

CITY OF BEVERLY HILLS  
**STAFF REPORT**

**Meeting Date:** September 17, 2007  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community & Cultural Services Administrator  
Community Services Department  
**Subject:** Beverly Hills Presbyterian Church Event in Beverly Gardens Park  
on Sunday, November 4, 2007  
**Attachments:** 1. Request from Beverly Hills Presbyterian Church to Use  
Beverly Gardens Park

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**INTRODUCTION**

For the third consecutive year, the Beverly Hills Presbyterian Church has requested to utilize Beverly Gardens Park between Rodeo and Beverly Drives to present a humanitarian exhibit regarding the Heifer International Project, which would take place on Sunday, November 4, 2007.

Heifer International is a non-profit organization which began in 1944 and is dedicated to ending world hunger by providing livestock, trees, training and other resources to help poor families around the globe become self-reliant. Animals from Heifer International provide milk, eggs and plowing power which can result in improved nutrition, higher income, and improved housing. The exhibit features three small structures which replicate dwellings of South America, Africa and Thailand. A select group of animals from these countries will also be on display, including goats, chickens, a young camel and water buffalo.

**DISCUSSION**

Similar to last year, the set-up for the program will begin at 8:00 a.m., with the exhibit on display from 11:00 a.m. to 5:00 p.m. It is anticipated that breakdown activity will conclude by 8:30 pm. Attendance is estimated at 3,000 over the period of the day. Some celebrities and press are expected to attend. The Beverly Hills Presbyterian Church plans to promote the event in the local newspapers.

Typically, permits are not issued for events in Beverly Gardens Park other than City-sponsored activities or the annual Menorah Lighting Ceremony hosted by Chabad. The Presbyterian Church's display would be handled similarly to these other type of activities.

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Letters of notification will be distributed to affected residents informing them of the proposed activity. Attendees will be directed to park at the Santa Monica Five Parking Structures and streets south of Santa Monica Boulevard.

**FISCAL IMPACT**

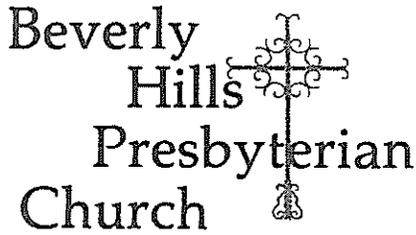
All City costs and permit fees (Special Event and Street Use permit as well as Police, Fire and Park personnel) associated with the Exhibit will be the responsibility of the Beverly Hills Presbyterian Church. A Certificate of Insurance for \$2 million will be provided naming the City of Beverly Hills as an additional insured.

**RECOMMENDATION**

Based on the Recreation & Parks Commission's previous support of this program, last year's smooth operation of the exhibit, and the educational value of the project, staff will administratively approve this request and proceed with coordinating the logistics for the Beverly Hills Presbyterian Church's Heifer International Humanitarian Exhibit on Sunday, November 4.

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Gisele Grable  
Approved By 

Attachment



David A. Worth  
Pastor

Andrew C. Eagles  
Associate Pastor

August 14, 2007

Benita Miller  
Department of Recreation and Parks  
City of Beverly Hills  
455 No. Rexford Drive  
Beverly Hills, CA 90210

Dear Ms. Miller:

On behalf of the Beverly Hills Presbyterian Church, we are requesting the use once again of Beverly Gardens Park for the humanitarian organization, Heifer International, which is dedicated to ending world hunger and saving the earth by providing livestock, trees, training and other resources to help poor families around the globe become self-reliant. This will be the third annual event we have presented in the Park.

The Beverly Hills Presbyterian Church in partnership with Heifer International would have exhibits in Beverly Gardens Park for the purpose of having the community participate in this very worthwhile project. Our first event in 2005 in the Park attracted approximately 800 people from the community. In 2006, over 3,000 attended the event and learned about Heifer and its worldwide programs.

Again, this would be a one day event and the Beverly Hills Presbyterian Church would take full responsibility for the exhibits and the clean-up. The date we desire for this event is Sunday, November 4, 2007

We shall look forward to a positive response from the Parks Commission in the near future.

Sincerely,

A handwritten signature in cursive script that reads "Sandy Gorog".

Sandy Gorog  
Director of Christian Education  
Beverly Hills Presbyterian Church [www.bhpc.org](http://www.bhpc.org)