



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 5, 2011
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: 2011 Playboy Jazz Festival Free Community Concert
Attachments: 1. Letter

INTRODUCTION

Staff is working with Playboy Enterprises in coordinating the 17th annual free community Playboy Jazz Festival Concert in the Civic Center Plaza on Sunday, May 1, 2011, from 3:30 p.m. - 6:00 p.m. The concert will be presented by the Playboy Jazz Festival as part of their series of free community concerts scheduled throughout the Los Angeles area.

Previous years concerts have attracted approximately 300-400 spectators and have been well received by the community. Performers for this year's concert will be the Tamir Hendelman Trio and Justo Almario's Afro-Columbian Ensemble. This community concert has served as the "kick-off" concert for the Community Services Department's annual summer concert series, which will be held in Beverly Canon Gardens. Staff will provide information on the 2nd annual "Concerts on Canon" concert series at a later date.

DISCUSSION

It should be noted that the Greystone Mansion Concours d'Elegance will be held on the same date. Staff approached the concert organizers to inquire if the concert could be held later than the traditional 3pm start time to allow Concours patrons the opportunity to attend the show at the conclusion of the Concours. It was mutually agreed upon to start the concert at 3:30pm. This will allow Concours attendees to take the shuttle back to the 9333 Third Street parking structure and walk over to the Civic Center Plaza. People attending the concert only will park in the Civic Center parking structure. The Civic Center structure has provided ample parking for the last several years, and it is not anticipated that additional parking venues will be needed.

FISCAL IMPACT

The concert is a free event; therefore it does not generate any revenue. While some staff that assists with the event is regularly scheduled to work on Sunday's, there will be

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additional personnel costs incurred, estimated to be \$600. The additional staff needed include Public Works staff and Park Rangers. Staff will secure a food vendor, at no cost to the City, to sell snack items and non-alcoholic beverages during the event.

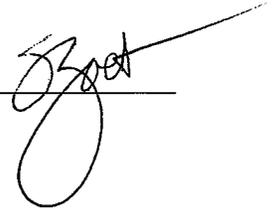
Playboy Enterprises will provide the talent, sound system and provisions for a backstage area for the performers. This includes the rental of a portable restroom for the performers.

Promotion of the jazz concert will be coordinated and paid for by Playboy. In addition to Playboy's efforts, staff will promote the jazz concert to the Beverly Hills community.

RECOMMENDATION

Concerts held in previous years have been well attended and provided the community with a high quality cultural experience. Unless the City Council has any concerns or questions, staff will proceed with coordination of the Playboy Jazz Festival free community concert on May 1, 2011 in the Civic Center Plaza.

Steve Zoet
Approved By

A handwritten signature in black ink, appearing to read 'Steve Zoet', is written over a horizontal line. The signature is stylized and includes a long horizontal stroke extending to the right.

Attachment 1



PLAYBOY ENTERPRISES INTERNATIONAL, INC.

January 24, 2011

Mr. Brad Meyerowitz
City of Beverly Hills Recreation Services
VIA EMAIL

Dear Brad,

On behalf of Hugh M. Hefner and the entire Playboy organization, I would like to welcome you as the representative from the City of Beverly Hills for our 2011 Playboy Jazz in Beverly Hills free community concert.

We hope that you can join us on **Thursday, February 10 at Playboy Mansion West** from 2:00-4:00 p.m. for the official press conference announcing the 2011 Playboy Jazz Festival. Please note that this invitation is non-transferable. We are sorry that we cannot accommodate guests this year.

Please note that due to new restrictions on street parking in the Holmby Hills area, the Playboy Mansion is no longer able to offer its guests valet service. Playboy has made arrangements for secure parking at the Watt Plaza parking structure in Century City. There will be complimentary shuttle bus service to and from the parking structure and the Playboy Mansion starting at 1:00 p.m. Please see attached for directions and map.

We have asked all artists and representatives to arrive by 2:00 p.m. as we will be introducing them at the press conference. Please allow extra time for the shuttle bus service. In years past, representatives from international as well as national publications, television and radio news have covered our press conference.

Please let us know by February 4 whether or not you will be able to attend the press conference. Please contact Ellen Shimomura in my office at ellen@festivalwest.net or 310/314-4484.

We look forward to seeing you on February 10. Thank you.

Sincerely,

Darlene Chan

Darlene Chan
2011 Playboy Jazz Festival