



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 2, 2011
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager 
Subject: July 4th Activities in Beverly Hills
Attachments:

INTRODUCTION

Councilmember Mirisch has requested information of activities that the City has offered on the July 4th holiday. The City has not programmed any Independence Day related events or activities since 2007, when the Los Angeles Doctors Symphony performed an outdoor holiday-themed concert in Roxbury Park. Staff seeks further direction on whether Council would like to pursue having 4th of July festivities in the future.

DISCUSSION

Starting in the early 1990's, the Community Services Department held an annual July 4th "celebration" at Roxbury Park. The expanded community special event included everything from relay races to pie eating contests, hayrides for the kids and a petting zoo. In the late 1990's through 2004, carnival type rides were introduced. The rides included a train ride, swings, and moon bounces. The theme of the annual celebration was "Happy Birthday America".

Until 2002, a free concert by the Los Angeles Doctors Symphony was held in the Civic Center Plaza. Immediately following the day's celebration in the park, a free shuttle service to the Plaza was provided for patrons at the Roxbury Park event; at the conclusion of the concert, shuttles returned people to the park.

In 2002 the concert was relocated from the Civic Center Plaza to Roxbury Park. The move was made to allow patrons that attended the Roxbury Park festivities the opportunity to enjoy the Symphony concert; it also allowed seniors and other event participants to remain at the park and enjoy more of the activities leading up to the concert. Prior to 2002 concertgoers would have to leave the park early in order to board shuttles for the Civic Center Plaza.

The expanded July 4th event continued until 2004. Due to budgetary reductions in Fiscal Year 2005 – 2006, all of the traditional activities of the event were eliminated, except for the Symphony concert. In 2005, the Beverly Hills Theatre Guild, which had sponsored

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free performances by the Bob Baker Marionettes since the late 1990's, ended their involvement in the event. In 2006 and 2007, the LA Doctors Symphony concert was the only activity offered by the City for the July 4th holiday. An average of 300 people, a majority of them seniors, attended the concerts from 2005 - 2007. Staff estimated that a large portion of the concert attendees were not residents of Beverly Hills; many of the people were already in the park enjoying holiday picnics. Due to a lack of funding, the Doctor's Symphony has not performed on July 4th since their 2007 concert.

FISCAL IMPACT

The introduction of a new July 4th event would have a fiscal impact on the current budget. There are no funds (including staff costs) allocated in the current Fiscal Year budget within the Community Services Department's Community/Cultural Events & Public Art budget unit. Please keep in mind that "day of" staff costs would be based on a holiday overtime rate of time and a half for every hour worked. A good-faith effort would be made to solicit sponsorships from the business community and civic groups to help offset costs. If staff is requested to research and implement a 4th of July event, staff will need to reprioritize their current work tasks, potentially impacting some currently funded events, as well as day-to-day operations.

RECOMMENDATION

Staff seeks direction from City Council regarding the possible re-introduction of a July 4th event in Beverly Hills.

Steven Zoet
Approved By

