



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** February 21, 2012  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
**Subject:** City of Beverly Hills' 100<sup>th</sup> Anniversary Celebration  
**Attachments:** 1. 100<sup>th</sup> Anniversary Review

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### **INTRODUCTION**

The City's 100<sup>th</sup> Anniversary celebration will commence in mid-2013 and extend throughout 2014, showcasing the community with a portfolio of key events and initiatives. The official 100<sup>th</sup> Anniversary date is January 28, 2014.

Recognizing the historic nature of the 100<sup>th</sup> Anniversary opportunity, Mayor Brucker has designated community leader Richard Rosenzweig as Chairman of the 100<sup>th</sup> Anniversary Celebration. Joining Mr. Rosenzweig on the 100<sup>th</sup> Anniversary Celebration Committee is Mayor Brucker and Councilmember Bosse.

### **DISCUSSION**

To ensure success, staff has researched comparable 'centennial' or 'anniversary' events to distill insights that can propel Beverly Hills' 100<sup>th</sup> Anniversary celebration to success.

The key objective of the 18-month 100<sup>th</sup> Anniversary program is to highlight Beverly Hills to residents and visitors through a series of celebratory events and high-profile promotions.

Staff has provided regular status reports to the City's 100<sup>th</sup> Anniversary Committee and welcomes ongoing direction as the planning process moves forward. An overview will be provided during the City Council Study Session to update the entire City Council.

The City will be reaching out to partner organizations including the Beverly Hills Conference & Visitors' Bureau, the Beverly Hills Chamber of Commerce, the Rodeo Drive Committee, the Beverly Hills Unified School District, Beverly Hills Rotary, the Paley Center for Media, the Annenberg Center for the Performing Arts and others to further explore 100<sup>th</sup> Anniversary initiatives and seek collaboration.

**FISCAL IMPACT**

Currently \$250,000 has been allocated in Fiscal Year 2011-12 for 100<sup>th</sup> Anniversary programs from the Tourism and Marketing Program budget through the Transient Occupancy Tax, with an expectation that a similar amount will be allocated in the next two fiscal years from the same source if approved by the City Council during the budget process. Additional funding is being explored through a specialized consulting firm which will approach potential luxury corporate sponsors.

**RECOMMENDATION**

That the City Council provide ongoing direction to staff regarding the City's 100<sup>th</sup> Anniversary celebration.

Cheryl Friedling  
Approved By



# **Attachment 1**



## City of Beverly Hills 100<sup>th</sup> Anniversary

### Overview

The City of Beverly Hills will celebrate its 100<sup>th</sup> year anniversary of incorporation on January 28, 2014. Planning is underway for an exciting 18-month celebration beginning in the summer of 2013. The celebration will include community events, private galas, special merchandise, and more to promote and monetize the Beverly Hills brand on a global scale and commemorate the historic milestone.

### Committee

The City is assembling a 100<sup>th</sup> Anniversary Committee led by prominent community member Dick Rosenzweig, recently retired Executive Vice President of Playboy Enterprises, along with Mayor Barry Brucker and Councilmember Lili Bosse. The Committee will develop the overall vision for the City's Anniversary, along with recommendations for regional and community events and tourism initiatives that pay tribute to Beverly Hills' past, present and future. Examples of events and activities that the Committee is considering include:

- Happy Birthday Beverly Hills Concert at the Saban Theatre (Summer 2013)
- 'Snapshot of Beverly Hills' Historical Photos Exhibit at Beverly Hills Library (Fall 2013)
- Beverly Hills: Past, Present & Future Coffee Table Book (Fall 2013)
- Rose Parade Float (December 2013)
- Youth Art Contest: Beverly Hills of the Future (Spring 2014)
- 'Filmed in BH' Movie Festival at Academy of Motion Picture Arts & Sciences (Spring 2014)
- Exhibit on Music at Paley Center for Media (Spring 2014)
- July 4<sup>th</sup> Celebration at La Cienega Park (Summer 2014)
- Planting of 100<sup>th</sup> Anniversary Tree (Fall 2014)
- Distinguished Residents 100<sup>th</sup> Anniversary Awards (Fall 2014)
- Bury 100<sup>th</sup> Anniversary Time Capsule (Winter 2014)

### City Staff Support

The Deputy City Manager for Public Affairs and the Marketing & Economic Sustainability Manager will serve as staff liaisons to the 100<sup>th</sup> Anniversary Committee. Staff will also coordinate the following



initiatives with direction from the City Council Liaison Committees for Special Events and Branding/Licensing:

- Secure distinguished artist to design Beverly Hills 100<sup>th</sup> Anniversary logo (Spring 2012)
- Develop merchandising strategy and commemorative items (Spring 2012)
- Develop corporate sponsorship packages and secure sponsors (Summer 2012)
- Create dedicated 100<sup>th</sup> Anniversary website and social media pages (2013)
- Design anniversary banners for City's commercial districts (2013)
- Launch tourism advertisement campaign (2013)
- Coordinate signature anniversary events, which may include an unveil ceremony for a commemorative postage stamp at the Annenberg Performing Arts Center (Fall 2013) and a 100<sup>th</sup> Anniversary Gala at Greystone Mansion (January 2014)

### Merchandising Strategy

The City, through its agreement with William Morris Endeavor Entertainment, will develop a comprehensive merchandising program for the 100<sup>th</sup> Anniversary. City staff is working to commission an artist to design a commemorative Beverly Hills 100<sup>th</sup> Anniversary logo. This logo will become the City's signature branding tool for the merchandising program, which will include apparel, jewelry, wine/champagne, stationary, and other signature items.

### Corporate Sponsorship

The City will develop an innovative corporate sponsorship program to invite interested corporate sponsors to join the City of Beverly Hills in celebrating the historic 100<sup>th</sup> Anniversary milestone. The program will include various sponsorship levels and benefits to provide significant branding and marketing exposure for corporate sponsors, along with an opportunity to show their support for Beverly Hills. Benefits will include complimentary tickets and premier seating at signature events, logo inclusion on marketing materials including banners, programs, and invitations, coverage on the City's 100<sup>th</sup> Anniversary website, and much more.