



## **CITY OF BEVERLY HILLS STAFF REPORT**

**Meeting Date:** April 7, 2009  
**To:** Honorable Mayor & City Council  
**From:** Brad Meyerowitz, Recreation Services Manager  
**Subject:** 2009 Playboy Jazz Festival Free Community Concert  
**Attachments:** 1. Letter

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### **INTRODUCTION**

Staff is working with Playboy Enterprises in coordinating the 15<sup>th</sup> annual free community Playboy Jazz Festival Concert in the Civic Center Plaza on Sunday, May 3, 2009, from 3 p.m. - 5:30 p.m. Similar to the last several years, the concert will be presented by the Playboy Jazz Festival as part of their series of free community concerts scheduled throughout the Los Angeles area.

Previous years concerts have attracted approximately 500-600 spectators and have been well received by the community. Performers for this year's concert will be BoneSoir, a straight-ahead jazz group featuring 5 trombones and the Latin Jazz/Salsa sounds of Johnny Polanco Y Su Conjunto Amistad. .

### **DISCUSSION**

Parking will be available in the Civic Center Parking Structure with overflow of cars to be directed to metered spaces on Civic Center Drive, if necessary. These accommodations were utilized in previous years and provided ample parking.

### **FISCAL IMPACT**

The concert is a free event; therefore it does not generate any revenue. While some staff that assist with the event are regularly scheduled to work on Sunday's, there will be additional personnel costs incurred, estimated to be \$1,200.00. The additional staff needed include parking attendants, public works staff, and Park Rangers. Staff will secure a food vendor, at no cost to the City, to sell snack items and non-alcoholic beverages during the event.

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Playboy Enterprises will provide the talent, sound system and provisions for a backstage area for the performers. This includes the rental of portable restrooms for the performers.

Promotion of the jazz concert will be coordinated and paid for by Playboy. In addition to Playboy's efforts, staff will promote the jazz concert to the Beverly Hills community.

**RECOMMENDATION**

Concerts held in previous years have been well attended and provided the community with a high quality cultural experience. Contingent upon City Council direction, staff will proceed with coordination of the Playboy Jazz Festival free community concert on May 3, 2009 in the Civic Center Plaza.

Steve Miller   
Approved By



JONNE MARIE SWITZLER  
MANAGER  
PLAYBOY JAZZ FESTIVALS

February 17, 2009

Brad Meyerowitz  
Recreation Services Manager  
Art and Cultural Events  
City of Beverly Hills  
444 N. Rexford Dr.  
Beverly Hills, CA 90210

Dear Brad,

Once again we are creating our series of Free Community Concerts in connection with this year's Playboy Jazz Festival, June 13 and 14, 2009, at the Hollywood Bowl. We would like to present our Playboy Jazz Festival free concert at the Civic Center Plaza on Sunday, May 3, 2009.

The concert would be held from 3:00 PM to approximately 5:30 PM. We will present artists of the same high quality as we have in the past. I am attaching the 2008 PBJF flyer as an example of the artists and events that we present. The Playboy Jazz Festival will be responsible for the production of the event, including all setup and breakdown

We are anticipating another exciting event with the City of Beverly Hills. I will look forward to confirmation from the City Council.

Best regards,

Jonne-Marie Switzler  
Manager, Playboy Jazz Festivals