



Staff Report

File #: REPORT 18-0562, Version: 1

**Honorable Mayor and Members of the Hermosa Beach City Council
Adjourned Regular Meeting of September 17, 2018**

**PROPOSAL FROM MAYOR DUCLOS
FOR SECOND ANNUAL 'LA LA LAND' EVENT**
(Assistant to the City Manager Nico De Anda-Scaia)

Recommended Action:

It is recommended that the City Council discuss and provide direction regarding Mayor Jeff Duclos' request for funding not to exceed \$20,000 (See **Attachment 1**) for the production of a City-cosponsored event with Kinecta Federal Credit Union to be held between Wednesday October 24, and Saturday, October 27th 2018.

Further, to allow the use of the Pier and Pier Plaza areas for this event (with set up and break down occurring 10/23 and 10/28) to include:

- 10/23 - 10/28 - the temporary installation of the original 12 streetlights featured in "La La Land", to be configured similar to last year on the pier
- 10/23 - 10/25 - Lamp Posts Lighting Ceremony each night from 7-8 PM.
- 10/23 & 10/24 - Featured solo jazz musician each night (provided by The Lighthouse) playing on the pier from 7-8 PM
- 10/26 - Screening of La La Land on the Pier from 7 - 10 PM
- 10/27 - La La Land Ceremony on Pier Plaza from 3- 8 PM

See **Attachment 2** for full Event Timeline.

Background:

Capitalizing on an opportunity presented to the city to participate in promotional activities for the launch of the secondary markets and video release of 2016 Academy Award-winning motion picture "La La Land," the City collaborated with Lionsgate Studios and Ultra Productions, resulting in *Hermosa Beach La La Land Day* on April 30th, 2017. Assembled in and promoted in the span of just a few short weeks, the resulting family-friendly event attracted an estimated 2,000 visitors and generated significant local and national press coverage for the City. The resulting news coverage (**Attachment 3**) included, but was not limited to The Hollywood Reporter, Associated Press, LA Times, MSN Entertainment News, NBC 4 News, The Daily Breeze, The Beach Reporter, and EasyReaderNews. The City's social media campaign reached more than 14,500 in the greater Los Angeles area.

Though the City's outreach resources and time were limited, also contacted was Starline Tours, the oldest and best-known sightseeing company in Los Angeles, which brought two busloads of visitors to the City's event.

In addition to the jazz band featuring musicians from the film, the City's event also incorporated local celebrity Anna Trebunskaya and featured dancers from her Hermosa Beach "You Can Dance" Studio. Also participating in supporting the event was local businessman Dennis Jarvis who provided on stage, pre-show music. The Chamber of Commerce also made a financial contribution.

Analysis:

Following the success of *Hermosa Beach La La Land Day*, many residents and business owners have expressed to Mayor Duclos their enthusiasm for this new event and their hope that it could be an annual event in the City. This interest has not waned over time. To explore what such an event might look like and how much it might cost to produce, Mayor Duclos formed an informal working group of interested parties. They include Dency Nelson, Sheryl Main, Adam Malovani, and Parks and Recreation Commissioner Lauren Pizer Mains. The group is also working closely this year with Steve Grehl, General Manager of The Lighthouse Café, as well as the Hermosa Beach Historical Society. Prior to presenting the proposal to City Council, the City Manager assigned Assistant to the City Manager Nico De Anda-Scaia to work with the group and to synthesize the group's work into the proposal before you tonight.

Annual events are generally established in their second year. If the *Second Annual La La Land Day* is successful, it will be recommended that it be incorporated into the annual event schedule as an event to be held on the last Saturday in October.

Fiscal Implications:

There are no funds currently budgeted for this event. The Mayor is requesting an amount not to exceed \$20,000 in City funding, with the remainder of event costs to be sponsored by Kinecta Federal Credit Union. Should the City agree to put on this event, funds will need to be budgeted from the City's Prospective Expenditures.

Attachments:

1. Proposed Budget - La La Land Event 2018
2. Draft Event Timeline 2018
3. 2017 La La Land Day Event Video

Respectfully Submitted by: Nico De Anda-Scaia, Assistant to the City Manager

Concur: Kelly Orta, Community Resources Manager

Noted for Fiscal Impact: Viki Copeland, Finance Director

Approved: John Jalili, Interim City Manager