



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 17, 2010
To: Honorable Mayor & City Council
From: Nancy Hunt-Coffey, Assistant Director of Community Services/City Librarian
Subject: Request to the Mayor and City Council to co-sponsor the kickoff event for the BH Literary Escape event on October 22nd in Beverly Canon Gardens
Attachments:

INTRODUCTION

The Library has received a request from Ms. Julie Robinson, owner of Literary Affairs, for co-sponsorship of a major literary program to be held in Beverly Canon Gardens the evening of October 22, 2010. This event would be free and open to the public. This would be the kickoff event for the Beverly Hills Literary Escape festival which will be held at the Saban Theatre on October 23 and 24.

The co-sponsorship, if granted by the Council, would mean the use of Beverly Canon Gardens for that evening, which would include the cost for the setup of chairs and a ranger to be on site. Literary Affairs will name the Friends of the Beverly Hills Public Library as their charity partner and will donate \$2,500 as well as 10% of any book sales to the Friends.

DISCUSSION

Ms. Julie Robinson, owner of the Beverly Hills company Literary Affairs has approached the Library about co-sponsoring an opening night event for the Beverly Hills Literary Escape festival which will be occurring the weekend of October 23-24. This opening night event on October 22nd would occur at the Beverly Canon Gardens and would be free and open to the public. Literary Affairs (LA) would be responsible for arranging a presentation by a premier, award winning author. LA would also arrange for sales of books at the event by local independent booksellers and would provide the promotion of the event. LA is working with the Canon Drive Association and local restaurants to provide meals and after program specials in conjunction with the event. LA proposes to select the Friends of the Beverly Hills Library as their charity partner and will donate \$2,500 and 10% of all book sale proceeds from the evening to the Friends.

There would be some direct costs to the City associated with co-sponsoring the event, including the setup and take down of chairs in the Gardens and the cost of one ranger as well as the usual time and materials dedicated to promoting any city sponsored event.

Staff requests Council's feedback as to whether the City would like to co-sponsor this event.

FISCAL IMPACT

\$212 for 4 hours of ranger coverage
\$212 for setup/breakdown of chairs

Total direct costs for the event would be approximately \$425. Other than weddings, it should be noted that there is not currently a fee structure in place for rental of Beverly Canon Gardens for events. To provide a point of reference, the resident rate for a 4 hour minimum rental of Beverly Canon Gardens for a wedding would be \$3531.50.

The net proceeds would go to the Friends of the Beverly Hills Library as the charity partner for the event.

RECOMMENDATION

It is recommended that the City Council consider whether to co-sponsor with Literary Affairs the literary program on October 22, 2010 in Beverly Canon Gardens.


Nancy Hunt-Coffey
Approved By