



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 5, 2011
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Request From Beverly Hills Tournament of Roses Committee to Provide \$150,000 in Matching City Funding to Enter a Float in the 2012 Tournament of Roses Parade
Attachments: 1. None

INTRODUCTION

The Beverly Hills Tournament of Roses Committee was established as a 501(c)(3) organization by community members in 2010 to provide leadership, funding and float design/management to enter a float in the January 1, 2011 Tournament of Roses Parade.

The Committee's objective was to showcase the Beverly Hills brand by promoting Beverly Hills to a global audience of visitors, while at the same time unifying the community in parade activities. The Committee successfully entered a float in the 2011 Tournament of Roses Parade.

The City Council authorized a bridge loan in the amount of \$50,000 to further the efforts of the Committee in November of 2010. This was subsequently converted into a grant (in the amount of \$40,000) and a loan (in the amount of \$10,000) in December based on the Committee's request and the Council's approval. At the time that this report was written, the Committee had not repaid the City the loaned amount of \$10,000.

DISCUSSION

The Beverly Hills Tournament of Roses Committee has requested up to \$150,000 in matching funds to enter a float in the 2012 Parade and will present this request to the City Council. The Committee indicated that there is an April 8th deadline to submit an application to the Pasadena Tournament of Roses and to commit to the parade float initiative for 2012.

FISCAL IMPACT

The City utilized the 'Tourism and Marketing' budget to contribute to the 2011 Tournament of Roses Parade float. These revenues are derived through the 2% Transient Occupancy Tax which is used to promote the City through marketing and promotional initiatives.

The budget allocation for next fiscal year's marketing or promotional initiatives have not yet been established; staff is currently reviewing the data and determining estimates regarding the amount of anticipated TOT revenue.

The City Council Liaison Committee will be meeting within the next few weeks to evaluate TOT Revenues and preliminary budget allocations for various programs. These include establishment of the next fiscal year's CVB budget and special event/promotional allocations.

The City Council would need to approve any expenditures for this or any other item with the adoption of the City's FY 2011-2012 budget scheduled for June 7, 2011.

If the City Council supports this request, a funding contract will be brought back at a future City Council meeting for final approval.

RECOMMENDATION

It is recommended that the City Council review the request from the Beverly Hills Tournament of Roses Committee as it relates to parade float funding for 2012. The Council is requested to provide direction to the CVB/Marketing Liaison Committee (Vice Mayor Brien and Councilmember Mirisch) and to staff.

Cheryl Friedling
Approved By

