



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** October 18, 2011  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
Byron Pope, City Clerk  
**Subject:** Newspaper Display and Legal Ads Report  
**Attachments:** 1. Q1 Summary of City-Wide Advertising Expenditures in Local Media

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### INTRODUCTION

The City invests substantial financial resources in local advertising in an effort to educate the community regarding City programs and services, and to provide wide distribution of legal notices. The City has traditionally utilized two local newspapers as the primary conduits to reach out to the community. In recent years, certain advertising efforts have been augmented through the City's website, City newsletter and various social media outlets.

On June 21, 2011 the City Council approved the award of a bid from *The Beverly Hills Courier* for legal noticing and advertising, while also approving a contract with the *Beverly Hills Weekly* for these same services. The intent of the Council was to provide as much public notice and outreach as possible through multiple media channels. Both newspapers are adjudicated, and as such are eligible to publish legal notices from the City of Beverly Hills.

At that time, the City Council directed staff to enter into contracts with both *The Beverly Hills Courier* and the *Beverly Hills Weekly*, with the following stipulations:

- a) Overall spending should be reduced by 5% in the 2011-12 fiscal year;
- b) Proportional spending would aim to achieve a formula approximating the following:
  - 60% - *The Beverly Hills Courier*
  - 40% - *Beverly Hills Weekly*

- c) Although the annual bid process addressed legal and regulatory advertising managed by the City Clerk's Office, the terms in these contracts were extended to cover non-legal ('display') advertising for all City departments;
- d) Staff was directed to provide a quarterly summary to the City Council to ensure that overall City spending on advertising was aligned with the Council's intent.

**DISCUSSION**

Data obtained from all City departments indicate spending in the first quarter of FY 2011-12 as follows:

- Overall City-wide advertising spending is reduced by 22% (\$39,622 in Q1 2010 vs. \$31,085 in Q1 in 2011), with the following breakdown:

\$20,859,30 (67%) – *The Beverly Hills Courier*

\$10,226,62 (32%) – *Beverly Hills Weekly*

A listing of all advertisements in both local newspapers is included as an attachment.

**FISCAL IMPACT**

Funds for City-wide advertising (both legal/regulatory and display advertisements) are included in City departmental budgets.

**RECOMMENDATION**

Based on the quarterly review of advertising expenditures, staff will re-align City advertising spending in the next quarter(s) to achieve a Council-approved formula percentage split of 60% (*Beverly Hills Courier*) and 40% (*Beverly Hills Weekly*).

The recommendation is that the City Council review this information contained in this Staff Report and provide approval to staff in pursuing this objective, or provide an alternate direction to staff.

Cheryl Friedling 

Byron Pope   
Approved By

# **Attachment 1**

Quarterly Report - Beverly Hills Courier

Fiscal Year	Fund	Div/Dept	Budget Unit	Budget Unit Title	Vendor Name	Description	Total Payment Amount
12	08	35	35080586	F.S. 2 - MAINT/IMPROVE	BEVERLY HILLS COURIER I	LEGAL PUBLICATION RELATED	\$462.80
12	48	07	4801401	CITY CLERK ADMINISTRATION	BEVERLY HILLS COURIER I	LEGAL ADVERTISING FOR CIT	\$12,090.30
12	01	27	0103701	CURRENT PLANNING	BEVERLY HILLS COURIER I	NOTICES FOR PLANNING COMM	\$2,150.00
12	80	35	35800796	REPLACE RESERVOIR FENCES	BEVERLY HILLS COURIER I	NOTICE TO BID - UPGRADING	\$1,798.00
12	01	27	0103701	CURRENT PLANNING	BEVERLY HILLS COURIER I	ADVERTISING - BALANCE REM	\$110.00
12	08	35	35080838	MAINTAIN LIB FACILITY	BEVERLY HILLS COURIER I	LEGAL PUBLICATION RELATED	\$587.40
12	08	35	35080838	MAINTAIN LIB FACILITY	BEVERLY HILLS COURIER I	LEGAL PUBLICATION, ADDEND	\$640.80
12	06	35	35060701	IMPVMENT OF CITY GATEWAY	BEVERLY HILLS COURIER I	LEGAL PUBLICATION RELATED	\$1,520.00
12	01	40	0106702	YOUTH	BEVERLY HILLS COURIER I	6"X5" AD FOR YOUTH EVENTS	\$750.00
12	01	40	0106703	ADULTS	BEVERLY HILLS COURIER I	6"X5" AD PAGE FOR SENIOR	\$750.00

**\$20,859.30**

Quarterly Report - Beverly Hills Weekly

Quarterly Report - Beverly Hills Weekly

Fiscal Year	Fund	Div/Dept	Budget Unit	Budget Unit Title	Vendor Name
12	01	27	0103702	ADVANCE PLANNING	BEVERLY HILLS WEEKLY
12	80	35	35800796	REPLACE RESERVOIR FENCES	BEVERLY HILLS WEEKLY
12	01	27	0103701	CURRENT PLANNING	BEVERLY HILLS WEEKLY
12	48	07	4801401	CITY CLERK ADMINISTRATION	BEVERLY HILLS WEEKLY
12	08	35	35080586	F.S. 2 - MAINT/IMPROVE	BEVERLY HILLS WEEKLY
12	65	TRUST	65	CASH DEPOSITS FUND	BEVERLY HILLS WEEKLY
12	08	35	35080838	MAINTAIN LIB FACILITY	BEVERLY HILLS WEEKLY
12	08	35	35080838	MAINTAIN LIB FACILITY	BEVERLY HILLS WEEKLY
12	08	35	35080914	PARK FAC RENO - ROXBURY	BEVERLY HILLS WEEKLY
12	06	35	35060701	IMPVMENT OF CITY GATEWAY	BEVERLY HILLS WEEKLY
12	01	40	0106702	YOUTH	BEVERLY HILLS WEEKLY
12	01	40	0106703	ADULTS	BEVERLY HILLS WEEKLY

Description	Total Payment Amount
PUBLIC NOTICES FOR PLANNI	\$1,566.34
NOTICE TO BIDDERS FOR THE	\$477.68
PUBLIC NOTICES FOR PLANNI	\$1,101.05
LEGAL ADVERTISING FOR CIT	\$2,413.86
LEGAL PUBLICATION RELATED	\$283.71
PUBLIC NOTICES FOR PLANNI	\$342.95
LEGAL PUBLICATION RELATED	\$434.25
LEGAL PUBLICATION- ADDEND	\$347.40
LEGAL PUBLICATION RELATED	\$459.58
LEGAL PUBLICATION RELATED	\$405.30
HALF PAGE AD FOR YOUTH EV	\$700.00
HALF PAGE AD FOR SENIOR H	\$700.00

Paid by City Purchase Card

Police Department	102201	Crime Prevention	Beverly Hills Weekly	Display Ad - Neighborhood Watch	\$656.50
Community Services			Beverly Hills Weekly	Display Ad - Noise Ordinance	\$338.00
					<b><u>\$10,226.62</u></b>