



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 21, 2009
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: Beverly Canon Gardens - Proposed Wedding and Commitment Ceremony Permit Guidelines
Attachments: 1. Wedding and Commitment Ceremony Permit Guidelines

INTRODUCTION

The Beverly Canon Gardens, adjacent to the Montage Hotel, has been officially open for public use since December, 2008. Staff has received positive feedback from patrons who have visited the Gardens over the past 4 months. Staff has been working with an Ad Hoc Committee from the Recreation and Parks Commission, as well as the full Commission and the City Attorney, in developing the guidelines for issuing permits for Wedding and Commitment Ceremonies in the Gardens.

DISCUSSION

Past discussions between then City Council Liaisons Linda Briskman and Frank Fenton and staff concluded that the only permitted activity to be allowed in the Gardens would be Wedding and Commitment Ceremonies. These ceremonies would not include any food or beverages. Ceremonies would be limited to the open turf area, located on the Canon Drive side of the Gardens. Permits would be issued to Beverly Hills residents and businesses on a priority basis, as well as non-residents of Beverly Hills. It should be noted that staff had received requests from the Montage Hotel for use of the Gardens for clients that were having post-ceremony receptions at the hotel. The hotel was informed that permits would not be issued for the Gardens until a permit guideline policy was developed and approved by City Council, and that the first permits would not be issued until late May or early June 2009. In the last 2 months, staff has received a couple of requests for Wedding/Commitment ceremonies in the Gardens; patrons have been told that permits would be available in late May/early June pending the approval of recommended policies.

The proposed Beverly Canon Gardens Wedding and Commitment Ceremony Permit Guidelines are attached for your review. Please note that in an effort to maintain the passive environment of the Gardens, a maximum of 20 permits will be issued each calendar year. In addition, no more than one permit will be issued per weekend.

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Due to the limited number of permits issued and the uniqueness of the venue, permit fees for Wedding and Commitment Ceremonies in Beverly Canon Gardens will be higher than those charged for use of Greystone Estate. A four hour ceremony in the Gardens will cost \$3,500 for a Beverly Hills resident or business. A like ceremony at Greystone costs \$1,862. Non-residents will be charged \$4,375 for a Gardens ceremony.

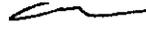
The Recreation and Parks Commission, at their March 24 regular meeting, unanimously endorsed the attached Wedding and Commitment Ceremony Permit Guidelines and the permit fees for City Council to consider.

FISCAL IMPACT

There will not be any expenses incurred due to the establishment of the Permit Guidelines. Based on the issuance of 10 Beverly Hills resident and business permits (50% of the available permits) revenue collected is anticipated to be \$35,000.

RECOMMENDATION

The Recreation and Parks Commission and staff unanimously endorse the recommended Wedding and Commitment Ceremony Permit Guidelines and permit fees. Staff looks to City Council for direction on this matter.

Steve Miller 

Approved By

**Beverly Canon Gardens
Wedding and Commitment Ceremony
Permit Guidelines**

1. Permits for wedding ceremonies only will be issued for the open turf area of the Gardens.
2. Permits will be issued to Beverly Hills residents and non-residents, as well as Beverly Hills businesses that meet the following criteria:
 - the business has a physical presence in Beverly Hills
 - the business has a current Beverly Hills business tax registration
3. There will be a maximum of 20 dates available each calendar year (exact dates to be determined; weekend and weekday dates are available)
4. There will be a maximum of 10 Saturday dates and 10 Sunday dates available; permits will not be issued for the same date or for the same weekend (no back to back events on the same weekend).
5. No more than three (3) permits (dates) will be issued to one applicant in a 6 month period.
6. Permits are issued for a four (4) hour block of time; which includes set-up and strike of any rentals. All event activities, including striking, must conclude by 10pm.
7. Maximum capacity of turf area is 200 people; permits will not be issued for events that exceed this amount.
8. Food/beverage service and smoking are prohibited in the Gardens
9. No off-loading from Canon or Beverly Drives; off-loading from alley only
10. Gardens may not be closed to public access at anytime
11. A Certificate of Insurance naming the City of Beverly Hills as additional insured for said event is required in the amount of \$2,000,000.
12. \$1,000 Refundable Security Deposit is required
13. Permits are nontransferable
14. Cancellations: Permit user must notify the Community Services Department of cancellation at least 10 days prior to reserved date. No refunds will be issued for events cancelled less than 10 days prior to scheduled event date. Refunds will be subject to a 10% cancellation fee.

**Wedding and Commitment Ceremony
Permit Process**

1. Permits will be available for pick-up on a designated date and time
2. Permit dates will be issued on a first-come first-served basis
3. Priority will be given to Beverly Hills residents and businesses
4. Dates are reserved when full payment is received
5. Names of Wedding/Commitment participants must be included on the application at time of submission
6. Only one (1) date per permit application
7. Permit dates may be rescheduled if alternate date is available. A 10% rescheduling charge will be applied (10% of permit fees)
8. Permits are issued through the Community Services Department's Special Events and Filming office.