



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 17, 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 Q3 City-Wide Advertising Expenditures

INTRODUCTION

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

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 2011/12.

DISCUSSION

The City's advertising expenditures are precisely on target for the third quarter of FY 2011/12. Per Council's direction, the formula breakdown was achieved with 63% for the *Beverly Hills Courier* and 37% for the *Beverly Hills Weekly*. Overall, the achieved year-to-date total is *Beverly Hills Courier* (65%) and *Beverly Hills Weekly* (35%).

On-going departmental advertising costs are verified through the City's Finance Department.

FY 2011-2012 Quarterly Advertising:

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

FY 2011-2012	Q3
BH Courier	\$25,544.45
BH Weekly	\$14,954.88
Other	\$8,340.86
Total	\$48,840.19

Attached is a detailed listing of the media placements for the current fiscal year. Excluding other media, the percentage breakdown for the *Beverly Hills Courier* and the *Beverly Hills Weekly* include:

FY 2011-2012	Q1	Q2	Q3	Total Cumulative Through Q3
BH Courier	\$20,859.30 (67%)	\$21,721.00 (66%)	\$25,544.45 (63%)	\$68,124.75 (65%)
BH Weekly	\$10,226.62 (33%)	\$11,136.56 (34%)	\$14,954.88 (37%)	\$36,318.06 (35%)

Overall Annual Advertising Summary:

For the three quarters of FY 2011/12, overall City department advertising spending was \$48,840.19. Year-end advertising will attempt to achieve the Council's 5% reduction goal.

	Advertising Results			
	Q1	Q2	Q3	Total at Q3
2010-2011	\$28,137.41	\$67,582.35	\$30,945.87	\$126,665.63
2011-2012	\$33,157.30	\$44,650.56	\$48,840.19	\$126,648.05
% change	17.84%	-33.93%	57.82%	-.01%

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
(Q3 - FY 2011/12)**

<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 Publication</u>
Planning Commission - Alley Dedications Notice of Public Hearing	Friday, March 30, 2012	\$ 810.00	\$ -	\$ -	
Planning Commission - Zoning Code Amendments	Friday, March 30, 2012	\$ 810.00	\$ -	\$ -	
Planning Commission - Convenience Store Ordinance	Friday, March 30, 2012	\$ 810.00	\$ -	\$ -	
Planning Commission - Variance to allow 1141 Summit Drive & 1138 San Ysidro Drive	Friday, March 30, 2012	\$ 810.00	\$ -	\$ -	
Bond Notice - 2012 Lease Revenue Refunding Bonds	Friday, March 30, 2012	\$ 653.00			
Bid 12-27: Prequalification of Bidders Related to the Construction of Four City Gateway Monuments	Friday, March 16, 2012	\$ 235.85	\$ -	\$ -	
RFQ Related to the Public Works Warehouse and Shops	Friday, March 16, 2012	\$ 934.50	\$ -	\$ -	
Ordinance No. 12-O-2621 (High Impact Convenience Stores)	Friday, March 16, 2012	\$ 605.20	\$ -	\$ -	
Notice of Commission Vacancy - Architectural Commission	Friday, March 16, 2012	\$ 310.00	\$ -	\$ -	
Bond Ad - 2012 Lease Revenue Refunding Bonds	Friday, March 16, 2012	\$ 653.00			
RFQ Related to the Public Works Warehouse and Shops	Thursday, March 15, 2012	\$ -	\$ 626.00	\$ -	
Ordinance No. 12-O-2621 (High Impact Convenience Stores)	Thursday, March 15, 2012	\$ -	\$ 303.98	\$ -	
Notice of Commission Vacancy - Architectural Commission	Thursday, March 15, 2012	\$ -	\$ 90.25	\$ -	
Bid 12-27: Prequalification of Bidders Related to the Construction of Four City Gateway Monuments	Friday, March 9, 2012	\$ 427.20	\$ -	\$ -	
Bid 12-28: Prop A Maintenance Irrigation Device Replacement in Beverly Gardens Park	Thursday, March 8, 2012	\$ -	\$ 311.21	\$ -	
Bid 12-27: Prequalification of Bidders Related to the Construction of Four City Gateway Monuments	Thursday, March 8, 2012	\$ -	\$ 423.39	\$ -	
Woofstock 90210	Thursday, March 8, 2012	\$ -	\$ 338.00	\$ -	
Water System Production/Operations Supervisor (Recruitment)	Tuesday, March 6, 2012	\$ -	\$ -	\$ 714.00	APWA - American Public Works Association
Field Service Representative (Recruitment)	Tuesday, March 6, 2012	\$ -	\$ -	\$ 462.00	APWA - American Public Works Association
Ordinance No. 12-O-2620 - Cultural Heritage	Friday, March 2, 2012	\$ 311.50	\$ -	\$ -	
Woofstock 90210	Friday, March 2, 2012	\$ 1,040.00	\$ -	\$ -	
Ordinance No. 12-O-2620 - Cultural Heritage	Thursday, March 1, 2012	\$ -	\$ 188.18	\$ -	
Notice of Public Hearing - Financing for Acquisition and Construction of Certain Public Capital Improvements	Thursday, March 1, 2012	\$ -	\$ 261.73	\$ -	
Notice of Public Hearing - Vacated Alley on Coldwater Canyon Drive	Thursday, March 1, 2012	\$ -	\$ 333.95	\$ -	
Water System Production/Operations Supervisor (Recruitment)	Wednesday, February 29, 2012	\$ -	\$ -	\$ 200.00	Brown & Caldwell (BC Waters)
Field Service Representative (Recruitment)	Wednesday, February 29, 2012	\$ -	\$ -	\$ 200.00	Brown & Caldwell (BC Waters)
Ordinance #12-O-2619 - Parking Requirements for Dealerships		\$ 373.80	\$ -	\$ -	
Notice of Public Hearing - Financing for Acquisition and Construction of Public Capital Improvement	Friday, February 24, 2012	\$ 720.00	\$ -	\$ -	
Notice of Public Hearing - Vacated Alley on Coldwater Canyon Drive	Friday, February 24, 2012	\$ 810.00	\$ -	\$ -	
Notice of Public Hearing - Extending Interim Ordinance 11-O-2608	Thursday, February 23, 2012	\$ -	\$ 342.95	\$ -	
Notice of Public Hearing - Vacated Alley on Coldwater Canyon Drive	Thursday, February 23, 2012	\$ -	\$ 324.90	\$ -	
Explore Ad - City Events and Programs	Thursday, February 23, 2012	\$ -	\$ 1,468.70	\$ -	
Notice of Commission Vacancy - Architectural Commission	Friday, February 17, 2012	\$ 310.00	\$ -	\$ -	

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(Q3 - FY 2011/12)**

<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 Publication</u>
Notice of Public Hearing - Vacated Alley on Coldwater Canyon Drive	Friday, February 17, 2012	\$ 810.00	\$ -	\$ -	
Notice - Community Charitable Foundation	Friday, February 17, 2012	\$ 310.00	\$ -	\$ -	
Notice of Public Hearing - High Impact Convenience Stores	Friday, February 17, 2012	\$ 810.00	\$ -	\$ -	
Notice of Commission Vacancies	Thursday, February 16, 2012	\$ -	\$ 216.60	\$ -	
Water System Operation/Production Supervisor & Field Service Representative (Recruitment)	Wednesday, February 15, 2012	\$ -	\$ -	\$ 4,102.86	California Department of Health (cdph)
Office Assistant III (Recruitment)	Tuesday, February 14, 2012	\$ -	\$ -	\$ 385.00	Jobs Available, Inc. (Recruitment)
Human Resources Associate II (Recruitment)	Tuesday, February 14, 2012	\$ -	\$ -	\$ 385.00	Jobs Available, Inc. (Recruitment)
Principal Auditor (Recruitment)	Tuesday, February 14, 2012	\$ -	\$ -	\$ 595.00	Jobs Available, Inc. (Recruitment)
Cultural Heritage Commission Vacancies	Monday, February 6, 2012	\$ -	\$ -	\$ 258.00	Patch
Reso # PA-R-12-140 (Approval for Operating Budget 2011/12)	Friday, February 3, 2012	\$ 1,984.90	\$ -	\$ -	
Notice of Commission Vacancy - Charitable Solicitations Commission	Friday, February 3, 2012	\$ 210.00	\$ -	\$ -	
Ordinance #12-O-2618 (Architectural Commission)	Friday, February 3, 2012	\$ 373.80	\$ -	\$ -	
Ord No. 12-O-2618 (Architectural Commission)	Thursday, February 2, 2012	\$ -	\$ 238.84	\$ -	
Reso # PA-R-12-140 (Approval for Operating Budget 2011/12)	Thursday, February 2, 2012	\$ -	\$ 188.18	\$ -	
Ordinance No. 12-O-2619: Parking Requirements for Dealerships	Thursday, February 2, 2012	\$ -	\$ 217.13	\$ -	
Charitable Solicitations Commission: Vacancy	Thursday, February 2, 2012	\$ -	\$ 81.23	\$ -	
Notice of Public Hearing: Convenience Store Permits	Thursday, February 2, 2012	\$ -	\$ 297.83	\$ -	
Summary Ordinance: Amending Muni Code	Thursday, February 2, 2012	\$ -	\$ 609.19	\$ -	
Notice of Public Hearing - Utility Bill Lien Ordinance	Friday, January 27, 2012	\$ 1,598.00	\$ -	\$ -	
Notice of Public Hearing - Conditional Use Permit Ordinance	Friday, January 27, 2012	\$ 620.00	\$ -	\$ -	
Summary Notice - Historic Preservation Ordinance	Friday, January 27, 2012	\$ 1,210.00	\$ -	\$ -	
Bid 12-23: La Cienega Tennis Court Resurfacing	Friday, January 27, 2012	\$ 480.60	\$ -	\$ -	
Notice to Bidders for Street Resurfacing	Thursday, January 26, 2012	\$ -	\$ 607.95	\$ -	
Bid Package for La Cienega Tennis Center	Thursday, January 26, 2012	\$ -	\$ 267.79	\$ -	
Notice of Public Hearing: An Ordinance to Impose Real Property Lien	Thursday, January 26, 2012	\$ -	\$ 848.35	\$ -	
Notice of Commission Vacancies: Cultural Heritage Commission	Thursday, January 26, 2012	\$ -	\$ 90.25	\$ -	
Available City Parking for Lease	Thursday, January 26, 2012	\$ -	\$ 1,468.70	\$ -	
Bid 12-23: La Cienega Tennis Court Resurfacing	Thursday, January 26, 2012	\$ -	\$ 267.79	\$ -	
The Art List Artist Recruitment Ad	Tuesday, January 24, 2012	\$ -	\$ -	\$ 175.00	The Art List / theartlist.com
Roxbury Park - Community Meeting (eblast)	Friday, January 20, 2012	\$ 450.00	\$ -	\$ -	
Notice of Commission Vacancies - Cultural Heritage Commission	Friday, January 20, 2012	\$ 310.00	\$ -	\$ -	
Notice of Public Hearing - Utility Bill Lien Ordinance	Friday, January 20, 2012	\$ 1,598.00	\$ -	\$ -	
Project 12-20: Prequalification Package for Construction of City Gateway Monuments	Friday, January 20, 2012	\$ 934.50	\$ -	\$ -	
Roxbury Park - Community Meeting	Thursday, January 19, 2012	\$ -	\$ 656.50	\$ -	
LA Weekly eblast for Artist Recruitment	Thursday, January 19, 2012	\$ -	\$ -	\$ 200.00	LA Weekly
Summary Notice of Proposed Adoption of Ordinance	Thursday, January 19, 2012	\$ -	\$ 595.65	\$ -	
Notice of Public Hearing: Ordinance to Impose Real Property Lien	Thursday, January 19, 2012	\$ -	\$ 956.65	\$ -	

