

July 20, 2006

Honorable Mayor and Members of
The Hermosa Beach City Council

Meeting of
July 25, 2006

Hermosa Shorts Film Festival

Recommendation

It is recommended that the City Council review the request from Tom Kearney to implement a film screening on Pier Plaza, Thursday, August 10 2006 and waive the location fee.

Background

The Department of Community Resources received a letter request Monday, July 17, 2006 from Tom Kearney, Hermosa Shorts Creative Director, to implement a promotional event on Pier Plaza. The request was not received in time to be considered by the Parks and Recreation Commission for recommendation to Council.

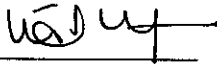
The event will encompass a 'bow-up' screen 10' X 8' situated in front of Spyder Surf Shop in conjunction with a film festival reception on Sangria's patio. Load-in and load-out will occur on the same day. A showcase of films from the prior year will be viewed by the public on Pier Plaza. This promotion will serve as a kick-off the night prior to the actual film festival to take place August 11-13, 2006 at the Community Center Playhouse.

The Pier Plaza location fee for a commercial entity is \$10,000. Hermosa Shorts does not qualify as a non-profit. The group is requesting a fee waiver along with approval for the event.

Attachments:

A. Letter of request

Respectfully submitted,



Lisa Lynn
Community Resources Director

Concur,


Stephen R. Burrell
City Manager



**HERMOSA
SHORTS**

Tom Kearney
1909 Harriman Lane
Redondo Beach, CA 90278

Lisa Lynn
710 Pier Ave
Hermosa Beach, CA 90254

Dear Lisa,

We are so excited about this year's festival. The films are fantastic, the entertainment is top notch, five of Hermosa's best restaurants are providing food and the workshops are great.

We propose to bring to the city of Hermosa Beach a Plaza screening of some of last years stand out films. This would take place on August 10th from 8:30 to 10:00 pm and would be located in front of Spider Surf Shop. Denis Garvis, owner of Spider Surf has pledged his support.

We will also provide Security for set up, film times and break down.

We will also provide insurance for the screenings.

The screen it self is a blow up model similar to a bounce house which children play on so it is safe as well as providing a beautiful picture.

The people who will set this up are the owners of "Friends of Film". They have extensive experience in this kind of event.

Thank you for taking our proposal in consideration. We hope to here from you soon.

Best,

Tom Kearney