



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** April 2, 2013  
**To:** Honorable Mayor & City Council  
**From:** Brad Meyerowitz, Recreation Services Manager  
**Subject:** 2013 Playboy Jazz Festival Free Community Concert  
**Attachments:** 1. Letter

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### **INTRODUCTION**

Staff is working with Playboy Enterprises on coordinating the 19<sup>th</sup> annual free community Playboy Jazz Festival Concert in the Civic Center Plaza on Sunday, May 5, 2013, from 3:30 p.m. - 6:30 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 500 spectators and have been well received by the community. Performers for this year's concert include The New Jump Blues Band featuring Antonio Fargas and the Beverly Hills High School Jazz Band under the direction of Bill Bradbury. This will be the second consecutive year that the High School Jazz band has been the opening act.

### **DISCUSSION**

Once again the concert will be held on the same date as the Greystone Mansion Concours d'Elegance. To allow ticket holders from the Concours event to attend the jazz concert, the starting time for the concert was moved to 3:30pm. Since the time change was made in 2011, the later start time has helped boost concert attendance. Standing-room-only crowds of over 500 people in the Plaza have been realized the past two years. People attending the concert 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

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additional personnel costs incurred, estimated to be \$900. The additional staff needed include Public Works staff and Park Rangers.

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 5, 2013 in the Civic Center Plaza.

Steve Zoet  
Approved By



# **Attachment 1**



January 30, 2013

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 5, 2013, in connection with this year's Playboy Jazz Festival, June 15 and 16, 2013, 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 2012 PBJF flyer and Beverly Hills Weekly ad 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,

A handwritten signature in black ink, which appears to read "Jonne-Marie Switzler".

Jonne-Marie Switzler  
Playboy Jazz Festivals

cc:  
Darlene Chan  
Hank Fawcett  
Dick Rosenzweig