CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: September 21, 2010

To: Honorable Mayor & City Council

From: Cheryl Friedling, Deputy City Manager for Public Affairs

Subject: Overview of 9.02.10 Day and Taste of Beverly Hills

Attachments: None

INTRODUCTION

The City's' 9.02.10 event occurred on September 2, 2010, and featured a variety of entertainment and activities commemorating the Beverly Hills community on the date that matched one of the City's most unique zip codes.

Following the 9.02.10 event was the 'Taste of Beverly Hills,' a three-day gourmet wine and food festival that showcased the region's most celebrated chefs and renowned restaurants. The former Robinson-May site served as the venue for both events.

Best Events (dba D.C. Berridge, LLC) served as the City's event partner and provided infrastructure and related costs for the event. In return, the City provided $25,000 to cover special event costs which included permits, public safety services, traffic control, shuttle transportation, marketing and related services.

DISCUSSION

Over 10,500 visitors attended these events over a four-day period from the local Beverly Hills market, adjacent counties and states including Washington, Oregon, Texas and New York. Ticket sales data indicates that the attendees at the Taste of Beverly Hills represented a youthful, affluent demographic of food and wine lovers – a particularly desirable population for the City to attract and retain as visitors and shoppers.

City staff is working with the Beverly Hills Conference and Visitors Bureau to assess the financial impact on local hotels and retail establishments to determine the level of related visitor spending.

The four-day event drew noted chefs and restaurants which included those from Beverly Hills and the surrounding Los Angeles community. Feedback from this group indicated overwhelming support of the event, as it provided dining establishments with a premiere opportunity to market their restaurant to dedicated followers of fine food and wine. In addition, the presence of key media – including *Food and Wine* magazine, The Food Network, other national television networks and food and wine blogs – bestowed upon these restaurants widespread publicity and promotional opportunities.

Overall media coverage was substantial, with more than 100 press attending the event representing print, broadcast and on-line outlets. Several news reports before the event increased ticket sales and generated interest in the weekend's festivities. Coverage of 9.02.10 Day generated hundreds of stories in international, national, regional and local food & wine, entertainment, travel, event, celebrity, and fashion media. Staff is developing a comprehensive report to measure this unpaid coverage, including impressions and ad values.

FISCAL IMPACT

On July 22, 2010, the City Council appropriated $75,000 towards the procurement of marquee talent, with the stipulation that the first $75,000 in ticket sales be returned to the City. The City Council also appropriated $25,000 in City services and costs to cover event services, including permits, public safety, traffic control, shuttle transportation, marketing and related services.

Costs for the 9.02.10 event totaled approximately $260,000 in the following categories:

$136,500	Entertainment Expenses (Natasha Bedingfield/Ne-Yo/Marilyn McCoo & Billy Davis)
$ 78,500	Production Expenses (stage construction/lighting/sound technology/fireworks and production services)
$ 17,000	Banners and Promotional Expenses
$ 8,000	Hilton Hotel Services
$ 15,000	Additional City Staff and Services (Shuttles/Cable/Staff Parking, etc.)
$ 5,000	Miscellaneous (Commemorative Keys/Flowers/Food Service, etc.)

$260,000 TOTAL

Underscoring the City Council's approval of initial budgetary allocations was the requirement that the 9.02.10 event be totally cost-neutral to the taxpayers of Beverly Hills. Due to the generous donations of civic, charitable and corporate sponsors, $260,000 was raised to conduct the 9.02.10 event.

At the same time, it should be noted that Best Events donated a substantial amount of required funding and resources to the success of the event. This

amount was approximately $250,000 in donated fees and services – including $160,000 in complimentary tickets or festival passes to members of the community, media and special guests.

Best Events also provided vital event funding to the 9.02.10 evening, including installation and set-up costs, dining tables, chairs, labor, food service as well as post-event cleanup, among many others.

Best Events also fulfilled its commitment to the Beverly Hills Education Foundation through a donation to that organization.

Through the generous contributions of community sponsors and Best Events, the 9.02.10 event was conducted at no direct cost to the taxpayer.

RECOMMENDATION

Based on the success of the first year's event, it is recommended that the City Council encourage Best Events to return to Beverly Hills with an annual 'Taste of Beverly Hills' event.

If approved by the Council, staff would work with Best Events to craft a package of City services based on key experiences from this year's event. Based on initial estimates, this package could approach $45-50,000 for a three-day event, incorporating enhancements in the areas of banner coverage, shuttle and City-wide transportation services, traffic control and others.

Staff also recommends that the City provide a legal agreement allowing Best Events to utilize the 'Taste of Beverly Hills' logo, and to continue to market the 'Taste of Beverly Hills' event.

Furthermore, it is recommended that City staff work with Best Events to explore alternate venues for subsequent events, should the current locale be converted to another use in the near future.

Finally, it is recommended that staff proposed options to the City Council regarding potential celebratory activities associated with 9.02.11.

KP for

Cheryl Friedling
Approved By