Council Meeting of
November 21, 2006

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: Community Services – Request from United States Air Force Academy Band to Perform a Free Concert in March 2007.

RECOMMENDATION

The Community Services Director recommends that the City Council:

1) approve hosting a free concert performed by the USAF Woodwind Quintet in the James Armstrong Theatre on March 19, 2007; and
2) appropriate $1,000 from the Program Contingency Fund for related city costs, including labor for the theatre, and printing of tickets and concert programs.

Funding

Funding of $1,000 is available in the City's Program Contingency Fund.

BACKGROUND

Staff in the Community Services Department is in receipt of a letter from Technical Sergeant Sarah Stewart, a member of the United States Air Force Academy Band in Colorado Springs, Colorado. She would like the City to host a Concert in the Armstrong Theatre for their Woodwind Quintet, Rampart Winds, as they will be spending five days in the Los Angeles area to provide free public performances during the middle of March 2007.

ANALYSIS

The concert is about 90 minutes with a 10-minute intermission. The music will be a variety of pop, classical, and patriotic, with some speaking in between. Sgt. Stewart would like to involve, perhaps five local TUSD woodwind students to join the Quintet on stage for a couple of musical numbers. The City is being asked to

reserve the James Armstrong Theatre, print the concert programs, and print and distribute tickets for the performance.

The theatre has been reserved on Monday evening, March 19, 2007. With regard to City costs associated with the concert, the Community Services Department could umbrella the performance and, thereby, eliminate the theatre rental costs. In addition, there would be labor charges of approximately $725 for technical support, house manager, and box office, plus an additional $275 for printing of tickets and concert programs. According to Sgt. Stewart, the USAF will not be paying for newspaper or other media coverage. They are hopeful that the Daily Breeze will provide significant coverage through a large, free ad or editorial.

Staff do have some concerns. Monday night during the school year is not prime concert time; a 5-piece wind quintet may be hard to sell (or give away); and we know from the Armed Forces Day Concerts that, "free" as it may be, audience members may or may not show up making attendance at the event problematic.

However, based on the City's history of supporting the Armed Forces and, due to the fact that the military branch to be honored during the 2007 Armed Forces Day Celebration and Observance is the United States Air Force, the Community Services Director recommends that the City Council approve this event.

Respectfully submitted,

Gene Barnett
Community Services Director

CONCUR:

LeRoy J. Jackson
City Manager

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