



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** November 20, 2012  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
Byron Pope, City Clerk  
**Subject:** FY 2012/13 Q1 First Quarter Advertising Report  
**Attachments:** 1. Summary of City-Wide Advertising Expenditures

---

### INTRODUCTION

Per the City Council's direction, staff provides quarterly updates on City advertising expenditures. The intent of these reports is to capture the City's legal and display advertising costs with the two local adjudicated newspapers, online and other media channels.

### DISCUSSION

The City Council approved a revised FY 2012/13 budget allocation on June 7, 2012 for Citywide legal and display advertising as follows:

- Beverly Hills Courier: \$60,000
- Beverly Hills Weekly: \$50,000
- Beverly Hills Patch: \$10,000
- Reserve: \$10,000

Citywide First Quarter (Q1) advertising expenditures were **\$36,443** (which includes additional publications). The expenditure breakdown for the *Beverly Hills Courier*, the *Beverly Hills Weekly* and *Beverly Hills Patch* are as follows:

<b>FY 2012-2013</b>	<b>Annual Allocation</b>	<b>Q1</b>
BH Courier	\$60,000	\$19,641
BH Weekly	\$50,000	\$10,521
BH Patch	\$10,000	\$5,000
<b>Total</b>		<b>\$35,162</b>

Going forward, City staff will align advertising placements to conform more closely with the City Council mandated formula.

**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**

Citywide Paid Advertising  
FY 2012-13 (Q1 First Quarter)

<u>Title</u>	<u>AD START DATE</u>	<u>\$Cost for Courier</u>	<u>\$Cost for Weekly</u>	<u>\$Cost for Other</u>	<u>Other</u>
Beverly Hills Art Show: Artists Recruitment	7/10/2012	\$ -	\$ -	\$ 59.00	artshow.com
Notice of Intent to Adopt a Mitigated Negative Declaration	7/12/2012	\$ -	\$ 609.19	\$ -	
Notice of Public Hearing Comprehensive Schedule of Parking Rates	7/12/2012	\$ -	\$ 198.55	\$ -	
Notice of Public Hearing Comprehensive Schedule of Taxes & Fees	7/12/2012	\$ -	\$ 234.65	\$ -	
Notice of Public Hearing - Reso Amending Comprehensive Schedule of Taxes, Fees & Charges	7/13/2012	\$ 520.00	\$ -	\$ -	
Notice of Public Hearing - Resolution Amending Parking Facility Rates	7/13/2012	\$ 520.00	\$ -	\$ -	
Ordinance #12-O-2625: Convenience Stores	7/13/2012	\$ 898.90	\$ 506.63	\$ -	
Bid # 13-02: 221 N. Crescent Dr. Brick Facade Replacement Project	7/19/2012	\$ 560.70	\$ 296.74	\$ -	
Bid Package No. 13-02 Legal Notice-Bids Wanted	7/19/2012	\$ -	\$ 296.74	\$ -	
Notice of Public Hearing Comprehensive Schedule of Parking Facility Rates	7/19/2012	\$ -	\$ 198.55	\$ -	
Notice of Public Hearing Comprehensive Schedule of Taxes & Fees	7/19/2012	\$ -	\$ 234.65	\$ -	
Notice of Public Hearing - City Council Reso re Taxes, Fees, and Charges for FY 2012-13	7/20/2012	\$ 520.00	\$ -	\$ -	
Notice of Public Hearing - Parking Authority Reso re Parking Facility Rates for FY 2012-13	7/20/2012	\$ 520.00	\$ -	\$ -	
October 2012 BH Art Show: Artists Recruitment	7/24/2012	\$ -	\$ -	\$ 175.00	The Artlist
Beverly Hills artSHOW: Artist Recruitment	7/25/2012	\$ -	\$ -	\$ 250.00	LA Weekly
Notice of Public Hearing Resolution of the Council of the City of Beverly Hills	7/26/2012	\$ -	\$ 252.70	\$ -	
Notice of Public Hearing - CMP	7/27/2012	\$ 720.00	\$ -	\$ -	
Notice of Public Hearing - Ordinance re Exercise Clubs	7/27/2012	\$ 720.00	\$ -	\$ -	
Notice of Public Hearing - Trousdale View Ordinance	7/27/2012	\$ 810.00	\$ -	\$ -	
Current and Ongoing Ad Space	8/1/2012			\$ 5,000.00	Patch
Notice of Public Hearing Exercise Clubs	8/2/2012	\$ -	\$ 288.80	\$ -	
Notice of Public Hearing Trousdale Estates Wall, Fence, and Hedge Standards	8/2/2012	\$ -	\$ 324.90	\$ -	
National Night Out	8/3/2012	\$ 1,560.00	\$ 656.50	\$ 797.50	Patch
Farmers' Market - Cocktail Week	8/10/2012	\$ 520.00	\$ -	\$ -	
Notice of Commission Vacancy - Planning Commission	8/10/2012	\$ 310.00	\$ -	\$ -	
Notice of Commission Vacancy - Planning Commission	8/16/2012	\$ -	\$ 90.25	\$ -	
Notice of Public Hearing Request to Amend an Existing Development Agreement	8/16/2012	\$ -	\$ 297.83	\$ -	
Found Property: Per BHPD advertising lost item	8/17/2012	\$ 55.00	\$ -	\$ -	
Ordinance No. 12-O-2626: Amend Contract between City and CalPers	8/17/2012	\$ 2,808.00	\$ 463.20	\$ -	
Bid Package No. 13-04 345 Foothill Road	8/30/2012	\$ -	\$ 264.16	\$ -	
Notice of Public Hearing Planning Commission	8/30/2012	\$ -	\$ 288.80	\$ -	
Request for Qualifications Zoning Code Reorganization	8/30/2012	\$ -	\$ 188.17	\$ -	
Bid #13-04: Mural at Civic Center Parking Structure	8/31/2012	\$ 480.60	\$ 264.16	\$ -	
Found Property - Per BHPD advertising lost item	8/31/2012	\$ 55.00	\$ -	\$ -	
Ordinance No. 12-O-2627: Amend Trousdale View Restoration Permit Procedures	8/31/2012	\$ 436.10	\$ 246.07	\$ -	
Ordinance No. 12-O-2628: Amend Parking Restrictions for Exercise Clubs	8/31/2012	\$ 373.80	\$ 227.98	\$ -	
Notice of Commission Vacancy: Planning Commission	9/6/2012	\$ -	\$ 90.25	\$ -	
Notice of Public Hearing - Ordinance re Local Planning for Emergency Shelters	9/7/2012	\$ 720.00	\$ -	\$ -	
Notice of Public Hearing An Ordinance Establishing Definitions, Adopting Local Planning, Approval for Emergency Shelters	9/13/2012	\$ -	\$ 306.85	\$ -	
Notice of Public Hearing Planning Commission	9/13/2012	\$ -	\$ 351.98	\$ -	
Notice of Commission Vacancy - Planning Commission	9/14/2012	\$ 310.00	\$ -	\$ -	
Centennial Volunteer Reception	9/20/2012	\$ 2,100.00	\$ 1,468.70	\$ -	
Notice of Public Hearing: Planning Commission	9/20/2012	\$ -	\$ 315.88	\$ -	
Ordinance No. 12-O-2630 Amend Number of Non-Resident Members of the Human Relations Commission	9/20/2012	\$ 240.30	\$ 144.75	\$ -	
Ordinance No. 12-O-2629: Mixed-use Development, 9200 Wilshire Blvd.	9/21/2012	\$ 1,798.00	\$ 738.23	\$ -	
Ordinance No. 12-O-2631: Radius Requirements for Vehicle Towing Services	9/21/2012	\$ 253.65	\$ 148.36	\$ -	
Bid Package No. 13-09 Legal Notice-Bids Wanted La Cienega Park Exercise Area Project	9/27/2012	\$ -	\$ 293.11	\$ -	
Notice of Commission Vacancies Charitable Solicitations Commission	9/27/2012	\$ 310.00	\$ 99.28	\$ -	
Notice of Public Hearing - PC re Use Charts	9/28/2012	\$ 720.00	\$ -	\$ -	

Citywide Paid Advertising  
 FY 2012-13 (Q1 First Quarter)

Ordinance no. 12-O-2632: Increase Voluntary Expenditures for City Elections	9/28/2012	\$ 240.30	\$ 133.89	\$ -	
Bid - La Cienega Park Exercise Area Project	9/28/2012	\$ 560.70	\$ -	\$ -	
		\$ 19,641.05	\$ 10,520.50	\$ 6,281.50	\$ 36,443.05