



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** June 21, 2011  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager of Public Affairs  
**Subject:** Request from Councilmember Mirisch to Review Status of Proposed 2012 Beverly Hills Tournament of Roses Parade Float Initiative

**Attachments:** 1. Summary of Proposed Beverly Hills Tournament of Roses Parade Float Initiative

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### INTRODUCTION

At the City Council meeting of June 7, 2011, the Council approved an outreach effort to seek input from key community partners regarding the benefits derived from a Tournament of Roses Parade float representing Beverly Hills in the 2012 Tournament of Roses Parade.

### DISCUSSION

The City Council Liaison Committee (Vice Mayor Brien and Councilmember Mirisch) met with representatives of the Chamber of Commerce, the Conference and Visitors Bureau, and the Rodeo Drive Committee on June 20 to seek input on the most effective use of the City's marketing funds, and to outline the proposed 2012 Tournament of Roses Parade Float Initiative.

### FISCAL IMPACT

Through the City's Tourism & Marketing budget (which is derived from the Transient Occupancy Tax collected by hotels), up to \$350,000 can be reallocate to alternate marketing initiatives, including a 2012 Rose Parade float. A 2012 Rose Parade float will cost approximately \$275,000, and the 'arrears' for last year's float total \$75,000. The business community would be strongly encouraged to raise additional or matching funds, with funds raised by the community-based Committee also used to return any funds extended by the

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City. Additional information regarding the potential funding components of this proposal is attached in the 'Summary of Proposed Beverly Hills Tournament of Roses Parade Float Initiative' document.

**RECOMMENDATION**

That the City Council Liaison Committee provide a report to the full City Council regarding the Liaison Committee meeting which was conducted on June 20, 2011 to explore this initiative with key partners and stakeholders.

Cheryl Friedling  
Approved By



# **Attachment 1**

## ***Proposed 2012 Beverly Hills Tournament of Roses Parade Float Initiative***

On June 7, the City Council approved an outreach effort to seek input from key community partners regarding the benefits derived from a parade float representing Beverly Hills in the 2012 Tournament of Roses Parade.

Through a variety of program budgets incorporated in the City's TOT (Tourism & Marketing) budget, up to \$350,000 can be reallocated to alternate marketing initiatives supported by the business community, including a 2012 Rose Parade float, among others (see chart on next page for details). A 2012 Rose Parade float will cost approximately \$275,000 and the 'arrears' for last year's float total \$75,000. The business community will be strongly encouraged to raise additional or matching funds that could match the City funds.

To determine interest in this initiative, the City Council Liaisons (Vice Mayor Brien and Councilman Mirisch) will consult with the CVB, Chamber of Commerce and Rodeo Drive Committee to seek input on the most effective use of these city funds as related to marketing initiatives.

If funding is allocated by the City Council for another marketing initiative – possibly including a Rose Parade Float – the City Council specified that certain funds earmarked in the City's TOT marketing budget would not be utilized for this initiative. These include the proposed budget authorizations for the CVB\*, Chamber of Commerce and Rodeo Drive Committee. Other funds that would not be used would be the City's marketing funds for contingency programs, administrative overhead, a 'buffer' account used as a reserve in case of economic downturns and community-based social service programs.

Additional components of a 2012 Float initiative would include the establishment of a defined community-based committee to assume responsibility for this initiative, should it be selected for funding.

*(\*an additional \$111,000 in un-allocated TOT funding is available for re-allocation to a Float initiative. It was tentatively proposed by the CVB/Marketing Liaison Committee for the CVB pending review and approval of a work plan.)*

***Proposed Funding Details:***

The proposed 2011-12 Tourism and Marketing Budget provides funding opportunities which may be utilized to fund a 2012 Tournament of Roses Parade float, should this initiative be approved. It should be noted that tentative allocations have been recommended by the City Council Liaison Committee; these funds could be re-directed to fund a Float initiative, with the expectation that City funds would be returned through ongoing community fundraising.

The categories and amounts that could be utilized are:

- \$111,000 Unallocated TOT revenue – originally recommended to be allocated to the CVB pending a proposal and work plan
- \$50,000 Reduce the City's holiday décor and special event budget (from \$450,000 to \$400,000)
- \$250,000 Reduce the \$250,000 budget allocation for a 2014 Anniversary (centennial) fund
- \$411,000** Total amount potentially available to fund a Float initiative

The City Council has specified funds that are not to be re-allocated:

- \$2,150,100 - CVB Operating Budget
  - \$250,000 - Rodeo Drive Committee Events/Initiatives
  - \$220,000 - Community-based social programs
  - \$200,000 - Administrative costs
  - \$320,000 - Annual buffer
  - \$150,000 - Contingency programs