

# TRIMEDIA PRODUCTIONS

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October 22, 2019

Honorable Stacey Armato, Mayor  
Honorable Mary Campbell, Mayor Pro Tem  
Honorable Jeff Duclos, Councilmember  
Honorable Hany Fangary, Councilmember  
Honorable Justin Massey, Councilmember  
HERMOSA BEACH CITY COUNCIL  
1315 Valley Drive  
Hermosa Beach, CA 90254

10/22/19 AGENDA, ITEM 6a - AWARD OF CONTRACT  
TO THE DLR GROUP FOR THE COMPLETION OF THE  
COMMUNITY THEATRE NEEDS ASSESMENT  
SUPPLEMENTAL LETTER SUBMITTED BY CORT  
CASADY TO THE CITY CLERK ON 10/22/19 AT 6:40 P.M.

Dear Councilmembers:

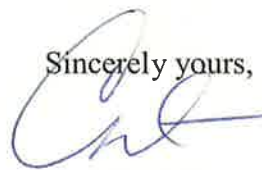
As most of you know, I've been advocating for the renovation and revitalization of the Hermosa Beach Community Theatre since 2017. At that time, when the City was seeking a tenant for the Theatre, I submitted a proposal to form a consortium of South Bay stakeholders to assess the shortcomings of the venue, raise funds needed to renovate the venue through a public-private partnership, and implement a programming vision for a regional theatre to serve the diverse interests of the Hermosa Beach community and the greater South Bay market.

More recently, after an acceptable tenant was not secured, I came forward to advocate for a Needs Assessment, a proposal for which is now before the Council. The proposal from DLR Group includes the formation of a City of Hermosa Beach *Study Executive Committee* to provide input and guidance from the City and community stakeholders. If this proposal is accepted, I'm requesting your support to be included as a member of the *Study Executive Committee*.

My unique combination of experience and skills as an entertainment executive and producer would enable me to be a uniquely informed voice on this Committee. With two Emmy Awards, three Image Awards and hundreds of hours of successful television, theater, concert, and light entertainment content to my credit, I'm intimately familiar with complex start-up projects from inception through financing, management and operation. For the past 16 years, I've been Supervising Producer for the American Film Institute's televised tributes to America's leading actors and filmmakers, helping to raise over \$64 million for AFI. My live theater experience extends from supervising the renovation of the Aquarius Theatre in Hollywood years ago to the World Premiere of an original musical at the Laguna Playhouse in 2017 as well as productions in other regional theatres around the country in 2020/21.

As a resident of the South Bay for 15 years, I appreciate your consideration and look forward to contributing to this vital effort.

Sincerely yours,



Cort Casady

cc: Parks, Recreation & Community Resources Commissioners  
Kelly Orta, Community Resources Manager  
Lisa Nichols, Sr. Recreation Supervisor