

Hallandale Symphonic Pops Orchestra

June 22, 2010

City of Hallandale Beach
400 S. Federal Highway
Hallandale Beach, Florida 33009

Attn: Mark Antonio, City Manager

Dear Mr. Antonio:

As we prepare for our upcoming Hallandale Pops concert season, I would like to share with you an update of our current business and financial information.

The Hallandale Pops provides our patrons with a series of five concert programs; the performances being held on the first Sunday of the each month, December through April. This coming season, to avoid a concert on Super Bowl Sunday in February, we will have two concerts in January and skip the February concert.

Our Patron base consists of approximately 230 season subscribers, as well as sales at the door at each concert, of approximately another 50 to 750 tickets.

Last year we were fortunate enough to receive a \$25,000.00 subsidy from the City of Hallandale Beach, as well as our receiving and additional \$1,500.00 in donations from our subscribers. Advertisers in our programs contribute to additional revenues, although these donations have reduced considerably. With the return of our Maestro, Peter Fuchs for this coming concert season, we anticipate another fabulous season.

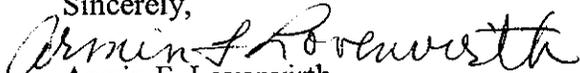
We are asking for the continued financial support of the City of Hallandale Beach, enabling us to again provide our community with affordable, quality musical entertainment. As many of our orchestra members travel to us from all over the Tri-County area and the increased cost of gasoline, we had no choice but to increase the salaries enough to compensate them for the travel expense to the rehearsals and concerts.

This year our Board has kept concert tickets at the same cost as last year, however instead of two different prices, we have opted to increase the lesser price tickets to the same as the higher price, so we are charging everyone the same.

Your consideration in honoring our stipend for this concert season as last year of \$25,000.00 will be greatly appreciated. This stipend will ensure our being able to continue providing affordable, top quality performances to our residents while bringing more people from our surrounding neighborhoods into the Gulfstream Park facility.

We strive to continue being the Cultural Jewel of Hallandale Beach”.

Sincerely,


Armin F. Lovenvirth

Treasurer

AFL/ms