CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: May 4, 2010

To: Honorable Mayor & City Council

From: Brad Meyerowitz, Recreation Services Manager

Subject: Beverly Canon Gardens Concert Series

Attachments: None

INTRODUCTION

Continuing an ongoing effort to provide the community with free cultural experiences, Community Services Department staff has been working with the Canon Drive Association (CDA) in the development of a Summer Concert series to be held in Beverly Canon Gardens. The concert series is scheduled to begin on July 8 and close on August 26.

DISCUSSION

Beverly Canon Gardens opened to the public in January 2009. The design of the Gardens included a turf area on the Canon Drive side of the property. This area was intended and designated to be the site for concerts and other types of programming appropriate for the venue. Staff has intentionally not actively programmed the site to date due to the desire to allow a natural "settling in" period of the amenity to occur. With that now having occurred, staff is anxious to make use of the venue in ways that it was intended.

In the fall of 2009, staff met with Gaby Reims Alexander, the Executive Director of the Canon Drive Association. The Association was looking for opportunities to promote Canon Drive and its businesses. Tasked with the challenge of offering programs with a greatly reduced budget, staff determined that joining into collaborations with various entities within the community could assist in continued program opportunities. The Canon Drive Association is very excited to be partnering with the City in the development of the concert series. It should be mentioned that the Association was a strong supporter of the recently held Greystone Mansion Concours d'Elegance. Five CDA Members participated (Spago, Porta Via, Via Alloro, Il Pastaio and Coupa Cafe), donating over 3,000 servings of food.

The concert series will be held on Thursday evenings beginning at 6:30pm. The performers will do a second set at approximately 7:45pm, concluding by 8:30pm.The times were selected to allow workers from the business triangle and adjoining areas the

convenient opportunity to purchase dinner from any of the area restaurants and enjoy an evening of free entertainment before their commute home. Ample time is also afforded the City's residents to patronize local businesses and arrive at the location for at least a portion of the evening's entertainment. Performers have yet to be selected, but a committee will be established comprised of City staff as well as Association members to select appropriate groups. It is anticipated that the musical genres to be represented will include jazz and classical. In addition to heavily promoting the concerts to Beverly Hills residents, staff and the Association feels that scheduling the series for Thursday evenings will enhance restaurant business for area restaurants by capturing a portion of the extensive daytime workforce that populates the area. Several restaurants are anticipated to make box dinners available for the convenience of patrons to take to the site and enjoy during the performance.

Promotion of the concert series will be coordinated between the City and the Canon Drive Association. It is anticipated that Association members will be on-site at the concerts promoting their respective businesses. Additionally, an information table will be set up to promote City programs and activities.

FISCAL IMPACT

The Community Services Department has identified $2,000 within its operating budget to help offset some of the costs to be incurred. These anticipated costs include the use of a sound technician and compensation for the musical groups selected to perform. The Canon Drive Association looks forward to co-presenting this series with the City and partnering to make it a successful and cost-effective endeavor. CDA will contribute support to the project, drawing on its own network and resources to assist in securing quality entertainment at little or no cost, to promote the series and to supplement the series' budget if necessary with funding up to $2,000. As a way to keep the performers' costs as low as possible, they will be allowed to sell their CD's at the concert which has been an accepted practice by the City during similar past events.

Staff costs for the series will be minimal. A Park Ranger will be onsite for each of the concerts and will be drawn from those already scheduled for evening duty to avoid overtime costs. Public Works staff will setup and breakdown the chairs in the Gardens during their normal work hours. A Recreation and Parks Division staff person will be onsite for each of the concerts to assure responsiveness to any situations that may arise.

Revenue will not be generated since the concerts will be free for the public.

RECOMMENDATION

It is anticipated that the concert series will be a success and will provide a high quality cultural experience for residents, tourists, and members of the business community. Unless the City Council has any concerns or questions, staff will proceed with our coordinated efforts to plan and host the inaugural Beverly Canon Gardens Concert Series. A representative from the CDA is anticipated to be in attendance at the meeting.

Steve Miller
Approved By