



THE CITY COUNCIL WILL BE ADVISED  
IF THE SIGNED AGREEMENT HAS NOT  
BEEN RETURNED BY TUESDAY.

CITY CLERK

## AGENDA REPORT

**Meeting Date:** November 16, 2010  
**Item Number:** F-10  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager  
**Subject:** AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND RODEO DRIVE, INC. FOR SPONSORSHIP OF THE RODEO DRIVE WALK OF STYLE PROGRAM AND THE CONCOURSE D'ELEGANCE PROGRAM; AND

AUTHORIZATION OF A PURCHASE ORDER IN THE AMOUNT OF \$20,000.00 FOR FASHION'S NIGHT OUT EVENT ON SEPTEMBER 10, 2010.

**Attachments:** 1. Agreement

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### **RECOMMENDATION**

Staff recommends that the City Council approve an interim agreement between the City of Beverly Hills and the Rodeo Drive Committee, and approve issuance of the related purchase order in the amount of \$20,000.

### **INTRODUCTION**

This item requests City Council approval for an interim agreement with the Rodeo Drive Committee for services provided to produce the Fashion's Night Out Event on September 10. This marketing event was designed to encourage visitors to shop and dine in Beverly Hills in conjunction with this special date.

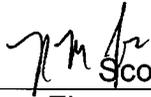
### **DISCUSSION**

The Rodeo Drive Committee conducts a variety of special promotional events designed to enhance tourism, visitor attraction and shopping along the City's esteemed Rodeo Drive. This event capitalized on a unique event opportunity, and will provide the Committee with funding to meet operating expenses for the

City's committed contribution levels until an Agreement can be finalized between the City and the committee.

**FISCAL IMPACT**

This amount reflects the City's \$20,000 contribution to the sponsorship of Fashion's Night Out.



Scott Miller

Finance Approval

Cheryl Friedling

Approved By



# **Attachment 1**

AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND RODEO DRIVE, INC. FOR SPONSORSHIP OF THE RODEO DRIVE WALK OF STYLE PROGRAM AND THE CONCOURSE D'ELEGANCE PROGRAM

This Amendment No. 1 is to the agreement between the City of Beverly Hills ((hereinafter called "City")), and Rodeo Drive, Inc. a California corporation ("RDI") stated July 7, 2009 and identified as Contract No. 268-09.

RECITALS

A. RDI is a business organization located in the City of Beverly Hills that has experience conducting or participating in the development of special events and promotional publicity programs for the benefit of City.

B. City entered into a written agreement with RDI dated July 7, 2009 and identified as Contract No. 268-09 for funding of the Rodeo Drive Walk of Style Program and promotional publicity programs ("Funding Agreement").

C. City desires to continue to engage RDI for services related to the global event known as Fashion's Night Out, which occurred on September 10, 2010.

D. Section 37110 of the California Government Code authorizes the expenditure of monies for promotion;

NOW, THEREFORE, the parties agree as follows:

Section 1. The City shall provide RDI funding in the amount of \$20,000 for the 2010 Fashion's Night Out event held on September 10, 2010, for services further described in Exhibit A-1 to this Amendment No. 1.

Section 2. A new paragraph is here by added to Section 1 of the Funding Agreement entitled "Fund Authorization/Use of Funds" as follows:

"(d) In addition, RDI shall be provided with \$20,000 for the funding of RDI's participation in the global program known as Fashion's Night Out held on September 10, 2010 as is further described in Exhibit A."

Section 3. The termination date of "June 30, 2010" set forth in Section 8 of the Funding Agreement shall be revised to read "November 17, 2010."

Section 4. A new paragraph shall be added to Section 2 of the Funding Agreement entitled "Payments" to read as follows:

"For the services related to Fashion's Night Out, RDI shall invoice the City and the City shall provide payment to RDI within 30 days of receipt of invoice."

Section 5. Exhibit A of the Funding Agreement shall be amended to add the scope of services set forth in Exhibit A-1 attached to this Amendment No. 1.

Section 6. Except as specifically amended by this Amendment No. 1, the Funding Agreement dated July 7, 2009 shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the  
\_\_\_\_\_ day of \_\_\_\_\_, 2010, at Beverly Hills, California.

CITY OF BEVERLY HILLS  
A Municipal Corporation

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JIMMY DELSHAD  
Mayor of the City of  
Beverly Hills, California

[Signatures continue]

ATTEST:

\_\_\_\_\_  
BYRON POPE  
City Clerk

(SEAL)

RODEO DRIVE, INC.



\_\_\_\_\_  
THOMAS BLUMENTHAL  
President

  
\_\_\_\_\_  
DONNA SNYDER  
Secretary

APPROVED AS TO FORM

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LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

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JEFFREY KOLIN  
City Manager

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CHERYL FRIEDLING  
Deputy City Manager/Public Affairs

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KARL KIRKMAN  
Risk Manager

## EXHIBIT A-1

### **2010-11 FASHION'S NIGHT OUT PROGRAM SERVICES**

- Participate in 2010 global Fashion's Night Out initiative including outreach to retailers beyond Rodeo Drive.
- Expand media partners to advertise the event locally, regionally and nationally to further promote the event.
- Secure luxury sponsors/partners to help underwrite costs of the event