



## AGENDA REPORT

**Meeting Date:** April 7, 2009  
**Item Number:** F-9  
**To:** Honorable Mayor & City Council  
**From:** Alison Maxwell, Director Economic Development and Marketing  
**Subject:** APPROVAL OF AMENDMENT NO. 1 TO AN AGREEMENT BY AND BETWEEN THE CITY OF BEVERLY HILLS AND BEVERLY HILLS GLOBAL PARTNERS, INC. FOR THE SISTER CITY PROGRAM IN PUDONG, CHINA, IN THE AMOUNT OF \$25,000; AND  
  
AUTHORIZATION OF A PURCHASE ORDER IN THE AMOUNT OF \$25,000 FOR SISTER CITY, CHINA PROGRAM.

**Attachments:** 1. Amendment No. 1 – Beverly Hills Global Partners

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### **RECOMMENDATION**

Staff recommends that the City Council:

- 1) Approve amendment #1 to an Agreement between the City of Beverly Hills and Beverly Hills Global Partners for development of the Sister City China program.
- 2) Approve issuance of related purchase orders.

### **INTRODUCTION**

This item requests City Council to approve Amendment #1 to the Agreement with Beverly Hills Global Partners (BHGP), in the amount of \$25,000 for its Sister City program in Pudong, China. Funding for this Amendment was approved at the February 17, 2009 City Council Study Session.

### **DISCUSSION**

At its Study Session on February 17, 2009, the City Council approved a request by BHGP to continue funding of its Sister City program in Pudong, Shanghai, China in the amount of \$25,000. In October 2008, City Council approved initial funding in the amount of \$35,000 to support the Sister City program for a period of approximately four months. This Amendment # 1 represents continuing support of BHGP program expenses for a further

three months through the end of May 2009. Funding from the City represents approximately 85% of total funding of BHGP's operation.

The BHGP China program is described in the Amendment #1 to the Agreement, Scope of Services, attached to this staff report. The program generally includes the following:

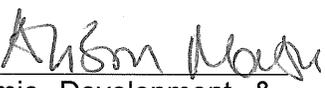
Continue employment of a local BHGP representative in Shanghai to manage the following:

- Set up local operation and implement strategies to promote Sister City interests of Beverly Hills
- Establish and maintain good relations with local governments, businesses, in promoting cultural, art, film, music, educational exchanges; and, in coordination with the Conference and Visitors Bureau, related tourism activities.
- Develop partnerships with local entities to attract enterprises to Beverly Hills
- Access market opportunities to develop additional Beverly Hills sister city programs
- Facilitate marketing and promotion of the City of Beverly Hills
- Research and assess business information relevant to sister cities programs

#### **FISCAL IMPACT**

Funds in the amount of \$25,000 are available in the 2% for Marketing TOT program "Tourism and Marketing" 0101311.

  
\_\_\_\_\_  
Scott Miller  
Director Administrative Services/Chief  
Financial Officer

  
\_\_\_\_\_  
Alison Maxwell  
Director Economic Development &  
Marketing

AMENDMENT NO. 1 TO AN AGREEMENT BY AND  
BETWEEN THE CITY OF BEVERLY HILLS AND BEVERLY  
HILLS GLOBAL PARTNERS, INC. FOR THE SISTER CITY  
PROGRAM IN PUDONG, CHINA

This Amendment No. 1 is to that certain Agreement, dated October 21, 2008 and identified as Contract No. 449-08 (the "Agreement"), a copy of which is on file in the office of the City Clerk, between the City of Beverly Hills, a municipal corporation ("City") and Beverly Hills Global Partners, Inc., a California non-profit corporation ("Global Partners"), for the Sister City Program in Pudong, China.

RECITALS

A. City entered into a written Agreement, dated October 21, 2008, for the Sister City Program in Pudong, China.

B. City desires to provide additional support in the amount of \$25,000 to continue the program.

NOW, THEREFORE, the parties hereto do amend the Agreement as follows:

Section 1. Section 1 entitled "Fund Authorization/Use of Funds, shall be amended to read as follows:

"Section 1. Fund Authorization/Use of Funds.

City agrees to provide Thirty-Five Thousand Dollars (\$35,000) (original agreement) and an additional Twenty-Five Thousand Dollars (\$25,000) for a total amount of Sixty Thousand Dollars (\$60,000) to perform the services described in Exhibit A, attached hereto and incorporated herein. In addition, City agrees to reimburse Global Partners as set forth in Exhibits A and A-1 in an amount not to exceed two Thousand Five Hundred Dollars (\$2,500). In no event shall the amount provided to Global Partners hereunder exceed Sixty-Two Thousand Five Hundred Dollars (\$62,500)."

Section 2. Exhibit A-1 shall be added to the Agreement to read as attached hereto and incorporated herein by this reference.

Section 3. Except as specifically amended herein, all terms and conditions set forth in the Agreement dated October 21, 2008 and identified as Contract No. 449-08 shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the \_\_\_\_\_ day of \_\_\_\_\_ 200\_\_ at Beverly Hills, California.

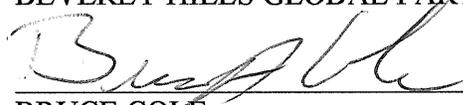
CITY OF BEVERLY HILLS,  
A municipal corporation

\_\_\_\_\_  
NANCY KRASNE  
Mayor of the City of Beverly Hills,  
California

ATTEST:

\_\_\_\_\_  
(SEAL)  
BYRON POPE  
City Clerk

BEVERLY HILLS GLOBAL PARTNERS:

  
\_\_\_\_\_  
BRUCE COLE

Chairman



\_\_\_\_\_  
~~MYRA LURIE~~ Alissa Roston  
~~Secretary~~ Treasurer

APPROVED AS TO FORM:

  
\_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

\_\_\_\_\_  
RODERICK J. WOOD, CCM  
City Manager

[Signatures continue]



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ALISON MAXWELL  
Director of Economic Development and  
Marketing



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KARL KIRKMAN  
Risk Manager

Exhibit A-1

**Beverly Hills Global Partners (BHGP)  
A Sister City Organization**

The City approved funding in the amount of \$35,000 to generally support BHGP work program in China. Amendment #1 provides an additional \$25,000 to continue support for the BHGP program; which equates to 100% of three additional months programming and operational costs. The BHGP program is described as follows:

**Scope of Service**

**A. Background**

Beverly Hills Global Partners ("BHGP) goals can be generally described as follows: Through strategic partnerships and agreements of cooperation with specific international cities develop and promote cooperative business relationships (e.g. tourism, high end retail, and entertainment office); promote art, film and cultural exchange both as an economic development vehicle and as a mechanism for developing dialogue between communities; promote educational opportunities and exchanges through development of relationships with the high school systems; foster inter-governmental dialogue to provide leadership and develop best practices amongst partner cities.

Funding from this agreement will be utilized to develop BHGP's program development and relationships with the Pudong district of Shanghai, China. More specifically, funding will be used to establish an office in Pudong and hire a managing director to achieve its goals outlined above.

The proposed consultant or employee in Pudong will be responsible for coordination of delegations in furtherance of the sister city relationship, follow-up and implement BHGP objectives in promoting friendship, tourism, retail, establishment of corporate headquarters, and further cultural and educational exchanges. BHGP has already initiated sister city discussions with the Pudong government foreign affairs office, enterprises for program sponsorship and other organizations for cultural and educational exchange and the additional, interim funding of \$25,000 approved by the City Council in February of 2009 for 3 months of operation will be used to carry out this mission.

**B. Funding for BHGP Representative**

City funding via this Agreement will be used to continue the funding of the BHGP representative in Pudong as described above. This person will undertake the following Sister City programs:

- Set up local operation and implement strategies to promote Sister City interests of Beverly Hills.
- Establish and maintain good relations with local governments, businesses, in promoting cultural, art, film, music educational exchanges; and, in coordination with the Conference and Visitors Bureau, related tourism activities.
- Develop partnerships with local entities to attract enterprises to Beverly Hills
- Access market opportunities to develop additional Beverly Hills sister city programs
- Facilitate marketing and promotion of the City of Beverly Hills

- Research and assess business information relevant to sister cities programs

**PROPOSED BUDGET FOR FIRST YEAR**

**C. Payments and Invoicing**

Upon execution of this Amendment #1 City shall provide BHGP \$25,000 additional funding for the purposes set forth in this Scope of Services, for a total agreement amount not to exceed \$60,000 plus \$2,500 in reimbursable expenses described in the Agreement.

**D. Reporting**

On or before January 31, 2009, BHGP shall provide City with a full written report of its program activities and expenditures in relation to this agreement. The report shall detail the activities and related expenditures

A second report shall be made by May 15, 2009, including a strategic plan outlining BHGP's intended goals, programs and measurable services for the Sister City, China program.