

October 3, 2006

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
October 10, 2006

<p style="text-align: center;">Centennial Celebration January 14th, 2007 Birthday Party Proposal</p>

Recommendation

It is recommended that the City Council appropriate \$53,500 of Centennial Celebration sponsorship funds towards entertainment for the January 14th, 2007 birthday celebration.

Proposal

Sunday, January 14th, 2007, festivities on Pier Plaza to include live musical entertainment by Dean Torrance and the Stonebridge Band, a special rendition of the Happy Birthday song, birthday cake, centennial cookies, and a fireworks display orchestrated to music.

6:30pm-8:30pm Live Entertainment

8:30pm-8:45pm Fireworks

Fiscal Impact

\$30,000

15-minute fireworks display produced by industry leader, Pyro Spectaculars

\$23,500

Includes entertainment venue, lights, sound, stage, equipment, and production crew

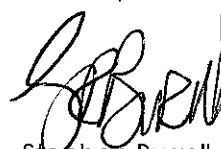
\$53,500 was received entirely from Pier Plaza promotions previously and designated for 2007/2008 Centennial concert series.

Respectfully submitted,



Lisa Lynn
Community Resources Director

Concur,



Stephen Burrell
City Manager

Noted for Fiscal Impact,



Viki Copeland
Finance Director