

March 28, 2007

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

Regular Meeting of
April 3, 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

At its March 6th meeting, the commission reviewed the proposal for a Movie on the Beach produced by Hermosa Shorts. There was concern expressed regarding the movies' content regarding appropriateness for family viewing. The commission requested the event proposal be brought back with new content to review.

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. Greg Wyatt, Technical Director, submitted additional letter outlining complete list of revised film content.

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

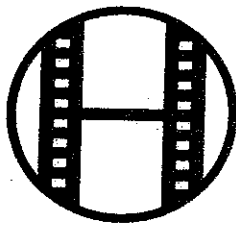
Attachments

- A. Letters of request.

Respectfully submitted,



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

Members of the Hermosa Parks and Recreation Committee:

As per our discussion at the last commission meeting, we are submitting a DVD with the complete, unedited proposed block of films that we are asking permission to show on the beach on August 12th in conjunction with the Hermosa Shorts Film Festival. As you requested, we have scoured our catalog of entries from pervious years for the most innocuous, family friendly films we have ever shown. We believe we have succeeded in putting together a 96-minute that the Commission, the Council, and the Public will find both enjoyable and inoffensive.

Here is a list of included films along with a short description of each:

Common Practice

A boy makes his way through the crowded city while his entire neighborhood waits for practice to begin.

Speed Trap

A man uses a HBPD radar speedometer for an unusual purpose.

Santa's Camels

Santa Clause uses camels to deliver gifts to children in the desert. Animated.

Linear Progression

Two stubborn and dimwitted creatures fight over grazing territory. Animated.

Elephant's Egg

Joe discovers his true feeling for his girlfriend in a surreal world inspired by Salvador Dali.

What Teacher's make

Former teacher Taylor Mali recounts a time when his profession was insulted at a dinner party.

The Shoes

A little boy proves that you don't need expensive shoes to run fast. Animated.

BubbleBoy

In fear of all sharp and pointy things, a man covers his world in bubble wrap.

Showdown

Parallel stories of modern minor league baseball game and a Wild West shootout.

No I in Security

A homeless man accidentally finds himself in a position of authority at a high school.

LifeRide

A boy takes a test drive with a family.

The Film Festival Committee and Commissioners are all very excited about the possibility of presenting these films on the beach, and we hope that after watching them you'll be excited, too. We chose these particular films not only because they had the least amount of objectionable material, but they also happen to be thought provoking and enjoyable to watch. We're particularly pleased that two of the films chosen happen to be produced by Hermosa Beach residence.

After talking with Laura Raymond of Friends of the Parks we were surprised to learn that there were complaints about their public screening of "A Shark's Tale" last year because the movie was about sharks. We fully understand that it is impossible to please everyone, especially when it comes to public performances, and we are prepared to field the expected complaints and shield the City from them as much as possible. After viewing the DVD we're positive you'll see how good these films are.

With your permission, this is the block of films we would like to present to the City Council for final approval for the beach screening. Thank you for your Time and Consideration.

Sincerely,

-Greg Wyatt
Technical Director
Hermosa Shorts Film Festival