



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: January 24, 2012

To: Honorable Mayor & City Council

From: Brad Meyerowitz, Recreation Services Manager 

Subject: 2011 Maison de Luxe Design Show House

Attachments: 1. Luxe Magazine - January 2012 Issue

INTRODUCTION

The 2011 "Maison de Luxe" Design Show House was held this past December. This was the eighth Design House held at Greystone Estate. The event was held from December 2 – 22, 2011. Title Sponsor Luxe Interiors + Design secured the services of 24 internationally renowned designers to decorate the main rooms on the first and second floors, not including the servant's rooms, main kitchen and bathrooms of the mansion. As was the case with previous Design Houses, the event received multitudes of post-event coverage, which helped to expose Greystone Estate to a new audience. The Friends of Greystone (FOG) partnered with the City and Luxe to present this year's event. In addition to providing docents for the event, FOG also facilitated several fundraising components to support their on-going restoration efforts of the Estate.

DISCUSSION

Over 5,000 people visited the Design Show House; this included 3,227 paid entries for the 18 day event. An opening night Gala took place on December 1, with over 400 people in attendance. Lectures were held on the three Fridays of the event, with many of the lectures sold out with 100 guests per lecture. Food and beverage service was provided by Jackson Catering, one of the three pre-approved Greystone caterers.

The Design Show House received extensive pre and post-event coverage, highlighted by a lengthy editorial piece in the January 2012 issue of Luxe Magazine. The article includes photographs of the individually designed rooms. A

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copy of the issue is included in your packet. In addition, the Bravo cable network filmed three of the designers and their rooms for the show "Million Dollar Decorators". The episode will be broadcast in the upcoming months. Move-out from the mansion has been completed and several of the participating designers have donated some of their furnishings to the City. This includes light fixtures, furniture, and window treatments.

FISCAL IMPACT

Staff is in the process of finalizing the financial data for the event. Based on the 3,227 tickets sold, and with the lowest priced ticket at \$35, it is anticipated that a minimum of \$113,000 will be collected in revenue. Expenditures incurred by the City included advertising in various print media, street banners, equipment rentals, and personnel costs. It is estimated that expenses will be in the neighborhood of \$51,000. Since Luxe covered the costs of many of the components of the event, the City will realize yet-to-be determined earnings.

Friends of Greystone are also in the process of putting their financial data together, but it should be noted that they received revenues from a silent auction held during the Gala, as well as book sales and signings that took place after the Friday lectures. In addition, FOG had a "gift shop" set-up in the mansion from which they sold merchandise each day of the event.

The 2011 "Maison de Luxe" Design Show House was a huge success. With over 5,000 people attending the event and the extensive post-event press coverage, Greystone Estate was and will continue to be exposed to a new and larger audience.

Steve Zoet

Approved By



Attachment 1 – Luxe Magazine

Provided Under Separate Cover