



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: December 21, 2010
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Final Review of 9.02.10 Event
Attachments: 1. List of Expenses

INTRODUCTION

This item provides the City Council with a final accounting of the 9.02.10 and Taste of Beverly Hills events conducted over Labor Day weekend, 2010.

DISCUSSION

The City's 9.02.10 event occurred on September 2, 2010, and featured a variety of entertainment and activities commemorating the Beverly Hills community on the date that matched one of the City's most well-known zip codes. Following the 9.02.10 event was the 'Taste of Beverly Hills,' a three-day gourmet wine and food festival sponsored by Best Events (dba D.C. Berridge, LLC) that showcased the region's most celebrated chefs and restaurants.

Over 10,000 visitors attended these events from California and other states. Ticket sales indicated that the attendees represented an affluent demographic of food and wine lovers – a particularly desirable population for the City to attract as visitors and shoppers. Many local hotels reported increases in visitor room bookings during the event weekend, as well.

FISCAL IMPACT

\$263,010 was raised through generous donations from civic, charitable and corporate sponsors to fund the cost of the City's 9.02.10 event. This sponsorship revenue was used in a cost-sharing arrangement between the City and Best Events as both the 9.02.10 and Taste of Beverly Hills events were conducted at the same venue and utilized most of the same infrastructure and services. These included permits, public safety services, traffic control, shuttle transportation, banners, marketing and related services.

Due to unanticipated expenses, the City's cost for the weekend (\$287,822) exceeded sponsorship revenues (\$263,010) in the amount of approximately \$24,812. By way of example, trash pickup, transportation, and related supplies/services were required onsite in more frequent intervals than anticipated due to the high volume of guests attending these events. Additionally, the Beverly Hills Chamber of Commerce received \$15,000 in revenue and \$3,255 in food services to compensate the Chamber for relocating its annual "Evening with the Mayor" fundraiser.

This amount has been paid primarily out of the Tourism & Marketing budget for special events/holiday decor, which is derived from transient occupancy taxes. It should be noted that the Tourism & Marketing (TOT) revenue is distinct from the City's General Fund, as it is collected from local hotels specifically for the purpose of marketing the community to visitors. (Costs for additional trash disposal were paid out of the Community Outreach budget.)

This Tourism & Marketing special event account budget of \$400,000 has utilized \$250,000 on holiday décor, plus an additional appropriation of \$25,000 to support additional holiday décor as well as the SNOW 90210 event. As such, a balance of \$125,000 remains for special events or marketing opportunities. It is from this account that the balance of \$24,812 has been paid to cover excess costs related to 9.02.10 and Taste of Beverly Hills.

RECOMMENDATION

That the Council accept the final accounting of the City's 9.02.10 and Taste of Beverly Hills events and approve the use of \$24,812 in funds from the Tourism and Marketing (TOT) and Community Outreach budgets to cover excess costs.

Cheryl Friedling 
Approved By

Attachment 1

9.02.10 Charges (including petty cash, warrant reimbursements, and credit cards)

All charged to account 0101311-73440

<u>VENDOR</u>	<u>PURPOSE</u>	<u>PAID VIA</u>	<u>AMOUNT</u>	<u>PAID/PENDING</u>
Darin Weeks	Advertisement in WeHo Daily	credit card	\$ 500.00	paid
Orange County Register	advertisement for 90210	credit card	\$ 2,364.00	paid
Jewish Journal	advertisement for 90210	credit card	\$ 850.00	paid
LA Weekly	advertisement for 90210	credit card	\$ 2,100.00	paid
Park LaBrea newspaper	advertisement for 90210	credit card	\$ 1,368.00	paid
Daily Breeze	advertisement for 90210	credit card	\$ 2,252.00	paid
Los Angeles Independence	advertisement for 90210	credit card	\$ 1,755.00	paid
Santa Monica Daily Press	Advertisement in Santa Monica paper	credit card	\$ 535.50	paid
The Argonaut	advertisement for 90210	credit card	\$ 414.00	paid
Paper Source	speech notecards	credit card	\$ 9.33	paid
Rite Aid	Ribbons etc. for thank you gifts	credit card	\$ 26.19	paid
Allan Jeffries Framing	thank you gifts	credit card	\$ 92.19	paid
Aaron Brothers	thank you gifts	credit card	\$ 29.60	paid
Aaron Brothers	Frames and supplies for sponsors	credit card	\$ 173.30	paid
Michael's	Picture frames for sponsors	credit card	\$ 359.83	paid
	Flowers for Natasha Bedingfield	credit card	\$ 126.21	paid
	keys and Engraving	credit card	\$ 559.97	paid
Things Remembered	Engraved boxes for "keys"	credit card	\$ 610.73	paid
Whole Foods	Refreshments for meeting on 8/30/10	credit card	\$ 11.53	paid
Roni's Diner	Working lunch for staff per Jeff Kolin	credit card	\$ 117.49	paid
Cheryl Friedling	Lunches, sandwiches for parking staff, bellhops, tips, parking	PO/Check	\$ 225.00	paid

Nate N Al's	Breakfast meeting w/ David Martin, Al Schwartz and Jimmy Delshad	credit card	\$ 40.67	paid
Spago	Lunch w/ Jimmy Delshad, Hal & Eunice David	credit card	\$ 154.49	paid
Hilton/Trader Vic's	Food Service	credit card	\$ 40.86	paid
Von's	Cake	credit card	\$ 40.61	paid
Champagne Bakery	Staff Thank you lunch	credit card	\$ 588.81	paid
Champagne Bakery	CF/Jimmy/Best Events lunch meeting	credit card	\$ 151.98	paid
Champagne Bakery	CF/Jimmy/Best Events lunch meeting	credit card	\$ 161.88	paid
Champagne Bakery	CF/Jimmy/Best Events lunch meeting	credit card	\$ 161.88	paid
Crumbs	lunch with Best Events	credit card	\$ 54.05	paid
Pizza Rustic	90210 working lunch	credit card	\$ 58.40	paid
Champagne Bakery	Lunch meeting with Best Events	credit card	\$ 161.88	paid
ROK	catering staff	PO/Check	\$ 5,000.00	paid
Crown Disposal	Garbage Dumpster Service		\$ 7,909.55	Paid out of community outreach budget
Bexel	camera rental -- cable department	warrant	\$ 192.50	paid
IEC	graphics -- signage	credit card	\$ 1,195.13	paid
AAA Banner	Banners and Step & Repeat	PO/Check	\$ 19,570.79	paid
Tania Schwartz	Center pieces / flowers	PO/Check	\$ 274.16	paid
Neil Comelo	Center pieces / flowers	PO/Check	\$ 399.20	paid
Premier Eagle	messenger service	credit card	\$ 35.00	paid
	Messenger service	credit card	\$ 35.00	paid
Associated Television	Production services	PO/Check	\$ 20,000.00	paid
Lighten Up Inc.	Lighting Services	PO/Check	\$ 20,126.00	paid
Lighten Up Inc.	Lighting Services	PO/Check	\$ 3,375.00	paid

Kazz Song	Backup and Music for 90210 song	PO/Check	\$ 2,000.00	paid
MMA	Hair/Makeup for Kardashians	PO/Check	\$ 1,000.00	paid
Compound Touring Inc.	Ne Yo	PO/Check	\$ 10,000.00	paid
Service & Technology Partners	Audio Services	PO/Check	\$ 24,951.66	paid
Thom Duell	Music mixing	PO/Check	\$ 500.00	paid
McCoo/Davis Inc	Marilyn McCoo / Billy Davis Jr.	PO/Check	\$ 20,000.00	paid
The Rest is Mystery	Natasha Bedingfield	PO/Check	\$ 104,000.00	paid
MV Transportation	Shuttle service	p.o	\$ 6,038.45	paid
Empire International	car service for Ryan Seacrest	credit card	\$ 217.49	paid
Empire International	car service for Ne Yo and crew	credit card	\$ 455.76	paid
Empire International	Car Service for Rob Killenberger (Natasha Bedingfield's manager)	credit card	\$ 221.80	paid
Empire International	car service for Ne Yo and crew	credit card	\$ 277.35	paid
Cheryl B, Amy, Megan, Alison	Parking	petty cash	\$ 85.00	paid
Chamber of Commerce	Funding for Evening with the Mayor	PO/Check	\$ 15,000.00	10/7/10 check run
Beverly Hilton	Hotel Rooms and Room service for performers and crew	credit card	\$ 5,611.98	paid
Beverly Hilton	Charges for food/beverage - associated with "An Evening with the Mayor"	credit card	\$ 3,255.23	paid
Total			\$ 287,822.43	

Donations for 9.02.10 Day Event

Donor	Company	Address	date	amount
Paula Kent Meehan	Kenquest	499 N. Canon Drive, Beverly Hills CA 90210	7/12/2010	\$ 50,000.00
Simin Hashemizadeh	South Pacific Surgery Center	99 N. La Cienega Blvd. Suite 102, Beverly Hills CA 90210	7/28/2010	\$ 25,000.00
Bijan Pakzad	Bijan	420 N. Rodeo Drive, Beverly Hills CA 90210	7/27/2010	\$ 10,000.00
CVB	CVB	239 S. Beverly Drive, Beverly Hills CA 90212	8/6/2010	\$ 25,000.00
Gary Winnick	Pacific Capital Group	9355 Wilshire Blvd., 4th Flr, Beverly Hills CA 90210	8/11/2010	\$ 10,000.00
Parvin Atabay	Mountain View Surgical Center	16311 Ventura Blvd., #705, Encino, CA 91436	8/11/2010	\$ 10,000.00
Stanley Black	Black Equities	433 N. Camden Dr., Ste. 1070, Beverly Hills CA 90210	8/12/2010	\$ 10,000.00
Amy Martinez	One West Bank FSB	888 E. Walnut St., Pasadena CA 91106	8/13/2010	\$ 20,000.00
Farhang Foundation	Iranian American Heritage Found	3481 Airport Dr. Suite 200, Torrance CA 90505	8/18/2010	\$ 9,210.00
Fred Hayman	Fred Hayman Foundation	190 N. Canon Dr. Suite 310, Beverly Hills CA 90210	8/18/2010	\$ 25,000.00
Dar Mahboubi	The Rodeo Collection	9629 Brighton Way, Beverly Hills CA 90210	8/23/2010	\$ 10,000.00
Elin Suleymanov	Consulate General of Azerbaijan	11766 Wilshire Blvd, Suite 1410 Los Angeles, CA 90047	8/25/2010	\$ 10,000.00
Bijan Pakzad	Bijan	420 N. Rodeo Drive, Beverly Hills CA 90210	8/30/2010	\$ 10,000.00
Janet		804 N. Linden Drive, Beverly Hills CA 90210	8/31/2010	\$ 5,000.00
Marilyn Ziering		720 N. Walden Drive, Beverly Hills CA 90210	8/31/2010	\$ 5,000.00
Haim and Cheryl Saban	Saban Family Foundation	10100 Santa Monica Blvd Suite 2600, Los Angeles CA 90404	9/1/2010	\$ 10,000.00
The Beverly Hilton Hotel		9876 Wilshire Blvd, Bevelry Hills CA 90210	9/2/2010	\$ 10,000.00
Farhang Foundation	Iranian American Heritage Found	3481 Airport Dr. Suite 200, Torrance CA 90505	9/3/2010	\$ 5,000.00
Ticket sales revenue				\$ 3,800.00
			Total	\$ 263,010.00