



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: July 22, 2010

To: Honorable Mayor & City Council

From: Cheryl Friedling, Deputy City Manager for Public Affairs

Subject: FY 2010-11 Tourism/Marketing Budget and Programs –
Recommendations from CVB/Marketing Liaison Committee

Attachments:

1. 2010-2011 Tourism and Marketing Budget Spreadsheet
2. Proposal Submissions

INTRODUCTION

Each year, the City Council allocates funding to the Beverly Hills Conference and Visitors Bureau for a variety of dedicated tourism and marketing programs which promote Beverly Hills. Funding for these programs is derived from the 2% set-aside of the City's Transient Occupancy Tax (TOT) which is collected by local hoteliers.

The Beverly Hills Conference and Visitors Bureau is the primary recipient of the 2% set-aside of the TOT. The CVB will be presenting its strategic marketing plan and budget request for FY 2010-11 to the City Council in early August.

In recent years, neighborhood-specific associations have requested City funding to conduct marketing events on behalf of merchants, restaurants and property owners. These associations seek to enhance their local brand, promote visitor spending, or develop into recognized shopping/dining/tourism destinations within Beverly Hills. Funding for these purposes has been provided from the 2% set-aside of the City's TOT funds.

DISCUSSION

The City Council CVB/Marketing Liaison Committee met during the months of June and July, 2010, to review the projected TOT budget for fiscal year 2010-2011, and to evaluate funding proposals regarding marketing initiatives. (The CVB's budget request will be presented in August.) The Liaison Committee emphasized three key themes during its deliberations:

1) **Funding Reserves:** In response to economic conditions resulting in declining TOT revenues, the Committee requested the establishment of a

separate fund account to cover TOT revenue shortfalls that may occur over the course of the fiscal year, and to establish an annual 'reserve' (or 'smoothing') account to ensure that City funds are not fully expended year-over-year. For the upcoming FY 2010-2011 budget year, the Liaison Committee recommended a total of \$220,000 for these purposes, along with an additional \$100,000 in general program contingency funding for a total of \$320,000;

2) **Matching Grants:** Recognizing that the best investments in marketing result from committed stakeholders, the Liaison Committee recommended that City funding be matched via a 'challenge grant' format;

3) **Metrics and City ROI:** Recipients of City funding will be required to provide detailed information regarding measurable outcomes and data to demonstrate the success of each program as it relates to the City's return-on-investment. In particular, the City is interested in measuring increased visitor spending, additional hotel nights, or other quantifiable data which returns revenue to the City. The Liaison Committee also predicated its funding to ensure that retail establishments open earlier (or close later) to maximize City-funded promotions or special events.

The Liaison Committee's recommendations are outlined on the attached spreadsheet, and can be summarized as follows:

Rodeo Drive Committee:

Amount Requested: \$322,000

Amount Recommended: \$150,000

(Requires a challenge grant to be matched up to \$110,000 for Walk of Style event; \$40,000 additional for Fathers' Day Concours d'Elegance and Fashion's Night Out)

Canon Drive Association:

Amount Requested: \$80,000

Amount Recommended: \$10,000

(Requires a challenge grant to be matched; contingent upon commitment to a BID development strategy)

South Beverly Association:

Amount Requested: \$20,000

Amount Recommended: \$10,000

(Requires a challenge grant to be matched; contingent upon commitment to a BID development strategy)

Brighton Way Association:

Amount Requested: \$20,000

Amount Recommended: \$10,000

(Requires a challenge grant to be matched; contingent upon commitment to a BID development strategy)

Holiday Décor/Special Events

Amount Recommended: \$250,000 for holiday décor and \$150,000 for special events for a total of \$400,000.

FISCAL IMPACT

The City's Finance Department projects \$23,700,000 in TOT revenue for the 2010-2011 fiscal year, resulting in a TOT budget of \$3,385.712. Of this amount, \$2,050,100 is tentatively identified to be allocated to the Beverly Hills Conference and Visitors Bureau, pending its presentation to the City Council in August. This amount is equivalent to a 5% reduction from their funding last fiscal year.

Should the Council Liaison's recommendations be approved by the City Council, a surplus of \$150,000 would be available for the City Council to appropriate to other programs.

RECOMMENDATION

That the City Council accept or modify the CVB/Marketing Liaison Committee's funding recommendations for fiscal year 2010-2011 (except for the CVB), and provide staff with direction regarding marketing initiatives for the upcoming year.

Cheryl Friedling
Approved By



2010-11 Tourism and Marketing Budget and Programs
 Projected TOT: \$23,700,000 (confirmed as of 6/22/10)
 FY 2010-11

Program	2009-10 Budget \$3,625,000 (Projected/Actual = \$3,242,857)	Current Requests for FY 2010-11 \$3,385,712 (Projected 6.6% reduction)	Liaison Recommendation \$3,385,712
"Hold back" to cover TOT revenue reductions			\$120,000
Annual buffer/reserve account		\$100,000 (3% of total)	\$200,000
City Administrative Costs	\$200,000	\$186,800 (6.6% reduction)	\$186,000
Contingency Programs			\$100,000
CVB	\$2,158,000	TBD (\$2,015,572 - projected 6.6% reduction)	\$2,050,100 - 5% reduction
Special Events/Holiday Décor Committee	\$790,000	\$737,860 (6.6% reduction - \$170,000 = \$567,800)	\$400,000 for both holiday décor (\$250,000) and special events (\$150,000)
Rodeo Drive Committee	\$315,000	\$322,000	\$150,000
▪ Walk of Style Event	▪ \$300,000	▪ \$282,000	▪ \$110,000 Walk of Style - City matches up to \$110,000 in funds generated by Rodeo Drive Committee
▪ Father's Day Concours	▪ \$15,000	▪ \$20,000	▪ \$20,000 Concours/Father's Day*
▪ Fashion Night Out		▪ \$20,000	▪ \$20,000 Fashions Night Out*
Canon Drive Association	0	\$80,000	\$10,000 challenge grant to be matched*
▪ City Dues/Membership		▪ \$10,000	▪ ROI and metrics
▪ 9.02.10 Canon Dr. Festival		▪ \$15,000	▪ Business plan developed
▪ 3 rd Thursdays Program		▪ \$35,000	▪ Commitment to BID strategy
▪ Holiday Program		▪ \$20,000	
South Beverly Association	0	\$20,000	\$10,000 challenge grant to be matched*
			▪ ROI and metrics
			▪ Business plan developed
			▪ Commitment to BID strategy
Brighton Way Association	0	\$20,000	\$10,000 challenge grant to be matched*
			▪ ROI and metrics
			▪ Business plan developed
			▪ Commitment to BID strategy
9.02.10 Event/Taste of BH	0	\$100,000 (sponsorships/ticket sales to recoup costs)	\$0 (minus \$100,000 in sponsorships)
Holiday Marketing (media ads w/ CVB)	\$120,000	\$112,080 (6.6% reduction)	\$0
Hotel Demand Study	\$42,000	\$39,190 (6.6% reduction)	\$0
TOTAL	\$3,625,000	\$3,553,502	\$3,236,100 (150,000 available for re-allocation)

*Predicated on requirement that stores remain open until 9:00 p.m.

Annual TOT projected at \$25,375,000.
 Actuals likely at \$22,700,000



May 21, 2010

Ms. Cheryl A. Friedling
Deputy City Manager
Public Affairs, Policy & Management
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, California 90210

Dear Cheryl:

On behalf of the Rodeo Drive Committee and our seventy retailers, hotels and landlords, it is our pleasure to submit our 2010-2011 request for funding. This year's request includes two previously sponsored programs – The Rodeo Drive Walk of Style and the Rodeo Drive Concours d'Elegance – as well as an exciting new program as a part of world-wide global campaign that has been requested by many New York-based executives with a presence on Rodeo Drive: Fashion's Night Out on Rodeo Drive on Friday, September 10 in association with similar programs in New York, London, Paris, Milan, Shanghai, Tokyo and Mumbai.

In our history of requesting city funding since FY2003/04, Rodeo Drive has never asked the city for full funding of ANY program. The Committee depends on support of members, dues and has an historical track record of raising funds from third party sources to help fund programs. Of note, two of the three 2010-2011 programs request only support to cover city costs associated with street closure and offer programming for the city at an estimated 1:10 cost ratio investment for the Rodeo Drive Concours and 1:16 for Fashion's Night Out on Rodeo Drive. The Rodeo Drive Walk of Style® delivered an amazing 1:31 cost to Advertising Value Equivalency with the city spending \$300,000 and the event delivering \$9.4 million in coverage in 2009-2010.

Due to the current economic climate, the Committee respectfully requests a sponsorship of \$282,000 for the Rodeo Drive Walk of Style representing a 6% decrease in line with the estimated TOT funding decline for 2010-2011. Also, please note that the Committee would be willing to withdraw our minimal requests for funding of the Rodeo Drive Concours (\$20,000) and Fashion's Night Out (\$20,000), if the City would be willing to underwrite the city costs associated with street closure directly.

Working with the Rodeo Drive Committee represents a genuine public sector-private sector initiative and partnership. In total, the Rodeo Drive Committee total request of \$322,000 in 2010-11 with a possible delivery of an estimated \$1,176,084 in cash and in-kind programming based on 2009-10 results and 2010-11 projections (Concours: \$200,000; Walk of Style: \$576,084; and Fashion's Night Out: \$400,000). The actual value of the programming will almost certainly exceed

Ms. Cheryl Friedling, City of Beverly Hills, Page Two

the sponsorships when calculating Advertising Value Equivalence for all programs, increases in room nights, retail and restaurant sales, increase parking revenue and many other benefits.

According to the *2010 City of Beverly Hills Economic Summary and Report on Economic Fiscal Impacts of Beverly Hills Tourism in 2009*, Rodeo Drive is a major economic engine for the City and accounted for more than \$364 million in sales representing \$3.64 million in sales taxes – or nearly \$1 million per day in sales - and 14 luxury hotels on or near Rodeo Drive generate nearly \$24 million in City tax revenue annually. This does not take into consideration business license fees paid by our retailers or property taxes paid by our landowners.

Undoubtedly, Rodeo Drive is the number one attraction in Beverly Hills and one of the top destinations in Southern California. A strong and vibrant retail community is essential to maintaining the continued quality of life for Beverly Hills residents.

We look forward to our continued partnership with the Beverly Hills City Council and the City Staff to reinforce, maintain and exceed our current position as the most famous and prestigious shopping destination in Beverly Hills, Los Angeles, Southern California and the world.

Thank you for your consideration in advance.

Sincerely,



Tom Blumenthal
President
Rodeo Drive Committee

enc

Cc: Peri Ellen Berne
Susan Moseley
Jim Jahant
Donna Snyder
Craig Donahue



**RODEO DRIVE COMMITTEE
2010-2011 Request for Funding**

Name and Address of Organization: The Rodeo Drive Committee, P.O. Box 853, Beverly Hills, California 90210.

Year Incorporated: 1972

Members of Board or Membership Roster:

RODEO DRIVE COMMITTEE BOARD OF DIRECTORS:

<u>NAME</u>	<u>COMPANY</u>	<u>POSITION</u>
Tom Blumenthal	Gearys Beverly Hills	President
Peri Ellen Berne	Bottega Veneta	Vice President
Susan Moseley	Gucci	Vice President
Jim Jahant	Brooks Brothers	Treasurer
Donna Snyder	Louis Vuitton	Secretary
Ron Howard	Beverly Hills Hotel	Hotel seat
Jennifer Cooke	Beverly Wilshire	Hotel seat
Efrem Harkham	Luxe Hotel Rodeo Drive	Hotel seat
Wes Carroll	Chopard	Board of Director
Noah Alexander	Ermenegildo Zegna	Board of Director
Ava Ku	Ermenegildo Zegna	Board of Director
Nicola Cagliata	CHANEL Boutique	Board of Director
Nora Bedrossian	Gucci	Board of Director
Chuck Dembo	Hershenson Investments	Board of Director
Catherine Kiek	Lladro Boutique	Board of Director
Olimpia Garabet	Louis Vuitton	Board of Director
Shermeen Kazi	Omega	Board of Director
Houman Mahboubi	Rodeo Collection	Board of Director
Mark Tronstein	Rodeo Drive Associates	Board of Director
Jon Borland	Salvatore Ferragamo	Board of Director
Bill Wiley	Two Rodeo	Board of Director
Kathy Gohari	Valentino	Board of Director

MEMBERS

Avakian, Bally, Battaglia, Bebe, Beverly Hills Hotel, Beverly Wilshire, A Four Seasons Hotel, Bottega Veneta, Breguet, Brooks Brothers, Bulgari, Canali, Cartier, CHANEL, Chopard, Coach, Damiani, David Orgell Inc., David Webb, David Yurman, DIOR, Dolce & Gabbana, Domenico

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Vacca, Eres, Ermenegildo Zegna, FENDI, FRETTE, GEARYS Beverly Hills, Georg Jensen, Giorgio Armani, Gucci, Guess, Harry Winston, Hershenson Investment, Ilori, IWC Schaffhausen, Jimmy Choo, Judith Leiber, Judith Ripka, Juicy Couture, La Perla Boutique, Lacoste Boutique, Lladro, Loro Piana, Louis Vuitton, Luxe Hotel Rodeo Drive, MaxMara, Mikimoto, Montblanc, Tourbillon, Prada, Probit International Corp., Ralph Lauren, Roberto Cavalli, Rodeo Collection, Rodeo Drive Associates, Rodeo Enterprises, Salvatore Ferragamo, Sanborn Family Trust, St. John, Stuart Weitzman, Tiffany & Co., TOD'S, Two Rodeo, Valentino, Van Cleef & Arpels and Versace.

Frequency of Meetings: The first Wednesday of every month with sub-committee meetings as needed.

Mission Statement: The Rodeo Drive Committee was created to enhance Rodeo Drive's image and market the street both regionally and internationally as a world-class shopping destination. Today, the Committee is comprised of approximately 70 merchants, property owners and hoteliers on Rodeo Drive, who pay voluntary dues to support marketing, education, publicity and special event efforts to position the street as the intersection of fashion, entertainment, style, quality, luxury and design.

Primary Programs:

RODEO DRIVE WEBSITE

The "Official Website of Rodeo Drive" - www.rodeodrive-bh.com - was launched in November 2007 and features a directory of stores, an interactive and downloadable map, a "what's new" section and micro-sites for the Rodeo Drive Walk of Style® and Rodeo Drive Concours d'Elegance®. Between January 1 and May 15, 2010, the website has had 3,897,465 hits.

The site reciprocally links to the websites of the City of Beverly Hills and the Beverly Hills Conference and Visitors Bureau and has recently been used for pop-ups dedicated to the Conference & Visitors Bureau Strategic Plan survey and a link to the Beverly Hills Friendly City Awards nominations. The Committee also has added social networking to the site including official Facebook and Twitter activity for Committee sponsored activities as well as those of our members.

RODEO DRIVE WALK OF STYLE®

The Rodeo Drive Walk of Style® was introduced in 2003 by the City of Beverly Hills and the Rodeo Drive Committee to honor style legends for their contributions to the worlds of fashion and entertainment. Selected by an independent group of representatives from the media, entertainment and fashion industries, the Rodeo Drive Walk of Style® honors industry leaders with a lasting tribute that commemorates their life-long achievements. Honorees are presented with

permanent plaques featuring their personal quotes and signatures, which are then embedded into the sidewalks along Rodeo Drive. In 7 years, the Rodeo Drive Walk of Style® has inducted 16 honorees at 10 separate events including fashion designers, photographers, costume designers, accessories designers, celebrity icons, jewelry designers and royalty.

The symbol for the Rodeo Drive Walk of Style®, a sculpture entitled "Torso," created by world-renowned artist, the late Robert Graham, has become a focal point of the famed street. Standing 14-feet tall at the intersection of Rodeo Drive and Dayton Way, "Torso" is made from solid aluminum blocks and mounted on a bronze pedestal. As part of the induction, each honoree receives a maquette of "Torso," also designed by Mr. Graham, which serves as the Rodeo Drive Walk of Style® Award. The sculpture was presented as a gift to the City of Beverly Hills by Fred Hayman and the Rodeo Drive Committee in 2003.

Recipients of the Rodeo Drive Walk of Style® Award have celebrated this distinguished honor with star-studded award ceremonies at landmark Beverly Hills locations including Rodeo Drive, the Beverly Hills Post Office and Beverly Hills City Hall.

On October 22, 2009, Princess Grace of Monaco and Cartier were inducted into Rodeo Drive Walk of Style® in the presence of HSH Prince Albert II of Monaco and actresses Demi Moore, Debra Messing and many other celebrities, following previous honorees Valentino Garavani (2009); Manolo Blahnik (2008); James Galanos (2007); Gianni Versace and Donatella Versace (2007); Salvatore Ferragamo (2006); costume designers Edith Head, James Acheson and Milena Canonero (2006); photographers Herb Ritts and Mario Testino (2005); Tom Ford (2004); and Giorgio Armani (2003).

Since the program's inception, the Rodeo Drive Walk of Style® media impressions now total nearly 700 publications and outlets yielding 823 million impressions worldwide. The Committee continues to bring worldwide attention to the street and City of Beverly Hills by promoting the Rodeo Drive Walk of Style® permanent plaques embedded on the sidewalks as the ultimate destination to pay homage to the intersection of fashion and entertainment. Media impressions in 2009-10 exceeded 74 million with an Advertising Value Equivalency of \$9.4 million.

The Rodeo Drive Walk of Style® marque is owned by the City of Beverly Hills. The Rodeo Drive Committee is contracted by the city to administer, organize and promote the program.

RODEO DRIVE CONCOURS D'ELEGANCE®

The Rodeo Drive Concours d'Elegance® is a Father's Day tradition in Beverly Hills held against the backdrop of Rodeo Drive. Classic and luxury automobiles line the street to be admired by the up to 30,000 people who have come to enjoy a day of entertainment and shopping. With a unique mix of guests from high net worth car collectors, families, international visitors and high income residents of Southern California, the Rodeo Drive Concours d'Elegance® provides the perfect opportunity for

retailers to host events and highlight products and services in conjunction with the event. The event is free and open to the public unlike the vast majority of Concours that charge an entrance fee to enter.

The Rodeo Drive Concours d'Elegance® celebrates the unique relationship between the luxury automotive and fashion worlds. Since 2006, the Rodeo Drive Concours d'Elegance® has garnered over 35 million media impressions worldwide with an estimated 4.75 million impressions in 2009.

NETWORKING

Members of the RDC have a unique opportunity to meet and work with fellow retailers and hoteliers. Committee meetings and events create prime networking opportunities for members to establish relationships with one another as well as with Beverly Hills City officials and third party sponsors.

TOURISM

The RDC works with the Beverly Hills Conference and Visitors Bureau by providing input and guidance on tourism programs. The Committee has compiled a list of foreign languages spoken by retailers, which facilitates international media and tourists visiting Rodeo Drive through the Beverly Hills Conference & Visitors Bureau. The Committee continues to support the Beverly Hills Conference and Visitors Bureau in their domestic and international sales missions and shopping incentive programs to large corporations. The Committee is also a member of LA Inc. and supports the Los Angeles Convention and Visitors Bureau's and the State of California's tourism efforts.

HOLIDAY

The Committee works with the City of Beverly Hills on its annual Holiday program. RDC is able to express their collective opinions about the City's Lighting Ceremony, Holiday décor, events and promotions with one voice. The Committee also compiles a list of Top Rodeo Drive Gifts and works with the Beverly Hills Conference and Visitors Bureau to promote the City as a Holiday shopping destination.

COMMUNITY RELATIONS

The RDC is committed to supporting community events. The Committee is a proud sponsor and supporter of many community events including the Beverly Hills Fireman's Association Backdraft Ball, the Beverly Hills Chamber of Commerce's Business Excellence and Installation Gala, the Beverly Hills Garden and Design Showcase at Greystone Mansion, and Bow Wow Beverly Hills, the annual holiday dog adoption program.

PUBLICITY AND PROMOTION

The Committee continually reaches out to local, national and international media, reinforcing Rodeo Drive as the premiere luxury destination for retail powerhouses, residents and visitors. Press requests received through the Rodeo Drive website, City of Beverly Hills and Beverly Hills Conference and Visitors Bureau are reviewed and forwarded to members.

THIRD PARTY PROMOTIONS

The RDC acts as a clearinghouse for potential third party promotions requesting to utilize Rodeo Drive as a backdrop for various promotions and special events. The Committee works with the City of Beverly Hills to review street closure requests and maximize the street's visibility as well as protect the street's image.

RODEO DRIVE WALKING MAP

The Committee works with a third party publishing company, Trends Media Group, to create the Rodeo Drive Walking Map. The complimentary map details all retailers on Rodeo Drive and highlights the Rodeo Drive Walk of Style® honoree plaques. This map is distributed to hotels in Southern California as well as stores, city parking structures, chambers of commerce, visitor bureaus, valet parking stands and other transportation hubs. The map is updated every six months. 50,000 copies are printed in English and, for the first-time ever this summer, 25,000 each in Chinese and Japanese. A copy of this map is also available as a download on rodeodrive-bh.com.

FASHION'S NIGHT OUT

The Rodeo Drive Committee has announced that nearly 50 of the street's retailers will participate in Fashion's Night Out on Friday, September 10, 2010. Rodeo Drive will lead West Coast efforts, as part of the global shopping event, and will erect the first-ever Ferris Wheel on the street. The festive atmosphere will also include in-store events, cocktail parties and extended shopping hours.

In addition to the Ferris Wheel, guests will also be able to enjoy roving entertainment along all three blocks and numerous in-store events taking place at merchant locations up and down the street. Chanel, Gucci, Giorgio Armani, Prada, Salvatore Ferragamo, Valentino and more than 40 other Rodeo Drive merchants have committed to participate in the inaugural Fashion's Night Out on Rodeo Drive.

Past participating cities for the Fashion's Night Out, created by the Council of Fashion Designers of America and VOGUE magazine, have included New York, Paris, London, Bombay, Rio de Janeiro and numerous other chic international destinations. 870 stores worldwide hosted events in 2009. 2010 added destinations include Shanghai, Tokyo and Los Angeles.

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Previous Funding Request (s):

Please indicate previous City grants or funding received by your organization by year.

PROGRAM	03/04	04/05	05/06	06/07	07/08	08/09**	09/10	10/11 Request
Walk of Style	\$105,000	\$263,760	\$207,000	\$320,000	\$351,000	\$350,000*	\$300,000	\$282,000
Concours	-0-	-0-	-0-	20,000	20,000	20,000	15,000***	20,000
Sundays	-0-	-0-	-0-	-0-	30,000	-0-	-0-	-0-
Fashion's Night Out	-0-	-0-	-0-	-0-	-0-	-0-	-0-	20,000
TOTAL	\$105,000	\$263,760	\$207,000	\$340,000	\$401,000	\$370,000	\$315,000	\$322,000

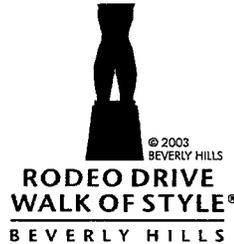
* Of the total \$401,000 committed by the city in 07/08 for total programming, \$81,000 was rolled over into 08/09 funding for the Walk of Style due to reduction of costs for WOS in 07/08 and scheduling of events in the 08/09 timeline.

** In the city's 2008-09 Contract with Rodeo Drive, the contract states: "Fiscal year 2008-09 is the first year of a three year commitment to provide base funding to RDI, if available." Sec. 1 (a)

***Actual city costs paid by the Rodeo Drive Committee for the Concours in 2009 were \$17,567.34.

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Current Funding Request: RODEO DRIVE WALK OF STYLE®



RODEO DRIVE WALK OF STYLE SUB-COMMITTEE

Peri Ellen Berne
Susan Moseley

Bottega Veneta
Gucci

Co-Chairman
Co-Chairman

RODEO DRIVE WALK OF STYLE SELECTIONS COMMITTEE

Wanda McDaniel
Glenda Bailey
Peter Bart
Gilles Bensimon
Rosemary Brantley
Elizabeth M. Daley
Anjelica Huston
Lauren Hutton
Ashley Judd
Mary Lou Luther
Patrick McCarthy
Deborah Nadoolman Landis
Robert Rosen
Stefano Tonchi
James Acheson
Giorgio Armani
Milena Canonero
Tom Ford
James Galanos
Mario Testino
Donatella Versace
Valentino Garavani
Graydon Carter
Suzy Menkes
Jim Moore
Carine Roitfeld
Hal Rubenstein
Ingrid Sischy
Franca Sozzani
Andre Leon Talley
Linda Wells

Giorgio Armani
Editor in Chief
VP & Editor in Chief
Photographer
Chair of Fashion Design
Dean
Actress
Actress
Actress
Journalist
Editor Emeritus
Former President
Dean
Editor in Chief
Costume Designer
Fashion Designer
Costume Designer
Fashion Designer
Fashion Designer
Photographer
Fashion Designer
Fashion Designer
Editor in Chief
Fashion Editor
Creative Director
Editor in Chief
Fashion Director
International Editor
Editor in Chief
Editor at Large
Editor in Chief

Selections Committee Chairman
Harper's Bazaar
Daily Variety

OTIS College of Art & Design
USC School of Cinema

W Magazine
Costume Designers Guild
UCLA Theater, Film & TV School
W Magazine
Recipient
Recipient
Recipient
Recipient
Recipient
Recipient
Recipient
Recipient
Recipient
Vanity Fair
International Herald Tribune
GQ
VOGUE Paris
InStyle
Vogue Germany & Russia
VOGUE Italia
VOGUE
Allure

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Please identify specific funding requests your organization is submitting to the City for FY 2010-2011. For each request, please provide the following information:

- a) Amount of the request: \$282,000 sponsorship representing a 6% reduction from 2009-10 levels and in line with the projected TOT decrease for FYI 2010-2011.
- b) Purpose of the program: reinforce Rodeo Drive's position as the intersection of fashion and entertainment on a global scale; develop an additional tourism attraction similar to the Hollywood Walk of Fame as a reason for visitors to come to Rodeo Drive; create an on-going publicity program for the street; and co-brand Rodeo Drive and Beverly Hills with legendary fashion and entertainment icons.
- c) Is this a 'one-time' request or recurring request? Recurring.
- d) Cost of program and other funding sources, including self-funding: In FYI 2009-2010, Total cash income was \$401,083.79 which included sponsorship of the program by the City in the amount of \$300,000 and \$25,000 from the Monaco Government Tourism Office. Rodeo Drive Committee covered \$76,083.79 in expenses not including inclusion of the Rodeo Drive Walk of Style® in the Rodeo Drive Walking Map and micro-site at rodeodrive-bh.com. In-kind contributions are estimated to have exceeded an additional \$175,000 in donations to the silent auction by past recipients, staffing, video tributes (Turner Network Television and Cartier), celebrity appearances, pre-cocktails, gifts, advertising and other elements bringing the overall estimated expense to \$576,083.79 representing an almost 1:2 cost to city ratio.
- e) Target audience for program: media, celebrities, top local customers.
- f) Data to be used to demonstrate the success of the program: media impressions and advertising value equivalent, cash and in-kind sponsorship, website traffic, room nights, increased sales.
- g) Value of the program to the City: In return for sponsorship, the City of Beverly Hills receives first position in all printed materials and press release, i.e. "The City of Beverly Hills and the Rodeo Drive Committee invite you..." According to a report by Burrelle's News Service, the Rodeo Drive Walk of Style® honoring Cartier and Princess Grace had 72,980,936 impressions and an Advertising Value Equivalency of approximately \$9,400,723*. Accounting for the city's investment of \$300,000 in 2009-10, this represents a 1:31 return on investment in pure publicity. Grand total impressions for the Rodeo Drive Walk of Style® since the program's inception now surpasses 823 million in 10 events over 7 years. Named the top fashion event in Southern California by BizBash, the Rodeo Drive Walk of Style Award® has grown to be the one of the most prestigious West Coast fashion events. The program's highly visible outdoor banner exhibitions create retail excitement and bring the city's urban design to full life with the exhibitions saluting each honorees' body of work. While exact specifics are not available due to corporate privacy issues, past honorees have noted an increase in retail sales immediately prior to and after the induction ceremonies and it is estimated that the program generated more than 150 room nights between the official delegation from Monaco, the Monaco Government Tourism Office, Princess Grace Foundation and Cartier. City receives logo inclusion in banner campaigns.

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Current Funding Request: RODEO DRIVE CONCOURS D'ELEGANCE®



RODEO DRIVE CONCOURS D'ELEGANCE® SUB-COMMITTEE

Bruce Meyer

Rodeo Enterprises

Chairman

Please identify specific funding requests your organization is submitting to the City for FY 2010-2011. For each request, please provide the following information:

- a) Amount of the request: \$20,000 sponsorship to cover city costs of street closure and city costs only.
- b) Purpose of the program: Generate traffic and sales; celebrate the street and city's association with the finest in the automotive world; create an event dedicated to connoisseurs; hold a free event which is family-oriented for Beverly Hills residents and Southern California visitors and helps make the street more approachable and less intimidating.
- c) Is this a 'one-time' request or recurring request? Recurring.
- d) Cost of program and other funding sources, including self-funding: \$150,000. Rodeo Drive guarantees event will happen and underwrites a minimum of \$30,000. \$105,000 in cash sponsorship, registration fees and products sales estimated in 2010 with another \$50,000 in-kind in product, advertising or staffing. Estimated total in-kind and cash sponsorship raised: \$200,000.
- e) Target audience for program: Beverly Hills residents, Rodeo Drive customers, car collector connoisseurs in Southern California, weekend visitors from key feeder markets – San Diego, Orange County, Palm Springs, Santa Barbara, Phoenix, San Francisco.
- f) Data to be used to demonstrate the success of the program: media impressions and advertising value equivalent, cash and in-kind sponsorship, home location of exhibitors, website traffic, room nights, increased sales, parking revenue.
- g) Value of the program to the City: An estimated 20,000 to 30,000 visitors attend this annual event likely making it the city's largest annual public event. In return for sponsorship, RDC lists the city in second position in all collateral materials as "The Rodeo Drive Concours is presented by the Rodeo Drive Committee, in association with the City of Beverly Hills"; logo and link on website; logo inclusion on banners; increased traffic for retailers, restaurants and hotels; increased parking revenue; increased TOT at hotels; advertising value equivalency of publicity; family-oriented event for residents; and attraction for high net worth car collectors, families, international visitors and high income residents of Southern California. In 2009, the Rodeo Drive Concours was named one of the "300 UnMissable Events & Festivals in the World" by travel publisher Frommer's.

Rodeo Drive Committee
Funding Request to the City of Beverly Hills
Fiscal Year 2010-2011
Page 10 of 10

Current Funding Request: FASHION'S NIGHT OUT ON RODEO DRIVE



FASHION'S NIGHT OUT SUB-COMMITTEE

Nicola Cagliata
Olimpia Garabet
Kathy Gohari

CHANEL Boutique
Louis Vuitton
Valentino

Co-Chairman
Co-Chairman
Co-Chairman

Please identify specific funding requests your organization is submitting to the City for FY 2010-2011. For each request, please provide the following information:

- a) Amount of the request: \$20,000 sponsorship to cover estimated city costs for street closure on the 200 block for the Ferris Wheel, and a later closure after evening traffic of the 300 and 400 blocks to allow for marching bands and other entertainment activities.
- b) Purpose of the program: Respond to requests by New York corporate offices to coordinate a Rodeo Drive program for FNO; inspire excitement and enthusiasm for shopping; illustrate leadership in retail world locally and globally; increase sales; make Rodeo's effort the centerpiece of the Los Angeles area celebration; reinforce Rodeo's position as a fun and unique shopping destination; generate publicity; create opportunity for stores' customers to return; lead clothing drive to benefit a local cause; create a program that includes night time shopping.
- c) Is this a 'one-time' request or recurring request? Depending on the success of the event, it may be recurring.
- d) Cost of program and other funding sources, including self-funding: Approximately 50 stores on Rodeo Drive have signed up to participate in Fashion's Night Out on Rodeo Drive. Estimating that each store will spend an average of \$5,000 each for their staffing and in-store event, participating retailers will contribute \$250,000. Rodeo Drive has budgeted an additional \$65,000 and in-kind sponsorship is estimated at an additional \$65,000 for entertainment and advertising. Total is \$380,000 in estimated matching funds.
- e) Target audience for program: residents, local customers, tastemakers and trendsetters.
- f) Data to be used to demonstrate the success of the program: number of stores participating; traffic on the night of the event; publicity and promotion; fun, energy and excitement on the street; retailer response; and increased restaurant traffic.
- g) Value of the program to the City: Provides major programming for city's stated goal of focusing on local marketing and outreach beyond hotel promotion; increases publicity; increases retail and restaurant sales; creates a night-time shopping experience; responds to requests of New York corporate executives for Rodeo Drive and Beverly Hills to participate in Fashion's Night Out; and increases parking revenue.



OUTLINE AND MISSION OF RODEO DRIVE COMMITTEE

The Rodeo Drive Committee was founded in 1972 by a handful of Beverly Hills merchants to enhance Rodeo Drive's image and market the street both regionally and internationally as a world-class shopping destination. Today the Committee is comprised of more than 70 merchants, property owners and hoteliers on Rodeo Drive, who pay voluntary dues to support marketing, publicity and special event efforts.

2009-2010 RODEO DRIVE COMMITTEE GENERAL GOALS

- Promote, protect and market Rodeo Drive.
- Continue one-on-one outreach to key media to deliver a cohesive Rodeo Drive message, maintaining and elevating the shopping district's status in light of current economic challenges.
- Continue working with third party organizations and members to reinforce better business practices (e.g. American Express Fraud Prevention seminar, Sales techniques, etc.)
- Continue working with Beverly Hills Conference and Visitors Bureau to maximize on opportunities to draw tourists to Beverly Hills and hotel guests into Rodeo Drive stores.
- Continue and build special events on Rodeo Drive to draw traffic and media attention to the street.
- Conduct research to determine tactics to re-gain/maintain Rodeo Drive's market share.

2009-2010 RODEO DRIVE WALK OF STYLE® GOALS

- Identify potential honoree(s) for Fall plaque unveiling and awards ceremony.
- Induct one to two honorees annually.
- Create high profile event(s) for each honoree to garner media attention and momentum for the Program.
- Continue banner program to highlight honorees' body of work.
- Execute specialized publicity programs in conjunction with each induction/awards ceremony.
- Investigate alternate event formats, which may be appropriate for honoree categories.
- Pursue additional income streams to offset and expand program.
- Continue tourism outreach to expand media coverage to help build the Rodeo Drive Walk of Style® as a destination point.

- Research and develop potential extensions of the Rodeo Drive Walk of Style® to increase program's accessibility to the community.
- Continue outreach to potential honorees.
- Update and expand Rodeo Drive Walk of Style® website to continue building the Rodeo Drive Walk of Style® as a world-renown travel destination. Provide up to date information to visitors as well as potential sponsors and honorees. Promote the City of Beverly Hills and Rodeo Drive as the epicenter of fashion and entertainment and maximize publicity opportunities
- Continue development of marketing materials for potential sponsors and honorees. Capitalize on the momentum of the program and its highly publicized events to market the Award to potential sponsors and honorees as a highly coveted and prestigious honor within the fashion industry.

2009-10 RODEO DRIVE CONCOURS D'ELEGANCE GOALS

- Continue to grow the prestige of Rodeo Drive Concours d'Elegance and institutionalize event as a Father's Day tradition.
- Expand media partners to advertise the event locally, regionally and nationally to further promote the event.
- Secure Honored Marque and luxury sponsors/partners to help underwrite costs of the event.
- Utilize Rodeo Drive Concours d'Elegance website to further promote the event and attract future sponsors and partnerships.
- Execute banner program to further promote the event.



**Canon Drive Association
Funding Proposal to City of Beverly Hills
Fiscal Year 2010 – 11**

c/o Reims Brand Management
499 North Canon Drive, 4th Floor Beverly Hills, CA 90210
T 310.985.4229 F 310.277.1215
canondrivebh.com

Year Incorporated: 2009

Frequency of Meetings: Board Meetings - monthly
Member Meetings - quarterly

Mission Statement: CDA is a non-profit association of Cañon Drive businesses, property owners and related partners organized to spearhead marketing, publicity and event activities for the area. Its Mission is:

Drive revenue and increase awareness for member businesses and the area.

Develop a vigorous marketing collective of vested members working together to build Cañon Drive into a globally recognized destination, widening the overall brand reach for Beverly Hills while creating value for our local community.

Position Cañon Drive as the ultimate Southern California strolling street with a broad array of offerings.

Build wider awareness of the area's role as the heart of the Beverly Hills community, offering visitors a unique opportunity to immerse in and experience the authentic Beverly Hills lifestyle.

Create compelling programming to attract regional visitors.

Members of Board:

Ali Kasikci, Chairman
Gaby Reims Alexander, President
Peggy Kahn, Secretary
Vicky Mense, Treasurer

Montage Beverly Hills
Reims Brand Management
Personalized Property Management
Xi'an

Rita Barsoumian
Michael Beaudry
John Carroll
Giacomino Drago
Peter Garland
Fred Hayman
Paula Kent Meehan
The Honorable Vicki Reynolds
Arnold Rosenstein
Clif Smith
Tracey Spillane

The Wine Merchant
Beaudry
Carroll & Co.
Via Alloro, Il Pastaio
Porta Via
Fred Hayman Beverly Hills
Kenquest

New Pacific Realty
Beverly Hills Courier
Spago

Membership Roster:

BEAUDRY BEVERLY HILLS
BEVERLY HILLS COURIER
BROOKS SHOES FOR KIDS
BOUCHON BEVERLY HILLS
CANON BUSINESS PROPERTIES
CARROLL & CO.
CONSERVATORY AT MONTAGE
COUPA CAFE
DICKRANIAN MANAGEMENT COMPANY
EDDIA BEVERLY HILLS
FRED HAYMAN BEVERLY HILLS
GIUSEPPE FRANCO
GREGG SILVER
HERSHENSON INVESTMENTS
IL PASTAIO
JAMES PERSE
JOLIE VIE DESIGN STUDIO
KENQUEST
LUXURIATOR BY FRANCO
MONTAGE BEVERLY HILLS
NEW PACIFIC REALTY
NIC'S MARTINI LOUNGE
PARQ AT MONTAGE
PERSONALIZED PROPERTY MANAGEMENT
PGR PRODUCTIONS
PORTA VIA
SHE'S USA
SPA MONTAGE
SPAGO
THE WINE MERCHANT
TIGER SUSHI
VIA ALLORO
VICKI REYNOLDS
XI'AN

About Canon Drive:

Equal parts upscale neighborhood and cosmopolitan chic, Cañon Drive is known for a major lunch crowd and sidewalks packed with al fresco dining. This 5-block stretch of “downtown” Beverly Hills caters to locals with a unique collection of charming, owner-operated independent restaurants and boutiques. The ultimate anti-mall experience, it’s home to world famous chefs and stylists, and a host of premier dining and retail.

Just two blocks from Rodeo Drive, between Wilshire and Santa Monica Boulevards, Cañon’s allure extends beyond its big names – the Forbes Five-Star Montage Beverly Hills, Thomas Keller’s Bouchon and Wolfgang Puck’s Spago – to offer well-heeled travelers “insider access”, the opportunity to experience the authentic Beverly Hills lifestyle.

At the center of the world’s most prestigious zip code, this quintessential Californian strolling street is short enough to comfortably enjoy your new Manolos and, thanks to the famed 2-minute response time of Beverly Hills’ finest, safe enough to leave the “travel jewelry” at home and break out the real stuff.

Romantic Date? Family Outing? Girls’ Night Out? Sip, strut and shop your way along a row of favorite neighborhood bistros (Xi’an, Porta Via, the Dragos’ Il Pastaio, Coupa Cafe, The Conservatory), hot shops (Beaudry flagship, Carroll & Co, James Perse), exciting newcomers (Luxuriator, Tiger, Philippe Derey, The Bar Room) and Beverly Hills classics (Giuseppe Franco). Rest along the way in the beautiful Beverly Canon Gardens, where you can stop in to Bar Bouchon or Parq, or pop into Spa Montage for unparalleled pampering.

Whether you’re looking for the perfect gift, a new dress, a great lunch spot to watch the world walk by, a diamond necklace, a fun place to meet for cocktails, a new suit, or a romantic dinner, you can find it all here... Plenty of parking, beautiful public gardens, 19 restaurants, 15 beauty salons, varied boutiques featuring distinctive clothing and accessories for men, women and children, multiple fine jewelers, 2 leading spas, 2 chocolatiers, 2 wine shops, 2 cigar shops, and an old-style barber shop.

You can... on Cañon!

Primary Programs:

Activities of the Canon Drive Association strive toward local, regional and national visitor attraction, drawing a target demographic to drive revenue for retail and restaurants, while driving media coverage and increasing brand awareness.

Ongoing Charity / Community partnerships, events and promotions

- including Beverly Hills Recreation Services, Beverly Hills Unified School District, The Amanda Foundation, The Maple Counseling Center and Project Angel Food

Public Art Party: Beverly Hills

Summer Concert Series in the Gardens

Canon Drive Festival

- "90210" Beverly Hills Appreciation Event kicked off in celebration of 9/02/10

Third Thursdays on Canon

Canon Drive Holiday Program

Situation Overview:

Everyone is facing budget cuts and funding limitations. The necessity of public / private partnership has never been greater. Encouragement was widely expressed by City representatives as we went about founding the Association last year, maintaining the City likes to help businesses who help themselves, and expressing the hope that this may be a successful, efficient model to be replicated throughout other areas of the City.

The Canon Drive Association has been completely self-funded to date. The unique charm of the street, stemming from its collection of predominantly independent, owner-operated businesses, also represents a steep funding challenge. Most of these businesses are working with extremely limited budgets, with owners who live or die by the revenue of this location, as they operate without the assistance of international budgets, additional and less-costly locations or larger parent companies. While many simply cannot afford to allocate budget funds toward anything other than operations, the Association has managed to bring together a solid group who have dug deep into their own pockets to fund promotional activities that benefit the whole area. Further, the Association continues to attract new members on a regular basis.

Unlike the Rodeo Drive Committee, the SoBev Merchants Association and the Brighton Way Association, the Canon Drive Association has never received any financial support from the City, either directly or through the Economic Development Department of the Chamber of Commerce. Members of the Canon Drive Association now respectfully request matching grant funds in order to more effectively manage ROI and strengthen the impact of both the City's marketing monies as well as the Association's member dues by joining them together in common purpose. Our request amounts to less than 2.5% of the Total TOT (2%) Marketing Budget, and less than 1/3 the amount that the Rodeo Drive Committee received last year.

Previous Funding Request(s): None

Current Funding Request Summary:

Association Membership	\$10,000
Canon Drive Festival	\$15,000
Third Thursdays on Canon	\$35,000
2010 Canon Holiday Program	\$20,000
TOTAL	\$80,000

Current Funding Request Detail:

Canon Drive Association Membership as Property Owner

- a) amount of the request: \$10,000
- b) purpose of the program:

Relative to the amount of property owned by the City of Beverly Hills on North Canon Drive, the Association invites the City to participate as a Member in the same manner as have other large property owners on the street (Sponsor Level - \$10,000 annual dues). Property owned by the City is property not owned privately by people or companies that the Association could otherwise attract as dues-paying Members. CDA Dues are structured as follows:

Participating Level Membership Annual Dues: \$1,000 per taxable lot

- Property owners at this level: Alan Abramson
- Additional property owners who decided to become a member at this level for their business (those dues are \$1 per square foot), rather than as property owners are John Carroll at Carroll & Co (paying \$5000) and Eddia Mirharooni at Eddia Beverly Hills (\$1,840).

Sponsor Level Membership Annual Dues: \$10,000

- Member at this level include:

New Pacific Realty - Arnold Rosenstein
Fred Hayman Beverly Hills
Kenquest - Paula Kent Meehan
Dickranian Management Company - Ken & Cindy Norian, Laurel Karabian
Montage Beverly Hills
Beverly Hills Courier

CDA is also currently in discussion with Glen & Hoyt Leisure, Joseph Shabani and Avi Tashman about joining at this Sponsor Level.

c) is this a 'one-time' request or recurring request: recurring (annually)

Comments:

Since its founding, the Canon Drive Association has actively participated and partnered in City outreach and event efforts. Within 1 month of first collecting Members' dues, CDA participated in the Beverly Hills Conference & Visitors Bureau annual New York Sales Mission, attending at its own expense and providing 6 prize baskets for raffle at the 2 events, valued at \$17,835. CDA also participated in the City's first annual Greystone Concours, where 5 member restaurants each donated over 3,000 food servings (Spago, Via Alloro, Il Pastaio, Porta Via, Coupa Cafe), and in the second annual Public Art Party, by presenting a public photography exhibit / contest (which also served as a fundraiser for the BHUSD) and producing a public event in the Beverly Canon Gardens with live music on June 5 (at a cost of \$2,000). CDA has committed to partner once again with the City, co-presenting its Summer Concert Series in the Gardens - the Association will be providing funds (up to \$2,000) and dedicating efforts toward finding high-quality, low-cost entertainers and promoting the event. The Association also aids in visitor attraction, regularly providing the CVB with promotional information / materials and participating in its Visitor Marketing Committee meetings.

Canon Drive Festival
("90210" Beverly Hills Appreciation Event)

a) amount of the request: \$15,000

b) purpose of the program:

To capitalize on this unique opportunity for media coverage, enhance the celebration of our City and famous zip code and involve the community with programming designed to complement the City's planned activities and promotional efforts in conjunction with the Taste of Beverly Hills event.

Preliminary Program Overview -

Sunday, September 12th, 12p - 5p
Beverly Canon Gardens

This local community-driven event will be the ultimate Beverly Hills-style Garden Party, developed to celebrate our community by highlighting the culinary and retail offerings of the 90210 area in a fun, informal, family-friendly setting. With an eye toward complementing the Taste of Beverly Hills event at the old Rob-May location, Canon Drive Association plans to make September "Locals" month, adding value for Beverly Hills Residents, promoting Beverly Hills businesses and supporting an essential Beverly Hills charity. The format of this Community Appreciation event will extend beyond food tasting to interactive activities including Canon Chef Cook-off, Waiter Races, Chalk Sidewalk Art Contest, Fashion Presentation, Craft Booths, Demonstrations, Croquet Contest and Live Musical Entertainment. Entry to this event will be free and open to the public. CDA will continue the "Locals" focus by supporting a local 90210 charity: from Sep 19 - 21 CDA Members will donate a percentage of sales to The Maple Counseling Center. CDA will track event attendance, CDA Member revenue, promotional bounceback offer redemption and media coverage generated by this event.

This concept is designed to achieve the following specific goals:

- Allow Beverly Hills to extend the marketing exposure and promotional reach of the "9-02-10" celebration beyond the Labor Day holiday weekend, further capitalizing on the unique "9-02-10" opportunity for media coverage
- Enable broader, more financially approachable participation by Beverly Hills businesses ("Taste" costs may prohibit participation by many smaller local restaurants and will not incorporate retail to the same degree)
- Cater to "local" residents, encouraging broader attendance by Beverly Hills families with free entry and fun programming
- Support "local" charitable work that benefits the community, supplementing cuts due to the tough economy

c) is this a 'one-time' request or recurring request? one-time

d) cost of program and other funding sources: \$45,000; remainder of costs to be covered by self-funding, participant fees, media partners, and corporate sponsorship

Overall Program Budget: \$45,000 total
(\$15,000 requested from the City)

Budget Breakdown

Live Entertainment / Activities	\$16,000
Promotional Materials	\$9,000
Rentals / Equipment	\$20,000
Gardens Permit Fees	- we hope this will be contributed by City as partners in the 90210 celebration

e) target audience for program: Local Beverly Hills community; Drive-in regional visitors from neighboring areas; families

f) data to be used to demonstrate the success of the program:
CDA will track sales generated at the event, revenue levels at CDA Members on event day (as compared to the same Sunday last year), revenue generated through a measurable bounceback redemption program, event attendance and the value of media coverage generated.

g) Value of Program to City:

The City stands to benefit in several ways from this event, including sales tax generated by on-site event sales, by additional traffic at area businesses on event day, and by redemption of "Local Month" bounceback offers that will drive repeat retail and restaurant revenue through the rest of the month; parking revenue through meters and City-owned lots; brand reinforcement and media exposure.

Background:

Examples of similar events follow:



Taste of Fillmore Overview

WHAT The Fillmore Merchants & Improvement Association and Steven Restivo Event Services, LLC would like to invite you to participate in the 2nd Annual *Taste of Fillmore*. We are closing one block of Fillmore Street between Pine Street and California Street in San Francisco and will be offering "Tastes" of Fillmore Street. Fillmore Street merchants and restaurants will be participating to make this a day to savor.

The event will include food sampling, wine tasting and jazz. In addition, we will have a cooking demonstration stage with chefs from Fillmore Street Restaurants and a Fashion Show to showcase Fillmore Street boutiques.

WHERE The Taste of Fillmore event will be located on the block of Fillmore Street between California and Pine.

The Fashion Show stage will be located at California Street and the cooking demo stage will be located at Pine Street. Entertainment will take place mid-block on Fillmore between Pine and California from 12:00 Noon - 5:00 PM.

WHEN **Saturday, September 18th, 2010, 12:00 noon to 5:00 pm**

WHO Taste of Fillmore is presented by The Fillmore Merchants & Improvement Association. The Fillmore Merchants & Improvement Association is a non-profit organization formed by local property owners and merchants of the area in an effort to improve the business environment on Fillmore Street in San Francisco.

Taste of Fillmore is produced by Steven Restivo Event Services, LLC (SRES). The company is a long time provider of event production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company's founder, Steven Restivo, has been involved in the event world for 27 years and has contributed to the production of hundreds of public events and large corporate functions.

The 2nd Annual Taste of Fillmore Rafael - Saturday, September 18th, 2010 ~ Noon - 5:00 pm
Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436
www.tasteoffillmore.com ~ stavevt@SRESproductions.com

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Overview

WHAT In its 56th year, The North Beach Festival is considered one of the country's original free outdoor arts & crafts Festivals. The Festival attracts in excess of 100,000 attendees each year from all over the United States. Visitors will enjoy live entertainment on multiple stages, browse the offerings of fine art and crafts and enjoy gourmet food and beverages. North Beach is considered by locals and visitors alike as San Francisco's Little Italy.

WHERE The Festival is held at Washington Square Park and on numerous adjacent streets in San Francisco's historic North Beach district.

WHEN Saturday June 19th & Sunday June 20th, 2010 ~ 10 am to 6 pm

WHO *The North Beach Festival* is proudly presented by the North Beach Chamber of Commerce. The North Beach Chamber of Commerce is a non-profit organization formed by local property owners and merchants of the area in an effort to improve the business and community environment in North Beach district in San Francisco.



The Festival is produced by Steven Restivo Event Services, LLC (SRES). The company is a long time provider of event production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company's founder, Steven Restivo, has been involved in the event world for 26 years and has contributed to the production of hundreds of public events and large corporate functions.



The North Beach Festival ~ Sat. June 19th & Sun. June 20th, 2010 ~ 10 am to 6 pm
Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436
Presented by www.NorthBeachChamber.com ~ Produced by www.SRESproductions.com

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Audience

DEMO- GRAPHICS

The Festival is attended by people from all over nation and the nine-county San Francisco Bay Area. The Bay Area represents one of the world's great regional economies. It successfully competes in the global market as a knowledge-based economy powered by its wealth of research, technology, and innovation. If the Bay Area were a country it would rank about 20th in the world.

The Bay Area's population consists of 6.5 million people within three metropolitan centers: San Francisco, San Jose and Oakland. The gross regional product exceeds \$200 billion and ranks fifth in the U.S. The region is top ranked nationally for its proportion of scientists, lawyers, computer programmers, musicians, engineers, business consultants, authors, physicians and artists.

The event is situated in the historic North Beach District, known to locals and visitors alike as San Francisco's Little Italy and the home of the famed beat generation. The Festival site includes numerous quaint streets and the beautiful Washington Square park in the heart of the district.

COVERAGE/ IMPRESSIONS

These are just a few of the publications and radio stations that have helped promote the event to the Bay Area over the years:

- The **Northside publication** has a circulation of 20,000.
- The **San Francisco Chronicle** has an average daily circulation of 485,000.
- **KGO Radio** reaches more than 1 million Bay Area listeners weekly.
- **KCBS Radio** provides public service announcements.
- Calendar listings will appear in a variety of publications throughout the Bay Area.
- The event will be listed on 75 to 100 event listing websites.
- The event has a professional publicity agency doing constant media outreach.

The North Beach Festival - Sat. June 19th & Sun. June 20th, 2010 - 10 am to 6 pm
 Produced by Steven Restivo Event Services, LLC -- Ph: 1-800-310-6563 -- 415-456-6455 -- Fax: 415-456-6436
 Presented by www.NorthBeachChamber.com - Produced by www.SRLSproductions.com

Third Thursdays on Canon

a) amount of the request: \$35,000

b) purpose of the program:

One evening per month, on the third Thursday of the month, Canon Drive will create an entertainment / cultural program to enhance an Open House environment from 5 - 8p. Through strategic partnerships with arts organizations, programs will present different elements each month to maintain interest and tap new audiences. These programs will include a variety of live music and interactive art / cultural presentations from lectures and signings to exhibits and demonstrations. Special offers will be built in to the program's promotion to help drive revenue to the area's shops and restaurants. For the 2 months of the year when these programs will coincide with the Concert Series in the Beverly Canon Gardens, the added event elements will complement the concerts, even assist in promotion of the concerts, and further capitalize on opportunity to convert foot traffic into revenue (and sales tax for the City).

This concept is designed to achieve the following specific goals:

- Drive foot traffic at targeted times to capture shopping and dining revenue
- Help meet growing demand for almost non-existent brand-appropriate nightlife in the City
- Energize the Beverly Hills brand to attract target regional demographic: affluent Angelenos, ages 25 - 50
- Maximize promotional efforts by marketing a series to drive repeat regional visits, increased media coverage and wider exposure for the area

c) is this a 'one-time' request or recurring request? one-time

d) cost of program and other funding sources: \$84,000 total; remainder of costs to be covered by self-funding, promotional partners and corporate sponsorship

Overall Program Budget: \$84,000 total - for 12 events
(\$35,000 requested from the City)

Breakdown Per Event

Live Entertainment / Activities	\$3,000
Promotional Materials	\$1,000
Rentals / Equipment	<u>\$3,000</u>
TOTAL	\$7,000

e) target audience for program: affluent Angelenos, ages 25 - 50

f) data to be used to demonstrate the success of the program:
CDA will track revenue generated at CDA members businesses, as well as the value of media coverage generated. Promotions designed for these events will incorporate a measurable bounceback redemption program to track revenue and sales tax generated following the events. We will seek to measure increases in Member revenue against last year, and to track event attendance.

g) Value of Program to City:

Although resulting revenue and brand exposure will extend beyond these specific event days, Canon Drive Association anticipates several sources of revenue to be generated for the City on these event days, including Sales tax revenue generated at area businesses and Parking revenue through meters and City-owned lots. Additional value to the City include these benefits: energizing the Beverly Hills brand, capturing media exposure, meeting City need for desirable nightlife and attracting visits from target regional demographic.

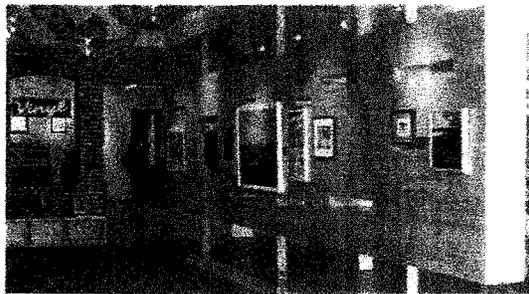
Background:

Examples of similar concepts in Santa Barbara, San Francisco, Venice and Silver Lake follow:

First Fridays at Abbot Kinney Boulevard Welcome to the Neigh...

<http://discoverlosangeles.com/play/arts-music-and-entertainment...>

First Fridays at Abbot Kinney Boulevard Welcome to the Neighborhood



Abbot Kinney Boulevard

Abbot Kinney Boulevard
Venice, CA 90227
8-10 PM
www.abbotkinney.com

There's no better way to check out the art, find the shopping, or catch a live performance located in the heart of Venice than stopping by on the first Friday of every month. The event starts around 6 pm and runs until 10 pm. The neighborhood merchants come together to feature the best artists, gifts, products, and music. And of course, beverages are available. It's a way to experience what Abbot Kinney Boulevard is all about.

"We wanted to attract daily event consumers to the area, to be a benefit to our community, offer to the Venice neighborhood, and to be a benefit to the available community even as a way to support the businesses and other groups in the area of Abbot Kinney."

"We want to support charitable activities to the benefit of the local community. It's a statement to those who come to the event. This was a big favor to the neighborhood," Jewhouse says. "It's not all 50's and 60's anymore. At the end of the day, it's not all 50's anymore."

The huge usage of event goes beyond an exciting yet community-oriented atmosphere, making the performers and dates, as well as family and friends, as well as a perfect way to introduce yourself to the neighborhood. "The Venice event is a great way to see."

Downtown Santa Barbara
The most beautiful downtown in America

Featured Events | Calendar of Events | Coming Attractions | Transportation | Parking | Maps | Rate Street Fairs | More on Santa Barbara | 1st Thursday

Special Events

1st Thursday is an award-winning program highlighting downtown arts, culture and entertainment on the first Thursday of every month. All 1st Thursday attractions are free from 5-8pm.

The next 1st Thursday event is Thursday, June 3rd.

In the meantime, be sure to check out all of the other great Featured Events happening in Downtown Santa Barbara.

Click on one of the links below for more information:

- [About 1st Thursday](#)
- [Download the 1st Thursday Map and Guide](#)

April 1st Programming:

- [Galleries & Performing Arts Venues](#)
- [Special Performances](#)
- [Partner Events](#)
- [Calendar of Events](#)
- [1st Thursday Sponsors](#)
- [Member Login](#)



ART • MUSIC • THEATRE
DOWNTOWN SANTA BARBARA

ABOUT 1ST THURSDAY

1st Thursday is an evening of art and culture in downtown Santa Barbara. On the first Thursday of each month, participating galleries and art-related venues offer free access to visual and performing art. A fun art scene is guaranteed from 5-8pm. 1st Thursday's feature attractions, such as art openings, live music, artist receptions, lectures, wine tastings and hands-on activities. In addition, Street performances on 1st Thursday with performances and interactive exhibits. Look for previews of forthcoming plays, symphonic performances and dance productions, as well as "kick up" performing performers. The Downtown Organization also partners with Santa Barbara's groups for one-time 1st Thursday attractions.

1st Thursday is for locals and visitors alike. It provides an opportunity for residents to engage in arts, culture, mingle with neighbors and join in the arts community. The program also offers visitors the chance to experience in one evening the diversity of downtown Santa Barbara's and performing arts scene. 1st Thursday is aimed at developing a lively atmosphere downtown as well as showcasing the cultural variety that Barbara has to offer.

The **1st Thursday Passport** is a printed guide and tied to all of the 1st Thursday attractions and are available at participating galleries and at MTD studios, The Visitor's Center and local convenience desks. OR you can download a printable version above.

Expect something special in art and culture on the first Thursday of every month!

[Back to the top](#)

GALLERIES AND PERFORMING ARTS VENUES:

ARTS CENTER
801 Garden Street
(805) 962-8179

Welcomes the Santa Barbara community to the first Thursday art show. A selection of sculpture, drawing, paintings and will be showcased throughout the building and beautiful outdoor gallery. Please join us to celebrate the rich Arts and culture community. Refreshments served.

THE MUSEUM
11 West Anapamu Street
(805) 568-1900

Art: Marie Melley Hoag. An exhibition of new and recent artwork, including paintings by artist Marie Melley Hoag who took us on a journey of migration from one country to another, and we'll be inspired, as well as into the most split existence. It's story telling, images, and reflections. The observations and process of her experience. It's not just about art, it's about heritage. The artist will be present, refreshments served.

ARTS CENTER
27 East Costa Street
(805) 490-3375

Students from The American School of Santa Barbara will showcase their artwork and drawings of their art pieces.

Monthly Food Truck Block Party Begins Saturday in Silver Lake



Food Truck

Another venture has sprung up in the profitable world of food truck, crisscrossing as it is, in Los Angeles.

Grub Street, a food truck site, starts a monthly

"Food Truck Block Party" this weekend at

Micheltorena Elementary School on Sunset Blvd. The six-hour party, which sounds like a (hopefully mellower) "Food Truck" redux, right down to the design and crafts market, will recur every last Saturday and Sunday of the month from 10:00 A.M.-4:00 P.M. There's space for six trucks, and the roster changes each day. A full schedule of trucks is below with location details.

Silver Lake Food Truck Block Party 1511 Micheltorena st (at Sunset Blvd) Los Angeles, CA, 90026

Saturday, February 27th:

- Sliee Truck - 10:30
- King Kone - 11:30
- Grill Em All - 11:30
- Willoughby Road - 11:00
- Tasty Meat - 11:45
- Don Choi's Tacos (time TBA)

Sunday, February 28th:

- Yum Yum Bowls - 9:30
- Buttermilk Truck - 10:00 (leaving 1:30 - being replaced by Asian Soul Kitchen)
- Phamish - 10:00
- Louks To Go - 11:00
- LA BBQ Guy - 11:15
- Dels - 12:00

by [Grub Street](#)
© 2010 GRUB STREET

The above information is for informational purposes only and does not constitute an offer.

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News
Event Agency

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Our clients (if 850 words allowed HTML and URLs prohibited)

First Thursday Art

<http://www.firstthursdayart.com/>

A downtown tradition since 1993, on the first Thursday of every month many of our member galleries are open late for a casual open house. If you are making a special trip to visit a specific gallery, we recommend that you call first Thursday at 415.398.3388.

For a listing of current gallery exhibitions, contact information, and to sign up for our mailing list, go to www.firstthursdayart.com/

Founded in 1972, the San Francisco Art Dealers Association (SFAA) seeks to promote the highest standards of contemporary art, knowledge and critical dialogue within the gallery community.

SFAA contributes to the advancement of the art in the San Francisco Bay Area by investing in the professional development of its members and forging relationships with our public and private organizations. Our exhibitions and collections range from historic works to the cutting edge in all media: sculpture, painting, works on paper, textiles, video, film, and installations. We show work by emerging and established artists as well as early, mid-career and contemporary masters. Membership is by invitation only.

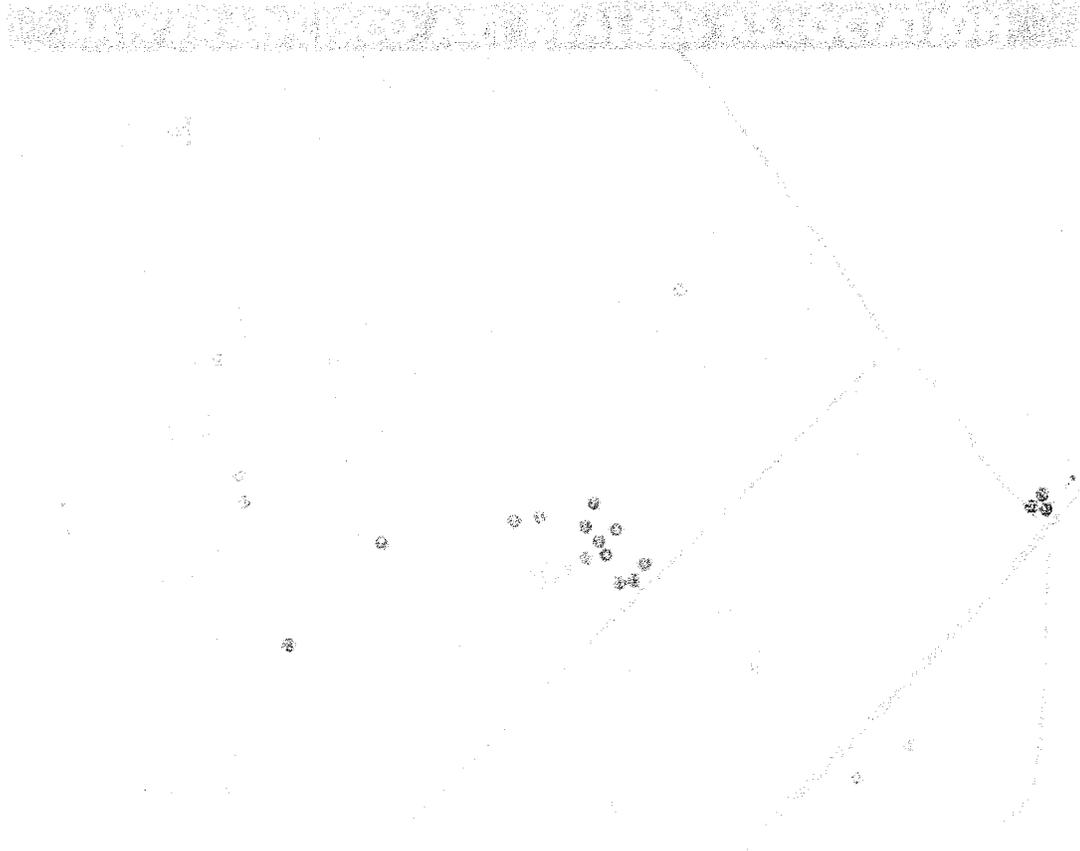
FIRST THURSDAY

2010

December 3, 2009
January 7, 2010
February 4, 2010
March 4, 2010
April 1, 2010
May 6, 2010

June 3, 2010
July 1, 2010
August 6, 2010
September 3, 2010
October 7, 2010
November 4, 2010

*Adjusted for holiday



2010 Canon Drive Holiday Program

a) amount of the request: \$20,000

b) purpose of the program:

Within 2 months of first collecting member dues, CDA allocated over \$24,000 to its 2009 Holiday Program, stepping up to City's encouragement to supplement holiday decor on its own, greatly depleting its start-up budget to purchase additional decorations and produce its inaugural Open House event (delivered over 400 attendees, media exposure, and support to the Beverly Hills community via Beverly Hills High School and The Amanda Foundation). In addition, unlike any of our neighbor associations, the Canon Drive Association also incurs monthly fees to store these additional decorations, through the same company which stores the City's decorations.

This is not a decor request, but rather a strategic plan to build on the success of the inaugural CDA Holiday Event. Compelling events and offers will target several audiences to drive revenue and media coverage during this crucial need period for Beverly Hills shops, restaurants and hotels, and resulting sales tax and TOT to the City.

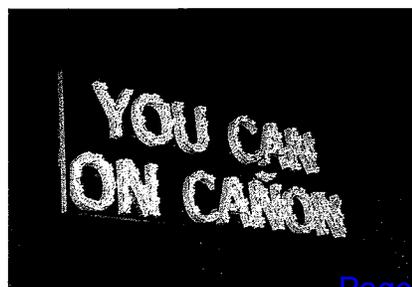
To date, the City has really only been identified in the public with one event for the holiday season - the Lighting Ceremony (drawing a crowd to an area with closed shops). The Canon Drive Association has designed a multi-tiered Holiday Program to complement this existing event and achieve these specific goals:

- Drive TOT, restaurant and retail sales at a crucial need period
- Develop a signature Beverly Hills-branded event that will draw national publicity, enhancing visitor attraction and driving revenue
- Create festive seasonal events and activities, not limited to Christmas, catering to a wider audience in our community
- Target diners, shoppers, families from local, regional and national markets

Canon Holiday Hotel Package

Valid Nov 25 - Jan 4

Trackable value offers at CDA Member businesses will be extended to visitors booking at local hotels under the Canon Holiday Package



Beverly Hills Winter Wonderland

Beverly Canon Gardens

(on Display 12/4 thru 1/10)

Watch as the Beverly Canon Gardens transforms into a live sculpture garden presenting the Beverly Hills Winter Wonderland Top Design Contest, featuring seasonal topiaries & Christmas trees presented and sponsored by celebrity stylists, landscape designers & Beverly Hills businesses.

Holiday Open House & Traditional Tree Lighting Community Party

Saturday, December 4th

Join us as Canon Drive comes alive with the holiday spirit and prepare for the season with an expert "Holiday Boot Camp", Beverly Hills-style. Boutiques will open their doors with trends for Hot Holiday Fashion, special offers, refreshments and gifts with purchase. Restaurants and Salons will serve up special samples, family activities and tips for chic Holiday entertaining and style. Beverly Canon Gardens will feature several free community events: Holiday Music Concert and Latke Party at 4pm, Menorah Lighting at 4:45pm and Tree Lighting at 5:15pm.

"Home for the Holidays" Happenings

Saturdays, December 11th & 18th

Family fun continues with activities like Caroling & Cocoa, Tzedakah Toy Drive, Holiday Cookie Decorating & Story Time, Photos with Santa.

c) is this a 'one-time' request or recurring request? one-time

d) cost of program and other funding sources: \$50,000 total; remainder will be covered by self funding, corporate sponsors, media partners and participant fees

Overall Program Budget: \$50,000 total
(\$20,000 requested from the City)

Budget Breakdown

Live Entertainment / Activities	\$20,000
Promotional Materials	\$7,000
Rentals / Equipment / Labor	\$23,000

e) target audience for program: diners, shoppers, families; local, regional and national visitors; regional and online media outlets

f) data to be used to demonstrate the success of the program:

CDA will track revenue of CDA Members for the month of December (and measure it against last year), measurable bounceback redemption from event programs, event attendance and value of media coverage generated. Canon Hotel Packages will also allow tracking of TOT generated.

g) Value of Program to City:

Canon Drive Association anticipates several sources of revenue to be generated for the City through this program, including: TOT, Sales tax revenue generated at area businesses, and Parking revenue through meters and City-owned lots. Additional value to the City will include brand reinforcement and media coverage.

Comments:

Goods, services and meals can be purchased at many different locations... research shows that consumer behavior is driven by the overall experience around the purchase more than the end result. This is even more true during the holiday season. In addition to the businesses decorating their own interiors and exteriors, and creating in-store activities, Canon Drive Association seeks to position the area to compete through compelling programming and a festive ambiance.

Background:

Holiday Events in Santa Monica

Winterlit

Downtown Santa Monica & Third Street Promenade

Make this holiday season a special one for the whole family. Come to Downtown Santa Monica and enjoy the festive atmosphere. Just blocks from the Pacific Ocean, Downtown offers an array of shopping and dining, movie theatres and unique entertainment venues, including the world famous Third Street Promenade. ICE at Santa Monica running now until February 15, 2010.

Main Street Annual Holiday Event

Main Street

Take part in the Main Street Tree-lighting, caroling and Candlelight Walk to the famous Shopping Cart Tree at Edgemar Courtyard. Vote on your favorite windows during the annual Window Decorations Contest, enjoy holiday parties at numerous Main Street businesses and more.

Montana Avenue Holiday Walk

Montana Avenue between 7th-17th Street

Enjoy festive blocks of complimentary holiday delights, family shopping, gourmet restaurants, singing, music and Santa Claus. Takes place the first Friday of December from 5pm to 9pm.

Santa Monica Nativity Scenes

Palisades Park

The 14 life-size Nativity Scenes displaying events surrounding the birth of Christ will be on display along Ocean Avenue between Arizona Avenue and Santa Monica Boulevard.

No Snow. Lots of Style. The Holidays: Only in San Francisco

Nov. 19, 2009 until mid-January 2010

Snowflakes on Market Street

San Francisco's Market St. will be lit for the holiday season. More than 100 five-foot-wide energy-saving LED illuminated snowflakes will decorate Market Street's signature "Path of Gold" light poles this winter from Kearny to Sixth Street. A lighting ceremony featuring dancers from the San Francisco Ballet's Nutcracker is scheduled to begin on Nov. 19 at 6 p.m. near the cable car turnaround at Powell and Market streets. The event is free and open to the public. For information visit www.marketstreetassociation.org.

Embarcadero Center's Building Lighting

6 p.m.

The 23rd annual lighting of the Embarcadero Center's distinctive towers with more than 17,000 lights will be followed by an ice show, fireworks display and Winter Carnival at the Holiday Ice Rink at Embarcadero Center presented by Hawaiian Airlines. For information visit www.embarcaderocenter.com/ec/attractions.

Nov. 22, 2009

Pier 39 Tree Lighting

1-6 p.m.

Bay Area groups performing seasonal favorites will participate in Pier 39's tree lighting celebration. The majestic tree in the entrance plaza will be lit at 5:30 p.m. For information visit www.pier39.com.

Nov. 27, 2009

Ghirardelli Square Tree Lighting Ceremony

5:30 p.m.

Ghirardelli Square, 900 North Point, comes alive with colorful performers, music, the arrival of Santa and a 50-foot Christmas tree lighting up the night. For information visit www.ghirardellisq.com.

Nov. 27, 2009

6-7 p.m.

Union Square

The 20th annual illumination of Macy's Great Tree includes live music and Santa. Enjoy performances by Anoop Desai, American Idol star, and Cirque du Soleil's latest show, OVO. More than 1,500 ornaments adorn the tree; sponsor a light on the tree for \$5. Proceeds benefit the UCSF Children's Hospital.

Nov. 27-Dec. 15, 2009 Wednesday-Sunday; Dec. 16, 2009-Jan. 3, 2010 daily

Holiday Lights Tour

Departures are 5 and 7 p.m. from both Union Square (Geary and Powell) and Fisherman's Wharf (Jefferson and Taylor)

Classic Cable Car Sightseeing lights up the holiday season with a special tour of San Francisco. Departing from both Union Square and Fisherman's Wharf, the 90-minute

cable car tour takes in many illuminated attractions, including: the Union Street Fantasy of Lights; Macy's Christmas tree and window displays; Pier 39 Christmas tree and holiday decorations; Ghirardelli Square Christmas tree and lights; Embarcadero Center holiday displays; the new Market Street illuminated snowflakes, and much more. For reservations visit www.classiccablecar.com or call 800-452-4386 or 415-596-9929.

Nov. 30, 2009

Castro Holiday Tree Lighting

6 p.m.

Merchants of Upper Market and Castro present their annual holiday tree lighting ceremony, Bank of America Plaza, 18th and Castro Streets. Enjoy holiday carols from the Lesbian/Gay Freedom Band, SF Gay Men's Chorus, SF Lesbian/Gay Chorus and Metropolitan Community Church Choirs. There also will be special guests, and the arrival of Santa and Ms. Claus and their elves. Merchants in the area will be open late, offering holiday specials and discounts. For information visit www.sfmerchants.com/associations/castromerchants.htm.

Dec. 5, 2009

Union Street Fantasy of Lights

3 to 9 p.m

On Union Street between Van Ness and Steiner, costumed characters, Santa, merchant open houses and activities for children launch the holiday season along this famous street in San Francisco. Santa will be at the beautiful Cudworth Mansion, 2040 Union St., 5:30-7 p.m. For information visit www.unionstreetsf.com.



**Funding Request to City of Beverly Hills
Fiscal Year 2010 – 11**

Please use additional pages if necessary

Name and Address of Organization:

Brighton Way Association
c/o Economic Development Division
Beverly Hills Chamber of Commerce
239 South Beverly Drive
Beverly Hills, CA 90212

Year Incorporated: The Brighton Way Association was created in January 2010. It is not yet incorporated. The Beverly Hills Chamber of Commerce serves as the fiscal agent.

Members of Board or Membership Roster: (see attached)

Frequency of Meetings: Monthly or as a needed (sometimes more frequently, sometimes less frequently)

Mission Statement: The Brighton Way Association works to promote Brighton Way as a Destination Street and also to support a close-knit community of retailers dedicated to delivering premium products, the highest quality services and an overall shopping and dining experience that creates for the consumer a cumulative attraction that makes Brighton Way so much more than just the sum of its parts.

Primary Programs: Marketing, business promotion, brand enhancement, cross-marketing and networking between merchants to increase business and sales for all. First event was the Brighton Way Mother's Day Weekend Open House event, held May 8, 2010.

Previous Funding Request(s): N/A

Please indicate previous City grants or funding received by your organization by year. Indicate the purpose of this funding, with details regarding the outcome or measurable accomplishment achieved as a result of that City-funded initiative.

Current Funding Request:

Please identify specific funding requests your organization is submitting to the City for FY 2010-2011. For each request, please provide the following information:

- a) amount of the request \$20,000

b) purpose of the program: We are envisioning a holiday party/event to be held December 2010. Planning is not yet finalized but the goals of the event will include attraction of consumers presently unfamiliar with Brighton Way, promotion of shopping and dining on Brighton Way for holiday gifts, increased exposure for Brighton Way as a Destination Street for shopping and dining.

We also plan to do a springtime/summer program in 2011.

c) is this a 'one-time' request or recurring request? One-Time for fiscal year 2010-11. We may request funds in future years as appropriate and available.

d) cost of program and other funding sources, including self-funding Total costs for both programs is estimated to be \$40,000; each program is estimated to require approximately \$20,000. It is envisioned that the merchants will contribute \$20,000 together total to match the City funding of \$20,000. Sponsorship support will also be pursued.

e) target audience for program:

- Hotels and their clients, local residents and visitors
- New visitors that may not think to shop Brighton Way – to invite them to see the tremendous charm and European dynamic of Brighton Way
- Strengthen our existing loyal national and international customer base

f) data to be used to demonstrate the success of the program Merchants will track sales and foot traffic to determine impact of program and related advertising. Customers will also be surveyed to determine sources of information about the street as a destination. Merchants will evaluate the growth of their individual and collective outreach (email and US mail) lists.

g) value of the program to the City: The success of the street will benefit Beverly Hills by bringing in additional shopping and dining revenue. Burnishing the brand of Brighton Way and supporting the success of the stores and restaurants adds to the Beverly Hills experience because the street and its stores represent the best features of the Beverly Hills brand: elegance, intimacy, charm and luxury. A strong retail/restaurant environment on Brighton Way provides activities and options for local, domestic and international visitors who will be attracted to spend more time in Beverly Hills as a whole.

Comments:

Please share any additional information here: The Brighton Way Association is a grassroots merchant's effort to enhance Brighton Way as a Destination Street. We plan to market ourselves to the hotels and their clients, travel agents, visitors, local residents and national and international media. We have worked and will continue to work with the Beverly Hills Conference and Visitors Bureau to market Brighton Way to the CVB's 2,000 domestic media contacts, 75,000 domestic based travel trade representatives and more than 2,000 international media and trade contacts.

With the help of the Chamber's Economic Development Division, the merchants and restaurants came together in the very challenging economic environment of early 2010 to leverage each other's strengths and resources for the benefit of all. The members of the group recognize the value and benefit in collective marketing and we hope that the City will support us in this ongoing endeavor. The participation of the EDD and additional support by the City will help add credibility, resources and capability to our efforts in order to help us reach the next level of success.

Brighton Way Association Member List

1. Anne Fontaine: 9525 Brighton Way
2. Bonpoint: 9521 Brighton Way
3. Cesare Paciotti: 9525 Brighton Way
4. CEZUA: 9662 Brighton Way
5. Christofle Silver: 9515 Brighton Way
6. Christopher Guy: 9699 Wilshire Blvd. (Corner of Brighton Way)
7. David's Shoes: 373 N. Bedford Dr. (Corner of Brighton Way)
8. Destination: Sama: 9530 Brighton Way
9. Geox: 400 N. Beverly Dr. (Corner of Brighton Way)
10. Harari: 9646 Brighton Way
11. Lucy De Castenou: 9621 Brighton Way
12. Madison Beverly Hills: 9630 Brighton Way
13. Martin Katz: 9540 Brighton Way
14. M Café: 9433 Brighton Way
15. Pat Areias Sterling: 9625 Brighton Way
16. Teuscher Chocolates of Switzerland & The Café: 9548 Brighton Way
17. The Brighton Shave Co.: 9635 Brighton Way
18. Vhernier: 9546 Brighton Way
19. Yves Delorme: 9431 Brighton Way

Saturday, May 8th
12pm to 4pm
Passport to Brighton Way
for
Mother's Day Shopping

Check Out The Courier On The Web bhcourier.com

BEVERLY HILLS COURIER

The Best Read Newspaper in Beverly Hills

APRIL 30, 2010

SINCE 1965

VOLUME XXXVII NUMBER 16 \$135 PER YEAR - \$1.25 PER COPY • www.bhcourier.com

Shop Brighton Way for Mother's Day

Saturday, May 8th • 12pm to 4pm

Shopping Passport

Opportunity to win fabulous prizes including:

Champagne Weekend Hotel Package
Maison 140 Beverly Hills

Special Activities, Gifts, Promotions & Refreshments

Pick up a shopping passport at participating merchants below



PARTICIPATING MERCHANTS:

- Anne Fontaine
- Bonpoint
- Cesare Paciotti
- CEZUA
- Christofle Silyer
- Christopher Guy
- David's Shoes
- Destination: Sama
- Geox
- Harari
- Lucy De Castenou
- Madison Beverly Hills
- Martin Katz
- Pat Areias Sterling
- Teuscher Chocolates of Switzerland & The Cafe
- The Brighton Shave Co.
- Vhernier

Stamped passports must be received by 6pm on May 8th
at any participating store

www.BeverlyHillsChamber.com/BrightonWay

Become a fan at www.FaceBook.com/BrightonWay.BH
or Follow us on Twitter @BrightonWayBH

Check Out The Courier On The Web bhcourier.com

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VOLUME XXXVII NUMBER 18 \$195 PER YEAR • \$1.25 PER COPY • www.bhcourier.com

Brighton Way Association Hosts A Special Mother's Day Shopping Event On May 8

By Abbey Hood

Mother's Day, one of the biggest shopping holidays of the year second only to Christmas, is right around the corner.

Dads, are you ready?

No need to worry if the answer to that question is "no." Vendors on Brighton Way are uniting to sponsor a special shopping event in honor of Mother's Day from 12-4 p.m. on Saturday, May 8 catering to dads, moms and even kids.

This is the first official event of the newly formed Brighton Way Merchant's Association.

Shops aligning the quaint, charming European-inspired street in Beverly Hills will offer in-store discounts, activities for children and elegant refreshments, including champagne, pastries and even Sprinkles cupcakes.

There will be in-store raffles throughout the day and an opportunity drawing at the end of the event featuring a

Michele Oka Doner Palm Silver necklace created for the Christofle collection, an individually hand-crafted sterling silver rose ring from Pat Areias Sterling, a new Garbo satchel from Be and D courtesy of Madison Beverly Hills; Tres chic French baby shoes from Bonpoint and a \$150 gift certificate from Geox.

To qualify for the opportunity drawing, shoppers must pick up a "Passport to

(see 'BRIGHTON', page 9)

BEVERLY HILLS • BEL AIR • HOLMBY HILLS

The Best Read Newspaper

BRIGHTON

(Continued from page 4)

stamped by at least five of the participating businesses throughout the day. Passports will be available the day of the event on Brighton Way.

Some of the highlighted events during the Brighton Way Mother's Day Weekend event include:

- Anne Fontaine (9525 Brighton Way) will offer a gift with purchase with proof of passport or post card on Saturday, and a sweet bar of refreshments.

- Bonpoint (9521 Brighton Way) is setting up workshop tables for children to make necklaces and bracelets for their mothers.

- Brighton Shave (9635 Brighton Way) will hold a drawing for those who stop in and join the mailing list.

Prizes include a Mercedes A or B service or a gift certificate for \$150 to services at the Brighton Shave or a gift basket for the mom.

Brighton Shave is also serving Coke in old-fashioned Coca-Cola bottles and adult beverages on the upper level.

- Martin Katz (9540

Brighton Way) will raffle a turquoise pendant that retails for \$5,000 the day of the event and offer mimosas and appetizers throughout the day.

- Cesare Paciotti (9528 Brighton Way) will raffle one \$500 gift certificate and two \$100 gift certificates.

- Christofle Silver (9515 Brighton Way) is donating a sterling silver necklace for the opportunity drawing and will give away two tickets to the upcoming Friends of Robinson Gardens tour, as well as an outfit from designer Galena from Bravo TV's hit show, *Launch My Line*.

The store will also offer French refreshments, including champagne, croissants, and madeleines from Le Pain Quotidien.

Additionally, shoppers who purchase a frame will receive a plaque engraved: "I love you, Mom" (\$35 value) while supplies last.

- Christopher Guy (9699 Wilshire Blvd) is serving champagne and giving guests a gift certificate toward a future purchase.

- David's Shoes (373 N. Bedford Dr.) is offering a 15 percent off promo-

tion.

- Pat Areias Sterling (9625 Brighton Way) is giving a 30 percent discount on anything with a rose motif, or pearls in the store during the event.

For the opportunity drawing, the store will donate a rose floret ring and for the in-store drawing they will give-a-way a 42 inch necklace.

The store will also be handing out Sprinkles cupcakes.

- Vhernier (9546 Brighton Way) will offer food and drinks throughout the event, and host an in-store raffle giving-a-way a special item.

- Teuscher Chocolates of Switzerland & The Café (9548 Brighton Way) will have a face-painting artist for children while parents shop during the event.

- Madison (9630 Brighton Way) will offer 40 percent off on sale items only.

Free two-hour parking is available at the City's public garage at 9510 Brighton Way (between Camden Drive and Rodeo Drive).

For more information on the Mother's Day event on Facebook at <http://www.facebook.com/brightonway.bh>

Unsolicited testimonial from one of the merchants – immediately following the Mother's Day Weekend Open House Event

From:
To: Anita Eddy
Sent: Sat May 08 17:16:45 2010
Subject: Mother's day

Hugely successful!

Last Saturday we had 5 people in the store (we normally do 10-15 – lots of foot traffic for us on Saturdays but not many buyers...)

This week 90!

Most people saw (*the advertisement*) in Courier that we asked (*how they found out about the event*)

....

Pictures to come....



**Funding Request to City of Beverly Hills
Fiscal Year 2010 – 11**

Please use additional pages if necessary

Name and Address of Organization: SoBev Association c/o Beverly Hills Chamber of Commerce, 239 South Beverly Drive, Beverly Hills 90212

Year Incorporated: Founded in March 2005 (not legally incorporated, Beverly Hills Chamber of Commerce serves as fiscal agent)

Members of Board or Membership Roster: (see attached)

Frequency of Meetings: Varies as needed/requested

Mission Statement: The SoBev Association works to support, promote and advocate for the merchants and property owners of the commercial area south of Wilshire, along South Beverly Drive, Gregory, Charleville, and Olympic Boulevards.

Primary Programs: Marketing, events, business promotion, advocacy on behalf of merchants and property owners

Previous Funding Request(s):

Please indicate previous City grants or funding received by your organization by year. Indicate the purpose of this funding, with details regarding the outcome or measurable accomplishment achieved as a result of that City-funded initiative.

\$10,000 from City for Holiday Block Party in 2007. From that event, merchants experienced increased sales, more foot traffic and heightened public knowledge and exposure of SoBev stores and restaurants.

Current Funding Request: Please identify specific funding requests your organization is submitting to the City for FY 2010-2011. For each request, please provide the following information:

- a) **amount of the request:** \$20,000

- b) **purpose of the program:** Marketing and business promotion: we propose that the SoBev Association conduct a holiday marketing business promotion activity. Planning is currently underway but will include advertising; promotion of the business area and the stores and restaurants within the area; outreach to the hotels and local travel

professionals; local newspapers and magazines and residents. It is planned that the program will include an activity on the street, with participation by the merchants and restaurants. We also plan to utilize the most up-to-date marketing and outreach mechanisms such as social media marketing, twitter, Facebook and web based information, outreach and marketing.

We also envision conducting a spring-time/summer activity which would target a peak tourism period in order to attract international and domestic visitors, as well as LA County based residents and Beverly Hills residents.

- c) **is this a 'one-time' request or recurring request?** This request is one-time during the 2010 -11 fiscal year. We would like to be considered for future support as appropriate in future years.
- d) **cost of program and other funding sources, including self-funding:** We expect the cost of two activities as outlined above along with related marketing, potential branding research, public relations, outreach to travel and tourism trade, possible staff support costs, etc. to be \$40,000. We would propose that half that amount (\$20,000) will be self-funded and that the remaining portion would come from the City grant. Additionally, vigorous efforts will be made to secure sponsor support from association members and non-members.
- e) **target audience for program:** The target audience is the traditional South Beverly area shopper as well as potential new customers. We hope to enlarge our traditional customer base to include additional tourists, residents, and consumers from outlying areas. The demographic that we plan to target is between 20-45 years of age, with a relatively high income level.
- f) **data to be used to demonstrate the success of the program:** Success measures will include increased foot traffic (as surveyed by merchants and restaurants on the street); heightened exposure for the SoBev trademark and the South Beverly Drive commercial area, as well as for the City of Beverly Hills; increased sales (with recognition of possible long-term results vs. day-of activity) and support for City's holiday programming.
- g) **value of the program to the City:** Assisting SoBev in our marketing and promotional activities brings value to the City as a whole because increased sales revenue will bring increased revenues to the City. Burnishing and promoting the SoBev brand reinforces the perspective that Beverly Hills includes unique one-of-kind stores that attract luxury and high-income shoppers and tourists. SoBev represents affordable and accessible shopping in Beverly Hills in a warm, intimate, neighborhood environment and this is beneficial for the SoBev brand as well as for Beverly Hills. We hope to continue and to increasingly attract Beverly Hills residents who may shop in the area for necessities and routine services that are perhaps not as easily available in other parts of Beverly Hills, such as a tailor, watch maker, dry cleaner, shoe repair, post office, etc. We also hope to promote Beverly Hills' attractiveness to a younger demographic thereby acting as a pipeline for future consumers for all areas of Beverly Hills. As SoBev already attracts a young celebrity clientele, promotion of our shopping area further reinforces the aspects of glamour, popularity, and celebrity/VIP cachet that are part of the Beverly Hills brand.

Comments: Please share any additional information here:

SoBev is a "grass-roots," self-directed organization of merchants and property owners. Many of our merchant members do not have the wherewithal that others in Beverly Hills may have (e.g. corporate support, international recognition, significant financial resources.) Nevertheless, we are

an enthusiastic group that has managed to maintain our coalition over a period of 5 years, despite economic challenges, organizational challenges and merchant turnover on the street. As the street continues to change and attract different people and different types of businesses, we believe that City support will help us more quickly achieve our goals, which include a more sophisticated brand for the street, more recognition of the value of SoBev as a shopping area in Beverly Hills , and stronger support for the Beverly Hills shopping experience.

Also, please see letter sent to all City Council members previously (attached for your reference).

SoBev Membership

1. Al's Newsstand: 216 S. Beverly Dr.
2. Anat B: 271 S. Beverly Dr.
3. Andrew Weiss Gallery: 179 S. Beverly Dr.
4. Auntie Barbara's Kids: 143 S Beverly Dr.
5. Beauty Bar Apothecary: 158 S. Beverly Dr.
6. Beverliz Café: 308 S. Beverly Dr.
7. Beverly Hills Postal Place: 269 S. Beverly Dr.
8. Beverly Hills Watch Co.: 227 S. Beverly Dr.
9. BH Modern Nails: 268 S. Beverly Dr.
10. Bobbe Joy Makeup Studio: 236 1/2 S. Beverly Drive
11. Bossa Nova Brazilian Cuisine: 212 S. Beverly Dr.
12. BRC Advisors: 9744 Wilshire Blvd., Ste 207
13. California Pizza Kitchen: 207 S. Beverly Dr.
14. Chipotle Mexican Grill: 244 S. Beverly Dr.
15. Color Me Mine: 233A S. Beverly Dr.
16. Coppola Art Exchange: 315 S. Beverly Dr.
17. Cottoniere: 245 S. Beverly Dr.
18. Dahn Yoga: 324 S. Beverly Dr.
19. Danny Vee Salon: 234 S. Beverly Dr.
20. Doggie Styles: 9467 Charleville Blvd
21. Drop Dead Gorgeous Salon: 208 S. Beverly Dr. #205
22. Fabric Salon: 152 S. Beverly Dr.
23. Flowers by Michael: 130 S. Beverly Dr.
24. Frida's Restaurant: 236 S. Beverly Dr.
25. Greta's: 141 S. Beverly Dr.
26. Hands On: 243 S. Beverly Dr.
27. Hillstone Restaurant: 147 S. Beverly Dr.

28. Home Sweet Home: 229 ½ S. Beverly Dr.
29. Lola et Moi: 238 1/2 S. Beverly Dr.
30. Milart Pharmacy: 300 S. Beverly Dr., Ste. 100
31. Mrs. Beasley's Gifts from the Bakery: 255 ½ S. Beverly Dr.
32. My Little Dimples: 201 S. Beverly Dr.
33. Optical Café: 277 S. Beverly Dr.
34. Peet's Coffee & Tea: 258 S. Beverly Dr.
35. Piccolo Paradiso: 150 S. Beverly Dr.
36. Piel Skin Care: 223 S. Beverly Dr.
37. Pinkberry: 240 S. Beverly Dr.
38. Ragg Tattoo: 199 S. Beverly Dr.
39. Raymond & Co.: 249 S. Beverly Dr.
40. Ruth's Chris Steakhouse: 224 S. Beverly Dr.
41. San-Sai Japanese Grill: 281 S. Beverly Dr.
42. Starbucks Coffee Co.: 202 S. Beverly Dr.
43. Sushi Kiyono: 255 S. Beverly Dr.
44. Switch Boutique: 238 S. Beverly Dr.
45. The Beverly Hills Bikini Shop: 245 S. Beverly Dr.
46. The Shave of Beverly Hills: 230 S. Beverly Dr.
47. Urth Café: 267 S. Beverly Dr.



June 8, 2010

Mayor Jimmy Delshad and
Beverly Hills City Council
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Re: City Support for SoBev Association Activities

Dear Mayor Delshad and Members of the City Council:

I am writing to request City financial support for the SoBev Association and, in addition, for one or more activities that we intend to conduct during the upcoming fiscal year July 2010 – June 2011.

Founded in 2005, the SoBev Association is a coalition of merchants and property owners on South Beverly Drive (south of Wilshire Boulevard and north of Olympic Boulevard), Gregory and Charleville Drives and also includes businesses near South Beverly Drive on Olympic Boulevard, such as the Avalon Hotel. We have worked hard for many years to represent the merchants and property owners and have been very pleased that the City has been responsive to our concerns over the years.

Some of our successful marketing and promotional activities include (1) holding a street-long Holiday Block party in December 2005, featuring Santa Claus traveling into the festivities via Beverly Hills Fire Truck with an official welcome by the Beverly Hills Mayor; (2) a Holiday Block Party in 2006 with the street blocked to allow pedestrians only (the first time ever that South Beverly Drive had been closed to auto traffic) so that we could erect a stage which featured a live preview performance by the leading stars of the show "Wicked", prior to its opening at the Pantages Theatre; (3) a neighborhood newsletter; (4) a walking map published in the Beverly Hills Magazine and other activities.

We have engaged in branding activities, including trademarking "SoBev" to designate our association and area of Beverly Hills.

Mayor Jimmy Delshad and
Beverly Hills City Council
Re: City Support for SoBev Association Activities
June 8, 2010
Page 2

We have also successfully served the merchants, property owners, customers and Beverly Hills residents by working with the City Mayor, staff and police department throughout the years to (1) install holiday lighting on South Beverly Drive; (2) provide input to City staff on upgrading/cleaning/maintaining the City parking structures, including the South Beverly Drive structure; (3) provide input to the City's Public Works Department on new street lighting, currently being installed on South Beverly Drive and throughout the commercial Triangle; and (4) support and coordinate with the Beverly Hills Police Department to reduce incidents of youth vandalism on South Beverly Drive.

We have attached materials and some photos from various events for your information.

We would appreciate your consideration of a \$20,000 grant to the SoBev Association, to be used for a 2010 December Holidays Open House event and/or a Springtime event in 2011. **The members of the SoBev Association would commit to matching whatever amount the City grants.** We would provide an accounting of all monies to the City at your request.

The City's support would allow the SoBev Association to increase our marketing efforts, generating more traffic and sales for merchants in our area and strengthen the SoBev brand which will increase property values and the value of the area as a shopping destination. Increased sales, improved property values and stronger SoBev branding all benefit the Beverly Hills brand and the City's revenue generation, thereby demonstrating a return on any investment the City decides to make.

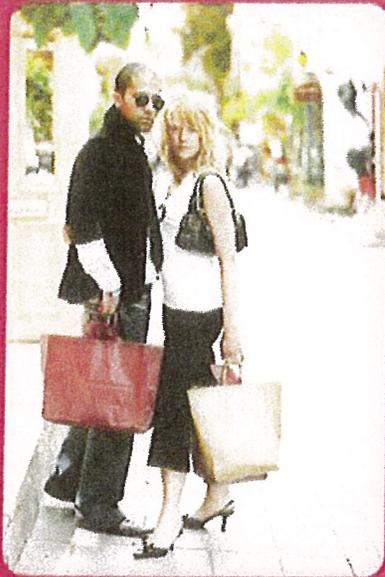
Thank you very much for your consideration. Please don't hesitate to contact me at (310) 991-4700 or bjdaws@aol.com or Anita Zusman Eddy at the Economic Development Division, Beverly Hills Chamber of Commerce, at (310) 248-1000 ext. 109 or eddy@BeverlyHillsChamber.com if there are any questions or you would like additional information.

Sincerely yours,

Bobbe Joy Dawson
Owner, Bobbe Joy Makeup Studio

Chair, SoBev Association
Representing the merchants and property owners of
South Beverly Drive, Gregory, Charleville and Olympic Boulevard

It's **SO** BEV[®]



Shopping, Dining and Pampering at its Best!

Bobbe Joy Makeup Studio

236 1/2 South Beverly Drive
310.275.3505



230 South Beverly Drive
310.888.2898



238 South Beverly Drive
310.860.1650

Leonidas
CHOCOLATES and CAFE
BEVERLY HILLS

168 South Beverly Drive
310.246.3838

Bever Liz

308 South Beverly Drive
310.201.0012

Auntie Barbara's Kids

143 South Beverly Drive
310.285.0873

lola et moi

238 1/2 South Beverly Drive
310.276.5652

Milart Pharmacy
300 South Beverly Drive
310.553.0225

Flowers By Michael
130 South Beverly Drive
310.276.1003

Fabric Salon
152 South Beverly Drive
310.248.5227

Indulge Yourself in the SoBev[®] Experience

SoBev[®] Merchants Association Welcomes You!



SoBev Holiday Block Party Dec. 2nd, 3-7 pm

Celebrate the holidays the SoBev way
between Wilshire & Olympic with Special Offers
from these participating businesses

featuring a
performance by
cast members of the
acclaimed Broadway hit
WICKED
& much more

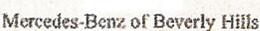
- Al's Newsstand
- Auntie Barbara's Kids
- Beverliz Café
- BH Modern Nails
- Beverly Hills Postal Place
- Beverly Hills Watch Co.
- Bobbe Joy Makeup Studio
- Bossa Nova
- California Pizza Kitchen
- Chipotle Mexican Grill
- Color Me Mine - Beverly Hills
- Dahn Yoga
- Doggie Styles
- Flowers By Michael
- Frida Restaurant
- Hands On
- Home Sweet Home, Beverly Hills
- Lisa Kline
- Milart Pharmacy
- Mulberry Street Pizzeria
- Optical Café
- Peet's Coffee & Tea
- Piccolo Paradiso
- Piel Skin Care
- Pinkberry
- Ragg Tattoo
- Raymond & Co.
- Ricardo Basta - Jewels By Bernier
- Ruth's Chris Steak House
- Salon Vivace
- San-Sai Japanese Grill
- Score! Educational Centers
- Starbucks Coffee
- The Beverly Hills Bikini Shop
- The Shave of Beverly Hills
- Urth Caffé
- Verrago Jewelry
- The Zakwin Family

FREE PARKING courtesy of
Arden Realty - Commercial Capital Bank,
a subsidiary of Washington Mutual
Big Rock Partners, LLC - Koo Koo Roo
Parking Management Group - Pavillions
The Markowitz Family

thanks to our sponsors









beverly hills

march 2006

News of the Neighborhood!



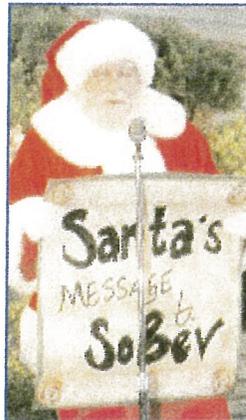
Hello all,

Beverly Hills Chamber of Commerce is pleased to create a SoBev version of our popular monthly newsletter, the Beverly Hills Business Review! In this first issue, we have good news to report: the South Beverly Drive Parking Garage at 216 S. Beverly Dr. is one of the first in line to be upgraded, starting... **NOW**.

NEWS ON THE PARKING GARAGE:

Merchants from SoBev met with other retailers and City officials at the Chamber on January 24th, and had a valuable give-and-take dialogue, out of which a list of priorities emerged for upgrading and improving the City-owned parking structures. At an update meeting held Wednesday, February 22nd, Chad Lynn, the City's new Director of Parking Operations, reported that improvements have already begun at the South Beverly structure, including power washing, re-striping of lines, and painting in the lobby. Other upgrades are planned for the near future, including regular stairwell cleaning, improvement of general maintenance, improved signage, steam cleaning and the launch of an improved customer service program. The City is also considering extended hours for lots near restaurants. The City's openness to the Chamber's and the merchants' input on the parking structures is but one instance of their increased responsiveness to the needs of SoBev.

BUSINESS REVIEW: SoBev Edition



HOLIDAY BLOCK PARTY RECAP

The Chamber's partnership with the merchants, restaurateurs, and with the City, enhanced our first-ever holiday block party. The party resulted in increased media

attention, foot traffic and resident awareness of our neighborhood. Mayor Linda Briskman's welcome, Santa's arrival on the Beverly Hills Fire Department truck with lights blazing and sirens blaring, as well as the inspiring music from the Beverly Hills High School Madrigals, all contributed to an event that focused on the essence of community that is SoBev. We hope that the Holiday Block Party was only the first of an annual celebration that grows in attendance, attention and sales. We want to know that you are interested and willing to participate so we can begin planning for the 2006 Holiday Season as soon as possible.

HEALTH, FITNESS & BEAUTY EXPO: JUNE 4TH



The Chamber has another exciting event open for your participation: the Sunday, June 4th Health, Fitness and Beauty Expo, being held adjacent to the Beverly Hills Farmers' Market from 9 a.m. – 1 p.m. Beverly Hills' businesses will gather to share expertise, advice and product samples that promote a happy and healthy lifestyle for the entire Beverly Hills area – as well as exposure for your business to over 4,000 people.



NEXT STEP: A NEW MAP AND A NEW ENERGY

It would be fantastic to have an updated map of SoBev for the June 4th Health, Fitness and Beauty Expo. If you haven't seen the SoBev map created for the Winter 2005 Beverly Hills Magazine, please stop by the Chamber for a copy. It's impressive. If you weren't able to list your business on the first map, you'll certainly want to participate in a second one that will be seen by even more potential customers.

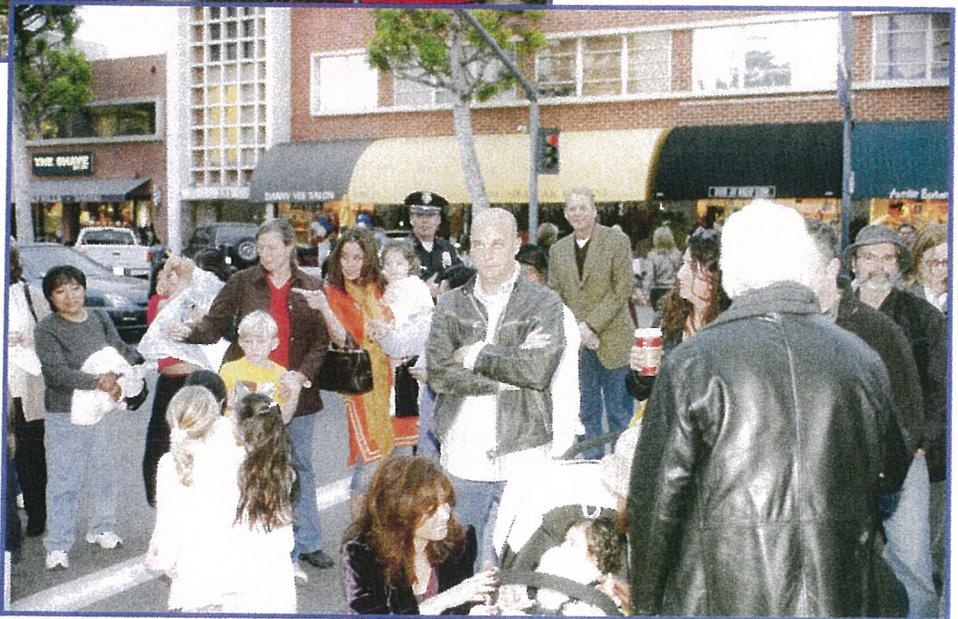
All of our effort is paying off, but we need your energy and your commitment to keep up the good work, to continue to create and build the SoBev brand, and to support the neighborhood through the Beverly Hills Chamber of Commerce. As a membership-based organization, the Chamber is able to work for you and advocate on your behalf to create a vital, thriving community – SoBev. Let your voice be heard and counted. The Chamber is here to serve you.

Beverly Hills Chamber of Commerce welcomes the opportunity to service the needs of the businesses of South Beverly Drive. Your business can share in the wealth of benefits and advantages afforded Chamber members by joining today!

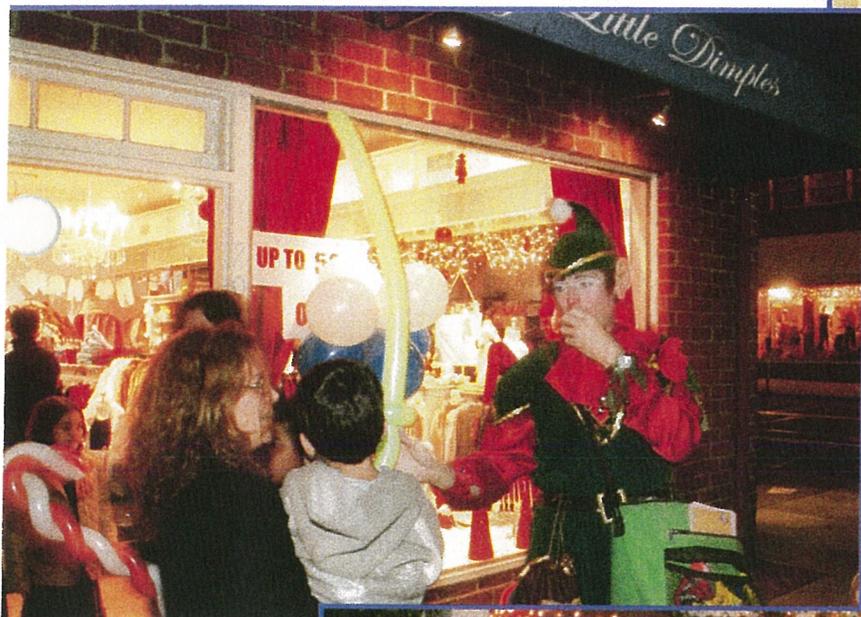
For more information, please contact the Chamber's Membership Department at (310) 248-1000 or visit us online at www.BeverlyHillsChamber.com

beverly hills BUSINESS REVIEW is a publication of Beverly Hills Chamber of Commerce

2005 SoBev Holiday Block Party



2005 SoBev Holiday Block Party



discover SobEv's
HOLIDAY BLOCK PARTY
 Saturday, December 17th 4 - 8 pm

Join the festivities along South Beverly Drive
 between Wilshire & Olympic blvds
 with a visit from Santa, music & carolers, food,
 special offers & give-aways at participating businesses!

Plenty of EXTRA Free Parking at:

P 100 block	P 200 block	P 300 block
-----------------------	-----------------------	-----------------------

P 175 S. Beverly Dr; 216 S. Beverly Dr; 280 S. Beverly Dr. & 9454 Wilshire Blvd.

**Don't Miss Santa's Arrival,
 Carolers & Mayor Briskman
 Kick Off the Block Party
 at 4:30 pm in front of
 the Chamber at 239 SobEv!**

- A Child's Room/Shirley's Creations
- Anat B.
- Andrew Weiss Gallery
- B.H. Modern Nails Salon
- Beauty Bar
- BeverLiz CAFÉ & CATERING
- Beverly Hills Watch Co.
- Beverly Hills Wellness Center

- Bobbe Joy Makeup Studio
- Bossa Nova Brazilian Cuisine
- Chanteh Boutique Import
- Chin Chin BH
- Color Me Mine
- Commercial Capital Bank
- Dahn Yoga
- Danny Vee Salon
- Doggie Styles
- Frida Restaurant
- Gifted by Jennifer Gersten
- Hands On
- MAIL BOXES ETC.

- Mrs. Beasley's Gifts from the Bakery
- My Little Dimples
- Nicole's Beverly Hills Gifts
- Pee't's Coffee & Tea
- piel skin care
- RICARDO BASTA - Jewels by Bernier
- SCORE! Education Center
- solar HARVEST
- Starbucks Coffee Co.
- The Beverly Hills Bikini Shop
- The Shave of Beverly Hills
- Trés Jolie
- Zen Zoo Tea Café

Participating businesses will
 provide an opportunity to donate
 to the Make-A-Wish Foundation
 of Greater Los Angeles
 "A Season of Wishes."

Season
 Wishes

presented by:



Thanks to the support of:



BEVERLY HILLS

Cheryl Friedling

From: Cheryl Friedling
Sent: Thursday, June 03, 2010 9:31 AM
To: 'Gaby Alexander'; 'Gaby Alexander'
Subject: Funding Request- Canon Drive Association

Hi Gaby,

To better evaluate the request from the Canon Drive Association, I hope you'll be able to provide the following additional information so I can present it to the City Council Liaison Committee for further review.

I know that we're meeting next Monday; perhaps you can provide me with your responses by then?

- 1) **City Dues/Membership** (\$10,000 requested): Please indicate the criteria used to determine the dues/membership level (square footage? flat fee? Other?) Also provide the amount paid by other property owners including Fred Hayman Beverly Hills, Kenquest, New Pacific Realty and the Dickranian Management;
- 2) **Canon Drive Festival** (\$15,000 requested): Please provide a detailed program budget for the specific '9.02.10 event-related programming, and indicate how this Festival will intersect with the Taste of Beverly Hills event at the Robinson-May structure.
- 3) **Third Thursdays on Canon** (\$35,000 requested): Please provide a detailed program budget and indicate the quantity of events to be sponsored and how frequently. (Proposal indicated 'monthly.' Is this one event per month?) Also indicate how this event will differentiate itself and/or meld with the City-sponsored 'Jazz in the Park' programming at Beverly-Canon Garden.
- 4) **Canon Drive Holiday Program** (\$20,000 requested): Please provide a budget breakdown for the program elements indicated in the proposal. While the City encourages individual business associations to supplement the City's holiday décor program, please provide a justification for City funding of this enhancement.
- 5) **Value of Program to City:** For all of the program elements above, please indicate the data collection or metrics to be used in evaluating return-on investment as it relates to sales tax (retail and restaurant) and hotel stays.

Thanks again, Gaby!

Cheryl Friedling
Deputy City Manager
City of Beverly Hills
(310) 285-1033
cfriedling@beverlyhills.org