



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: February 16, 2010
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Cindy Brynan, Senior Recreation Supervisor 
Subject: 2nd Annual "Woofstock 90210" Pet Extravaganza and Inaugural
Greystone Mansion Concours d'Elegance Car Show
Attachments: 1. Event Fliers

INTRODUCTION

The Community Services Department will be sponsoring two exciting community special events in the next 2 months. The second annual "Woofstock 90210" Pet Extravaganza will be held at Roxbury Park on Sunday, March 14, 2010. On Sunday, April 11, 2010, the inaugural Greystone Mansion Concours d'Elegance car show will take place at Greystone Estate.

DISCUSSION

"Woofstock 90210" was first offered in 2009. The success of this event surpassed all of staff's expectations. From the number of attendees to the level of interest from vendors who wanted to participate in the event, it was evident that this pet extravaganza struck a chord in the community and in the region. Over 3,000 people and their four-legged companions participated in the free event. A very high percentage were Beverly Hills residents; with many of the resident participants being families. Local merchants were also involved, as sponsors and vendors, so the event had a community feeling as well.

One of the key reasons why the event was successful was the many elements that made up the day's activities. These same components as well as some new elements will be offered at this year's event. These include:

- Adoption/Rescue by Pets 90210 Foundation
- Over 45 marketplace vendors
- Food vendors
- Pet Entertainment by Muttley Crew

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- Pet Parade
- Appearances by the bulldogs that snowboarded down the Natural Balance 2010 Rose Parade float
- Actors and Others for Animals

The 2010 "Woofstock 90210" event will be held from 11:00am – 4:00pm on the Roxbury Park baseball field.

The inaugural Greystone Mansion Concours d'Elegance is anticipated to be another successful community event. Staff has been working with a steering committee in planning for the event. The committee is comprised of members who are car enthusiasts and are active in car shows held throughout the United States. Several Beverly Hills residents are on the committee. Representatives from the Petersen Automotive Museum and Gooding & Company, the internationally-recognized car auction house, are also active on the steering committee.

Event highlights include:

- Display of over 100 unique and memorable classic and vintage automobiles
- Vintage motorcycles
- Petersen Automotive Museum Celebrity Vehicles
- Vintage Fashions and Fashion Show
- "Automobilia", books, fine art and jewelry Marketplace
- Mansion tours
- Greystone and Doheny Family Historic Exhibit
- Live on-site broadcast by KABC radio's "car guy" Leon Kaplan
- Live Musical entertainment

The idea of offering a Concours event at the Greystone Estate had been discussed for a few years. When sponsorship could not be secured for the annual Garden and Design Showcase event, staff began the initial planning for a Concours car show. With knowledge that the annual Beverly Hills Education Foundation's "Classics for Charity" car show was not going to be held in 2010, staff realized that the Greystone Concours could fill the void on the spring calendar. Staff was sensitive to the fact that the Rodeo Drive Committee (RDC) was still offering their highly successful Rodeo Drive Concours d'Elegance on Father's Day. Staff has been working with the RDC and has invited them to participate in the Greystone Concours and to use the City event as a vehicle to promote their Rodeo Drive Concours.

Sponsorship for the Greystone Mansion Concours is still being secured. To date, event sponsors include the Petersen Automotive Museum, Gooding & Company, Brooks Brothers, and the Beverly Hills Conference and Visitors Bureau (CVB). Additional sponsorships are anticipated. The CVB has secured hotel packages for the April 9 -11 weekend of the Concours. Participating hotels include The Montage, Luxe, and Thompson Hotels.

The Friends of Greystone (FOG) is co-sponsoring the event, with a portion of the event proceeds going towards the FOG Greystone Garage Restoration Fund. Tickets for the Concours are \$100 each and include event admission and all food and beverages. Staff is working with the Canon Drive Association in securing participation from the Associations restaurants. Lawry's The Prime Rib restaurant will be one of the on-site food vendors. Event participants and patrons will be shuttled from the Beverly – Canon Gardens parking structure to Greystone Estate.

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Applications are currently being accepted for cars to be considered for the Concours. An Exhibition Committee will select the cars that will be on display at Greystone. Awards, including "Best of Show" and "Best of Class", will be presented.

It is anticipated that the inaugural Greystone Mansion Concours d'Elegance will be a huge success and will become an annual staple on the classic car yearly calendar.

FISCAL IMPACT

Both events are utilizing funds available in the current Fiscal Year General Budget. It is anticipated that both events will realize revenues that will exceed expenditures. Woofstock revenues will come from vendor and sponsorship fees, while Concours revenues will come from ticket sales, vendor and sponsorship fees. The anticipated Return on Investment will be positive, both monetarily and marketing, with coverage in local and national media's.

RECOMMENDATION

It is anticipated that both the "Woofstock 90210" and the Greystone Mansion Concours d'Elegance will be well attended and will provide the community with high quality cultural experiences. Contingent upon City Council direction, staff will proceed with the coordination of both events.



Steve Miller
Approved By



Woofstock 90210



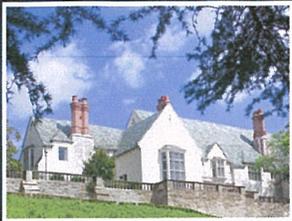
Pet Lover's "SAVE THE DATE"

The City of Beverly Hills Community Services Department presents
WOOFSTOCK 90210 Pet Extravaganza
Sunday, March 14, 2010
Roxbury Park in Beverly Hills
11am - 4pm.

The day-long pet extravaganza will include a Pet Parade, pet related vendors, pet adoptions, pet related entertainment, and food vendors. Last year's inaugural event attracted over 3000 attendees.

This is a call to all potential pet vendors/sponsors to SAVE THE DATE. Registration/Application packets including a fact sheet and materials on how to become involved will be emailed to you. We have limited space so don't delay. We hope you will join us for this exciting day!





GREYSTONE MANSION

Concours d'Elegance



SUNDAY, APRIL 11, 2010

10AM – 4PM

Your all inclusive ticket includes:

- * A display of over 100 unique and memorable classic and vintage automobiles
- * Historical venue encompassing 18 acres of lush gardens, 55,000 square foot mansion and incredible views of the city
- * 10 classes of vehicles
- * Vintage Motorcycles
- * Petersen Automotive Museum Celebrity Vehicles
- * Vintage Fashions & Fashion Shows
- * Automobilia, books, fine art & jewelry marketplace
- * Mansion tours
- * Live musical entertainment
- * Greystone and Doheny Family Historic Exhibit
- * All food and beverages
- * 2 for 1 admission to the Petersen Automotive Museum
- * Free parking and shuttles to site

For ticket purchase, exhibitor and vendor information:

www.beverlyhills.org/greystone

or call 310.285.6830

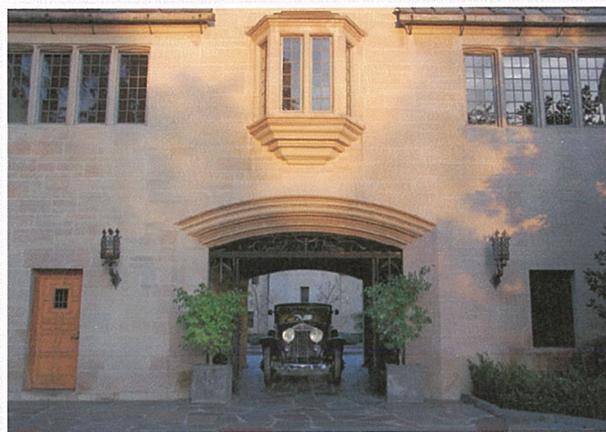
or email: bhevents@beverlyhills.org

Children under 10 years old: free admission

NO pets allowed

A portion of the proceeds from the event will go to The Friends of Greystone Garage Restoration Fund. For further information about the Friends of Greystone, a nonprofit 501©(3) organization please visit their website at:

www.greystonemansion.org



(Sponsors at time of printing)

Greystone Mansion Concours d'Elegance TICKET ORDER FORM

2010

Please send me _____ General Admission Tickets at \$100

Enclosed is my check payable to City of Beverly Hills, in the amount of \$_____

Please charge my credit card (Visa, Mastercard or AMEX)

Credit Card #: _____

Expiration Date: _____

Print name on card: _____

Signature: _____

Please mail my tickets to:

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Cell: _____ E-mail: _____

Mail this form with payment to: 455 North Rexford Drive, #260, Beverly Hills, 90210 — Fax: 310.274.9571