

February 28, 2007

Chairperson and Members of the
Parks, Recreation and Community
Resources Advisory Commission

Regular Meeting of
March 6, 2007

**Hermosa Shorts Film Festival
Movie on The Beach Proposal**

Recommendation

Review special event application from Hermosa shorts to produce Movie on the Beach, Sunday, August 12, 2007, and make recommendation to City Council.

Background

The Department of Community Resources received an event application from Tom Kearney, Hermosa Shorts Creative Director, requesting permission to screen the "Best of Fest" films from the Hermosa Shorts Film Festival. The festival showcases short films, documentaries, animation, music videos and commercials from local and international filmmakers. All content is of broadcast specifications with the FCC guidelines screened for general broadcast. The event is produced in coordination with Project Touch.

Showtime will be from 8:00 p.m. to 9:30 p.m. The location will be at the south side of the Hermosa Pier, the same location used by the summer Concert Series. The screen is an inflatable 20' movie screen, rear digital projection with JBL Audio.

The date selected does not interfere with existing calendar of special events; however, Friends of Parks has expressed concern regarding the date, as it is two weeks prior to the Movie in the Park, August 26, 2007.

Fiscal Impact: Estimated Fees


Permit Fee *request fee waiver	\$360.00
Set-Up Fee	\$200.00
Amplification Permit Fee	\$45.00
Police Officers	\$142.50
CR Dept. Staff Fee	\$300.00
Total	\$1,047.50


Attachments

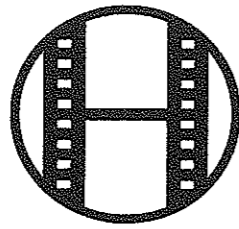
- A. Letter of request and application.
- B. Hermosa Shorts DVD.

Respectfully submitted,

Concur,


Donna Hunter
Administrative Assistant


Lisa Lynn
Community Resources Director



**HERMOSA
SHORTS**

February 14th 2007

Dear Lisa,

Last years Festival went really well. With local media praising the Festival and the LA Times proclaiming "Hermosa Shorts a huge success".

With over 80 films screened and filmmakers from all over the world converging on the South Bay making Hermosa Beach a true film destination, Hermosa Shorts is trying to take it to the next level.

We propose to screen the "Best of Fest" on Sunday, August 12th at the south side of the Hermosa Pier. The same location used by the Summer Concert Series. Set up time at 4:00pm and show time from 8:00pm. To 9:30 and breakdown from 9:30 to 11:00pm. Screened on an inflatable 20ft. movie screen, rear digital projection (which means there are no tripping hazards) with JBL Audio.

We now own this equipment and have been trained by the manufacturer VXP to operate it. Technical Director Greg Wyatt over sees the Seaside Cinema division of Hermosa Shorts.

All content is of broadcast specifications with the FCC under the language and nudity guidelines and have already been screened for general broadcast.

Thank you for all your help in making this event a reality.

Best regards,

Tom Kearney
Creative Director

710 Pier Avenue
Hermosa Beach, CA 90254
(310) 379-2797 (310) 379-9267 Fax
ptouch@earthlink.net

PROJECTtouch



Serving the special needs of
youth and their families in
the Beach Cities and surrounding
communities since 1974.

May 19, 2006

To Whom It May Concern,

PROJECTtouch has agreed to partner with Pinch Hit Productions in putting on the 2006 Hermosa Shorts Film Festival.

PROJECTtouch Corporation is a California not-for-profit Corporation.
Federal Tax ID: 23-7332857 501(c)(3); State Tax ID: 692422

Sincerely,

Amanda MacLennan 

Amanda MacLennan
PROJECTtouch Executive Director

CITY OF HERMOSA BEACH
Department of Community Resources
710 Pier Avenue, Hermosa Beach, CA 90254
(310) 318-0280 Fax (310) 372-4333

SPECIAL EVENT PERMIT APPLICATION

Organization's Name: Hermosa Shorts Film Festival

Profit: _____ Non Profit: Project Touch Non profit ID: 23-7332857

Address: 710 Pier Ave Hermosa Beach

City: Hermosa Beach State: CA ZIP: 90254

Phone: 310-318-1264 Fax: same

Contact Person/Title: Tom Kearney

Address: 1909 Harriman Lane #1 Redondo Beach, CA 90278

City: Redondo Beach State: CA ZIP: 90278

Day Phone: 310-430-3797 Eve Phone: same

Brief description of event: Hermosa Shorts is a Film Festival

showcasing local and international film makers. Showcasing
short films, documentaries, animation, music videos and commercials.

Dates of Event: 8/12/07

Location of Event: Left of Hermosa Pier

Set up /Tear down Time & Dates: 8/12/07 - 5:00pm - 8/12/07 - 11pm

Time Event will begin: Sunset - 8:00pm Time event will end: 9:30 pm

Number of Participants (including volunteers): 8

Anticipated number of spectators: 300

Number of Vehicles/Trucks: 2

Description of set up for this event
(Attach diagram, if necessary): see Attachment

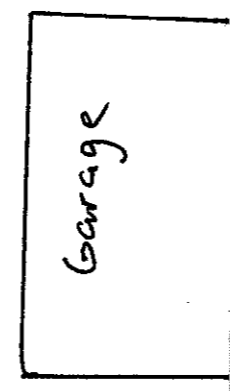
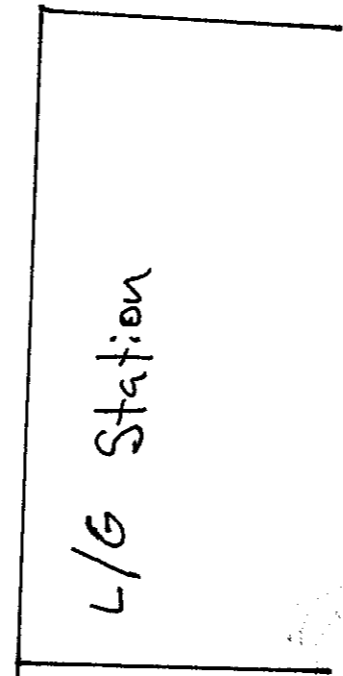
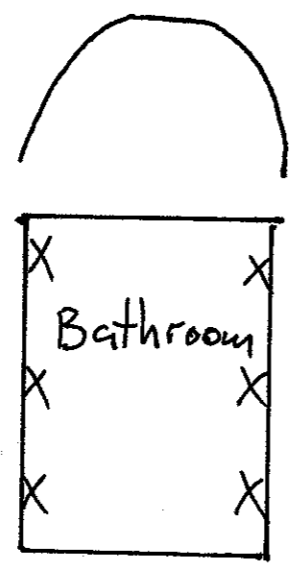
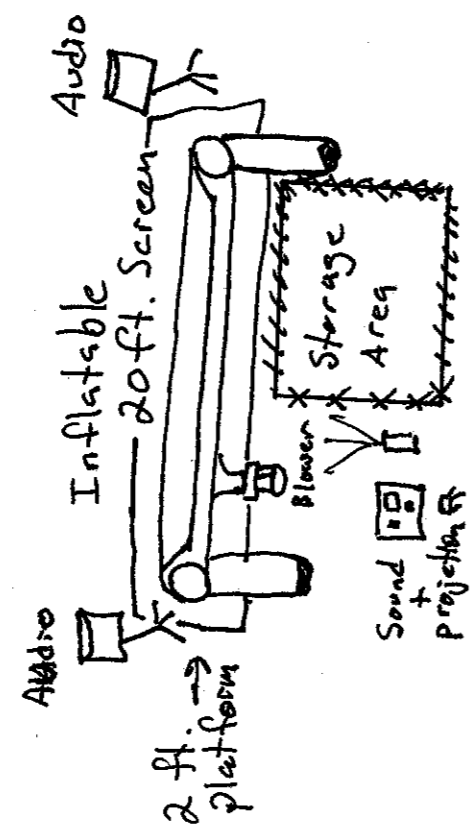
Additional information/requests (be specific):

FEES, CHARGES, AND OTHER REQUIREMENTS (For Staff Use Only)

Application Fee	<u>\$500 waived</u>
Permit Fee	<u>\$360 (300 x \$1.20) Request waiver</u>
Film	<u>NA</u>
Set-up/Tear-down	<u>\$200</u>
Co-sponsors	<u>NA</u>
Amplification Permit	<u>\$45</u>
Banner(s)	<u>NA</u>
Police	<u>\$142.50 (\$95/hr x 1.5 hr)</u>
Fire	<u>NA</u>
Public Works	<u>NA</u>
Parking	<u>NA</u>
Other Costs	<u>CR Staff \$300-</u>
Total Due	<u>\$1,047.50</u>

Insurance Required
(For Staff Use Only):

Yes _____ No Received _____



Scotty's

HERMOSA SHORTS
FILM FESTIVAL
www.hermosashorts.com

CALL FOR ENTRIES
DEADLINE APRIL 16th 2007

PROJECTouch

BELKIN.

pink

charlesSCHWAB



Hermosa Arts Foundation