



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 3, 2012
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: 2012 Playboy Jazz Festival Free Community Concert
Attachments: 1. Letter

INTRODUCTION

Staff is working with Playboy Enterprises in coordinating the 18th annual free community Playboy Jazz Festival Concert in the Civic Center Plaza on Sunday, May 6, 2012, from 3:30 p.m. - 6:00 p.m. The concert will be presented by the Playboy Jazz Festival as part of their series of free community concerts scheduled throughout the Los Angeles area.

Previous years concerts have averaged approximately 400 spectators and have been well received by the community. Performers for this year's concert have not yet been announced. This community concert has served as the "kick-off" concert for the Community Services Department's annual summer concert series, held in Beverly Canon Gardens. Staff will provide information on the 3rd annual "Concerts on Canon" concert series at a later date.

DISCUSSION

As was the case last year, the Greystone Mansion Concours d'Elegance will be held on the same date. Last year, staff recommended to the concert organizers to start the concert at 3:30pm to allow Concours patrons the opportunity to attend the show at the conclusion of the Concours. In previous years the concert started at 3pm. The result was a standing-room-only crowd of over 600 people in the Plaza. This year Concours attendees will be shuttled from the 450 North Crescent Drive parking structure. People attending the concert only will park in the Civic Center parking structure. The Civic Center structure has provided ample parking for the last several years, and it is not anticipated that additional parking venues will be needed.

FISCAL IMPACT

The concert is a free event; therefore it does not generate any revenue. While some staff that assists with the event is regularly scheduled to work on Sunday's, there will be

Meeting Date: April 3, 2012

additional personnel costs incurred, estimated to be \$600. The additional staff needed include Public Works staff and Park Rangers. Staff will secure a food vendor, at no cost to the City, to sell snack items and non-alcoholic beverages during the event. The shuttles that will be used to drop Concours patrons off at the Plaza are the shuttles that will be transporting all Concours guests the day of the event. The cost of the shuttles is offset by revenues generated by ticket sales, sponsorships, and exhibitor fees for the Concours d'Elegance.

Playboy Enterprises will provide the talent, sound system and provisions for a backstage area for the performers. This includes the rental of a portable restroom for the performers.

Promotion of the jazz concert will be coordinated and paid for by Playboy. In addition to Playboy's efforts, staff will promote the jazz concert to the Beverly Hills community.

RECOMMENDATION

Concerts held in previous years have been well attended and provided the community with a high quality cultural experience. Unless the City Council has any concerns or questions, staff will proceed with coordination of the Playboy Jazz Festival free community concert on May 6, 2012 in the Civic Center Plaza.

Steve Zoet
Approved By





JONNE MARIE SWITZLER
MANAGER
PLAYBOY JAZZ FESTIVALS

March 19, 2012

Brad Meyerowitz
Art and Cultural Events
City of Beverly Hills
444 N. Rexford Dr.
Beverly Hills, CA 90210

Dear Brad,

Once again we would like to present our Playboy Jazz Free Community Concert at the Beverly Hills Civic Center Plaza on Sunday, May 6, 2012. in connection with this year's Playboy Jazz Festival, June 16 and 17, 2012, at the Hollywood Bowl. The concert will be held from 3:30 PM to approximately 5:30 PM. We will present artists of the same high quality as we have in the past. I am attaching the 2011 PBJF flyer as an example of the artists and events that we present. The Playboy Jazz Festival will be responsible for the production of the event, including all setup and breakdown

We are anticipating another exciting event with the City of Beverly Hills. I will look forward to confirmation from the City Council.

Best regards,

Jonne-Marie Switzler
Manager, Playboy Jazz Festivals