



**CITY OF BEVERLY HILLS
STAFF REPORT**

Meeting Date: February 17, 2009
To: Honorable Mayor & City Council
From: Alison Maxwell, Director Economic Development and Marketing
Subject: 2008-2009 Walk of Style Update and Funding
Attachments: A. Memorandum from Rodeo Drive Inc.

INTRODUCTION

This report provides an update on the Rodeo Drive Walk of Style Program.

DISCUSSION

As part of its continuing efforts to market the City as a world class destination and ensure the Beverly Hills brand remains synonymous with luxury, fashion and entertainment, the Council provides sponsorship to the programs and events managed by RDC.

Below is a summary of the 2008-2009 sponsorship approved by City Council in May 2008 and incorporated into the Rodeo Drive funding agreement:

	<i>Amount</i>	<i>Purpose</i>
2008-2009	\$370,000 plus approval to roll-over of 2007-2008 funds- approximately of \$80,000.	<ul style="list-style-type: none"> • Walk of Style – 2 events \$400,000 <ul style="list-style-type: none"> ○ October - Manolo Blahnik ○ April 2009 to be announced • Concours on Rodeo - \$20,000 • Proposed Sunday Summer event on 200 block of Rodeo - \$30,000.

Members of the Rodeo Drive Board of Directors have approached the City to request that the \$30,000 originally budgeted to assist with sponsorship of a series of Summer Sunday events be transferred to sponsorship of a second Walk of Style event planned

for April 2009. Unfortunately, Rodeo Drive Inc. was unable to secure sufficient additional funding partners to execute the Sunday events.

Attached to this report is a memorandum from Rodeo Drive Inc. which provides a short update on Walk of Style and outlines the repurposing of the roll-over funds.

The Walk of Style events have gained momentum over the last few years and garner a considerable amount of national and international attention across the media spectrum. Conversely, with the current economy as it is, finding sponsorship partners to launch new events has become ever more challenging.

As such, staff accepted the Rodeo Drive Inc. proposal to repurpose the \$30,000 originally intended for the new Summer Sunday programs and invest in the development of a second Walk of Style program this April 2009.

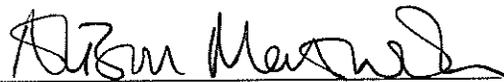
FISCAL IMPACT

None

RECOMMENDATION

Staff recommends that City Council receive the report.

Alison Maxwell



Approved By



MEMORANDUM

TO: Alison Maxwell

FROM: Thomas J. Blumenthal
Peri Ellen Berne

DATE: 11 February 2009

RE: Rodeo Drive Walk of Style funding

Cc: Craig Donahue / Lisa Miller, The Donahue Group

Alison – The Rodeo Drive Committee has the opportunity to induct a world renowned fashion designer into the Rodeo Drive Walk of Style® in April, 2009. This possible 13th induction would be the second ceremony carried out under our 2008-2009 contract.

The Rodeo Drive Committee would like to reallocate the \$30,000 “carryover” funds that were originally earmarked for our proposed “Rodeo Drive Sundays” program to put towards this next Rodeo Drive Walk of Style®.

Working in conjunction with third party sponsors and partners, the Committee had hoped to produce a series of Sunday events to generate more energy on the street to attract media and shoppers. The proposed events included a media launch event for a major feature film, a preview of the Garden and Design Showcase, and a “Taste of Beverly Hills” featuring local restaurants and hotels. Unfortunately, we were unable secure final approvals and co-sponsorships to move forward with “Rodeo Drive Sundays.”

While plans are not yet finalized, the proposed Rodeo Drive Walk of Style® Plaque Unveiling and Award presentation would be an outdoor press event, available for public viewing. As discussed, the Committee will continue to explore options to make the program more accessible to the general public.

Attached please find for review, an updated budget. If you have any questions, please do not hesitate to contact The Donahue Group at 323.769.3600.

Thank you for your consideration.

Rodeo Drive Walk of Style - 2008-2009	
Budget 2.11.09	
DESCRIPTION	BUDGET
Administration	\$90,000.00
Administrative Expenses	\$5,000.00
Ad - Rodeo Drive Map	\$4,400.00
Banners	\$10,085.00
Photography	\$3,528.95
Plaque	\$3,675.00
Sponsor / Honor Outreach	\$5,000.00
Event #1 - September 2008	\$353,520.70
Event #2 - April 2009	\$40,000.00
TOTAL ESTIMATED EXPENSES	\$515,209.65
Less City Sponsorship	\$(350,000.00)
Less City Sponsorship Carryover - WOS	\$(51,186.04)
Less City Sponsorship Carryover - Rodeo Sundays	\$(30,000.00)
RDC and/or Sponsorship	\$(85,000.00)
TOTAL INCOME	\$516,186.04