



## STAFF REPORT

**Meeting Date:** September 20, 2016  
**To:** Honorable Mayor & City Council  
**From:** Nancy Hunt-Coffey, Director of Community Services  
**Subject:** Request by Theatre 40 for co-sponsorship to include promotional activities and funding for street banners

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### **INTRODUCTION**

Theatre 40 has requested that the City co-sponsor their theatrical performances. If the City Council decides to co-sponsor Theatre 40, their performances would be promoted through the City's existing print and online media. Additionally, Theatre 40 has requested as part of the co-sponsorship that the City allow the placement of street banners near the intersection of Moreno Dr. and South Santa Monica. Finally, Theatre 40 asks the City to cover the cost of producing and hanging these banners for \$1,792.60 and to waive the banner permit fees which would be roughly \$400.

### **DISCUSSION**

Theatre 40 is celebrating its 51<sup>st</sup> season in Beverly Hills. The group provides professional theatrical performances at the Beverly Hills High School Reuben Cordoba Theatre. Theatre 40 request that the City Council consider co-sponsoring their performances so that they can be promoted in the City's various print and online sources. Additionally, as part of the co-sponsorship, they have requested assistance from the City to produce and hang banners on selected street poles.

In the past, the City has provided funding to assist Theatre 40 achieve their goals. Most recently, Theatre 40 received funding through the City's Community Assistance Grant Funding program, as follows:

2006-\$1,000  
2007-\$3,000  
2008- \$3,000

In 2008, the City Council approved \$10,000 for Theatre 40 to replace the audience chairs in the Reuben Cordoba Theatre where they hold their performances.

Due to the recession, the City focused the criteria for the Community Assistance Grant Funding program on the most vulnerable members of the community, and as a result, Theatre 40 no longer qualified for this funding.

City Council is asked to give direction on co-sponsorship, to provide for the cost of the banners and to waive the banner permit fee. It is important to note that providing support outside of the Community Assistance Grant process can set a precedent which could lead to other community based organizations requesting funds outside of the grant process. Options for the City Council to consider are:

- Authorize the \$1,792.60 to come from unallocated funds in the general fund
- Postpone the decision on funding for the banners and authorize the liaison for the CAGF to broaden the criteria by which grants are made. Theatre 40 would then be encouraged to apply for CAGF in the next granting cycle.

**FISCAL IMPACT**

There would be minimal to no additional cost to promote the Theatre 40 products in existing City print and online publications. The cost to produce and hang banners would be \$1,792.60.

**RECOMMENDATION**

Staff recommends that the City Council provide direction on the request by Theatre 40 for co-sponsorship of their programs and the request for \$1,792.60 to pay for the cost of the banners.

  
Approved By