



AGENDA REPORT

Meeting Date: September 4, 2007
Item Number: F-7
To: Honorable Mayor & City Council
From: Alison Maxwell, Director Economic Development
Subject: RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS AUTHORIZING THE CITY MANAGER TO EXECUTE AGREEMENTS, AMENDMENTS AND AUTHORIZE PURCHASE ORDERS ON BEHALF OF THE CITY PERTAINING TO CITY'S HOLIDAY PROGRAM
Attachments:
1. Resolution

RECOMMENDATION

Staff recommends that City Council approve the attached resolution that grants the City Manager the authority to execute agreements and amendments on behalf of the City, for the City's holiday program; and, in particular the holiday lighting ceremony.

INTRODUCTION

At the August 21, 2007, City Council meeting on the Informal Agenda, Council approved a not to exceed budget of \$250,000 towards the design, development and implementation of the 2007 holiday lighting ceremony; necessitated by the withdrawal of Baccarat from the lighting ceremony event.

SUBCOMMITTEE RECOMMENDATION

The Subcommittee, comprising Mayor Delshad and Council Member Briskman, recommends approval of a not to exceed budget for the holiday lighting ceremony of \$250,000; and directs staff to continue to coordinate development of the project through the subcommittee.

DISCUSSION

For the last three years, Baccarat has sponsored, managed and implemented the Beverly Hills' holiday lighting ceremony on Rodeo Drive. In June 2007, Baccarat contacted the City to indicate that it was pulling out of this element of the holiday program. The reasons cited were Baccarat's inability to find corporate partners to help bear the \$250,000 plus cost of the lighting ceremony, and its own management's reluctance to continue to fund the event without other corporate support. Further, Baccarat mentioned that the level of PR garnered for the event no longer merited the level of investment.

Baccarat will continue to install the chandeliers on Rodeo Drive and the UNICEF Snowflake on the Beverly Wilshire hotel, in accordance with their sponsorship agreements with the City.

The 2007-2008 holiday budget approved by Council did not include the costs of producing the lighting ceremony event; since, at the time, Baccarat was expected to continue this part of its sponsorship.

However, the Council Subcommittee expressed the importance of the event as the traditional kick-off to the Beverly Hills' holiday season. The Subcommittee convened meetings with the City's holiday contractor Utopia Entertainment and tasked them with development of an alternate holiday lighting ceremony for 2007. The Subcommittee further directed that the lighting ceremony this year should be community-oriented and appeal to families.

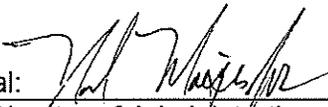
Utopia Entertainment has been working to create a number of event options and has been working with City staff to coordinate the sponsorship and partnership with UNICEF.

Lighting Ceremony General Concept: The overall concept for the lighting ceremony recommended by the Subcommittee is to provide a community and family-oriented event that is nonetheless worthy of PR. It will include a combination of some or all of the following: a taste of the many holiday entertainments that will be provided throughout the holiday shopping season – such as the caricature artist and musicians that were so successful in 2006; on-stage musical act(s); some form of pyrotechnic display (subject to Fire Department approval); and, the ceremonial illumination of the snowflake, chandeliers, and other holiday lights by the Mayor and a UNICEF ambassador (staff with UNICEF are working to secure celebrity involvement).

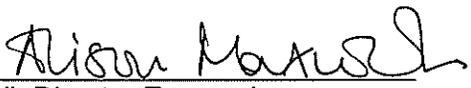
A complete presentation of the entire holiday program will be scheduled as a City Council information item on September 18, 2007.

FISCAL IMPACT

The costs of the holiday lighting ceremony will not exceed \$250,000. The projects will be funded from 2% TOT designated for marketing purposes. There are sufficient 2% TOT funds available to support this a item because of the cancellation of the Bon Appetite 2007 & 2008 events.

Finance Approval: 

Scott G. Miller, Director of Administrative Services and Chief Financial Officer

Approved By: 

Alison Maxwell, Director Economic Development

RESOLUTION NO. 07-R-

RESOLUTION OF THE COUNCIL OF THE CITY OF
BEVERLY HILLS AUTHORIZING THE CITY
MANAGER TO EXECUTE AGREEMENTS,
AMENDMENTS AND AUTHORIZE PURCHASE
ORDERS ON BEHALF OF THE CITY PERTAINING TO
CITY'S HOLIDAY PROGRAM

The City Council of the City of Beverly Hills does resolve as follows:

Section 1. The City of Beverly Hills ("City") engaged Utopia Entertainment, Inc. ("Utopia"), an event management company, to design, manage, produce and oversee the various holiday elements for City's 2007-08 Holiday Decoration Program (the "Program") for the benefit and enjoyment of the citizens, employees and visitors of City. City also desires to develop and execute a Holiday Lighting Ceremony ("Ceremony") which has and will continue to be a component of the Program. The Ceremony shall comprise a variety of entertainment activities designed to bring attention to City's Program. Utopia has the technical and creative expertise in producing events such as the Program and Ceremony and managing the various Program elements, and City desires to utilize its services to produce the Ceremony.

Section 2. Pursuant to Beverly Hills Municipal Code Section 3-3-104(D), the City Council shall award a bid to the lowest responsible bidder unless the City Council determines that the award of the purchase to a different bidder is in the best interest of the City. The City Council may also waive any irregularities or informalities in the bidding. Pursuant to Beverly Hills Municipal Code Section 3-3-107, the City Council can also determine that conformance with the procedures set forth in Section 3-3-104 would be contrary to the best interests of the City and compliance with said procedures would be impractical.

Section 3. The City Council finds that it is in the best interest of the City to authorize Utopia to oversee and manage the Ceremony which is a component of the Program and to waive the bidding procedures for the design, management and production of the Ceremony. Further, utilizing one vendor for the Ceremony will provide the City with efficiency in the provision of those services and streamline the process for the various elements of the Ceremony.

Section 4. Pursuant to Beverly Hills Municipal Code Section 3-3.107, the City Council hereby determines that it would be in the best interest of the City to authorize the City Manager to execute an agreement and any amendments for the design, management and production of the Ceremony. Thus, the City Council hereby authorizes the City Manager to execute any agreements, amendments and purchase orders for the design, management and production of the Ceremony not to exceed a total amount of Two Hundred Fifty Thousand Dollars (\$250,000) and directs City staff to coordinate all

Program and Ceremony activities with the Rodeo Drive Special Events Holiday Decorations committee.

Section 5. The City Clerk shall certify to the adoption of this Resolution and shall cause this Resolution and his certification to be entered in the Book of Resolutions of the Council of the City.

Adopted:

JIMMY DELSHAD
Mayor of the City of Beverly Hills,
California

ATTEST:

BYRON POPE
City Clerk

(SEAL)

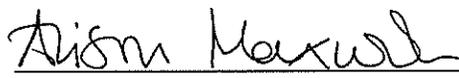
APPROVED AS TO FORM:



LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

RODERICK J. WOOD
City Manager



ALISON MAXWELL
Director of Economic Development
and Marketing