



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** January 10, 2012  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
Byron Pope, City Clerk  
**Subject:** Quarterly Advertising Report  
**Attachments:** 1. Summary of City-Wide Advertising Expenditures

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### **INTRODUCTION**

The City Council has directed staff to provide quarterly updates on the City's advertising efforts. The intent of the report is to capture the City's advertising costs with the two local newspapers as well as through other media channels.

Specifically, the Council approved a formula percentage breakdown of 63% (*Beverly Hills Courier*) and 37% (*Beverly Hills Weekly*), along with an overall advertising reduction of 5% for the entire fiscal year. The Council also directed staff to document other advertising expenditures, including advertisements placed in specialized, trade or other media channels.

### **DISCUSSION**

Based on an on-going review of advertising expenditures, staff has continued to align the City's advertising spending for the second quarter of FY 2011/12 to achieve the Council-approved goals.

City departments were directed to input all paid advertisement expenditures in an online process known as the 'Ad Tracker.' This newly-created system captures on-going advertising costs, with final expenditure reports verified through the City's Finance Department.

## Overall Annual Advertising Summary:

The City Council's goal of a 5% overall annual advertising reduction has been achieved. For the first two quarters of FY 2011/12, overall City department advertising spending was \$77,807.86 which represents a 19% reduction from the first two quarters of the previous year - FY 2010/11.

<b>Advertising Results</b>			
	<b>Q1</b>	<b>Q2</b>	<b>Total</b>
2010-2011	\$28,137.41	\$67,582.35	\$95,719.76
2011-2012	\$33,157.30	\$44,650.56	\$77,807.86
% change	17.84%	-33.93%	-18.71%

## FY 2011-2012 Quarterly Advertising:

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

<b>FY 2011-2012</b>	<b>Q2</b>	<b>% Total</b>
BH Courier	\$21,721.00	49%
BH Weekly	\$11,136.56	25%
Other	\$11,793.00	26%

Excluding 'other media,' the percentage breakdown for the *Beverly Hills Courier* and the *Beverly Hills Weekly* include:

<b>FY 2011-2012</b>	<b>Q1</b>	<b>Q2</b>	<b>Total</b>
BH Courier	\$20,859.30	\$21,721.00	\$42,580.30
BH Weekly	\$10,226.62	\$11,136.56	\$21,363.18
% BH Courier	67%	66%	67%
% BH Weekly	33%	34%	33%

Advertising expenditures for both Q1 and Q2 of FY 2010-2011 indicate a shortfall of \$3,500 for the *Beverly Hills Weekly*. Staff has already increased advertising placements in Q3 to achieve the City Council mandated percentage breakdown for this publication.

## FISCAL IMPACT

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

**RECOMMENDATION**

Staff recommends that the City Council review this information, providing direction as appropriate.

Cheryl Friedling



Byron Pope



Approved By

# **Attachment 1**

**Summary of City-Wide  
Advertising Expenditures**

FY 2011-2012 (Q2)

<u>Advertising Description</u>	<u>AD START DATE</u>	<u>Cost for Courier</u>	<u>Cost for Weekly</u>	<u>Cost for Other</u>	<u>Other</u>
Affaire in the Gardens - Art Show	1-Oct-11			\$300.00	NoHo Arts District
Affaire in the Gardens - Art Show	1-Oct-11			\$1,125.00	Jewish Journal
Affaire in the Gardens - Art Show	3-Oct-11			\$4,653.00	LA Times
Affaire in the Gardens - Art Show	5-Oct-11			\$100.00	Visual Art Source
Ordinance No. 11-O-2613 - Noise Ordinance	6-Oct-11		\$947.63		
Notice of Committee Vacancy - Groundwater Management Plan Technical Committee	6-Oct-11		\$180.50		
Bid 12-07: Renovation of the Children's Library	6-Oct-11		\$433.20		
Notice of Public Hearing - Parking Authority Parking Rates	7-Oct-11	\$420.00			
Notice of Committee Vacancy - Groundwater Management Plan Technical Committee	7-Oct-11	\$210.00			
Notice of Public Hearing - Ordinance Regarding BHMC Amendments	7-Oct-11	\$520.00			
Bid 12-07: Children's Library Remodel	7-Oct-11	\$623.00			
Bid 12-09: Construction of the Roxbury Community Center	13-Oct-11	\$0.00	\$397.10		
Bid 12-09: Roxbury Community Center	14-Oct-11	\$560.70			
Ordinance Regarding Development Standards	21-Oct-11	\$620.00			
Notice of Public Hearing - Ordinance Regarding Trousdale View Restoration	21-Oct-11	\$620.00			
Ordinance No. 11-O-2614 - Oil, gas, hydrocarbon drilling	27-Oct-11		\$595.65		
Notice of Public Hearing - Restoration Program for Trousdale Estates	27-Oct-11		\$324.90		
Notice of Public Hearing - Restaurant Development Standards	27-Oct-11		\$306.85		
Recreation Leader III (Recruitment)	27-Oct-11			\$25.00	Online Media
Ordinance No. 11-O-2614 - Oil, gas, hydrocarbon drilling	28-Oct-11	\$872.20			
Notice of Public Hearing - Mills Act Fees	28-Oct-11	\$620.00			
Notice of Intent to Adopt a Negative Declaration and Notice of Public Hearing	3-Nov-11		\$324.90		
Notice of Committee Vacancy - Groundwater Management Plan Technical Committee	3-Nov-11		\$180.50		
Notice of Public Hearing - Mills Act Pilot Program	3-Nov-11		\$279.78		
Notice of Public Hearing - Mills Act Fees	4-Nov-11	\$520.00			
Notice of Intent to Adopt and Notice of Public Hearing - Housing Element Resolution	4-Nov-11	\$810.00			
Notice of Committee Vacancy - Groundwater Management Plan Technical Committee	4-Nov-11	\$310.00			
Notice of Public Hearing - Mills Act Pilot Program	10-Nov-11		\$279.78		
PC Notice of Public Hearing Rezoning of Three Parcels - Gateway Project	11-Nov-11	\$1,210.00			
PC Notice of Public Hearing Rezoning of Three Parcels - Gateway Project	11-Nov-11		\$469.30		
Maison de Luxe	17-Nov-11	\$638.00			
Maison de Luxe	18-Nov-11	\$720.00			
General Holiday Program Ad	21-Nov-11			\$1,100.00	Beverly Hills Patch
Summary Notice - Trousdale Estates View Restoration Ordinance	25-Nov-11	\$1,010.00			
PC Notice of Public Hearing Re: Ordinance Related to Restaurant Uses	25-Nov-11	\$3,969.80			
PC Notice of Public Hearing Re: Ordinance Related to Restaurant Uses	25-Nov-11		\$1,599.49		
PC Notice of Public Hearing for Tentative Parcel Map & DPR Permit for 9221 Whitworth	25-Nov-11	\$620.00			
PC Notice of Public Hearing for Tentative Parcel Map & DPR Permit for 9221 Whitworth	25-Nov-11		\$342.95		
Notice of Community Meeting and Public Hearing Regarding Redevelopment of Jim Falk Lexus Dealership	1-Dec-11		\$469.30		
Summary Notice - Restoration Program for Trousdale Estates Area of the City	1-Dec-11		\$703.95		
Beverly Hills Art Show Recruitment - Sunshine Artist	1-Dec-11			\$552.00	Sunshine Artist Magazine

