



STAFF REPORT

Meeting Date: August 6, 2013
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Recommendation from the Centennial Ad Hoc Committee Regarding
Centennial Celebration Program Budget, Events and Initiatives
Attachments: 1. Recommended Centennial Events and Initiatives

INTRODUCTION

This item provides a recommendation from the Centennial Ad Hoc Committee regarding the 2014 Centennial program budget, events and initiatives.

DISCUSSION

The vision of the Beverly Hills Centennial Celebration is to pay tribute to the city's past, present and future through community activities, regional events and tourism initiatives that will promote the Beverly Hills brand on a global scale. The programming will engage all segments of the community by offering events and initiatives that appeal to residents, businesses and tourists.

To achieve this vision, the Centennial Ad Hoc Committee (Chair Dick Rosenzweig, Mayor Mirisch, Vice Mayor Bosse, and BHCVB representative Offer Nissenbaum) has met regularly over the past year and developed a recommended list of Centennial events and initiatives, which are included as Attachment No. 1 to this report. It should be emphasized that the Committee's objective is to maintain strong financial controls through adherence to the Centennial budget established by the City Council and to the extent possible, demonstrate a return on investment to the City.

At the June 18, 2013 study session meeting, the City Council capped the City's contribution to Centennial programming at \$950,000 (including \$222,250 in expenses to-date, but excluding existing or future sponsorship revenue) and directed the Centennial Ad Hoc Committee to return with a recommended list of Centennial events and initiatives within the new budgetary framework.

The City has secured two Centennial sponsors to-date. Rolex/Gearys is the exclusive timepiece sponsor through their contribution of \$300,000 and Mercedes-Benz of Beverly Hills is the exclusive automotive sponsor through their funding contribution of \$100,000.

Last fall volunteer committees were established to oversee the research of many of the proposed events and initiatives and committee chairs were appointed. The committees have met over the past few months to define the scope of their initiatives, identify resources and develop preliminary budget estimates. The chairs have provided updates to the Centennial Ad Hoc Committee at various intervals over the past few months. While many of the volunteer committees have successfully achieved progress, it was also recognized that some initiatives would stall or not achieve progress due to logistical, operational or budgetary constraints.

Initially thirteen volunteer committees were created. Staff provided updates on the progress of these committees at the February 19, 2013 and June 4, 2013 City Council study session meetings. The Centennial Ad Hoc Committee recommends reducing the number of committees to twelve based on progress updates provided at the Committee's August 1, 2013 meeting.

In addition, several of the City's partner organizations are contributing to the Centennial portfolio of initiatives. They include the Beverly Hills Conference & Visitors Bureau, Rodeo Drive Committee and Beverly Hills Chamber of Commerce.

FISCAL IMPACT

The City's Finance Department projects \$32,062,800 in TOT revenue for the 2013-2014 Fiscal Year, which results in a Tourism and Marketing budget of \$5,561,204. The Centennial programming budget is \$950,000 (including \$222,250 in expenses to-date, but excluding existing or future sponsorship revenue). The recommended list of Centennial events and initiatives totals \$974,000. The additional \$24,000 in expenses will be funded through sponsorship revenue.

RECOMMENDATION

Staff recommends that the City Council provide direction on the recommended Centennial events and initiatives.



Don Rhoads

Finance Approval



Cheryl Friedling

Approved By

Attachment 1

Recommended Beverly Hills Centennial Events and Initiatives

Event/Initiative	Description	Funding Amount
100 th Birthday Block Party on January 28, 2014	Official kick-off for the Centennial featuring a block party with various activities around City Hall	\$150,000
Rose Parade Float	To embody the historical character of Beverly Hills for the 2014 Pasadena Tournament of Roses	\$275,000
Beverly Hills Documentary	To document the first 100 years in Beverly Hills	\$250,000
Film Festival with Academy of Motion Picture	City and Academy co-hosted curated film festival in honor of Beverly Hills' Centennial	\$50,000
Youth Art Contest	To encourage the youth community to learn about Beverly Hills' history and commemorate the Centennial	\$5,000
Beverly Hills Coffee-Table Style Books	To highlight the history, culture and celebrity of Beverly Hills	n/a*
Centennial Cookbook	Featuring distinguished Beverly Hills chefs and recipes	\$23,000
'Beverly Hills Days' Photography Exhibit	A mosaic style art piece of Beverly Hills images	\$5,000
Merchandise Line	Merchandise line featuring the commemorative Centennial logo	\$10,000
Tourism and Marketing Campaign	To promote the Centennial Celebration to visitors from around the world	\$50,000
Happy Birthday Beverly Hills Concert	To include noteworthy singers and performers to commemorate the occasion	\$50,000
Street Pole Banners	Citywide street poll banner campaign featuring Centennial logo	\$25,000
Centennial Tree and Rose Bush	Planting of Centennial tree and rose bush at Beverly Gardens Park	\$5,000
Centennial Time Capsule	With key artifacts and Beverly Hills memorabilia	\$1,000
Sister Cities Initiatives	Led by Beverly Hills Sister Cities Association, to explore collaborations with sister cities of Beverly Hills	\$25,000
Public Art Installation	Collaborations with talented artists to install unique art around Beverly Hills	\$50,000
Beverly Hills 'The Next 100 Years'	To provide a continuing forum for ideas about the next 100 years in Beverly Hills	n/a
Beverly Hills 'Past, Present and Future'	Oral history project in conjunction with the Beverly Hills Historical Society	n/a
Centennial Retail Store	Following City Council direction, this initiative was discontinued	n/a
TOTAL		\$974,000

*Books funded by publishers.