



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** June 7, 2012  
**To:** Honorable Mayor & City Council  
**From:** Brad Meyerowitz, Recreation Services Manager *MM*  
**Subject:** Petersen Automotive Museum Request for Use of Greystone Estate  
**Attachments:** 1. Letter of Request

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### INTRODUCTION

A request has been submitted by the Petersen Automotive Museum to use Greystone Estate for a still photo shoot. Cars from the Museum's collection would be brought to Greystone and be photographed in various outdoor locations throughout the Estate.

It is anticipated that the photographs taken at Greystone Estate, along with the accompanying article, will garner local, regional, national, and potentially international exposure for Greystone Estate and the City of Beverly Hills.

The Museum is requesting the City to waive the still photography permit fees that are typically charged for these kinds of activities.

### DISCUSSION

The Petersen Automotive Museum is a Founding Sponsor of the Greystone Mansion Concours d'Elegance. Their participation is one of the reasons why the Concours has become one of the premier automobile events in the country. Beverly Hills resident Buddy Pepp, the Executive Director of the Museum, has served on the Concours d'Elegance Steering Committee since its inception in 2010. It is anticipated that the article and photographs will not only increase the exposure of Greystone Estate, but also the Concours d'Elegance.

Author Matt Stone and photographer Evan Klein, both highly respected in the automobile industry, have teamed up to write automotive stories for syndication around the world. They will be working with the Petersen to photograph the museum's vehicles at unique locations in southern California. The plan is to match a car to a location for the best theme and composition and write about the automobile while also including in the story and/or sidebar information about the location that the photos were taken. Once they

Meeting Date: June 7, 2012

have put together several stories, they will pitch them to magazines as individual stories or in a series of "Great Places and Cars to See in California" stories.

**FISCAL IMPACT**

It is anticipated that there will not be any out-of-pocket costs incurred by the City. If published fees were charged for the one-day still photography shoot, \$1,819 (still photography permit fee) and \$267.50 (Ranger fees) would be collected as revenue. No other facility use or related fees apply to this request.

**RECOMMENDATION**

Staff seeks direction from City Council on the request by the Petersen Automotive Museum for the use of Greystone Estate for a photo shoot on a to-be-determined date this summer. The anticipated syndication of the articles and photographs in regional and national automobile magazines will help expose Greystone Estate and the Concours d'Elegance to a far greater audience of automobile enthusiasts.

Steven Zoet  
Approved By



# **Attachment 1**



Brad Meyerowitz  
Recreation Services Manager  
City of Beverly Hills  
Community Services Department  
501 Doheny Road  
Beverly Hills, CA 90210

May 24, 2012

Dear Mr. Meyerowitz:

The greater Los Angeles area was built around the automobile. It has been an integral part of our growth since its invention, and has become a symbol of freedom, adventure, and personal achievement. We would like to celebrate this relationship as it is part of our mission to explore and present the history of the automobile and its impact on American life and culture using Los Angeles as the prime example. The Petersen Automotive Museum is putting together a publicity program that will benefit several venues unique to southern California, and we hope to include Greystone Mansion.

We have enlisted Matt Stone (one of the commentators on Speed TV's coverage of the Barrett-Jackson auctions, formerly of Motor Trend and Motor Trend Classic, and author of many books) and Evan Klein (Motor Trend and Motor Trend Classic photographer and commercial filmmaker [www.evankleinfilms.com](http://www.evankleinfilms.com)) to write automotive stories for syndication in publications and on websites around the world.

The plan is to photograph the finest vehicles in the Petersen Collection at unique locations in southern California. We will match a car to a location for the best theme and composition and write about the automobile while also including in the story and/or sidebar information about the location that the photos were taken. Each pairing of vehicle and location will be an individual story. These will be pitched to magazines as individual stories or in a series of "Great Places and Cars to See in California" articles.

We would like to start the series with a photo shoot at Greystone. With the success of the Greystone Concours d'Elegance, of which the Petersen is a sponsor, the local automotive enthusiast community has become aware of the magnificent Greystone Mansion and its significance to local history. This enthusiasm can and should spread to the rest of the world, and we feel that this is a great way to do it. Both institutions will also end up with photos to use for publicity. We will use the photos on the new [www.petersen.org](http://www.petersen.org) site that will re-launch later this year.

As a fellow non-profit in a world of shrinking budgets, we understand the need to publicize in low-cost or no-cost ways. This is a free marketing opportunity for Greystone and the Petersen. Neither the writer nor the photographer will be paid by Greystone or the Petersen to create the story. They will recoup their investment of time and equipment rentals by syndication of the story, so it is in their best interest to write a compelling article accompanied by beautiful photos.

As this will essentially be free advertising for both of us, we are asking for you to allow us to photograph a vehicle at your location and to waive your standard film permit fee. This will be a half-day photo shoot with four people on the photography crew and two representatives from the Petersen to place and

detail the vehicle. We have a somewhat flexible schedule, and are willing to work around a date or time that is convenient to you. The crew and the vehicle are fully insured, and documentation can be provided.

We hope that you find this offer as intriguing as we do. We look forward to your response.

Best Regards,

A handwritten signature in black ink, appearing to read "Chris Brown". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Chris Brown  
Information and Marketing Manager  
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