



**CITY OF BEVERLY HILLS  
STAFF REPORT**

**Meeting Date:** May 20, 2008  
**To:** Honorable Mayor & City Council  
**From:** Alison Maxwell, Director Economic Development and Marketing  
**Subject:** 2008-2009 Funding for Rodeo Drive Inc.  
**Attachments:** A. Funding Request Letter and Report – Rodeo Drive Inc.

**INTRODUCTION**

This report outlines the funding requests from Rodeo Drive Inc. also referred to as the Rodeo Drive Committee (RDC) for its 2008-2009 programs. A funding request letter and report from RDC is attached to this staff report.

**DISCUSSION**

As part of its continuing efforts to market the City as world class destination and ensure the Beverly Hills brand remains synonymous with luxury, fashion and entertainment, the Council provides sponsorship to the programs and events managed by RDC.

In 2004-2005 the City embarked on a three-year funding commitment with both RDC and its other partners the Chamber of Commerce Conference and Visitors Bureau and Economic Development Division, with the goal of providing greater stability in budgeting and to allow long term planning.

**Review of 2004-2007 Core Funding:**

Core funding refers to the agency’s annual funding to support the core programs. Occasional additional funding has been provided for mid-year adjustments, but this funding is for one-time costs and does not add to the annual base funding.

2004-2005: Year 1	\$366,760	<ul style="list-style-type: none"> <li>• Walk of Style - \$263,760</li> <li>• Holiday marketing and holiday lighting ceremony - \$102, 515</li> </ul>
2005-2006: Year 2	\$309,289	<ul style="list-style-type: none"> <li>• Walk of Style - \$200,000</li> <li>• Holiday marketing and lighting ceremony - \$109, 289</li> </ul>

2006-2007: Year 3	\$320,000	<ul style="list-style-type: none"> <li>• Walk of Style - \$300,000</li> <li>• Concours on Rodeo - \$20,000</li> </ul> <p>Note: in 2006-2007, holiday expenditures were consolidated under the direction of City.</p>
2007-2008: Year 1	\$370,000	<ul style="list-style-type: none"> <li>• Walk of style - \$350,000</li> <li>• Concours on Rodeo - \$20,000</li> </ul>
2008-2009: Year 2 request	\$370,000 plus Request to roll-over of 2007-2008 funds- approximately of \$80,000.	<ul style="list-style-type: none"> <li>• Walk of Style - \$400,000 (includes \$50,000 of 2007-08 roll-over) one major and one smaller event.</li> <li>• Concours on Rodeo - \$20,000</li> <li>• Sunday summer event on 200 block of Rodeo \$30,000 funded from 2007-08 roll over.</li> </ul>

Funding for RDC Walk of Style, Councours D'Elegance and other Rodeo Drive programs is provided in the form of direct event sponsorship. Funding is allocated from the Marketing 2% of Transient Occupancy Tax which the Council has committed to tourism and marketing programs such as the CVB visitor marketing program; holiday programming; and sponsorship of Rodeo Drive Inc etc..

As noted above, Rodeo Drive Committee did not spend the full sponsorship of \$350,000 in 2007-2008 on Walk of Style events. The highly successful James Galanos held in the fall 2007 was smaller event than previous corporately sponsored honorees. As such, the RDC is anticipating closing the year with a balance of approximately \$80,000, which it would like to use to extend sponsorship for two events in 2008-2009. Details of these proposals will be further outlined in the RDC presentation.

**2007-2008 – Highlights**

This year, Rodeo Drive Inc. will have implemented two successful events sponsored by the City and a range of marketing projects and other activities funded through membership.

- Walk of Style honoring James Galanos – October 18, 2007
- 2008 Concours D'Elegance – the 2008 event will take place June 15, 2008 (Father's Day) on Rodeo Drive; and is expected to draw a wide audience of visitors and residents alike.

**2007-2008 – Funding Request Synopsis**

*Walk of Style: RDC request \$350,000 plus \$50,000 from 2007-2008 funding.*

The Walk of Style event and associated plaque installation is a program that helps maintain and market the Beverly Hills' brand. It also aims to create a visitor attraction on Rodeo Drive as the number of plaques increases. The Walk of Style banners provide a heightened public experience of the project and ad an artistic component to streets in the Triangle. The Walk of Style programs, thus far, have been successful in attracting extremely broad, international media attention by honoring top level designers and artists.

For 2008-2009 the RDC plans one larger and one smaller event and seeks to carry-forward funding that was unspent in 2007-2008.

*Concours D'Elegance – City proposed budget and RDC request \$20,000*

The management of this popular auto event was assumed by the RDC board in 2006. In past years it was managed by a private event company. The RDC felt that this event had great potential and brought a high caliber of visitors to the City. Therefore, the 2006 Concours was managed directly by RDC.

This event is one that brings a family crowd to Beverly Hills to both shop and stroll through the exhibition. It displays the “best of the best” cars and assists in continuing the City’s brand of excellence. Further, it provides an opportunity to highlight the City as an accessible shopping center and walkable urban village.

Funding for this event is primarily used to offset the cost of City fees and banner installation.

*Summer ‘Sundae’ Sojourns (City staff place holder title)*

As part of its efforts to find ways to support the vitality and interest of Rodeo Drive, the Rodeo Drive Committee is proposing a series of summer Sunday food events on the 200 block of Rodeo Drive. RDC anticipates that these events will cost approximately \$30,000 each event. If, as proposed, RDC is able to host four events, it is anticipated that there will be funding and sponsorship from private entities, the RDC’s own funds with a request to the City to sponsor 25% of the total cost, or \$30,000. The RDC proposes that this sponsorship can come from funds remaining in from 2007-2008. RDC will provide more details to the City Subcommittee as they develop.

**SUBCOMMITTEE REVIEW**

Members of the Rodeo Drive/Special Events Committee and City staff met with the Rodeo Drive Committee on April 28, 2008 to review and discuss the RDC funding proposal and events program for 2008-2009.

The Subcommittee supported the work plan as presented above including carrying forward the funding balance of approximately \$80,000 from 2007-2008.

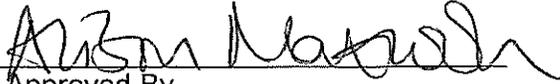
**FISCAL IMPACT**

Funding for the Rodeo Drive Committee programs in the amount of \$370,000 has been budgeted in the Tourism and Marketing account funded from the 2% TOT. The funding balance from 2007-2008, anticipated to be approximately \$80,000 is currently encumbered in a purchase order.

**RECOMMENDATION**

Staff recommends that City Council consider approving sponsorship of the Rodeo Drive Committee events as outline in this report and the attached Rodeo Drive Funding request.

Alison Maxwell

  
Approved By



May 8, 2008

The Honorable Barry Brucker, Mayor  
The Honorable Frank Fenton, Vice Mayor  
The Honorable Linda Briskman, Councilmember  
The Honorable Jimmy Delshad, Councilmember  
The Honorable Nancy Krasne, Councilmember  
City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, California 90210

Dear Mayor Brucker and Councilmembers:

On behalf of the Rodeo Drive Committee, we are pleased to present 2008-2009 plans for the following Rodeo Drive Committee programs: Rodeo Drive Walk of Style<sup>®</sup>, and Rodeo Drive Concours d'Elegance, Rodeo Drive Sundays and Holiday. Below is an overview of each program.

#### **RODEO DRIVE WALK OF STYLE<sup>®</sup>**

With the induction of designer James Galanos as the eleventh honoree, the Rodeo Drive Walk of Style<sup>®</sup> program continued to grow as a must-visit Southern California destination. Generating over 96 million impressions in media coverage - along with the launch of the new Rodeo Drive website featuring each Rodeo Drive Walk of Style<sup>®</sup> recipient - continued to position Rodeo Drive and Beverly Hills as a unique location.

In partnership with the City of Beverly Hills, we also installed banner campaigns featuring photographs taken by world-renown photographer Victor Skrebneski and designed a two-week banner exhibition on Rodeo Drive featuring selected works by Mr. Galanos.

As the 2008-2009 honorees are not yet confirmed, the program and events will require funding from the general Rodeo Drive Walk of Style<sup>®</sup> funds, along with honoree support and/or corporate sponsorships.

Attached for your review is a preliminary budget for fiscal 2008-2009 as well as our proposed program of work. *As the Committee has \$81,186.04 remaining from the 2007-2008 funding, we would like \$51,186.04 to carry over to the 2008-2009 fiscal year for the Rodeo Drive Walk of Style<sup>®</sup> program.*

*As co-host of the Rodeo Drive Walk of Style<sup>®</sup>, we respectfully request City Council to consider a \$350,000 sponsorship to help offset program expenses.*

#### **RODEO DRIVE CONCOURS D'ELEGANCE**

The Rodeo Drive Committee will once again produce the Rodeo Drive Concours d'Elegance on Sunday, June 15, 2008. This annual Father's Day event on Rodeo Drive is themed "Haute Wheels: Celebrating Car Couture." The event is expected to draw 30,000 spectators to the Golden Triangle. A banner campaign to promote the event will also be installed in June. While we are unable to expand the event this year to include the 200 block of Rodeo Drive, we hope to do so in 2009. With the launch of the new Rodeo Drive website featuring past and current Concours d'Elegance events, the Committee hopes to draw high caliber exhibitors, more spectators and sponsorship dollars.

Rodeo Drive Committee  
Page Two

**RODEO DRIVE CONCOURS D'ELEGANCE (continued)**

Attached for your review is a preliminary budget for fiscal 2008-2009 as well as our program of work.

*The Committee respectfully requests City Council to consider a \$20,000 sponsorship to offset street closure/permit costs and a citywide banner program promoting the event.*

**RODEO DRIVE SUNDAYS**

In an effort to draw more excitement, publicity and traffic to the street, the Committee would like to produce "Rodeo Drive Sundays" – a series of events one Sunday per month starting this summer. Working in conjunction with the City and possibly third party sponsors, the Committee hopes to produce events to elevate Rodeo Drive's profile and generate more energy on the street to attract media and shoppers.

Attached for your review is a preliminary budget for fiscal 2008-2009 as well as our proposed program of work. *As the Committee has \$81,186.04 remaining from the 2007-2008 funding, we would like the remaining \$30,000 to carry over to the 2008-2009 fiscal year for the Rodeo Drive Sundays program.*

**HOLIDAY**

The Committee will continue to work in concert with the Beverly Hills Conference and Visitors Bureau to secure member participation in the citywide holiday programs.

In August, the Committee would like to present to Council the progress of the aforementioned programs and hope for further support from the City.

We thank you for your continued support and look forward to working closely with the City of Beverly Hills on these great programs.

Sincerely,



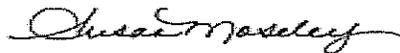
Thomas J. Blumenthal  
President  
Rodeo Drive Committee



James Jahant  
Treasurer  
Rodeo Drive Committee



Peri Ellen Berne  
Co-Chair  
Rodeo Drive Walk of Style®



Susan Moseley  
Co-Chair  
Rodeo Drive Walk of Style®

Cc: Alison Maxwell, City of Beverly Hills



**RODEO DRIVE COMMITTEE  
PROGRAM OF WORK ACCOMPLISHMENTS 2007-2008**

**2007-2008 RODEO DRIVE WALK OF STYLE® ACCOMPLISHMENTS**

- Worked with fashion designer James Galanos to execute Plaque Unveiling and Luncheon on October 18, 2007.
- Over 120 guests attended the afternoon festivities, including fashion designer Ralph Chado Rucci, photographer William Claxton and model Peggy Moffitt.
- Secured rights to photographs taken by world-renown photographer Victor Skrebneski and designed a two-week banner exhibition on Rodeo Drive featuring selected works by Mr. Galanos.
- Media coverage to date total over 96,872,401 media impressions.

**TOURISM OUTREACH**

- Distributing Rodeo Drive Walk of Style® press kits and "Sizzle Reel" DVD's at June 2008 International Pow Wow – attended by over 1,500 travel trade industry professionals and media.
- Updating Rodeo Drive Walk of Style® page in Rodeo Drive Walking Map to provide information to visiting guests, including plaque locations. Walking Map is distributed to hotels in Beverly Hills and Orange County, retail stores, parking lots, valet parking stands, and conference and visitors bureaus.
- Editing and updating Rodeo Drive Walk of Style® Media Book and DVD to incorporate video footage and photography from Galanos event. Media Book and DVD to be used for potential sponsors and honorees.
- Researching high quality presentation binders to update Rodeo Drive Walk of Style® Media Book and DVD presentation to potential sponsors and honorees.

**2007-08 RODEO DRIVE CONCOURS D'ELEGANCE ACCOMPLISHMENTS**

- Produced Rodeo Drive Concours d'Elegance on the 300 & 400 blocks N. Rodeo Drive on Sunday, June 17, 2007. Nearly 30,000 spectators attended the Father's Day event, which featured over 100 award-winning collectibles automobile inspired by this year's "Cars of California" theme.
- Plans in progress for June 15, 2008 event on the 300 and 400 blocks of North Rodeo Drive. The Rodeo Drive Concours d' Elegance will be themed "Haute Wheels: Celebrating Car Couture." Expanded program includes official media partners and food court area.
- Developed banner program to further promote the event.

- Secured sponsors/participants including: Fisker Coachbuild as "Honored Marque", Los Angeles Auto Gallery and Porsche, smart, Mellon Private Wealth Management Group, Ferrari Maserati of Beverly Hills, GEARYS Beverly Hills, Gooding & Company, The Luxe Hotel Rodeo Drive, Lotus Beverly Hills, *Makes and Models* Magazine, Brooks Brothers, Lladro, Tesla Motors, Auto-Vault/ Detail 301, Galpin Auto, JW Motion, Halcyon Jets, Phantom Galleries LA, Starbucks and The Shave of Beverly Hills.

#### 2007-08 HOLIDAY PROGRAM ACCOMPLISHMENTS

- Negotiated and executed American Express Retail Holiday card-usage promotion in conjunction with the Beverly Hills Conference and Visitors Bureau.
- Secured 17 Rodeo Drive and Golden Triangle retailers in the American Express promotion.
- Designed and printed holiday offer invitations distributed to guests via BHCVB hotels.
- Designed ads for *Beverly Hills Courier*, *Beverly Hills Weekly* and *Los Angeles Times* online to promote the program.
- Worked with Luxe Hotel to establish valet parking drop off in front of hotel on Rodeo Drive.



<b>Rodeo Drive Walk of Style - 2007-2008</b>		
<b>Budget 5.8.08</b>		
<b>INCOME</b>		
City of Beverly Hills Sponsorship	\$ 350,000.00	
City of Beverly Hills Sponsorship - TOT	\$ 20,000.00	
<b>TOTAL INCOME</b>		<b>\$ 370,000.00</b>
<b>EXPENSES</b>		
WOS - Administration	\$ 90,000.00	
WOS - Administration Expenses	\$ 4,000.00	
WOS - Ad - Rodeo Drive Map	\$ 4,000.00	
WOS - Banners - Galanos	\$ 5,915.00	
WOS - Maquette - Galanos	\$ 10,000.00	
WOS - Maquette - Additional	\$ 50,000.00	
WOS - Photography - Galanos	\$ 2,127.11	
WOS - Plaque - Galanos	\$ 3,675.00	
WOS - Sponsor/Honor Outreach	\$ 786.63	
WOS/CDE - Website	\$ 21,000.00	
<b>WOS Subtotal 1</b>		<b>\$ (191,503.74)</b>
<b>WOS - Galanos Event</b>		
Banners - Scanning/artwork prep	\$ 1,220.00	
Celebrity Booking	\$ 5,000.00	
Crew Meals	\$ 106.49	
Décor	\$ 7,584.35	
Gifts	\$ 1,907.91	
Invitations	\$ 3,230.96	
Luncheon - Catering	\$ 13,668.42	
Masking	\$ 17,372.50	
Media clipping service	\$ 2,000.00	
Music/Entertainment	\$ 1,200.00	
Out of Pocket	\$ 1,500.00	
Photography - Additional	\$ 155.88	
Permits/City Personnel	\$ 640.00	
Production Fee/Event Management	\$ 14,220.96	
Production Staff	\$ 4,594.05	
Rentals	\$ 18,563.24	
Security	\$ 600.00	
Signage	\$ 1,462.50	
Sound	\$ 2,282.96	
<b>WOS Subtotal2</b>	<b>\$ 97,310.22</b>	
<b>WOS EXPENSES</b>		<b>\$ (97,310.22)</b>
<b>NET</b>		<b>\$ 81,186.04</b>



Rodeo Drive Concours d'Elegance Budget - June 15, 2008		
Estimated Budget as of 5.8.08		
INCOME	BUDGET	
City of Beverly Hills Sponsorship	\$ 20,000.00	
Sponsorship - Others	\$ 32,500.00	Estimated as of 5.8.08
Registration Income	\$ 5,000.00	Estimated as of 5.8.08
<b>TOTAL ESTIMATED INCOME</b>		<b>\$ 57,500.00</b>
EXPENSES	BUDGET	
Advertising	Trade	
Automobile Curation	\$ 10,000.00	
Banners	\$ 8,000.00	
Collateral	\$ 500.00	
Crew Meals	\$ 800.00	
Equipment/ Trucking	\$ 1,700.00	
Expendables	\$ 200.00	
Janitorial	\$ 1,000.00	
Media Clipping	\$ 1,500.00	
Out of pocket	\$ 3,000.00	
Photography	\$ 1,500.00	
Production Fee/ Event Management	\$ 12,510.00	
Production Staff	\$ 5,000.00	
Publicity Outreach	\$ 5,000.00	
Rentals	\$ 13,000.00	
Restrooms	\$ 2,373.00	
Rope	\$ 500.00	
Security	\$ 1,500.00	
Signage	\$ 5,000.00	
Sound/Power	\$ 10,000.00	
Sponsorship Acquisition	\$ 7,475.00	
Street Closure/Permits	\$ 24,000.00	
<b>Subtotal</b>	<b>\$ 114,558.00</b>	
<i>Contingency</i>	\$ 11,400.00	
<b>ESTIMATED EXPENSES</b>		<b>\$ (125,958.00)</b>
<b>NET</b>		<b>\$ (68,458.00)</b>



### OUTLINE AND MISSION OF RODEO DRIVE COMMITTEE

The Rodeo Drive Committee was founded in 1972 by a handful of Beverly Hills merchants to enhance Rodeo Drive's image and market the street both regionally and internationally as a world-class shopping destination. Today the Committee is comprised of more than 70 merchants, property owners and hoteliers on Rodeo Drive, who pay voluntary dues to support marketing, publicity and special event efforts.

#### 2008-2009 RODEO DRIVE COMMITTEE GENERAL GOALS

- Promote, protect and market Rodeo Drive.
- Create greater tourism outreach to draw tourists to Beverly Hills and hotel guests into Rodeo Drive stores.
- Re-brand Rodeo Drive to market to a younger demographic (age 20-40).
- Continue and build special events on Rodeo Drive to draw traffic and media attention to the street.
- Update and expand Rodeo Drive website to attract visitors as well as provide accurate and pertinent information.
- Conduct research to determine tactics to re-gain Rodeo Drive's market share.

#### 2008-2009 RODEO DRIVE WALK OF STYLE® GOALS

- Identify potential honorees for a Fall and Spring plaque unveiling and awards ceremony.
- Induct one to two honorees annually.
- Create high profile events for each honoree to garner media attention and momentum for the Program.
- Execute specialized publicity programs in conjunction with each induction/ awards ceremony.
- Update and expand Rodeo Drive Walk of Style® website to continue building the Rodeo Drive Walk of Style® as a world-renown travel destination. Provide up to date information to visitors as well as potential sponsors and honorees. Promote the City of Beverly Hills and Rodeo Drive as the epicenter of fashion and entertainment and maximize publicity opportunities
- Continue development of marketing materials for potential sponsors and honorees. Capitalize on the momentum of the program and its highly publicized events to market the Award to potential sponsors and honorees as a highly coveted and prestigious honor within the fashion industry.
- Investigate alternate event formats, which may be appropriate for honoree categories.

- Investigate additional income streams to create a self-sustaining program.
- Continue tourism outreach to expand media coverage to help build the Rodeo Drive Walk of Style® as a destination point. Work with other City organizations to maximize program to increase visitor awareness.
- Research and develop potential extensions of the Rodeo Drive Walk of Style® to increase program's accessibility to the community.
- Continue outreach to potential honorees.

#### **2008-09 RODEO DRIVE CONCOURS D'ELEGANCE GOALS**

- Continue to grow the prestige of Rodeo Drive Concours d'Elegance and institutionalize event as a Father's Day tradition.
- Expand event to include 200 block N. Rodeo Drive.
- Utilize Rodeo Drive Concours d'Elegance website to further promote the event and attract future sponsors and partnerships.
- Expand banner program geographically to further promote the event.
- Continue and expand media partners to advertise the event locally, regionally and nationally to further promote the event.
- Secure Honored Marque and luxury sponsors/partners to help underwrite costs of the event.
- Secure annual funding from sponsors and partners to sustain program.

#### **2008-09 RODEO DRIVE SUNDAYS GOALS**

- Develop "Rodeo Drive Sunday" programs to elevate Rodeo Drive's profile and generate more energy on the street to attract media and shoppers.
- Possibly work with movie studio to promote release of upcoming feature film shot in Beverly Hills. Capitalize on marketing power of movie studio and film to bring attention to Rodeo Drive.
- Possibly work with third party to preview the Garden and Design Showcase annually held at Greystone Mansion in October. Preliminary event ideas include showcasing landscape artists on Rodeo Drive to bring media attention and traffic to the street, as well as highlight the annual Beverly Hills tradition and further promote the event.
- Possibly work with Beverly Hills restaurants and hotels to create a piazza-style café on Rodeo Drive. Event to create buzz and excitement on the street as well as encourage shoppers to extend visits on Rodeo Drive and enjoy the Beverly Hills ambiance.

#### **2008-09 HOLIDAY PROGRAM GOALS**

- Continue working with City organizations to create a cohesive holiday program. Increase focus on daytime entertainment to maximize the Holiday atmosphere.
- Investigate continuation of extended shopping hours immediately prior to Christmas and increase number of stores participating and corresponding traffic after normal business hours.



<b>Rodeo Drive Walk of Style - 2008-2009</b>		
<b>Estimated Budget 5.8.08</b>		
<b>INCOME</b>		
City of Beverly Hills Sponsorship	\$ 350,000.00	
City of Beverly Hills Sponsorship Carryover	\$ 51,186.04	
<b>TOTAL INCOME</b>		<b>\$ 401,186.04</b>
<b>EXPENSES</b>		
WOS - Administration	\$ 90,000.00	
WOS - Administration Expenses	\$ 10,000.00	
WOS - Ad - Rodeo Drive Map	\$ 4,000.00	
WOS - Banners	\$ 20,000.00	
WOS - Photography	\$ 10,000.00	
WOS - Plaque (2)	\$ 7,350.00	
WOS - Sponsor/Honor Outreach	\$ 5,000.00	
WOS - Events (1-2)	\$ 300,000.00	
<b>WOS EXPENSES</b>		<b>\$ (446,350.00)</b>
<b>NET</b>		<b>\$ (45,163.96)</b>



Rodeo Drive Concours d'Elegance Budget - 2008-2009		
Estimated Budget as of 5.8.08		
INCOME	BUDGET	
City of Beverly Hills Sponsorship	\$ 20,000.00	
Sponsorship - Others	\$ 50,000.00	Estimated
Registration Income	\$ 5,000.00	Estimated
<b>TOTAL ESTIMATED INCOME</b>		<b>\$ 75,000.00</b>
EXPENSES	BUDGET	
Advertising	\$ -	
Automobile Curation	\$ 10,000.00	
Awards	\$ 3,000.00	
Banners	\$ 8,000.00	
Collateral	\$ 500.00	
Crew Meals	\$ 800.00	
Equipment/ Trucking	\$ 1,700.00	
Expendables	\$ 200.00	
Janitorial	\$ 1,000.00	
Media Clipping	\$ 1,500.00	
Out of pocket	\$ 3,000.00	
Photography	\$ 1,500.00	
Production Fee/ Event Management	\$ 14,000.00	
Production Staff	\$ 5,000.00	
PR Newswire	\$ 750.00	
Publicity Outreach	\$ 5,000.00	
Rentals	\$ 15,000.00	
Restrooms	\$ 2,373.00	
Rope	\$ 500.00	
Security	\$ 2,000.00	
Signage	\$ 10,000.00	
Sound/Power	\$ 10,000.00	
Sponsorship Acquisition	\$ 7,475.00	
Street Closure/Permits	\$ 27,500.00	
<b>Subtotal</b>	<b>\$ 130,798.00</b>	
<i>Contingency</i>	<i>\$ 11,400.00</i>	
<b>ESTIMATED EXPENSES</b>		<b>\$ (142,198.00)</b>
<b>NET</b>		<b>\$ (67,198.00)</b>



<b>Rodeo Drive Sundays 2008-2009</b>		
<b>Estimated Budget 5.8.08</b>		
<b>INCOME</b>		
City of Beverly Hills Sponsorship Carryover	\$ 30,000.00	
<b>TOTAL INCOME</b>		<b>\$ 30,000.00</b>
<b>EXPENSES</b>		
July - Event #1 - Sponsor	\$ -	
August - Event #2	\$ 30,000.00	
September - Event #3	\$ 30,000.00	
October - Event #4 - Sponsor	\$ -	
<b>ESTIMATED EXPENSES</b>		<b>\$ (60,000.00)</b>
<b>NET</b>		<b>\$ (30,000.00)</b>