CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: March 2, 2010

To: Honorable Mayor & City Council

From: Brad Meyerowitz, Recreation Services Manager

Subject: 2010 Playboy Jazz Festival Free Community Concert

Attachments: 1. Letter

INTRODUCTION

Staff is working with Playboy Enterprises in coordinating the 16th annual free community Playboy Jazz Festival Concert in the Civic Center Plaza on Sunday, May 2, 2010, from 3 p.m. - 5:30 p.m. The concert will be presented by the Playboy Jazz Festival as part of their series of free community concerts scheduled throughout the Los Angeles area.

Previous years concerts have attracted approximately 500-600 spectators and have been well received by the community. Performers for this year's concert will be announced at a press conference scheduled to be held on February 25, 2010. This community concert serves has served as the "kick-off" concert for the Community Services Department's annual summer concert series, Summer Nights in the Plaza. In addition, a new series of concerts will be held in Beverly Canon Gardens beginning in June. Staff will provide information on both programs at a later date.

DISCUSSION

Parking will be available in the Civic Center Parking Structure with overflow of cars to be directed to metered spaces on Civic Center Drive, if necessary. These accommodations were utilized in previous years and provided ample parking.

FISCAL IMPACT

The concert is a free event; therefore it does not generate any revenue. While some staff that assist with the event are regularly scheduled to work on Sunday's, there will be additional personnel costs incurred, estimated to be $600. The additional staff needed include Public Works staff and Park Rangers. Staff will secure a food vendor, at no cost to the City, to sell snack items and non-alcoholic beverages during the event.

Playboy Enterprises will provide the talent, sound system and provisions for a backstage area for the performers. This includes the rental of a portable restroom for the performers.

Promotion of the jazz concert will be coordinated and paid for by Playboy. In addition to Playboy's efforts, staff will promote the jazz concert to the Beverly Hills community.

RECOMMENDATION

Concerts held in previous years have been well attended and provided the community with a high quality cultural experience. Unless the City Council has any concerns or questions, staff will proceed with coordination of the Playboy Jazz Festival free community concert on May 2, 2010 in the Civic Center Plaza.

Steve Miller

Approved By

PLAYBOY JAZZ FESTIVAL

JONNE MARIE SWITZLER
MANAGER
PLAYBOY JAZZ FESTIVALS

February 3, 2010

Brad Meyerowitz
Recreation Services Manager
Art and Cultural Events
City of Beverly Hills
444 N. Rexford Dr.
Beverly Hills, CA 90210

Dear Brad,

Once again we are creating our series of Free Community Concerts in connection with this year's Playboy Jazz Festival, June 12 and 13, 2010, at the Hollywood Bowl. We would like to present our Playboy Jazz Festival free concert at the Civic Center Plaza on Sunday, May 2, 2010.

The concert would be held from 3:00 PM to approximately 5:30 PM. We will present artists of the same high quality as we have in the past. I am attaching the 2009 PBJF flyer as an example of the artists and events that we present. The Playboy Jazz Festival will be responsible for the production of the event, including all setup and breakdown

We are anticipating another exciting event with the City of Beverly Hills. I will look forward to confirmation from the City Council.

Best regards,

Jonne-Marie Switzler
Manager, Playboy Jazz Festivals

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