



STAFF REPORT

Meeting Date: August 6, 2013
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager
Brad Meyerowitz, Recreation Services Manager
Subject: Request by the Mayor to Provide In-Kind Services in Support of a
Special Event Request at Greystone Park for the *Beverly Hills
Courier*
Attachments: None

INTRODUCTION

Mayor Mirisch has requested that the City Council consider a request by the *Beverly Hills Courier* for in-kind services. Specifically, the *Beverly Hills Courier* has requested that the City offset commercial photography fees charged at Greystone for a photo session. These fees would be \$2,598.00, as follows:

- \$1,874.00 Film Shoot Cost
- \$ 224.00 Staff Cost (four hours @ \$56 per hour)
- \$ 500.00 Surety Deposit (refundable)

DISCUSSION

Greystone Park is frequently utilized by various entertainment and media outlets as the scenic backdrop for movies, television, advertising and other commercial filming or photography sessions.

The *Beverly Hills Courier* is seeking to utilize Greystone Park at no cost for a photo shoot for its 'Fashion Forward' section which showcases designer clothing and jewelry. The Courier's intent is to conduct its photo shoot on Friday, August 9, 2013.

The *Beverly Hills Courier* believes that the promotional visibility for Greystone merits the in-kind financial support requested.

FISCAL IMPACT

If this request is approved, the City would forego fee revenue in the amount of \$2,598.00.

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RECOMMENDATION

Staff seeks direction based on the City Council review of this request.

Cheryl Friedling
Approved By

