

Approval of a Professional Services Agreement  
with Vox Productions

**SOUND AND STAGE  
PRODUCTION SERVICES FOR  
THE HERMOSA BEACH  
CONCERT SERIES**



# BACKGROUND

- The City launched a free concert series on the Beach in 1998
- The Community Resources Department served as the event coordinators through 2009
- From 2010 through 2019, the City entered into agreements with companies to coordinate the event
- Efforts to attract a company to coordinate the event in 2021 were unsuccessful





# BACKGROUND CONTINUED...

- Staff concluded best practice research to learn how other municipalities offer their concert series
- It is most common for Cities to serve as event coordinator of their concerts
- A plan was formed, and funding was allocated in the Fiscal Year 2023-2024 budget to relaunch the concert series in Hermosa Beach in 2024 with the City serving as the event coordinator
- The Hermosa Beach Concert Series will return with two concerts on the beach south of the Pier on the two Sundays following Labor Day weekend: September 8, 2024 and September 15, 2024

# DISCUSSION

- On September 14, 2023, the City issued an RFP seeking proposals from companies to provide sound and stage production services
  - It was advertised in the Easy Reader, on the City website, on the City's online bidding platform
  - On October 12, 2022, the City received a total of four proposals in response to the RFP

# DISCUSSION

- Following review of the proposals and completion of interviews, Vox Productions was identified as
- the most qualified bidder
  - Based in Los Angeles, CA
  - In business for over 35 years
  - Demonstrated the highest level of experience
  - Experience providing event services to several large organizations/events
    - Los Angeles Dodgers, Los Angeles Rams, Sundance Film Festival , and the Manhattan Wine Auction
  - High level of awareness and understanding of the event and the value of it to the community
  - Direct experience with the City of Hermosa Beach



# RECOMMENDATION

Staff recommends City Council:

1. Approve a Professional Services Agreement with Vox Productions for a one-year term through December 31, 2024, with an option to allow the City Manager to extend for two additional one-year terms at a not-to-exceed amount of \$62,203 per year; and
2. Authorize the City Manager to execute and the City Clerk to attest the proposed agreement subject to approval by the City Attorney.

# IMPORTANT UPDATES AND NEXT STEPS

- Talent Application live at [www.hermosabeach.gov/concertseries](http://www.hermosabeach.gov/concertseries)
  - Deadline is March 3
- Development of Hermosa Beach Concert Series logo
- Partnership with Friends of the Parks to have Movies at the Beach take place the Saturday before each concert
- Secure security guards for event day to work alongside Hermosa Beach Police Department
- Secure sponsorships

