summer concert series in exchange for the four-hour promotional opportunity on the beach.

**Fiscal Impact:**

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

Attachments:

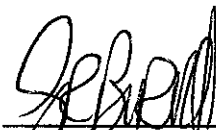
- A. Letter of request

Respectfully submitted,

**Lisa Lynn**

Lisa Lynn  
Community Resources Director

Concur,



Stephen R. Burrell  
City Manager

