

April 3, 2007

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
April 10, 2007

**CENTENNIAL SUMMER CONCERT SERIES
SUMMER 2007 PROPOSAL**

Recommendation

Staff recommends that the Council approve concert dates and select a music venue.

Background

Each concert begins at 6PM and continues until sunset on the south side of the Pier for three consecutive Sundays, attracting spectator crowds of 7,000-10,000. Increased audience numbers are expected during the Centennial year and caliber of production is enhanced.

Music Venue Options

Option A.

Date	Entertainment	Cost	Production Cost	Total
July 22	Eric Burdon & the Animals	\$15,000		
July 29	Tommy James & the Shondells	\$30,000		
August 5	Stonebridge Band w/ Doors Cover	\$9,000	\$50,000	\$104,000

Option B.

Date	Entertainment	Cost	Production Cost	Total
July 22	The Rembrandts	\$7,500		
July 29	Tommy James & the Shondells	\$30,000		
August 5	Stonebridge Band w/ Doors Cover	\$9,000	\$45,000	\$91,500

Option C.

Date	Entertainment	Cost	Production Cost	Total
July 22	Eric Burdon & the Animals	\$15,000		
July 29	The Rembrandts	\$7,500		
August 5	Stonebridge Band w/ Doors Cover	\$9,000	\$25,000	\$56,500

Production Costs

Production costs are presented as a package to encompass the following for three concert dates: sound and light systems, keyboard, amps, and drums per performer requests, backup entertainment per performer request, steel stage with shell to prevent echo, satellite speakers with cable and scaffolding, generators, 5-member stage crew: venue management, equipment load-in and load-out.

Attachments

- A. Production History
- B. Artist Bios

Respectfully submitted,



Lisa Lynn
Community Resources Director

Concur,



Stephen R. Burrell
City Manager

Noted for Fiscal Impact,



Viki Copeland
Finance Director

SUNSET CONCERT SERIES
Production History

Year	Total Cost	Donations	Venue
2006	\$34,000 City Cost \$1,509	\$10,000 Grand Central Mktg. \$10,000 PRODNF Inc. \$10,000 Civic Ent. Group \$2,491 Anonymous	1. Super Diamond 2. Bone Daddy's & the Stonebridge Band 3. Billy Vera and the Beaters
2005	\$50,000 City Cost \$8,500	\$25,000 American Express \$10,000 Arrowhead \$4,000 Corona Light \$2,500 2004 appropriation	1. Ambrosia/Neil Diamond cover 2. Johnny Rivers/Rolling Stones cover 3. Freda Payne with Stonebridge Band
2004	\$20,000 City Cost None	\$10,000 Vineyard Bank \$10,000 FW Magazine \$2,500 24 Hr. Fitness	1. The Coasters 2. The Temptations (Richard Street) 3. The Stonebridge Band
2003	\$50,000 City Cost None	\$20,000 Mervyn's \$10,000 Hawthorne Savings \$10,000 The OC \$10,000 TBS Superstation	1. The Chantays 2. The Coasters 3. Little Anthony 4. Sam Moore
2002	\$40,000 City Cost \$40,000	No Donations	1. The Coasters 2. The Association 3. Ladies of Rock & Roll 4. Classic Rock All Stars
2001	\$30,000 City Cost \$10,000	\$10,000 Anheuser Busch \$10,000 Hawthorne Savings	1. Classic Rock All Stars 2. The Coasters 3. The Diamonds
2000	\$30,000 City Cost None	\$20,000 Anheuser Busch \$10,000 Hawthorne Savings	1. Dick Dale 2. Orquesta La Palbara 3. The Temptations (Richard Street)
1999	\$29,000 City Cost \$6,242	\$10,000 Hawthorne savings \$7,758 Hill & Knowlton \$5,000 Anheuser Busch	1. The Drifters 2. Sounds of the Supremes 3. The Safaris 4. Billy Vera
1998	\$25,000 City Cost None	\$25,000 Hawthorne savings	1. The Coasters 2. Zydeco 3. The Chantays

ARTIST BIOS

ERIC BURDON and the ANIMALS

The original Animals were inducted into the Rock and Roll Hall of Fame in 1994. The Animals took the music world by storm when they recorded and released an electrified version of the traditional folk number, The House of the Rising Sun. In short order they followed with such classics as Don't Let Me Be Misunderstood, We Gotta Get Out of This Place, It's My Life, I'm Crying, Inside Looking Out, The Story of Bo Diddley, Bring It On Home to Me, and See See Rider.

TOMMY JAMES and the SHONDELLS

Tommy James and the Shondells were a popular 1960's American rock and roll group. They had two number one singles in the U.S. -- Hanky Panky and Crimson and Clover. They're genre of music expanded to include Pop Rock, Psychedelic rock, and rhythm and blues. The group went on to release other top ten hits such as I Think We're Alone Now, Mony Mony, Crystal Blue Persuasion, and Sweet Cherry Wine.

THE REMBRADNTS

The group had their first hit in 1990 with Just the Way it is Baby, which peaked at number 14 on the billboard singles chart. The 1992 follow-up album featured the hit Johnny Have You Seen Her. Another track from the album, Rollin' Down the Hill, was used in the movie Dumb & Dumber. The Rembrandts are most famous for the song I'll Be There For You, the theme for the sitcom Friends. The success of friends led to greater awareness of the band.

THE STONEBRIDGE BAND

The City receives the most requests for repeat performances by the Stonebridge Band than any other group. The Stonebridge Band is a highly versatile ensemble of nine talented musicians from the Southern California area. Playing every style of music from Standards and Jazz to soulful R & B, this entertaining group takes the listener on a trip from one end of the musical spectrum to the other. The Stonebridge Band is backed by a rock solid rhythm section and features a three-piece horn section.