



## STAFF REPORT

**Meeting Date:** September 20, 2016  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
**Subject:** Costs and Waiver of Certain Fees for the October 29, 2016 Sing-Along at The Wallis  
**Attachments:** 1. Wallis Cost Estimate

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### INTRODUCTION

A series of musical sing-alongs has been scheduled to showcase community spirit and engage residents in a free, enjoyable activity. This musical series was requested by Mayor Mirisch as part of his platform for community outreach.

The first sing-along was held at the Academy of Motion Pictures Arts & Sciences on March 24, 2016, with the second held on September 1, 2016 in Beverly Canon Gardens Park as part of the City's summer concerts series.

The third sing-along is scheduled for October 29, 2016 at The Wallis. The Wallis has agreed to waive the lease costs associated with the theater as part of its agreement with the City to utilize its facilities for community-based programming.

Beverly Hills resident and music director Gary S. Greene will lead the LA Lawyers Philharmonic orchestra for these scheduled events.

There will be a waiver of parking revenue associated with the use of fifty parking spaces in the Crescent garage for use by members of the L.A. Lawyers Philharmonic Orchestra.

### DISCUSSION

City staff will promote these events through a combination of paid advertising, promotions, social media and e-mail blasts. Staff will also prepare the lyrical songbooks and tickets to be distributed at Roxbury Park, and will film the event for re-broadcasting on the City's cable channel.

The event on October 29, 2016 at The Wallis involves foregone revenue and costs that include:

- \$3,665 in equipment rental and labor fees. (See attached chart).

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- \$400 in parking fees waived for 50 members of the LA Lawyers Philharmonic to park in the City Hall/Wallis parking structure. This is necessary as most of them have heavy orchestra instruments.

**FISCAL IMPACT**

It is estimated that the foregone revenue associated with the Sing-Along event at The Wallis will be \$400. Costs to the City for the Wallis services in connection with the concert would be \$3,665.

**RECOMMENDATION**

None. This report is for information only.

Cheryl Friedling   
Approved By

# **Attachment 1**

## EXHIBIT A

**WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS**

Beverly Hills - LA Lawyers Philharmonic

October 29th, 2016

Rental Costs as of 8/24/2016

|   | RATE/FEE                   | NOTES  |
|---|----------------------------|--|
| <b>SPACE RENTAL FEE*</b>                |                            |  |
| Goldsmith Theater October 29th, 2016    | \$                         | - \$8,000 (8-Hrs) Non-Profit Space Rental Fee Waived for City Sponsorship. Includes Bram Goldsmith Theater, Lobby, Dressing Rooms & Greenroom. |
| Post-Event Cleaning                     | \$ 500                     |  |
| <b>Subtotal</b>                         | <b>\$ 500</b>              |  |
| <b>EQUIPMENT RENTAL FEES (required)</b> |                            |  |
| Wireless Mic Rental (60/mic/day)        | \$                         | - \$480 (8 Wireless Mics) Non-Profit Rental Fee Waived for City Sponsorship  |
| Steinway Concert Grand Piano            | \$                         | - \$500 (9' Black Steinway D) Non-Profit Piano Rental Fee Waived for City Sponsorship  |
| Piano Tunings                           | \$ 300                     | 1 Tuning (A440)  |
| Consumables                             | \$ 100                     | Gaff tape, batteries, gel etc.   |
| <b>Subtotal</b>                         | <b>\$ 400</b>              |  |
| <b>LABOR</b>                            |                            |  |
|   | <b>AT COST HOURLY RATE</b> | <b>ESTIMATE</b>  |
| <b>Required Labor</b>                   |                            |  |
| Production Supervisor                   | \$ 35                      | \$ 193 5.5 ST Hours  |
| Lighting Engineer                       | \$ 31                      | \$ 171 5.5 ST Hours  |
| Audio/Video Engineer                    | \$ 31                      | \$ 171 5.5 ST Hours  |
| Stagehands October 29th, 2016           | \$ 23                      | \$ 506 4 Stagehands, 5.5 ST Hours  |
| Security (360 Group, Int'l)             | \$ 60                      | \$ 360 1 Armed Security Officer, 6 Hour Call   |
| House Manager                           | \$ 35                      | \$ 210 6 ST Hours  |
| Grand Hall Greeter October 29th, 2016   | \$ 18                      | \$ 105 1 GHG Greeter, 6 Hour Call  |
| Front of House Staff Sept. 1st, 2016    | \$ 18                      | \$ 840 8 Ushers, 6 Hour Call   |
| Bathroom Porters                        | \$ 18                      | \$ 210 2 Bathroom Porters, 6 Hour Call   |
| <b>Subtotal</b>                         | N/A                        | <b>\$ 2,765</b>  |
| <b>TOTAL RENTAL FEES &amp; LABOR</b>    |                            | <b>\$ 3,665</b>  |