



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 23, 2012
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager *BM*
Subject: Concerts on Canon Summer Concert Series/Sunday Movie
Nights - Update
Attachments: 1. Concerts on Canon Flyer
2. Sunday Movie Night Flyer

INTRODUCTION

Continuing an ongoing effort to provide the community with free cultural experiences, Community Services Department staff has put together a diverse and vibrant 2012 Concerts on Canon schedule. Now in its third year, Concerts on Canon, held in Beverly Canon Gardens, has been expanded to include Sunday Movie Nights. The Thursday evening concert series opened on June 14, with the last of the twelve concerts scheduled for September 13. Sunday Movie Nights began on July 15 and will conclude on September 9.

DISCUSSION

Beverly Canon Gardens opened to the public in January 2009. The design of the Gardens included a turf area on the Canon Drive side of the property. This area was intended and designated to be the site for concerts and other types of programming appropriate for the venue.

Concerts on Canon began in the summer of 2010. Staff, working with the Canon Drive Association, offered 8 concerts the first season. Attendance for the first season started off slow and picked up as the weeks went by. Weather had a major impact on attendance; only one out of the eight nights had temperatures that did not require a sweater or jacket. Concerts began at 6:30pm and ended at 8:30pm. The times were selected to allow workers from the business triangle and adjoining areas the opportunity to purchase dinner from any of the area restaurants and enjoy an evening of free entertainment before their commute home. Ample time was also afforded the City's residents to patronize local businesses and arrive at the location for one set of the evening's entertainment. In 2011, due to the lack of a community partner in programming the concert series, only six concerts were offered. Attendance for the series was much higher than in the previous year. The presence of warmer weather helped increase the size of the weekly audience. More families, many of them Beverly

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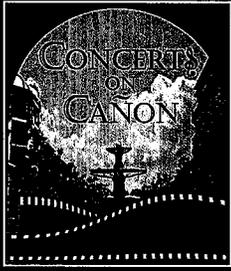
RECOMMENDATION

This information is being provided for the Council's awareness only. No direction is being requested or sought from City Council at this time. The popularity of the concert series continues to grow. Residents, tourists, and members of the business community are provided a high quality cultural experience. It is anticipated that the Concerts on Canon and Sunday Movie Nights will continue to enhance business for area restaurants by capturing a portion of the extensive daytime workforce that populates the area and bringing residents into the business triangle.

Steve Zoet
Approved By

A handwritten signature in black ink, appearing to read "Zoet", is written over a horizontal line. The signature is stylized and cursive.

Attachment 1



CONCERTS ON CAÑON

Present

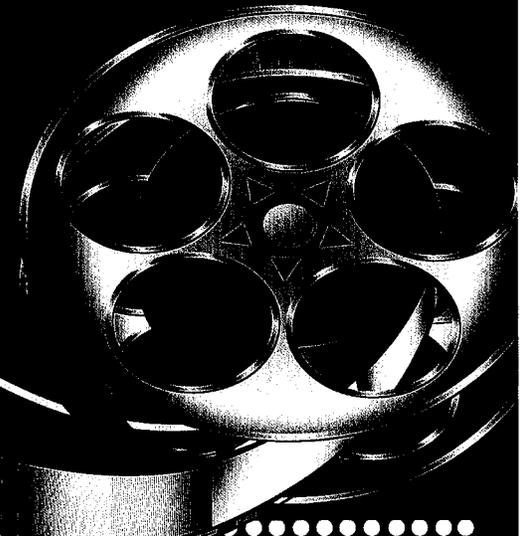


Sunday Movie Nights

Screening Times: 8:00 pm



Beverly Cañon Gardens - 241 N. Cañon Drive
(between Montage Hotel and Bouchon)



JULY

July 15 - Hugo

July 29 - Clueless

AUGUST

August 12 - Casablanca

August 26 - Mirror Mirror

SEPTEMBER

September 9

*"People's Choice"

**Movies will be shown on a 20-foot inflatable screen.
All screenings will start at 8pm.**

Enjoy this magical California venue; plentiful seating and an open grass area for picnic blankets. Bring a "to go" dinner from one of the many neighboring restaurants and enjoy outdoor dining; tables and chairs provided on a first-come basis.

*"People's Choice" movie to be decided by patrons attending the first 3 movie screenings; ballots will be distributed on July 15, July 29 and August 12. Be sure to cast your vote!

Free parking available in Beverly Canon Gardens parking structure, 241 N. Canon Drive.

(To receive free parking coupon, please present your parking ticket at the Concert Information table)

For information call 310.285.6830 or www.beverlyhills.org

Attachment 2



CONCERTS ON CAÑON

Thursday Nights: June - September

Show times: 6:00pm & 7:15pm

Beverly Cañon Gardens - 241 N. Cañon Drive

(between Montage Hotel and Bouchon)



Live Music!



August 2: 3rd Scenario

3rd Scenario is the veteran collaboration of two of L.A.'s most promising Jazz/Funk/R&B visionaries -- Scott "Bugs" Allen, the 2005 N.A.A.C.P. Theatre award-winning musical director and multi-talented guitarist/vocalist Earl "Tee" Harris. They met 12 years ago at an audition for the now defunct soul/pop band Back2Back. Their sound has been called sophisticated and funky! Their live stage shows, with sidemen who rank among the elite session musicians in the industry, have been described by the local jazz press as "The Dynamic Duo of FunkJazzSoul..."

August 9: Liela Avila

At just 24 years old, Liela has not just an amazing voice, but the maturity, instinct and talent of someone much older. Her father and band member, John Avila, (bassist for Oingo Boingo) introduced Liela to music at the age of 5. Liela has shared the stage with great artists such as Stevie Wonder, Natalie Cole, Josh Groban, Patti Austin, and many more.



August 16: Gee Mack and Friends:

Over the course of an extraordinary career which is now approaching three decades of uninterrupted musical output, Greg "Gee Mack" Dalton has established a reputation as one of the most innovative and influential artists of his generation. Gee Mack has toured and recorded with artists such as Stevie Wonder, Mary J Blige, Jay Z, 2Pac, Jamie Foxx, Brandy, LL Cool J, Snoop Dogg, The Temptations, and many more renowned artists.

August 23: The Tokens

In 1961, The Tokens, four boys from Brooklyn recorded "The Lion Sleeps Tonight" on the RCA label. The song soared up the charts to become the number one hit in the nation. True rock pioneers, they were among the first to successfully use the falsetto lead voice, a sound that would later influence groups from the Four Seasons and the Beach Boys to Led Zeppelin and Rush. The Tokens were inducted into the Vocal Group Hall of Fame and The Long Island Music Hall of Fame.



August 30: Brett Young

Brett Young grew up fascinated with classic voices like Al Green, Marvin Gaye, and Smokey Robinson, all of whom would eventually impact his sound. Brett has since played venues ranging from House of Blues to the Troubadour, and shared the stage with such artists as Mandy Moore, Tyrone Wells, Jason Reeves, Gavin Degraw, Tyler Hilton, Katy Perry Hoku and many more. Brett recently released his third record, Supposed To Be, and is currently making a full length record at Blackbird Studios in Nashville.



September 6: Incendio

Acclaimed world music group Incendio are pleased to bring their world grooves and spirited guitar interplay back to Beverly Hills. The Los Angeles-based group has 7 CD's and an internationally released DVD, and performs over 150 dates a year across the United States.



September 13: California Feetwarmers

Springing from the platonic love affair between two bands and their mutual admiration with traditional Jazz, the California Feetwarmers have already co-opted several radical & itinerant musicians from similar groups across the nation and are fast becoming a corporation to be reckoned with. And danced to. Or with. Because, see, they do it all for the love.

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