CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: May 4, 2010

To: Honorable Mayor & City Council

From: Cheryl Friedling, Deputy City Manager for Public Affairs

Subject: Request of Mayor Delshad to provide funding to the 9.02.10 event to promote Beverly Hills.

Attachments: 1. None

INTRODUCTION

The City has been offered an opportunity to showcase the community, promote tourism and dining, and benefit Beverly Hills' schools through an event on September 2, 2010 (9.02.10). This Thursday evening event would serve as the 'kick-off' event to a 4-day epicurean festival named 'Taste of Beverly Hills.'

DISCUSSION

A scheduled 4-day 'Taste of Beverly Hills' event will be conducted at the former Robinsons-May site on September 3 through 6. This Labor Day weekend event will feature celebrated chefs and renowned restaurants, providing attendees with a unique food and wine tasting opportunity. The signature event sponsor will be *Food and Wine* magazine.

The City seeks to 'wrap' a pre-event celebration starting on September 2, featuring Beverly Hills restaurants, chefs, celebrities and entertainers. This September 2 evening celebration would provide an opportunity to celebrate the best of Beverly Hills in a new format.

A key event partner is the Beverly Hills Education Foundation, which will receive a portion of the proceeds. The event production company is Best Events, which has produced events related or for The Golden Globes, Harvey Weinstein, Demi Moore's Annual Oscar party, Sundance and MOCA.

Based on the success of similar events in cities such as Newport Beach, South Beach (Miami) and others, it is anticipated that the 9.02.10 and Taste of Beverly Hills events will draw upwards of 2,000 patrons per day from the local market and Southern California region. If successful, this event will likely become an annual signature event, contributing significantly to the City through visitor spending at hotels, shops and restaurants.

FISCAL IMPACT

A total of $100,000 is being requested to provide an event advance ($75,000) and to underwrite City services ($25,000) related to the event. It is recommended that this amount be provided through funds traditionally allocated through the City's marketing budget for special events or city-wide marketing initiatives.

The City has been asked to underwrite costs for special event banners, permits (special event, electrical, building) and fire safety, police and traffic control officers. This amount is $25,000.

The City has also been requested to provide an advance of $75,000 to cover estimated costs for the City's 9.02.10 celebration such as food and entertainment. However, the expectation is that a major portion of these funds will be returned to the City through gate proceeds, event sponsorships and visitor revenue.

RECOMMENDATION

Staff recommends that the City Council review and discuss the request to provide a maximum financial commitment of $100,000 to underwrite the event costs for the 9.02.10 event and Taste of Beverly Hills, with the expectation that these proceeds will provide a significant return on investment to the City through visitor dollars or direct event gate proceeds.

Cheryl Friedling
Approved By