



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** May 18, 2010  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
**Subject:** Selection of Winners of the *Passport to Brighton Way for Mother's Day* shopping event by Mayor  
**Attachments:** 1. None

---

### **INTRODUCTION**

The Beverly Hills Chamber of Commerce sponsored a shopping event on May 8, 2010 to encourage shoppers to visit Brighton Way.

### **DISCUSSION**

Shoppers who participated in the event were entered in a drawing to win prizes. The grand prize is a 'Champagne Weekend Hotel Package' sponsored by Maison 140 in Beverly Hills.

The Mayor will draw the winning name(s) from among those shoppers who submitted their names as part of this event.

### **FISCAL IMPACT**

There is no direct fiscal impact to the City for the prizes awarded, as they are donated by the merchants.

The City receives a fiscal benefit from visitors who patronize stores and restaurants on Brighton Way and throughout Beverly Hills.

### **RECOMMENDATION**

That the Mayor select the winning names from those submitted by the Chamber of Commerce as part of the *Passport to Brighton Way for Mother's Day* event.

Cheryl Friedling  
Approved By

A handwritten signature in black ink, appearing to be "CF", written over a horizontal line.