



AGENDA REPORT

Meeting Date: July 3, 2012
Item Number: G-12
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs *cf*
Megan Roach, Marketing and Economic Sustainability Manager *MR*
Subject: APPROVAL OF A FUNDING AGREEMENT BY AND BETWEEN THE CITY OF BEVERLY HILLS AND RODEO DRIVE, INC. FOR 2012-2013 SPECIAL EVENTS; AND APPROVAL OF A PURCHASE ORDER IN A NOT-TO-EXCEED AMOUNT OF \$255,000 TO RODEO DRIVE, INC. FOR THESE SERVICES
Attachments: 1. Agreement

RECOMMENDATION

It is recommended that the City Council approve a funding agreement by and between the City of Beverly Hills and Rodeo Drive, Inc. for 2012-2013 special events and approve a purchase order in a not-to-exceed amount of \$255,000 for these services.

INTRODUCTION

The Rodeo Drive Committee is comprised of 70 retailers, hotels and property owners. Founded in 1972, the Committee promotes Rodeo Drive through a variety of programs which enhance Rodeo Drive's image as a world-wide visitor destination.

DISCUSSION

In past years, the Rodeo Drive Committee ("RDC") has received City support for several promotional and special event programs. These include Rodeo Drive Walk of Style, Rodeo Drive Concours D'Elegance, Fashion's Night Out, and others.

The CVB/Marketing Liaison Committee (Mayor Brien and Vice Mayor Mirisch) met with RDC representatives to review the proposed scope of work for Fiscal Year 2012-2013. The Liaison Committee recommended an agreement with the RDC for three events and a corresponding funding amount of \$255,000.

In addition, the RDC requested \$110,000 for a holiday event/décor. City staff, in conjunction with the RDC, agreed to postpone consideration of the funding request until

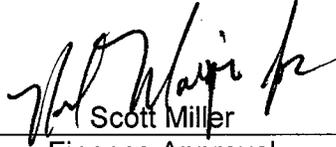
staff received direction from the Special Events/Holiday Liaison Committee (Councilmember Bosse and Councilmember Brucker) on a citywide, cohesive, holiday décor theme. RDC's proposal is expected to be presented and evaluated by the Special Events/Holiday Liaison Committee in July and funding to follow.

The CVB/Marketing Liaison Committee recommends an agreement with the Rodeo Drive Committee in the amount of \$255,000, as follows:

- \$200,000 for the 2012 Walk of Style event to be held in the fall, provided that the Rodeo Drive Committee incurs expenditures of at least a matching amount of \$200,000 for promotion of the street as a premiere shopping venue during Fiscal Year 2012-2013.
- \$25,000 for the Rodeo Drive Concours d'Elegance scheduled for June 16, 2013. The \$25,000 in funding will be a combination of waived street closure fees and in-kind City services such as police and traffic control officers and public works personnel.
- \$30,000 for a new event - Ice Cream Sundays on Rodeo Drive. On Sundays, September 16, 23, 30, the local community and visitors will get to see Rodeo Drive with a cherry on top as Beverly Hills marks the 120th Anniversary of the Ice Cream Sundae. Food trucks and vendors will offer gourmet ice cream, Italian ice, frozen yogurt, and other desserts and retailers will be given the opportunity to purchase advance ice cream vouchers for their customers to offer with purchase on these Sundays. The City's \$30,000 funding contribution will help offset event production costs including street pole banners, publicity/advertising, rentals, and janitorial services.

FISCAL IMPACT

The City's Finance Department projects \$28,942,900 in TOT revenue for the 2012-2013 Fiscal Year, which results in a Tourism and Marketing budget of \$4,817,984. This amount includes \$683,284 in budgetary carryover from Fiscal Year 2011-2012. The funding is budgeted in the Tourism and Marketing Program account 0101311. The CVB/Marketing Liaison Committee is recommending that of this amount, \$255,000 be allocated to the Rodeo Drive Committee for its Fiscal Year 2012-2013 budget request.



Scott Miller
Finance Approval



Cheryl Friedling
Approved By

Council will be advised if agreement is
not signed by Tuesday.

Attachment 1

**FUNDING AGREEMENT BY AND BETWEEN THE CITY
OF BEVERLY HILLS AND RODEO DRIVE, INC. FOR
2012-2013 SPECIAL EVENTS**

RECITALS

A. Rodeo Drive Inc., (“RDI”) is a business organization located in the City of Beverly Hills (“City”) that has experience conducting or participating in the development of special events and promotional publicity programs for the benefit of City.

B. For a number of years, for the dual purpose of promoting the City and Rodeo Drive as a premier shopping destination, RDI has produced the Walk of Style® event (the “Walk of Style”) along with other signature events.

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

NOW, THEREFORE, in consideration of the mutual covenants of the parties hereto, it is agreed as follows:

Section 1. Scope of Work and Authorization of Funding. RDI shall provide the services (both personnel and deliverables) necessary to produce the Walk of Style, Rodeo Drive Concours d’Elegance and Ice Cream Sundays events for the promotion of the City and Rodeo Drive as set forth in Scope of Work attached hereto as Exhibit A. The funds shall be utilized and serve as compensation (including but not limited to overhead, third party costs, etc.) for RDI’s implementation of the Scope of Work. In no case shall the RDI request that City Staff undertake any of the activities set forth in Exhibit A.

Section 2. Payments.

(a) In support of the Walk of Style event and the services provided in Exhibit A, City shall provide funding in the amount of \$200,000 to be used by RDI for the Walk of Style event to be held during Fiscal Year 2012-2013 (July 1, 2012 through June 30, 2013), provided that RDI incurs expenditures of at least a matching amount of \$200,000 for promotion of the street, “Rodeo Drive,” as a premiere shopping venue during RDI’s Fiscal Year 2012-2013. “Promotion” as used therein means the expenditure of monies for and directly towards events that cause visitor traffic on Rodeo Drive such as but not limited to the Walk of Style event, the Rodeo Drive Concours d’Elegance event and the Ice Cream Sundays event. Upon request by the Deputy City Manager, RDI will produce documentation (e.g., invoices) to establish that it has fulfilled its foregoing commitment to the City’s satisfaction.

(b) In support of the Rodeo Drive Concours d’Elegance event and the services provided in Exhibit A, the City shall provide funding in the amount of \$25,000 to be used by RDI for the Rodeo Drive Concours d’Elegance event to be held during Fiscal Year 2012-2013 (July 1, 2012 through June 30, 2013).

(c) In support of the Rodeo Drive Ice Cream Sundays event and the services provided in Exhibit A, the City shall provide funding in the amount of \$30,000 to be used by RDI for the

Ice Cream Sundays event to be held during Fiscal Year 2012-2013 (July 1, 2012 through June 30, 2013). Any monies provided to RDI not expended by RDI for Walk of Style, Rodeo Drive Concours d'Elegance and Ice Cream Sundays shall be returned to the City within 10 days of the City's request.

(d) RDI may submit a written invoice for the funding described above in paragraphs (a) through (c) at least 30 days prior to the date of the Walk of Style, Rodeo Drive Concours d'Elegance and Ice Cream Sundays events, as the case may be, to the Deputy City Manager. Upon approval of invoice by City, payment shall be made to RDI within 30 to 45 days of receipt of said invoice. If the requirements for funding set forth in Exhibit A with respect to Walk of Style, Rodeo Drive Concours d'Elegance and Ice Cream Sundays are not achieved by RDI to the City's reasonable satisfaction then within a reasonable period following RDI's receipt of City's written notice of such dissatisfaction, RDI shall reimburse the City any monies provided to RDI for RDI's production of Walk of Style, Rodeo Drive Concours d'Elegance and Ice Cream Sundays. This provision shall survive termination of this Agreement and/or distribution of all funding hereunder.

Section 3. Reports.

(a) RDI shall submit a quarterly report to the City, which shall be in a form and content acceptable to the City Manager or his designee. The reports shall include, without limitation, information regarding its achievement of the items in the Scope of Services as set forth in Exhibit A.

(b) RDI shall also supply the City with an Annual Financial report prepared by a Certified Public Accountant for each of the Fiscal Year 2012-2013. Each such report shall provide separately detailed accounts for each event funded by City. Accordingly, RDI shall ensure that City funding is held in a separate account and that the detailed accounting indicates charges against such funding. The report shall be due within six months of the end of RDI's 2012-2013 fiscal year.

(c) With reasonable notice from City, RDI shall provide to City copies of any and all work product, documents reports, property and books produced by RDI in fulfillment of this Agreement ("Documents"). This shall be solely for the purpose of confirming and evaluating the execution of the programs described in this Agreement and shall not include records and documents unrelated to the execution of such programs (e.g., personnel records). RDI's obligation to maintain such Documents shall continue for three years after the termination of this Agreement.

(d) RDI shall establish and maintain an accounting system in accordance with generally accepted accounting principles and standards. The system shall detail all costs chargeable to City under this Agreement and shall substantiate all such costs, and comply with any applicable State and Federal standards.

(e) RDI shall endeavor to develop, in consultation with City, a program-based budget for the Walk of Style event, Rodeo Drive Concours d'Elegance event and Ice Cream Sundays event hereunder. Implementation of a program-based budget is not intended to affect the

requirements outlined in paragraph (d) of this Section relating to generally accepted accounting principles.

Section 4. Ownership of Work Product.

(a) Unless otherwise agreed upon in writing, all reports, documents, or other written or visual material or any other material in any media, including any images, taglines, logos, or other media created or developed by RDI or any third party contracted by the RDI, in the performance of this Agreement, whether or not paid in whole or in part by the funding provided by this Agreement (“Work Product”), shall be and remain the property of City without restriction or limitation upon its use or dissemination by City. All Work Product shall be considered to be “works made for hire”, and all such Work Product and any and all intellectual property rights arising from their creation, including, but not limited to, all copyrights, trademarks and other proprietary rights, shall be and remain the property of City without restriction or limitation upon their use, duplication or dissemination by City. RDI shall not obtain or attempt to obtain copyright protection as to any of the Work Products.

(b) RDI hereby irrevocably assigns exclusively to City, all right, title and interest in such trademarks and/or copyrights or other intellectual property rights in the Work Products. RDI shall take all acts requested by the City in order to enforce City’s rights under this Section.

(c) RDI shall not retain ownership of or any right, title or interest in any of the Work Products, including, but not limited to, in any related trademarks, copyrights, or other proprietary rights. The City and RDI agree that the Work Product and all such rights, title and interest in or to the Work Products belong to and are being sold and assigned in their entirety to City for whatever use it desires, and that City does and shall at all times own, solely and exclusively, complete and unencumbered, all right, title and interest in and to all of the Work Product worldwide, any modifications thereto and any derivative works based thereon (including, but not limited to, all patent, copyright, trademark, service mark and trade secret rights). Nothing contained herein shall be deemed to constitute a mere license or franchise in City. The parties further agree that City will be free to use, modify, distribute, sell, license or otherwise exploit all such Work Products and any modifications to or derivative works based thereon without any restrictions or limitations or any obligations or payments to RDI and that RDI shall have no such rights.

(d) From time to time the RDI will engage photographers to take photographs or will purchase images for use in RDI’s marketing campaigns, collateral or other uses. As to those third party photographs or images whereby the RDI negotiates to purchase not only the photograph or image but also the copyright or other intellectual property rights with the monies provided hereunder for the Walk of Style program, the provisions of this Section 5 will apply. As to those third party photographs or images whereby the RDI negotiates to purchase only the use of the photograph or image and the copyright is maintained with the photographer, the provisions of this Section 5 will not apply.

(e) The City recognizes that the phrase “Walk of Style” is a registered service mark owned by RDI and/or other third parties and as such, the City has no right to the ownership of

such intellectual property. Accordingly, as to those uses whereby the Work Product is the Walk of Style service mark, the provisions of this Section 4 will not apply.

(f) This section shall survive termination of this Agreement.

Section 5. Banners. RDI may, on behalf of and at the sole discretion of City, use the funds to produce, purchase, install and de-install light pole banners or other displays in the public-right-of-way. All such light pole banners shall comply with the City's adopted Banner Policy, copies of which are available from the Office of Communications and Marketing, and shall be approved in writing in advance by City prior to installation. City shall have sole discretion over the design, placement, and duration of display and shall retain ownership of all banners funded under this Agreement.

Section 6. Assignment. This Agreement shall not be assigned by RDI without the written consent of City.

Section 7. Independent Contractor. At all times during the term of this Agreement RDI shall be an independent contractor and RDI, and their officers, employees and agents shall not be employees of City.

Section 8. Term. This Agreement shall remain in full force and effect from July 3, 2012 until June 30, 2013, unless terminated earlier as provided in Section 8 of this Agreement.

Section 9. Termination of Agreement. City may terminate this Agreement early, at any time, with or without cause, upon thirty (30) days prior written notice to RDI. In the event of such termination, City shall pay RDI for all costs and obligations reasonably incurred by RDI in performing its services under this Agreement prior to the date of the termination notice. Any payments made to RDI shall be in full satisfaction of City's obligations hereunder and in no event shall any payment made by the City exceed \$255,000. City shall not be obligated to pay additional funds for any aspect or part of the Walk of Style event, Father's Day Concours d'Elegance event and Ice Cream Sundays event or such other events with respect to which RDI makes a commitment after the issuance of such notice.

Section 10. Notice. Whenever it shall be necessary for any party to serve notice on another respecting this Agreement, such notice shall be served by certified mail addressed to the City Clerk of the City of Beverly Hills, 455 North Rexford Drive, Beverly Hills, California 90210, or to Rodeo Drive Inc., c/o The Donahue Group, 1463 Tamarind Avenue, Los Angeles, California 90028, unless and until a different address may be furnished in writing by any party, and such notice shall be deemed to have been served within seventy-two (72) hours after the same has been deposited in the United States Post Office by certified mail. This shall be valid and sufficient service of notice for all purposes.

Section 11. Indemnification and Insurance.

(a) RDI agrees to indemnify, hold harmless and defend City, its City Council and each member thereof and every officer and employee of City from any and all claims, liability or financial loss resulting from any suits, claims, losses or actions, and from all cost and expenses of litigation, brought against City, its City Council and each member thereof and any officer or

employee of City which results directly or indirectly from the actions or omissions of RDI or their officers, employees, agents or others employed by RDI in the conduct of the projects funded by this Agreement.

(b) RDI shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive General Liability Insurance with minimum limits of Two Million Dollars (\$2,000,000) for each occurrence, combined single limit, against any personal injury, death, loss or damage resulting from the wrongful or negligent acts by RDI.

(c) RDI shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive Vehicle Liability insurance covering personal injury and property damage, with minimum limits of One Million Dollars (\$1,000,000) per occurrence combined single limit, covering any vehicle utilized by Contractor in performing the services required by this Agreement.

(d) RDI agrees to maintain in force at all times during the performance of work under this Agreement workers' compensation and employer's liability insurance as required by law.

(e) RDI shall require each of its sub-consultants or sub-contractors engaged by the RDI for event management or other activities that require a City special event permit to maintain insurance coverage which meets all of the requirements of this Agreement unless otherwise determined by the City's Risk Manager. Prior to an event, RDI shall inform the City's Risk Manager in writing of said event to determine the level of insurance coverage, if any, required.

(f) The policy or policies required by this Agreement shall be issued by an insurer admitted in the State of California and with a rating of at least a B+;VII in the latest edition of Best's Insurance Guide.

(g) If RDI fails to keep the aforesaid insurance in full force and effect, City shall notify RDI that it is in breach of the Agreement and RDI has three (3) days to cure such breach. If such breach is not cured by RDI as required in this paragraph, City may terminate the Agreement or, if insurance is available at a reasonable cost, City may take out the necessary insurance and pay, at RDI's expense, the premium thereon.

(h) At all times during the term of this Agreement, RDI shall maintain on file with the City Clerk a certificate or certificates of insurance on the form required by the City, showing that the aforesaid policies are in effect in the required amounts. RDI shall, prior to commencement of work under this Agreement, file with the City Clerk such certificate or certificates. The policies of insurance required by this Agreement shall contain an endorsement naming the City as an additional insured. All of the policies required under this Agreement shall contain an endorsement providing that the policies cannot be canceled or reduced except on thirty (30) days prior written notice to the City, and specifically stating that the coverage contained in the policies affords insurance pursuant to the terms and conditions as set forth in this Agreement.

(i) The insurance provided by RDI shall be primary to any coverage available to City. The policies of insurance required by this Agreement shall include provisions for waiver of subrogation.

(j) Any deductibles or self-insured retentions must be declared to and approved by City prior to commencing work under this Agreement.

Section 12. Extent of Agreement This Agreement represents the entire and integrated Agreement between the parties on the matters included herein and supersedes any and all prior negotiations, representations or agreements, either written or oral. This Agreement may be amended only by written instrument signed by all parties to the Agreement.

Section 13. City Not Obligated to Third Parties. The City shall not be obligated or liable under this Agreement to any party other than the RDI.

Section 14. Severability. Invalidation of any provision contained herein or the application thereof to any person or entity by judgment or court order shall in no way affect any of the other covenants, conditions, restrictions, or provisions hereof, or the application thereof to any other person or entity, and the same shall remain in full force and effect.

Section 15. Execution in Counterparts. This Agreement may be executed in several counterparts, each of which shall be an original and all of which shall constitute but one and the same agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the ____ day of July 2012, at Beverly Hills, California.

CITY OF BEVERLY HILLS
A Municipal Corporation

WILLIAM W. BRIEN, M.D
Mayor of the City of Beverly Hills,
California

ATTEST:

BYRON POPE (SEAL)
City Clerk

RODEO DRIVE, INC.

JIM JAHANT
President

MARK PRONSTEIN
Vice President

APPROVED AS TO FORM:

LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

JEFFREY C. KOLIN
City Manager

KARL KIRKMAN
Risk Manager

EXHIBIT A

SCOPE OF WORK

2012-2013 RODEO DRIVE WALK OF STYLE®

- The funding provided in this Agreement of \$200,000 shall be for a Walk of Style event to be held during Fiscal Year 2012-2013 (July 1, 2012 –June 30, 2013) with the elements described in Attachment 1 to this Exhibit A.
- RDI shall develop a process to obtain data and metrics for the Walk of Style Event and provide detailed information regarding the City's return-on-investment to City. Such metrics shall include but are not limited to measuring and analyzing year over year visitor traffic and dollars spent, receiving and analyzing partner feedback; measuring and analyzing marketing efforts, etc.,
- As it pertains to the Walk of Style Event (as well as any City or CVB signature events that take place within the vicinity of Rodeo Drive merchants as determined by City), RDI shall make reasonable efforts to request that its retailers adjust opening and closing hours to align with special event times, thereby encouraging more shoppers and retail purchases. This shall be accomplished by transmitting such request in writing to such merchants. RDI shall provide copies of the written requests for adjustment of hours upon request of City. Alternatively, RDI can "cc" the Deputy City Manager on the letters transmitted to merchants.
- RDI shall undertake the following activities:
 - Identify potential honoree(s) for plaque unveiling and awards ceremony. Induct one to two honorees annually.
 - Create high profile event(s) for each honoree to garner media attention and momentum for the Program.
 - Continue banner program to highlight honorees' body of work.
 - Execute specialized publicity programs in conjunction with each induction/awards ceremony.
 - Investigate alternate event formats, which may be appropriate for honoree categories.
 - Pursue additional income streams to offset and expand program.
 - Continue tourism outreach to expand media coverage to help build the Rodeo Drive Walk of Style® as a destination point.

- Research and develop potential extensions of the Rodeo Drive Walk of Style® to increase program's accessibility to the community.
- Continue outreach to potential honorees.
- Update and expand Rodeo Drive Walk of Style® website to continue building the Rodeo Drive Walk of Style® as a world-renown travel destination. Provide up to date information to visitors as well as potential sponsors and honorees. Promote the City of Beverly Hills and Rodeo Drive as the epicenter of fashion and entertainment and maximize publicity opportunities.
- Continue development of marketing materials for potential sponsors and honorees. Capitalize on the momentum of the program and its highly publicized events to market the Award to potential sponsors and honorees as a highly coveted and prestigious honor within the fashion industry.

2012-2013 RODEO DRIVE CONCOURS D'ELEGANCE

- The funding provided in this Agreement for \$25,000 shall be for the Rodeo Drive Concours d'Elegance event to be held during Fiscal Year 2012-2013 (July 1, 2012 – June 30, 2013) with the elements described in Attachment 1 to this Exhibit A.
- RDI shall develop a process to obtain data and metrics for the Rodeo Drive Concours d'Elegance event and provide detailed information regarding the City's return-on-investment to City. Such metrics shall include but are not limited to measuring and analyzing year over year visitor traffic and dollars spent, receiving and analyzing partner feedback; measuring and analyzing marketing efforts, etc.
- RDI shall undertake the following activities:
 - Continue to grow the prestige of the Rodeo Drive Concours d' Elegance and institutionalize event as a Father's Day tradition.
 - 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.
 - Utilize Rodeo Drive Concours d'Elegance website to further promote the event and attract future sponsors and partnerships.
 - Execute banner program to further promote the event if budget allows.

2012-2013 ICE CREAM SUNDAYS ON RODEO DRIVE

- The funding provided in this Agreement for \$30,000 shall be for Ice Cream Sundays on Rodeo Drive to be held during Fiscal Year 2012-2013 (July 1, 2012 – June 30, 2013) with the elements described in Attachment 1 to this Exhibit A.
- RDI shall develop a process to obtain data and metrics for Ice Cream Sundays on Rodeo Drive and provide detailed information regarding the City's return-on-investment to City. Such metrics shall include but are not limited to measuring and analyzing visitor traffic and dollars spent, receiving and analyzing partner feedback; measuring and analyzing marketing efforts, etc.
- RDI shall undertake the following activities:
 - Execute banner program to promote the event.
 - Advertise the event in print, broadcast and online locally and regionally to promote the event.
 - Utilize Rodeo Drive website to further promote the event and attract future sponsors and partnerships.

ATTACHMENT 1



Rodeo Drive Walk of Style Budget - 2012-2013		
Estimated Budget as of 6.21.12		
INCOME 12-13		
City of Beverly Hills Sponsorship	\$	200,000.00
Rodeo Drive Committee and Other Sponsorship	\$	125,000.00
TOTAL ESTIMATED INCOME 12-13	\$	325,000.00
EXPENSES 12-13		
Airfare	\$	3,000.00
Banners	\$	15,000.00
Catering	\$	35,000.00
Celebrity Services & Transportation	\$	18,000.00
Beverage Service	\$	5,000.00
Collateral	\$	4,000.00
Crew Meals	\$	1,000.00
Décor	\$	30,000.00
Equipment/Trucking	\$	2,500.00
Expendables	\$	1,000.00
Graphics	\$	4,000.00
Janitorial	\$	1,000.00
Lighting/Sound/Power	\$	30,000.00
Marquettes (2)	\$	20,000.00
Media Clipping	\$	2,000.00
Out of pocket	\$	2,500.00
Photography	\$	4,000.00
Plaques	\$	8,000.00
Printing	\$	1,000.00
Event Management	\$	36,000.00
Pre and On-site Production Staff	\$	25,000.00
Publicity Outreach	\$	15,000.00
Rentals	\$	25,000.00
Restrooms	\$	3,000.00
Security	\$	5,000.00
Staging	\$	2,000.00
Video	\$	2,000.00
Street Closure/Permits	\$	25,000.00
Subtotal	\$	325,000.00
ESTIMATED EXPENSES 12-13	\$	325,000.00



Rodeo Drive Concours d'Elegance Budget - 2012-2013	
Estimated Budget as of 6.21.12	
INCOME 12-13	
City of Beverly Hills Sponsorship	\$ 25,000.00
Rodeo Drive Committee and Other Sponsorship	\$ 110,600.00
In-kind Sponsorship	\$ 46,500.00
Registration Income	\$ 4,000.00
TOTAL ESTIMATED INCOME 12-13	\$ 186,100.00
EXPENSES 12-13	
Advertising, Photography, Video	\$ 14,500.00
Automobile Curation	\$ 10,000.00
Awards	\$ 20,000.00
Banners	\$ 7,500.00
Banners - Entry Way	\$ 5,000.00
Banners - Signage + Installation	\$ 4,000.00
Collateral	\$ 2,000.00
Crew Meals	\$ 800.00
Equipment/ Trucking	\$ 2,500.00
Graphics	\$ 1,000.00
Janitorial	\$ 1,000.00
Mailing	\$ 200.00
Meals - Exhibitor	\$ 600.00
Media Clipping	\$ 1,500.00
Out of pocket	\$ 2,000.00
Photography	\$ 2,000.00
Event Management	\$ 16,000.00
Pre and on-site Production Staff	\$ 15,000.00
Publicity Outreach	\$ 10,000.00
Rentals	\$ 15,000.00
Restrooms	\$ 3,000.00
Security	\$ 3,000.00
Sound/Power	\$ 8,000.00
Sponsorship Acquisition	\$ 16,500.00
Street Closure/Permits	\$ 25,000.00
Subtotal	\$ 186,100.00
ESTIMATED EXPENSES 12-13	\$ 186,100.00

**ICE CREAM SUNDAYS
on RODEO DRIVE**

As of 6.21.12 ICE CREAM SUNDAYS on RODEO DRIVE		
ESTIMATED BUDGET		
Banners - Rodeo Drive (18) Wilshire (4)	\$	7,500.00
Graphics-Logo, banners, post cars, advertising	\$	5,000.00
Postcards for stores	\$	300.00
Janitorial x 3 days	\$	1,500.00
Permit, food - LA County Health Dept	\$	1,500.00
Publicity	\$	7,500.00
Rentals-café tables and chairs x 3 Sundays	\$	9,000.00
Pre and on-site Production Staff x 3 Sundays	\$	4,100.00
Photography x 3 Sundays	\$	3,600.00
Event Management	\$	12,500.00
Advertising	\$	15,000.00
ESTIMATED TOTAL	\$	67,500.00