



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: October 3, 2013
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Centennial Documentary Film
Attachments:

1. Preliminary Documentary Information Package
Prepared by Karla Gordy Bristol
2. Beverly Hills: A Love Affair 1914 – 2014
Prepared by David Yarnell, Wendy Goldberg, and Alex Rotaru
3. Beverly Hills History Project 1914 – 2014
Prepared by Phil Savenick

INTRODUCTION

A documentary film has been explored by several teams as a signature initiative to honor the City's Centennial.

The purpose of the documentary would be to capture the imagination of the global community with the City's rich history, unique architecture and homes, notable celebrities and residents, and iconic reputation. It is hoped that a professional documentary of this nature would be of interest to a major network, which could assist in the financing of this project.

The Centennial Liaison Committee (Chair Dick Rosenzweig, Mayor Mirisch, Vice Mayor Lili Bosse and Offer Nissenbaum) have received presentations from the teams associated with a potential Centennial documentary.

DISCUSSION

Three teams of talented experts have come forward with their own unique vision of the Centennial documentary. Each team is composed of expert filmmakers who have extensive backgrounds or production capabilities that could contribute to a first-rate documentary.

These teams are summarized as follows:

Karla Gordy Bristol – Ms. Gordy Bristol is the Chairperson of the Centennial Documentary Committee, and has worked for several months with volunteers to bring forward a treatment and proposal.

Wendy Goldberg - Ms. Goldberg has brought forward a talented team of experts and has submitted a documentary and film excerpt to illustrate the team's capabilities, and has brought forward a treatment.

Phil Savenick - Mr. Savenick has been filming segments for the past few months to showcase noted community members as part of his filmed archival production '100 Years – 100 Stories.' Mr. Savenick is the Chairperson of the Committee 'Beverly Hills: Past, Present and Future.'

FISCAL IMPACT

In August, the City Council approved the budget for Centennial events and initiatives, which includes \$250,000 for the entire documentary production effort.

Discussions with the experts who have addressed the Committee indicate that this \$250,000 amount is far short of the requisite funding level necessary to produce a first-class documentary; several of the individuals who addressed the Liaison Committee expressed an ability to secure additional funding from either distributors (networks) or through in-kind gifts (such as production costs.)

RECOMMENDATION

That the City Council provide feedback regarding a Centennial documentary film initiative.

Cheryl Friedling
Approved By



Attachment 1

BEVERLY HILLS CENTENNIAL
DOCUMENTARY COMMITTEE

Preliminary Documentary Information Package:

Treatment (draft)
Line Budget Items
General Schedule
Composer Bio and credits

Karla Gordy Bristol, Chair
Vasilis Papoutsis, Co-chair

August 27, 2013



Centennial Documentary Committee
Karla Gordy Bristol, chair
Vasilis Papoutsis, co-chair

Beverly Hills Centennial

THE ELEGANT CITY OF WONDERS...THEN AND NOW



Beverly Hills Hotel

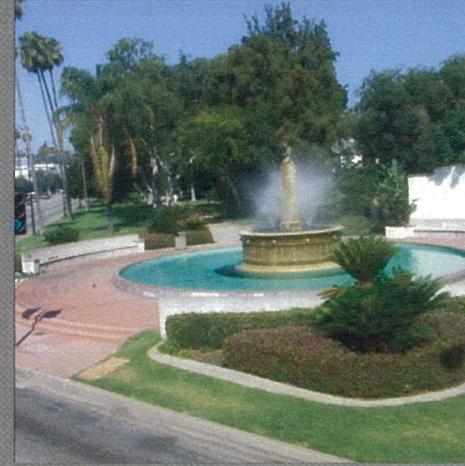


90210 is the only internationally recognized zip code, but what do they really know about Beverly Hills? We will create a feature length documentary (designed with the option of being edited into shorter segments to maximize potential use) that takes viewers inside the grand hotels and exclusive stores, restaurants and homes that make Beverly Hills such a special place. Mixing the glamour of its celebrities, residents and visitors with community offerings such as summer concerts series, art fairs and farmers markets, we will showcase a city with cultural activities, schools, city council, fire and police department second to none and a history of civic pride.

Liberally laced with celebrities spanning generations, it should be narrated by 2-3 celebrities, combining seniority and stature with today's new age. Utilizing committee and city resources, including BHEF, BHAAA and production resources, a short list of celebrities committed to cameo appearances, would work like a magnet to draw in others, so this documentary becomes the place to see and be seen, in the process inspiring a sense of civic pride. This list should include stars of television and film, as well as artists and other famous people of accomplishment. A large focus will be on local celebrities who live(d) in Beverly Hills and/or attending the BHUSD. Such as Sidney Portier, Betty White, Lenny Kravitz and Angelina Jolie.

We also want to stress that the following treatment spells out all the elements of the documentary, but is not set in stone as to the order in which the segments will appear. Even if not specifically mentioned here, we will be making full use of previous Beverly Hills specials including Art Linkletter's 50th Gala, the Diamond Jubilee 75th celebration, etc. as well as home movies and television and film clips in which Beverly Hills appears, and the many stars in them. We will seek out suggestions from city historians, BH Historical Society, CVB, the Rodeo Drive Committee, etc.

The building of a city and a lifestyle



Open with montage of iconic Beverly Hills film clips, palm trees, Rodeo Drive and celebrities of today and fade into early Beverly Hills (such as a shot of the fountain in *Clueless* fading into a shot of the installation of the fountain). The lush Beverly Hills of Rodeo de Las Aguas including farmlands and oil wells fades into construction of the Beverly Hills Hotel in 1912, which was used as a community center (still a polling place today) as well as a base to sell a lifestyle and real estate. (When the number of guests dwindled, extras were brought in from Fox studios to "play" at being golfers, swimmers and good looking tourists.) Other landmarks go from construction to completion such as the pool at Beverly Hills High with a clip from "It's a Wonderful Life".



PICKFAIR 1926 AND NOW

Beverly Hills: THE place to live

The estates quickly followed -- King Gillette (of razor fame) built a 50 room home on Crescent across the street from the Beverly Hills Hotel (bought by Gloria Swanson in the early 1920s), but it was when Mary Pickford and Douglas Fairbanks married in 1920 and moved into a former hunting lodge dubbed Pickfair, Beverly Hills made international news and other celebrities quickly followed. Oscar winning screenwriter Frances Marion and her cowboy star husband, Fred Thomson, built Enchanted Hill on 20 acres at the very top of Angelo in 1925, Doheny built Greystone in 1927, Harold Lloyd moved into his Greenacres in 1928 and William Randolph Hearst and Marion Davies based themselves out of their home on Lexington (later used by Jack and Jackie Kennedy on their honeymoon).

When Pickford, Fairbanks, Will Rogers (the first honorary Mayor) and other stars joined together to successfully fight off annexation by Los Angeles in 1923, the result was a growing sense of civic pride. (Clips and photos) Parklands created as a buffer between retail and residential along Santa Monica, tradition of the Sunset Bridal path that went down Rodeo (still marked today by the median down Rodeo Drive) and planting of the palm trees everywhere and why there are only jacaranda trees on Palm Avenue between Sunset and Santa Monica. Include an edited group of clips of stars at home (with mention of the world class architects) using home movies, bits from the Art Linkletter film mixed with today's stars of all ages coming and going from their homes. Other topics included will be changes in racial demographics, surging land value (from \$3 an acre in 1868 to clip from Clueless about living above Sunset). Go inside celebrity's homes to show them cooking, in their gardens, etc.



Beverly Hills: THE place to visit ~ Opening of Beverly Wilshire Hotel in 1928 - Beverly Hilton in 1953 and then The Montage, etc. Starting with the first "Maps to the stars' homes," clips of tour buses from the very beginning of town, including "I Love Lucy" clip where Lucy and Ethel are touring the stars homes, in the process passing what was actually Desi and Lucy's house and the wall that she climbs over to pick a "Richard Widmark grapefruit" was modeled after the one they had at their house.

Also include cultural aspects of town that attract visitors such as the Academy Library, The Paley Center, and mention of sister cities. Greystone, Holiday Crystal Lighting, Rodeo Drive Concours d'Elegance, Affaire in the Garden, etc.

Beverly Hills: THE place to work and play ~ Today the city with 35,000 residents grows to 250,000 during the day. Show pictures of how it has changed, world class architectural buildings, the talent agencies, law offices, etc., and the talent they have represented over the years as well as other businesses that are chosen to highlight.

Home movies show the stars at play -- tennis at Ira Gershwin's (when George lived next door) Will Rogers playing polo, stars partying and swimming at Green acres and the BH hotel pool, lead to culminating in the stars of today at the Golden Globes held at the Beverly Hilton.

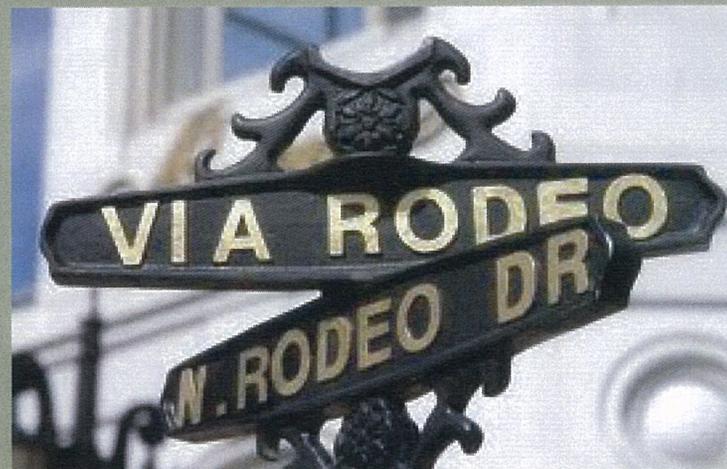
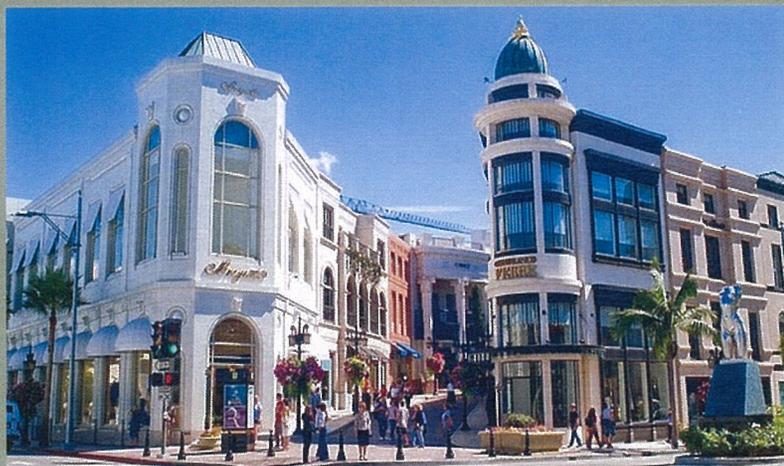
Beverly Hills: THE place to shop and dine.

A brief montage of clips from earliest restaurants and drive ins, showing stars dining at The Brown Derby, Trader Vic's, Chasens etc. to today's including, Mr. Chow, Crustacean, the Polo Lounge, Spago's, Nate and Al's, etc., going inside of each to show today's stars coming and going and sitting at tables. Could also include smaller venues such as the BH Cheese shop, Water Bagels (with Larry King behind the counter).

"The village" grows into the "golden triangle" (Fred Hayman/Giorgio Beverly Hills) and to today's ultimate luxury destination known world wide as Rodeo Drive. (Film clips) The exclusive stores may include those that are the most supportive of the Centennial, and this includes car dealerships, tailors, galleries and others serving the community in addition to those stores on Rodeo Drive such as Rolex/Geary's. Several should be showcased but each with a celebrity appearance and different slants such as previously unseen sections such as Zegna's third floor VIP room.

Beverly Hills: THE future

Montage of activities that weren't in previous segments - perhaps the concert series on Canon, farmer's market, etc. - and showing the respect for the past while looking to the future with new buildings, exemplified by the preservation of the Post Office in the Wallis Annenberg Center with coverage of the opening. With music and iconic images in the Reprise of activities with one liners from celebrities (present day and from old clips) about what's makes Beverly Hills so special.



Treatment: Beverly Hills Centennial Documentary:

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Preliminary Budget Line Items for *Beverly Hills Centennial Documentary*

\$250,000 city budget (\$100,000 + overage by production company)

(Once a production team is confirmed, this budget will be somewhat modified, but within the given budget, entire city budget excess will be covered by the production company.)

This is a preliminary Line Items Budget. A script is necessary for figures and actual final budget.

CREW: *** *recommendations for these jobs are based on experience with certain professionals – a professional, seasoned crew can deliver on time and in budget, while delivering very high quality .*

Producer/Co-Producer –

Line Producer - overseeing pre-production, production and post and all deliverables – on time, in budget – overseeing licensing, titles, music, post-production. Rights bible – *monthly fee*

Writer –treatment, number of rewrites with interviews incorporated, revisions from edit notes, final pass before narration commences – *flat rate*

Official Historian – Marc Wanamaker, - The Beverly Hills Historical Society, Phil Savenick , – *TBD*

Associate Producer/Researcher —assisting with everything from coordinating with stock footage and photographic archives to setting up interviews to organizing SAG fees and narration session to assisting with all post deliverables and rights bible – *hourly rate*

Title Sequence/act breaks and end credit graphics – *by the hour or flat rate*

Director of Photography – *day rate plus equipment*

Gaffer/Grip – TBD – *day rate*

Sound Technician – TBD - *day rate*

Editor – TBD – *weekly rate*

Technician/On-Line/Color Correction – *day rate*

Composer – TBD – for budgetary reasons, a collection of library music is required to license for the life of this show only – cost more funds for an original score with professional recording – *flat rate*

Licensing Broker — coordinating clip license fees with studios and also gathering information on all on-camera feature clips - required SAG fees – *hourly rate*

Make-up/Hair – *hourly or rate*

TALENT:

Narrators, hosts – major celebrities

CAST:

Celebrities, BH current and former residents, city officials, BH business owners/employees

On-Camera Interviews – TBD

PRE-PRODUCTION:

Transfers & Stock Footage Screeners/graphic elements for titles –

Scanning & gathering of additional photographic elements – rental? Volunteer?

Office Supplies & Miscellaneous –

LICENSING:

Film Clips – sliding scale for certain rights – including music rights

SAG Fees – \$750 minimum for actors appearing on screen

Stock Footage –

Stock Photographs –

Stock Music – *period music from various eras*

WGA/DGA fees – might be waived

PRODUCTION: (besides crew)

Equipment Rental -

Production Insurance –

Tape Stock, supplies & Miscellaneous –

Craft Services/Meals/mileage –

Production Insurance –

Production Accountant -

Permits –

Props/backdrop – if needed

Studio for Special Shoot and/or Interviews -

*****Special Shoot** – separate budget details – for titles, b-roll footage, stage shots (ie. Round table)

*****Performance Shoot with Three Cameras** – separate budget details – Annenberg Opening Night, January 28, 2014 kick-off event, other centennial events?

Post-Production: Off-Line Editing – 3 weeks on-line/mix

*****Narration Day** – separate budget to cover voice over studio, engineer, masters, meals, gift?...miscellaneous

Audio Sweetening –

Avid/HD Editing System – HD Deck Rental –

Scope & other Equipment Rental –

All Masters/Deliverables –

Contingency: % of the total budget

Post – Marketing & Publicity: Public Relations - Fees for Festival Entries – Marketing

General Schedule (Line Producer will do actual schedule)

Pre-Production:

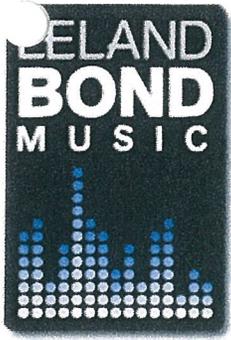
Budget - hire Production Accountant
Schedule (in more detail)
Hire licensing broker - give list of titles so that he/she can negotiate prices with studios
Seek out and secure celebrity narrator, hosts
Hire crew
Make contact with interview subjects
All Research - checked by historian
Lock down all interviews and schedule
Production Insurance
Schedule b-roll
Schedule Special Shoot
Revisions to treatment
Licensing - start Rights Bible
Hire Composer
Lock down all crew and shoot days
Hire editor
Gather all research materials including stock footage, photographs, archival interviews and footage, clips, etc.

Production:

Shoot all interviews
Film all Special Shoots - for act breaks, titles
All B-Roll
Editor prepares footage - digitize and organize
Incorporate transcriptions from all interviews into treatment to create a working script for edit
Finalize all elements - film, photographic, stock music, music library from composer, all footage, etc.

Post - Production:

Incorporate all interviews into scratch track
Spine
Rough Cut
Address all revision notes
Second Cut
Address all revision notes
Rewrite script
Final Cut
Prepare for narration
Oversee Rights Bible - stay in budget in the edit!
Record Narration
MIX with final music and narration
ON-LINE
Deliverables
Marketing/Sales/Publicity...



Music that moves, sells and inspires

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Experience

Clients

- AMC
- Animal Planet
- Biography
- Discovery HD
- Family Network
- Hallmark
- Lifetime
- Movie Channel
- NBC
- PBS
- Style Network
- TV One
- Velocity
- Womens Entertainment

Feature Films

- Just Write*
Director: Andy Gallerani
Production Company: BMG
- Toy Soldiers*
Director: David Fisher
Production Company: New World Pictures

Television

LISTEN NOW >

[joy/happiness/triumph](#)

[sorrow/pain/defeat](#)

[mystery/fantasy](#)

[fear/anxiety/energy](#)

[humor/fun](#)

Flipper, The New Adventures (18 episodes)

In association with The Music Department

Directors/Producers: Various

Production Company: MGM/USATV/Village Roadshow

Rendezvous

Director: Roy Campenella II

Production Company: BET/Directors Circle Filmworks

Tales Of The South Seas (8 episodes)

In association with The Music Department

Directors/Producers: Various

Production Company: Village Roadshow/South Pacific Pictures

Time Trax (8 episodes)

In association with The Music Department

Directors/Producers: Various

Production Company: Warner Bros./Gary Nardino Prod.

Gun Shots

Director: Doug Hamilton

Production Company: PBS/KQED

Munsters Today, The

Directors/Producers: Various

Production Company: MCA/The Arthur Company

Lottery

Directors/Producers: Various

Production Company: CBS

Selected Film and TV Music prep

Transformers – Paramount Pictures

Home Alone 3 – 20th Century Fox

Mission Impossible 3 – Paramount Pictures

Producers, The – Universal Studios/Sony

Intolerable Cruelty – Universal Studios

Up – Walt Disney Pictures

For a comprehensive list of credits [click here](#).



310-801-3750



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Leland Bond
Comprehensive list of Music prep credits

Film & TV – Music prep

A.I. - Warner Bros.
 The Alamo - Walt Disney Pictures
 Alien 4: Resurrection - 20th Century Fox
 Along Came a Spider - Paramount Pictures
 Amistad - Paramount Pictures
 Angela's Ashes - Paramount Pictures
 Angels & Demons - Sony
 Anywhere but Here - 20th Century Fox
 Batman & Robin - Warner Bros.
 Bedtime Stories - Walt Disney Pictures
 Beowulf - Paramount Pictures/Warner Bros.
 Bewitched - Sony
 Big Momma's House 2 - 20th Century Fox
 Big Trouble - Walt Disney Pictures
 Bogus - Warner Bros.
 Bowfinger - Universal Studios
 Brother Bear II - Walt Disney Pictures
 Bruce Almighty - Universal Studios
 Bug's Life, A - Walt Disney Pictures
 Cape Fear ("91 Film) - Universal Studios
 Cars - Walt Disney Pictures
 Cars 2 - Walt Disney Pictures
 Cats & Dogs - Warner Bros.
 Chain Reaction - 20th Century Fox
 Chicken Little - Walt Disney Pictures
 Christmas with the Kranks - Sony
 Chronicles of Narnia - Walt Disney Pictures
 Collateral - Paramount Pictures
 Conspiracy Theory - Warner Bros.
 Cowboys & Aliens - Universal Studios
 Crazy in Alabama - Sony
 Deck the Halls - 20th Century Fox
 Down with Love - 20th Century Fox
 Dr. Dolittle II - 20th Century Fox
 Dragonfly - Universal Studios
 Dreamcatcher - Warner Bros.
 Eight Below - Walt Disney Pictures



Leland Bond
Comprehensive list of Music prep credits

Enchanted - Walt Disney Pictures
 Envy - Paramount Pictures/Sony
 Evan Almighty - Universal Studios
 Family Guy - 20th Century Fox
 Fantastic Four - 20th Century Fox
 Final Destination 3 - New Line Cinema
 Flight of the Phoenix - 20th Century Fox
 Fringe - Warner Bros.
 G-Force - Walt Disney Pictures
 George of the Jungle - Walt Disney Pictures
 Heffalump Movie - Walt Disney Pictures
 Herbie: Fully Loaded - Walt Disney Pictures
 Hidalgo - Walt Disney Pictures
 Hitch - Sony
 Holiday, The - Universal Studios/Sony
 Home Alone 3 - 20th Century Fox
 Home on the Range - Walt Disney Pictures
 How Do You Know - Sony
 I Am Number Four - Walt Disney Pictures
 I, Robot - 20th Century Fox
 Incredibles, The - Walt Disney Pictures
 Independence Day - 20th Century Fox
 Intolerable Cruelty - Universal Studios
 Jurassic Park III - Universal Studios
 The Ladykillers - Walt Disney Pictures
 Land of the Lost - Universal Studios
 Last Samurai, The - Warner Bros.
 Life as We Know It - Warner Bros.
 Lilo & Stitch - Walt Disney Pictures
 Little Mermaid 3 - Walt Disney Pictures
 Live Free or Die Hard - 20th Century Fox
 Lost - Walt Disney Pictures
 Lost World: Jurassic Park - Universal Studios
 Mars Needs Moms - Walt Disney Pictures
 Matrix Reloaded, The - Warner Bros.
 Mission Impossible 3 - Paramount Pictures
 Monsters Inc. - Walt Disney Pictures
 Monte Carlo - 20th Century Fox
 Mummy Returns, The - Universal Studios



Leland Bond
Comprehensive list of Music prep credits

National Treasure - Walt Disney Pictures
 Old Dogs - Walt Disney Pictures
 Pacific, The - HBO
 Pirates of the Caribbean - Walt Disney Pictures
 Polar Express - Warner Bros.
 Princess Diaries 2, The - Walt Disney Pictures
 Producers, The - Universal Studios/Sony
 Pursuit of Happyness - Sony
 Race to Witch Mountain - Walt Disney Pictures
 Rango - Paramount Pictures
 Ratatouille - Walt Disney Pictures
 Red Eye - Paramount Pictures
 Rush Hour 3 - New Line Cinema
 Scenes of the Crime - Sony
 Seabiscuit - Paramount Pictures
 Shaggy Dog, The - Walt Disney Pictures
 Simpsons, The - 20th Century Fox
 Smurfs, The - Sony
 Speed Racer - Warner Bros.
 Spider-Man - Sony
 Step Up 3-D - Walt Disney Pictures
 Stepford Wives, The - Paramount Pictures
 Stuart Little - Sony
 Super 8 - Paramount Pictures
 Tangled - Walt Disney Pictures
 Taxi - 20th Century Fox
 Tinker Bell - Walt Disney Pictures
 Transformers - Paramount Pictures
 Tron: Legacy - Walt Disney Pictures
 Two Weeks Notice - Warner Bros.
 Unconditional Love - New Line Cinema
 Undercovers - Warner Bros.
 Up - Walt Disney Pictures
 War of the Worlds - Paramount Pictures
 When in Rome - Walt Disney Pictures
 Winnie the Pooh - Walt Disney Pictures
 X2 - 20th Century Fox
 You Again - Walt Disney Pictures
 Zookeeper, The - Sony



Leland Bond
Comprehensive list of Music prep credits

Broadway Musicals – Music prep

Porgy and Bess - 2011
Leap of Faith - 2010
Sammy - 2009
Minsky's - 2009
Shrek the Musical - 2008
Curtains - 2006
Little Mermaid the Musical - 2007
Sister Act - 2006
Sweet Smell of Success - 2002
The Will Rogers Follies - 1991
City of Angeles - 1990
Chess the Musical - 1988



Break through Producer/Marketer with vision; Decision-maker, Author, Presenter, Communicator, Consultant organizer of people and community. Great closer with sales. Strong research capabilities to save companies money on projects, a problem solver with strong producing, production management and sales experience and has great sense of humor, positive attitude & patience! Extremely resourceful and creative in management of projects with extensive entertainment and civic contacts ability to gather low cost and donated services for special events.

January 2013 - Current

***Dose Of Reality* (Mystery Thriller) World Premiere CINEQUEST 2013
Film Marketing Consultant
Destiny Pictures (Producer - Mark Castaldo)
www.destinypictures.biz
Starring: Award winning Actress Fairuza Balk (*Gas, Food & Lodging*)**

August 2012 - December 2012

***Life On A Shoestring ... In Beverly Hills?*
Published eBook Author
Debut eBook and blog on cost savings and inspiration!
A whimsical and inspirational book that tells my true tales of my life as a single woman pursuing my creative dreams in the entertainment industry, which offers helpful, cost-saving suggestions, for a healthy and wealthy mindset for anyone to use, wherever you live.
www.lifeonashoestringinbeverlyhills.com Portion donated to non-profits.
Book Foreword by Academy Award winning Best Actress, Louise Fletcher ("One Flew Over The Cuckoo's Nest")**

March 2008 - Ongoing

**Horner Music - Steve Horner
Composer of Award Winning Films, Custom Scores, Jingles
Marketing Consultant/Music Clearance Supervisor
www.hornermusic.com**

- Direct company's overall marketing, strategic planning programs, and corporate communications. Direct company's advertising campaign.
- Facilitate client development through marketing, client services programs and daily contact.
- Handle music clearances for specialty projects.
- Establish marketing strategies to meet organizational objectives.
- Pitch current catalogue for licensing opportunities.

Interface with industry creative's to establish revenue relationships. Analyzing markets, proposing strategies and implementing those strategies through market research, product development, advertising, and sales promotion programs.

- Evaluate customer research, market conditions, competitor data and implement marketing plan changes as needed.

August 2010 – August 2012

**Fission Music - (TV/Film/Commercial Songwriters)
Marketing Executive/Business Development
www.fissionmusic.com**

- Direct company's overall marketing, strategic planning programs, and corporate communications. Direct company's advertising campaign.
- Facilitate client development through marketing, client services programs and daily contact.
- Raise new company brand awareness in the marketplace.
- Establish marketing strategies to meet organizational objectives.
- Pitch current catalogue for licensing opportunities.

Interface with industry creative's to establish revenue relationships.

- Analyzing markets, proposing strategies and implementing those strategies through market research, product development, advertising, and sales promotion programs.
- Evaluate customer research, market conditions, competitor data and implement marketing plan changes as needed.

September 2008 - September 2011

***My Run* - (Winner 10-Best Documentary Awards) (Los Angeles, CA)
Co- Producer/Marketing/Music Clearance Supervisor
www.myrunmovie.com Film narrated by Academy Award winner Billy Bob Thornton - extraordinary story of one man's achievement for awareness, after losing his wife to breast cancer.**

Secured \$25,000 of in kind services film marketing and production. Handled Music Clearances. Handled public relations and promotions for film including festival circuit 2010. Handled booking and film subject's publicity. Film had national one night only showing, received 200 million impressions with the viral campaign, screened in 530 movie theaters nationwide in the 140 top markets and is on DVD as of 9-2011 and on Netflix streaming as of 7-2012. Distributor - Virgil Films.

January 2005 – December 2006

OTX - (On Line Testing Exchange – International Market Research)
Director, Qualitative Insights - Entertainment Division
<http://www.otxresearch.com>

- Oversee, build and maintain quality control for qualitative division in entertainment research department.
- Clients such as: *MTV, Nickelodeon, Scripps Network, Current TV, Paramount, New Line Cinema, Fox, Oxygen Media*, etc.
- Handle division/department **cost savings of over 40k** through streamlining procedures/staffing/vendor requirements.
- Maintain client relations and new business development
- Oversee weekly staff meetings – moderate film research focus groups.
- Oversee on average 4 - 6 qualitative weekly group discussions - booked travel for field recruiters.
- Create foundation of structure and procedures to insure accurate workflow. Develops efficiencies and organization for division, cost savings including creation of any internal documentation.
- Project Management - book facilities and communicate logistics negotiate pricing, prep client presentation materials etc.
- On site supervisor/puller for groups – prepare day of materials etc.
- Research current trends and business related to qualitative.
- Review and maintain qualitative vendor invoices/billing and payroll Oversee the production of qualitative employee and field manual.
- **Director – Operations –Film Screenings Department**
- Responsible for overseeing entertainment film screenings/qualitative department staff and department procedures – average 5 events per week.
- Oversee staff of 15 full and over 285 part time employees. Responsible for department expenditures strategic, financial implications.
- Oversees and maintains budget - implemented **cost savings of over 40k**.
- Maintain updated HR files on full time and part time employees.
- Receives all problem calls (day and night) – first line of defense.
- Develops efficiencies and cost savings for the department
- Contributes to bids for outsourcing of film screening studies including qualitative; IDI's, online/offline, exit polls domestic & international.
- Investigates and implements as necessary new technology that directly impacts the division and creates any necessary proposals to implement that technology.

August 2007 – Ongoing

United Independent Taxi, serving LA county since 1977 (Los Angeles, CA)
Consulting Brand Strategist - Director, Marketing/Media Communications
www.unitedtaxi.com

- Direct company's overall marketing, strategic planning programs, and corporate communications. Direct company's advertising campaign. Create, write and produce radio, TV and internet commercials for advertising – saving company thousands of dollars on production.
- Facilitate client development through marketing, client services programs and daily contact. Secure new accounts. Oversee chamber of commerce memberships.
- Organize and implement client relations including: client development activities, skills training for marketing staff, organize special events and promotions. Responsibilities include, but are not limited to: design, implement, and facilitate annual marketing plan for the company. Raise company brand awareness in the marketplace.
- Establish marketing strategies to meet organizational objectives.

- Organize community outreach, and charitable contributions.
- Oversee business development activities. Analyzing markets, proposing strategies and implementing those strategies through market research, product development, advertising and sales promotion programs.
- Evaluate customer research, market conditions, competitor data and implement marketing plan changes as needed.

October 2000-December 2004

The Walt Disney Company

Print Production Supervisor - Creative Services Print Production

www.disney.com

- Complete an average of 10 components weekly. Film titles include: *Finding Nemo, Home on the Range, Treasure Planet, Brother Bear, The Jungle Book 2, Princess Diaries, Snow Dogs, 101 Dalmatians, Remember the Titans, Unbreakable, Return to Never Land* etc
- Supervise, review and finalize color/ black & white print production. Organize and maintain multiple project schedules simultaneously to insure that projects are finalized and meet timeline for overall project completion.
- Tracks, monitors, and documents all stages of each component in every promotion; updating each items' activity, immediately revising each items' schedule as needed. Oversee vendor billing.
- Maintain daily project status list ranging from 45-85 active project docketts.

October 2002 - June 2003

Working Man Films - *Legs* (short film)

Producer

Responsible all aspects from pre-production to post. **Saved film thousands of dollars** by securing donations and producing project with a 501(c) 3. **Film premiered at 2007 Method Festival, Calabasas, CA**

September 2001- June 2003

Kids Talk Productions – Award Winning Producer - *Voices of Tomorrow*
www.kidstalk.org

Award-winning weekly teen TV cable talk show airs daily on LA 36 educational & Beverly Hills educational channel 6. (45 awards - 10 Telly awards). Create show topics, research, booking guests, schedules, show formats, budgets, public relations, publicity, provide technical production notes, decide set design, lighting

October 1998 – May 2000

World International Network, LLC - Manager of Production

- Managed all phases of production for a slate of 14-18 films a year.
- Hire Director of Photography/music result **cut costs saved \$10k +**.
- Give production notes on dailies, rough cuts, scoring/sync/film mixes.
- Contract administration - review and create production and music contracts.
- Recommend song placements in film to cut costs saved 10k.
- Manage over 70 approvals for each film as required in Production Manual.

April 1995 - May 1998

Peer-Music (International Music Publishing) www.peermusic.com

Creative Marketing Coordinator

- Create promotional campaigns for Grammy-Award-winning Composer/Producer David Foster's music catalog.
- Coordinate final layout of David Foster's first piano/vocal/guitar songbook
- Coordinate David Foster songbook signing NAMM/Hal Leonard suite.
- Editor weekly 60-page music newsletter/24 page Internet newsletter. Produce video for company's Latin publishing/songwriters conference.

September 1994 - April 1998

Nelson Entertainment (Film production and distribution - co-financer with Castle Rock Entertainment)

Marketing Coordinator

Created promotional campaigns for home video.

Coordinate distribution materials i.e., contracts, promo trailers, press kits and the like for bi-annual American Film Market. Handled delivery requirements with post production department.

Mark Castaldo

***Destiny Pictures* - Producer/Founder**

office: 310-656-1034 cell: 310-488-5676

E-mail: destiny@destinypictures.biz -- Website: www.destinypictures.biz

***"Dreams are like stars...you may never touch them, but if you follow them,
they will lead you to your destiny."***

Born and raised in New York, Mr. Castaldo began a professional career in the casino business working 10 years in Atlantic City and Las Vegas. Mr. Castaldo then relocated to Los Angeles where he currently resides to pursue his passion of telling stories.

Mr. Castaldo is an award winning independent producer with extensive experience in several areas of entertainment. Mr. Castaldo recently produced the mystery thriller *Dose Of Reality* released in 2012. The film stars Fairuza Balk, Rick Ravanello and Ryan Merriman. Mr. Castaldo produced the inspirational documentary *My Run* - narrated by Academy Award winner Billy Bob Thornton. *My Run* screened in 535 movie theaters nationwide on March 31st, 2011, in 140 of the top U.S. markets and received over 200 million impressions. The film received 10-best documentary awards including; the Audience Award for its world premiere at the Austin Film Festival, Outstanding Achievement In Documentary at the 2010 Newport Beach Film Festival, Outstanding Achievement In Documentary at the 2010 New York VisionFest and Grand Jury Prize Best Documentary at the 2010 Las Vegas Film Festival to name a few.

Mr. Castaldo was the co-executive producer on the horror/thriller *Psych 9* in association with IPC International (*Hostel, The Pink Panther*). Film had its theatrical opening in the UK in May 2010 – Lions Gate released the film domestically February 2011. The film stars Sara Foster, Cary Elwes and Michael Biehn. Mr. Castaldo produced *The Perfect Tenant* a twisted story of passion and revenge directed by Doug Campbell, starring Linda Purl and Maxwell Caulfield (premiered on HBO and Lifetime) and *The Perfect Nanny* a domestic thriller in the vein of *The Hand That Rocks The Cradle* directed by Rob Malenfant, starring Bruce Boxliten and Tracy Nelson (premiered on USA network/ a 1.1 million licensing fee sale). Both of these “perfect” films are original stories developed by Mr. Castaldo. Mr. Castaldo also produced the comedy *Serving Santino* directed by Bill Kelman, which premiered at The Method Fest film festival in 2006.

In addition, Mr. Castaldo was a judge for 6 years for The Academy Of Motion Pictures prestigious Nicholl Fellowship in screenwriting.

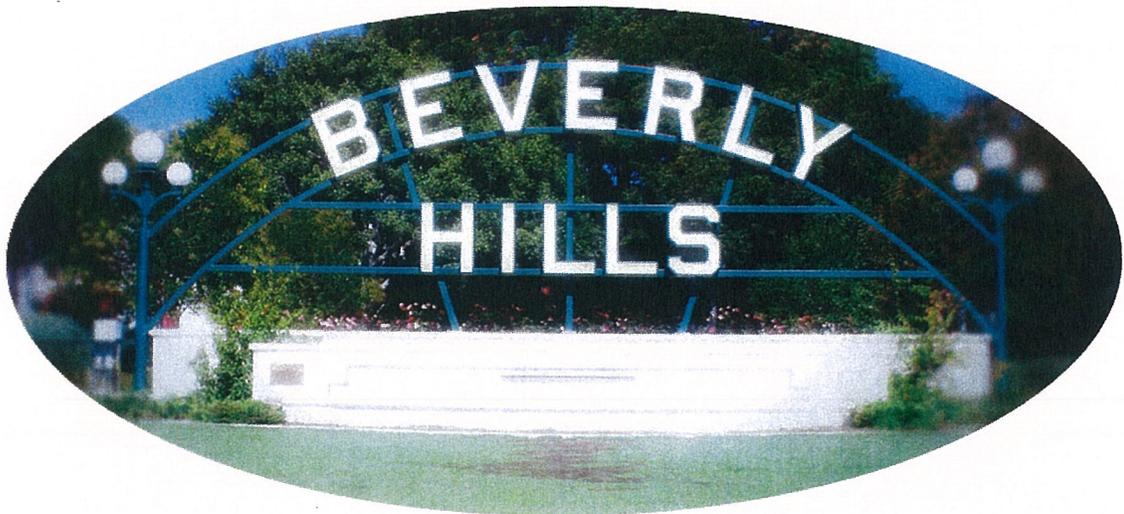
Mr. Castaldo has worked as a development executive for three years with Metro Pictures and American New Wave Films. Mr. Castaldo has been a Screen Actors Guild member for 18 years and three times selected on the nominating committee.

Next up, is the post-Katrina drama *West End Blues*, to be directed by Darren Grant (*Diary Of A Mad Black Woman* - Lionsgate), the mystery action thriller *Deserter*, the comedy *It Ain't New Yawk* based on the Michael Arturo play and *Pushing Life* the dramatic true story of Terry Hitchcock based on the award winning documentary *My Run*. imdb page link: <http://www.imdb.com/name/nm0144431/>

Attachment 2

BEVERLY HILLS:

A LOVE AFFAIR 1914-2014



CREATED BY
DAVID YARNELL, WENDY GOLDBERG
& ALEX NOTARU

WRITTEN BY
RICHARD SCHICKEL

CO-PRODUCED BY
PHIL SAUENICK
HARRISON ENGLE

DIRECTED BY
ALEX NOTARU

BEVERLY HILLS: A LOVE AFFAIR

CONCEPT

BEVERLY HILLS: A LOVE AFFAIR is a high-entertainment, non-fiction special hosted by several of today's most popular stars. The show celebrates the fabled city's centennial and takes the audience on a past-and-present celebrity-studded journey behind the closed doors of America's real-life Emerald City – revealing the rich history, secrets and mysteries of a city unlike any other...

SCOPE

Since the very inception of the city of Beverly Hills, the world has been falling ever deeper into the grip of fascination and curiosity about the world capital of stardom and glamour.

Hollywood is not a city. It's an emotion – and it has a Beverly Hills address.



Then...



... and Now

BEVERLY HILLS: A LOVE AFFAIR

This modern Shangri-La entralls people around the globe with its weather; luxurious lifestyle; resident moguls and stars from all fields; unique architecture; verdant looks (33,000 trees, one for each resident, and four for each dog); and of course, the whole world dreams of shopping on Rodeo Drive!

All of this spells irresistible seductiveness. If any city looks and behaves like an immortal movie star, it's Beverly Hills.

A LOVE AFFAIR is the biography of this iconic City, told from the point of view of its past and present celebrity citizens and interspersed with golden footage from movies, newsreels, animation, live performances, and stars' own private footage.

The Beverly Hills Hotel...



1915



1959

BEVERLY HILLS: A LOVE AFFAIR

FORMAT, TONE, AND STYLE

In our opening montage resident celebrities will describe this fabled city as “our own private Oz”; “an international icon”; “the best home town in the world”; “a diamond-encrusted Rolls Royce”; “Camelot”, etc...

Then, using the latest 3D graphics we’ll go back in time – to 1914.

**** CELEBRITY HOSTS:** Several celebrity hosts will take us on this magical history tour.

We start with a humorous star – picture JASON BATEMAN – who will take us on a quick, flashy history of the City using “Now” and “Then” photos and videos featuring past and present stars, then we’re off to the races:

**** MOVIE CLIPS:** There are over 200 films and TV shows that put Beverly Hills at the center of their subject matter, filming locations, or titles. We will harvest this extensive collection wisely and for maximum effect, and will complement each clip with current interviews from its stars, whenever possible.

Examples we’ll strive to illustrate: the poolside dance scene in “It’s a Wonderful Life” (shot at Beverly Hills High), the famous shots of City Hall from “Beverly Hills Cop”, the Beverly Hills Hotel in “California Suite”, the two-level suite at the Beverly Wilshire Hotel in “Pretty Woman”, and clips from “Bugsy” where Warren Beatty’s character’s Beverly Hills residence ends in bloodshed...

BEVERLY HILLS: A LOVE AFFAIR



... and while saluting hits like “Clueless” or “Slums of Beverly Hills”, we won’t forget how the City even scraped the bottom of the barrel: “Beverly Hills Chihuahua” and “Beverly Hills Ninja”!

**** THE DEDICATION GALA OF THE ANNENBERG CULTURAL CENTER:**

Beverly Hills respects and preserves its past by turning its unused post office into a Performing Arts Center. The opening ceremony will be one of the biggest A-list events in our city’s history, headlined by Robert Redford and Brad Pitt. We’ll be on the red carpet, in the green room, and hopefully show America highlights of one of the evening’s performance.

**** “UNREAL” ESTATE:** we’ll get a never-before-seen, real glimpse of Star mansions like Pickfair, Greenacres and Beverly House, built by William Randolph Hearst’s mistress Marion Davies for their trysts – used in famous films such as “The Godfather” and currently for lease at a mere \$600,000 per month! Imagine ROBERT DOWNEY, JR. conducting a makeshift séance to summon the spirits of the stars who partied here...

BEVERLY HILLS: A LOVE AFFAIR

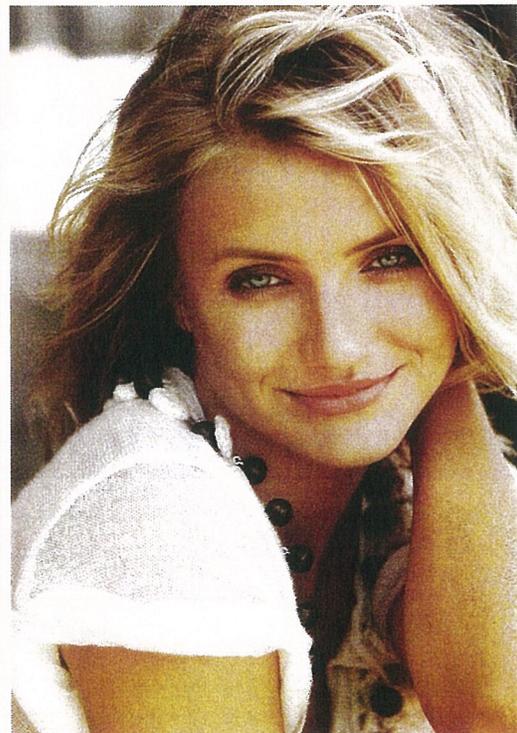
**** HOMES OF THE STARS:** We will conduct star interviews at their homes, to give the audience a coveted peek into their Beverly Hills lifestyles – which are of interest to nearly Everyone – and answer the burning question: “What goes on behind closed doors?”

Among the A-listers we can choose to visit are: Dustin Hoffman, Michael Douglas, Scarlett Johansson, Robert Wagner, Al Pacino, Reese Witherspoon, Candice Bergen, Samuel L. Jackson, Halle Berry, Donny Wahlberg, Mark Wahlberg, Channing Tatum, Lily Collins, Tom Cruise, Jamie Foxx, Diane Keaton, Elton John, Drew Barrymore, Cameron Diaz, Jackie Collins and Jennifer Aniston...

We’ll visit legendary Roxbury Drive where Lucy and Desi lived between Jack Benny and Jimmy Stewart. Imagine trick-or-treating on that block! We’ll interview someone who did.



Then...



... and WOW.

BEVERLY HILLS: A LOVE AFFAIR

**** TV OR NOT TV - THAT IS THE QUESTION:** Beverly Hills has been a staple in America's living rooms since Jack Benny took us to the BHPD, Lucille Ball stole a grapefruit from Richard Whitmark's tree, and the Beverly Hillbillies came driving down Beverly Drive. Then 20 years later our Zip Code 90210 became the most popular show for young adults – and even today “Beverly Hills Housewives”, “Shahs of Sunset”, and “Beverly Hills Pawn” are hugely popular subjects on TV...
As long as they come from Beverly Hills!

We won't forget the talk shows of Oscar Levant, who quipped: "Strip away the phony tinsel of Hollywood and you'll find the real tinsel underneath" and "I remember Doris Day before she was a Virgin" ...

We'll use this material to reflect on the City's Image vs. its Reality, unveiling the reality behind the illusion – through the Program.



BEVERLY HILLS: A LOVE AFFAIR

**** BEVERLY HILLS NOIR - THE DARK SIDE:** No city is without its Dark Side – and like a true star, Beverly Hills has one that’s larger than life! Beverly Hills' CSI Investigator, Clark Fogg will take us to the legendary scenes of Beverly Hills’ most notorious crimes.

Clark helped crack the case of the parricidal Menendez brothers (on the very first night!) and the mysterious Chasen murder, and he'll let us take a peek into the long-sealed police files of the notorious murders of Bugsy Siegel (shot through the eyes in his Beverly Hills living room), the supposed suicide of Jean Harlow's husband, the fatal stabbing of Lana Turner's lover, and a double murder involving the heir of the Doheny oil fortune at Greystone Mansion.

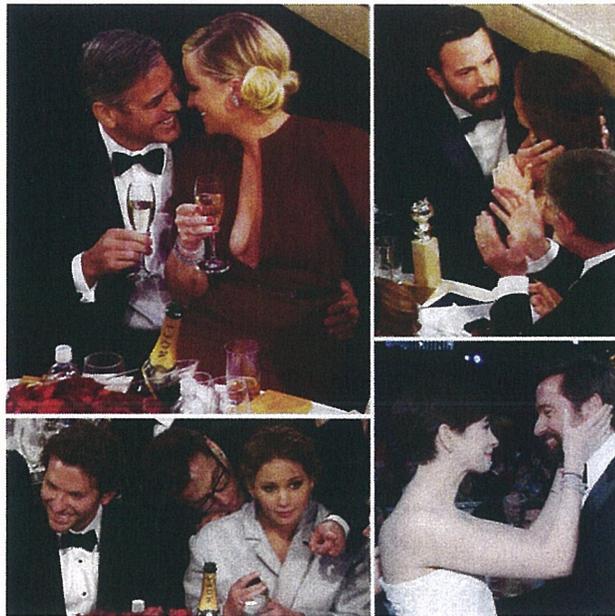


What happened? Real Beverly Hills Cop Clark Fogg will tell us.

We'll also visit the site of Howard Hughes' near-fatal plane crash, and take a peek at the eccentric lives he led in his secret, luxurious bungalow.

BEVERLY HILLS: A LOVE AFFAIR

**** HOME OF THE GOLDEN GLOBE AWARDS:** for over half a century, the Beverly Hilton has been hosting the greatest party in Hollywood with more stars packed in per square inch than any place else on earth. We'll be there!



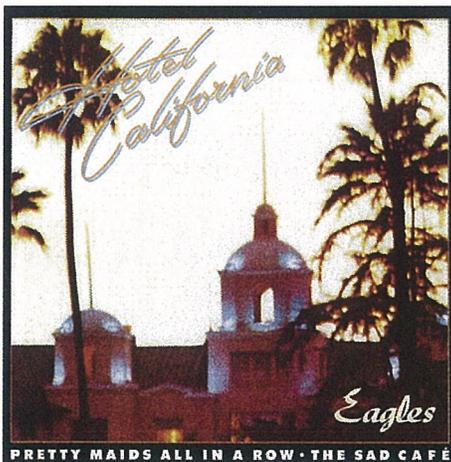
**** CITY OF MUSIC:** Beverly Hills always was a welcoming home base and inspiration fount for a variety of great music performers, writers, and orchestrators, from classical to rock and pop.

So many music greats have lived here – George and Ira Gershwin, Frank Sinatra, Irving Berlin, Dean Martin, Miklos Rosza, Jimmy McHugh, Jimmy Van Husen, Sammy Cahn, Burt Bacharach, Leslie Bricusse, Randy Newman, Lalo Schifrin, Dimitri Tiomkin, Serghei Rachmaninov, Serghei Prokofiev, Igor Stravinsky, Carole Bayer-Sager, Jerry Herman, Michael Jackson, Bernard Herrmann, Michael Feinstein, Arnold Schonberg – that not only will we give them their own segment, but we may score the entire show with music just from Beverly Hills composers!

BEVERLY HILLS: A LOVE AFFAIR



**** BEVERLY HILLS IN POP MUSIC:** We will tap into the City’s present-day appeal via its pop representation – an example being Weezer’s huge hit, “Beverly Hills”, or the Eagles’ classic “Hotel California”... Imagine MICHAEL FEINSTEIN, ADAM LEVINE, or ELTON JOHN treating us to the Beverly Hills song book: from “Over the Rainbow” and “Singin’ in the Rain” to (yes!) “White Christmas”...

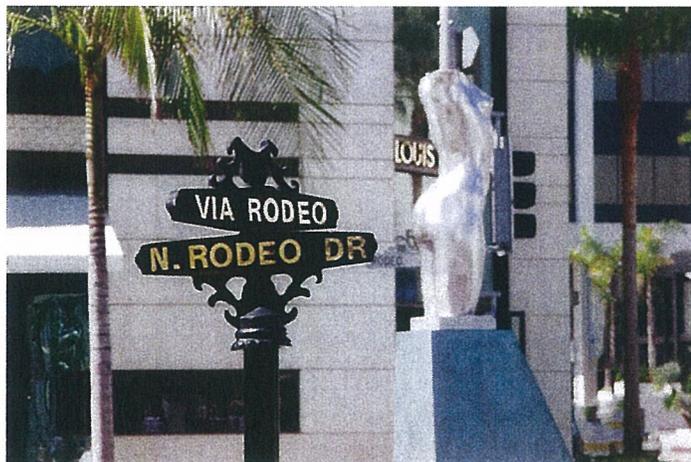


BEVERLY HILLS: A LOVE AFFAIR

**** FASHION SHOW ON RODEO DRIVE - WALK OF STYLE:** every year since 2003, the greatest designers, photographers and models convene for a ceremony inducting a new member in the Walk of Style. Valentino, Versace, Ferragamo, Giorgio Armani, Tom Ford, Diana Freeland, Fred Hayman and Princess Grace. Who will it be in 2014?

**** ALL IS GOLDEN IN THE GOLDEN TRIANGLE:** Shopping in Beverly Hills is such an intrinsic part of the City's luxury brand that the retail area must have its own segment. A trip to Rodeo Drive is like a visit to Oz, Wonderland, and Camelot all rolled into one. As one pampered guest says, "There ain't no room for ugly in Beverly Hills". Spa treatments, hair styling and haute couture. The finest of the finest, the best service and merchandise on the planet.

At 10 AM all the doors on Rodeo will open in sync, and we will be greeted by the managers of the most exclusive shops on the planet – Prada, Chanel, Gucci, Armani, Luis Vuitton, Cartier, Valentino, Versace... and a "PRETTY WOMAN" fashion model will take us shopping through them in short, no-dialog vignettes.

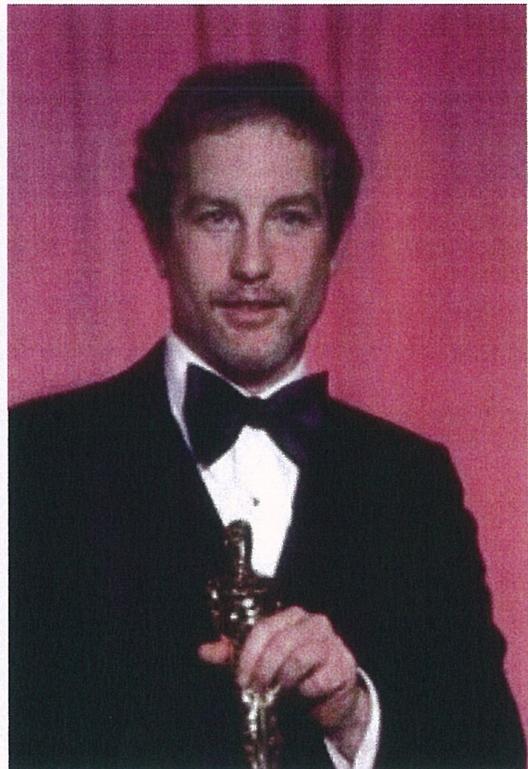
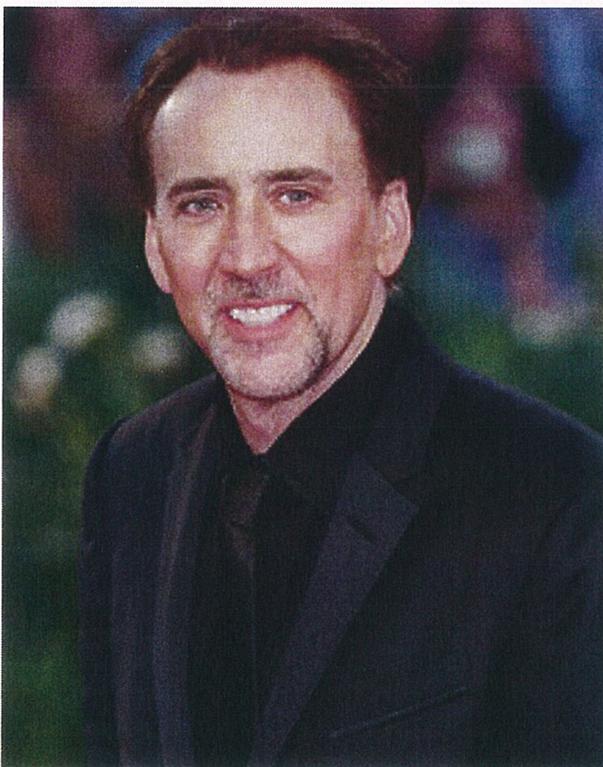


Robert Graham's "Torso" Greets Visitors

BEVERLY HILLS: A LOVE AFFAIR

When it comes to business, it's also worth mentioning that the City where Participant Media, Yahoo, Google, YouTube and Netflix have their offices generates a volume of stock market transactions which has prompted some authors to dub Beverly Hills at times "Wall Street of the West", and ranks among the highest in the world per capita.

**** BEVERLY HILLS HIGH SCHOOL:** the single most famous American high school, home to an overwhelming host of illustrious Alumni and Alumnae, select whom we will interview... adding a possible reunion of high school buddies which would be a sheer delight: Richard Dreyfuss, Rob Reiner, Albert Brooks, and Larry Bishop.



The Beverly High TV station KBEV has many school plays starring among others Nicolas Cage, David Schwimmer, and Jolie Fisher, which we will aim to license. Monica Lewinsky was a reporter for the station, too. They also had a teenage reporter interview a post-prison Jack Abramoff (an alumnus) about his alleged cheating in a school election!

BEVERLY HILLS: A LOVE AFFAIR

The Beverly Hills school district has turned out congressmen and moguls, Olympic athletes and Oscar winning actors. We'll meet a few – and pay tribute to John Ingle, noted character actor and drama teacher at Beverly High for three decades. His students included Oscar winners Richard Dreyfus and Nicolas Cage, *Friends*' star David Schwimmer, Carrie Fisher, Angelina Jolie, and hundreds of other names, faces and voices that have entertained us for decades.

Celebrities who walked the red carpet of Beverly

By Candice Hamant
Staff Writer

Attending one of the most famous high schools in America can have its disadvantages: you're viewed as a spoiled brat, expected to model the latest fashions, and looked upon as living an unrealistically glamorous life. But, on the flip side, it can be interesting to know that you and many successful celebrities have walked the same hallways and have been taught by the same teachers. Here's a look at a few prominent actors and actresses who have gone from being students at Beverly to stars on the red carpet.



Betty White

After graduating from Horace Mann School, the critically-acclaimed actress attended Beverly. She starred in a school production of *Pride and Prejudice*, which



David Schwimmer

Famous for his role as Ross on *Friends*, Schwimmer began his acting career on the Beverly stage. He credits a drama teacher from Beverly for encouraging him to act in the series.



Angelina Jolie

While attending Beverly, Jolie had a dream of becoming a funeral director. She told the media that during this time she even took embalming classes.



Logan Lerman

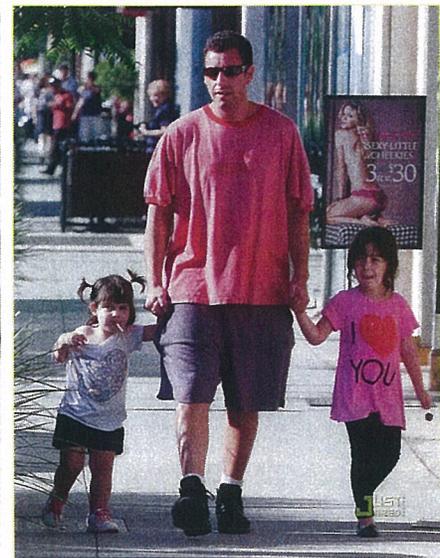
The most recent graduate of Beverly, Lerman starred in *Percy Jackson & the Olympians: The Lightning Thief*, which came into theaters during his

**** THE MOTION PICTURE ACADEMY:** Not only are the Oscar ballots counted in secret on Wilshire Blvd, but around the corner on La Cienega is the greatest treasure chest of Hollywood History ever assembled. Oscar's private library and current home of the ruby slippers, Orson Welles Oscar for *Citizen Kane*, and every movie poster from every movie ever made. Think the Indiana Jones warehouse... except they can find everything and show us rare films shot in Beverly Hills going all the way back almost a hundred years.

**** HOME MOVIES OF THE STARS:** Just like normal folks, the citizens of Beverly took home movies. We'll peek inside the private lives of Debbie Reynolds and daughter Carrie Fisher, George Gershwin and Hoagy Carmichael, Rob and Carl Reiner, Edgar and Candice Bergen, Marlo and Danny Thomas, Serena Williams or Lily Collins.

BEVERLY HILLS: A LOVE AFFAIR

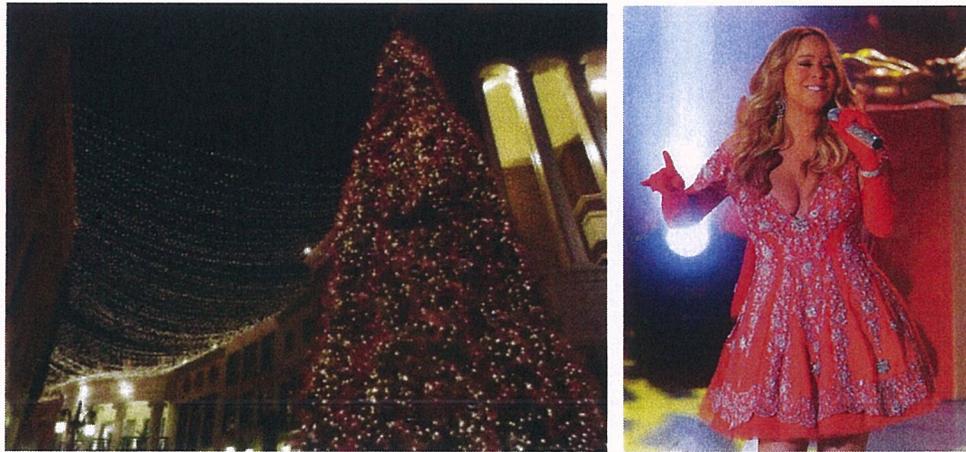
**** THE FUNNY SIDE OF BEVERLY HILLS:** Hosted by celebrities like Adam Sandler, Amy Poehler, Jason Bateman, Kristen Wiig, Jason Sudeikis or Melissa McCarthy, this segment will reflect through current comedic means the old-time antics of early Beverly Hills denizens Harold Lloyd, Buster Keaton, the Marx Brothers, and Charlie Chaplin; the gentle humor of Will Rogers and the raucous spirit of W.C. Fields; and the mischievous character of the City's famous funny ladies, like Lucille Ball, Carole Lombard, Barbara Stanwyck in "The Lady Eve" and "Ball of Fire", or the footage of the Marx Brothers' antics on Rodeo Drive...



**** MAKING A ROSE FLOAT:** When the community gets together it is usually for something spectacular. Like building an award winning float for the Rose Parade – a traditional area of strength for Beverly Hills since the Roaring 20's... Let's see this years entry take shape and see what the Rose Parade is like from the point of view of a float.

BEVERLY HILLS: A LOVE AFFAIR

**** CHRISTMAS TREE LIGHTING:** This tradition was started by Mary Pickford in a bid to out-shine rival posh city Pasadena, and has become a beloved ritual by Beverly Hills citizens. It can also be the occasion to hire an A-LIST SINGER to celebrate the centennial!



**** A CHARITABLE CITY:** The misconception that Beverly Hills is all glitz is undermined by the billions of dollars that City residents have given to medical research, funding Cedars. Among notable examples are the Thaliens, the Share shows and other important and star studded charity events that happen every year and for which we have archival footage and will cover the current iteration.



Cedar Sinai Hospital

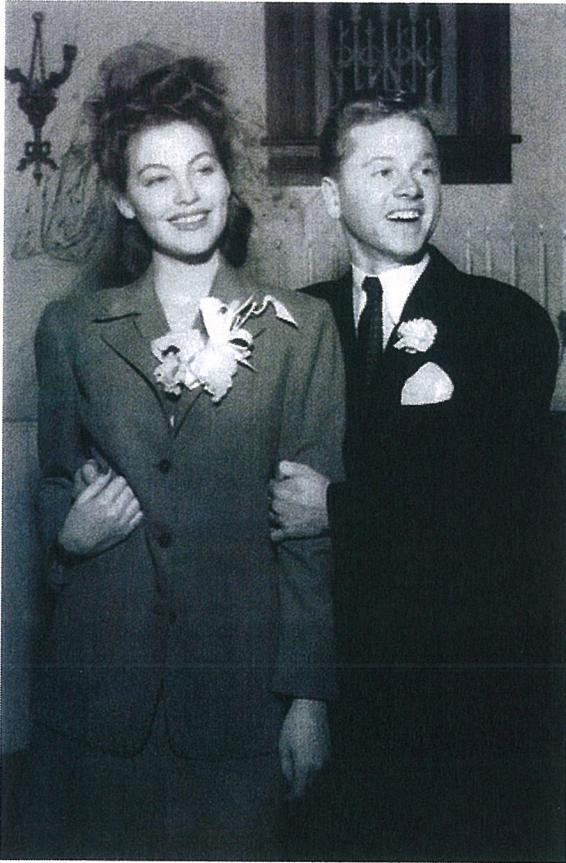
BEVERLY HILLS: A LOVE AFFAIR

**** CINDERELLA GLAMOUR MAKEOVER:** We'll choose a winner from online female entrants in a contest "Why I want a Beverly Hills Makeover". The best person to answer will be taken to Rodeo to be groomed, gowned and whisked off to a glamorous red carpet event. We'll keep her on the go to the end of the night...

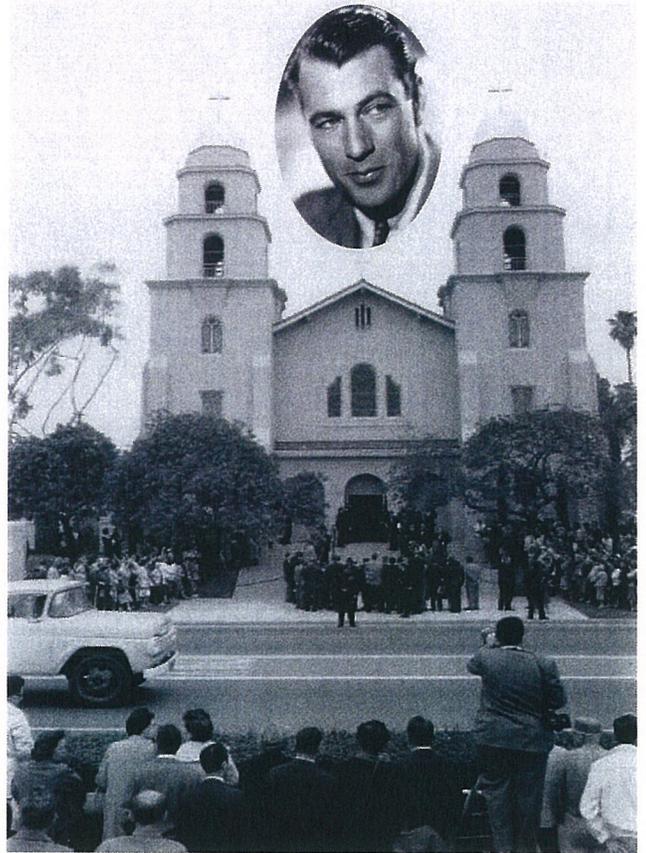
**** THE BEST OF THE BEST...** : To accompany our overview of Business in the City, we will have short "best of" interstitials: the best car in town, most expensive property, the rarest diamond , the most extravagant pool or tennis court, the finest meals, the fastest police...

**** THE BEVERLY HILLS STYLE AT WEDDINGS AND FUNERALS:** Although Beverly Hills boasts of being one of the very few cities in the world that do not have a cemetery within its boundaries, there examples of storied funerals of City luminaries: Jean Harlow, Jimmy Durante, James Stewart, Clark Gable, Rudolph Valentino... Meanwhile, on the happier end of the spectrum, the City has been the stage of some of the world's most memorable nuptials: Mickey Rooney and Ava Gardner, Norma Shearer and Irving Thalberg, Buster Keaton and Natalie Talmadge, Liz Taylor and Nicky Hilton, Sharon Stone and Phil Bronstein, Neil Diamond and Marcia Murphey, Nicole Ritchie and Joe Madden...

BEVERLY HILLS: A LOVE AFFAIR



*Mickey Rooney
and Ava Gardner*



Gary Cooper's Funeral



Liz Taylor and Nicky Hilton



*Rudolph Valentino's Funeral
... "Fandemonium"*

BEVERLY HILLS: A LOVE AFFAIR

100 YEARS IN 24 HOURS

We will center our unfolding story upon the Rhythms, Moods, Sounds and Styles of the City at different Times of Day and Night.

At twelve key moments through the program, we will insert brief montages featuring Beverly Hills' most breathtaking residential and commercial landmarks at different times of day, from Sunrise to Sunrise: the Beverly Hills Hotel, City Hall, Greystone Mansion, the Beverly Wilshire, the Hilton, Pickfair, Rodeo Drive.

To guide these short montages, we will cull and commission work from the City's past and present poets and writers – like Richard Schickel, Irving Stone, Dorothy Parker, Dominic Dunne, F. Scott Fitzgerald, or Ogden Nash. These interludes will narrate the Love Affair at the center of our show – in the distinctive voice of MICHAEL CAINE.

This “day in the life of the city” will not only detail Beverly Hill's daily rhythms but will also serve as a scaffolding on which to modulate its rich 100-year history, along thematic lines.

BEVERLY HILLS: A LOVE AFFAIR

THE WOMAN AND THE LOVE AFFAIR, OR LOVE AND THE CITY

To further narrative interest and solidify audience identification, we will cast a beautiful young Woman to appear in various staged, no-dialog situations, featured during the short montages of the time of day, and underlined by voiceover.

She is the embodiment of the Love Affair – shopping on Rodeo, having breakfast at Nate ‘n Al with her girlfriends, attending a charity meeting, driving around the city, enjoying a poolside and spa afternoon, then having a spot of dinner, attending the Commemorative Gala, and retiring with the Man of her dreams behind the doors of the Beverly Hills Hotel.

In the Epilog, before the second Sunrise, as the Woman walks down the length of an enchanted, empty Rodeo Drive, she will stop in front of the window at Tiffany’s, in a reminiscence of the famous film scene – except she will have a Tiffany ring on her own finger...

The Man’s features will never be revealed – and the Woman cast has to be beautiful, approachable and not famous.

These interludes will be photographed in the manner of high-end product Commercials production.

Each of these pieces will serve as an introduction on various segments on aspects of the history of the City.

BEVERLY HILLS: A LOVE AFFAIR

GENERAL ACT BREAKDOWN

ACT I: MORNING

BREAKFAST AT NATE 'N AL

Starting with images of Sunrise over the Beverly Hills Hotel, early delivery of the Courier, and the Woman with her girlfriends having breakfast at the world-famous Beverly Hills eatery, and perhaps eavesdropping on Larry King, Carl Reiner and Mel Brooks in the next booth. This montage leads us to explore the City's early history: the dreaming up and building of the Beverly Hills Hotel.

DOORS OPEN ON RODEO DRIVE

Business starts on Rodeo, and the Woman goes Shopping at Prada, Chanel, Gucci, Armani, Luis Vuitton, Cartier, Valentino, Versace.... This leads us into segments on the Fashion Walk of Fame; the first star-driven, architectural mansion boom; and the Depression years, when even the Beverly Hills Hotel closed.

PARENTS DROP OFF KIDS AT SCHOOL

The Woman drives by and watches kids being dropped off in school by their parents. She smiles wistfully. This leads us to a segment on the post-Depression élan and growth spurt, leading to WWII and Beverly Hills' splendid war and fundraising effort.

BEVERLY HILLS: A LOVE AFFAIR

ACT II: MID-DAY

CHARITY MEETING

The Woman attends a charity meeting at the prestigious Women's Club, underlying the fact that Beverly Hills citizens are among the most charitable in the world, and a typical Beverly Hills housewife unexpectedly spends more on charity than on handbags, despite the image projected by certain TV shows. This introduces a segment on the post-war boom and the firming up of the City's status as a world center for royalty, moguls, and stars of every field.

ATHLETICS AT BEVERLY HILLS HIGH SCHOOL

On her way to lunch, the Woman runs an errand that takes her past Beverly Hills High School – where outdoor athletics are in full swing. Next to her in a car we find lifelong Beverly High friends Rob Reiner, Richard Dreyfuss, Albert Brooks and Larry Bishop, chatting about their times in the City. Following: segments on the High School and Alumni.

THREE MARTINI LUNCH AT THE POLO LOUNGE

At the Beverly Hills Hotel's Polo Lounge, the Woman and two girlfriends are having a fun lunch – three martinis on the table, one for each lady. At another table nearby, good friends Candy Bergen, Marlo Thomas, and Mia Farrow swap great stories. Next up – a sequence on the mod 60's, when the Polo Lounge and Pool epitomized world class.

BEVERLY HILLS: A LOVE AFFAIR

ACT III: AFTERNOON

TODDLERS AND NANNIES AT ROXBURY PARK

The Woman goes over some paperwork on a bench in Roxbury Park, surrounded by toddlers and children playing, watched over by mommies and nannies... This leads us to a segment on and swinging 70's and its storied parties.

CRUISING AND HIKING

The woman enjoys a drive through the sunny city's wide, tree-lined, winding roads, passing by Will Rogers park, then hiking in Franklin Canyon. Following: the 80's, and Beverly Hills' love affair with Politics and the Reagan years.

POOLSIDE SPA AFTERNOON

The Woman enjoys a leisurely hour at the spa and at the pool – at the Peninsula Hotel. This introduces a segment on the roaring 90's.



BEVERLY HILLS: A LOVE AFFAIR

ACT IV: SUNDOWN

DINNER AT SPAGO

The Woman meets her Man for a spot of dinner at Spago, with Wolfgang Puck in the kitchen, and at the table next to her an intimate group of good storytellers like Joan Collins, Debbie Reynolds, Bette Midler, and other fun guests eating as they kibitz. Next up – the year 2000 and modern-day Beverly Hills.

CENTENNIAL GALA

The Woman and her Man attend the star-studded Centennial Gala, headlined by Robert Redford and Brad Pitt. A full segment on celebrating the centennial.

THE NIGHTCAP

Driving through the mystical tranquility of night-time Beverly Hills, after the Gala the couple drive to the Polo Lounge for a nightcap.

EPILOG

BREAKFAST AT TIFFANY'S

The Woman walks down a deserted Rodeo Drive, high heels in one hand, a hamburger in the other. As she takes a bite, we glimpse the Tiffany's engagement ring on her finger – sparkling in the Sunrise.

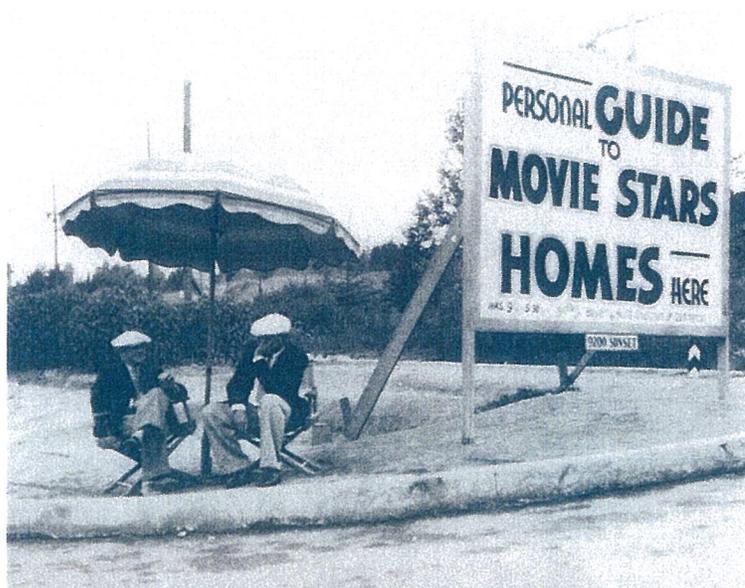


BEVERLY HILLS: A LOVE AFFAIR

A CERTAIN REGARD

Here are some of the other segments that we will feature:

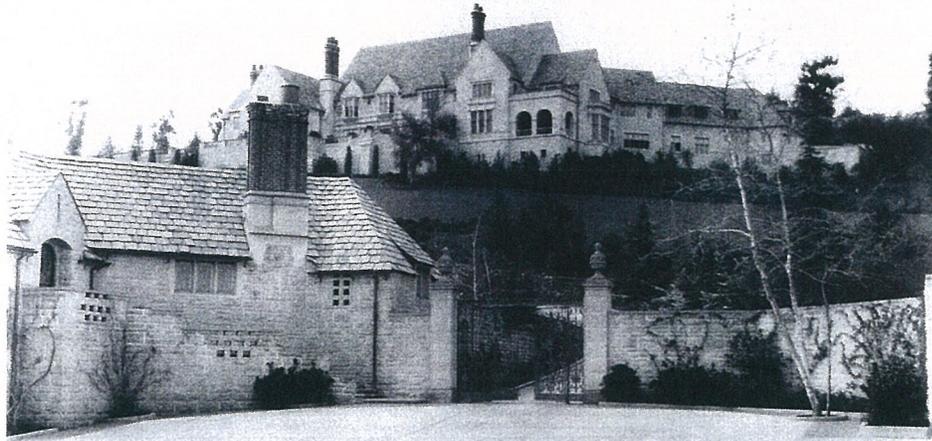
**** REAL ESTATE SKULLDUGGERY AND ARCHITECTURAL TRIUMPHS:** From the get-go, Beverly Hills was a dream dreamt out of thin air by three visionary oil businessmen and real estate owners who decided to build a world-class hotel in the middle of the bean fields, and lured entrepreneur Margaret J. Anderson from the famous Hotel Hollywood. Burton Green and his partners installed a few acres of lawns in front of the Spanish-style building, and a beautiful park with a lily pond in front of the train station, to block the empty and somewhat arid views. Their gamble paid off – within 3 years the Beverly Hills Hotel became the “It” destination for the elite. Although it fell on hard times during the Depression, and it closed its doors 1929-1932, it ultimately reopened and recaptured its peerless status.



BEVERLY HILLS: A LOVE AFFAIR

This kind of real estate drama and architectural excellence and excess (from Wallace Neff to Frank Lloyd Wright, John and Robert Woolfe to Paul Williams, and I.M. Pei to Frank Gehry) plays out in Beverly Hills every day, and we will document its ups and downs – from Pickfair to Harold Lloyd’s Greenacres, from City Hall to the Beverly Wilshire, from the Speedway to the Beverly Hilton, and of course through all the landmark mansions of the stars and moguls – and the tumultuous history of their hundred-fold price increases over time!

A sample of an off-beat real estate deal going from \$17.50 for 2,000 acres to a million for a small lot will be exemplified with a clip from the film “Bugsy”, where Warren Beatty’s character “convinces” a reluctant opera star, Lawrence Tibbitt, to transfer ownership of his home!



Greystone Mansion, 1929

BEVERLY HILLS: A LOVE AFFAIR

**** WORLD WAR TWO ON THE HOMEFRONT:** We found some amazing footage of military and police parades in front of city hall. Free bicycle tours of the stars homes from Hans Ort for men in uniform. Victory Gardens on North Alta and South Beverly Drive. Buster Keaton and Cesar Romero as civil defense wardens. Two moguls who started fighting the war long before Pearl Harbor were Harry Warner and Carl Laemmle, who spoke out against Hitler's treatment of the Jews publicly and sponsored hundreds of refugees – and a group of these émigrés went on to become Hollywood's most acclaimed film makers: Wilder, Lubitsch, Zinneman and many great writers, composers, and artists. And of course, we won't forget one of Beverly Hills greatest real life war heroes: Captain Jimmy Stewart, Air Force.

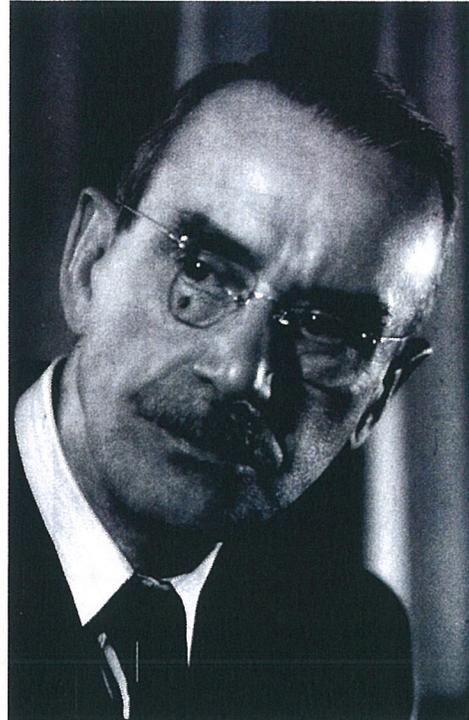


**** HAVEN FROM PERSECUTION:** Fleeing Hitler's shadow and the rising Nazism before the WWII, many of Europe's great intellectuals, politicians and artists took refuge here – including Peter Viertel, Nobel Prize-winner Thomas Mann, Heinrich Mann, Lion Feuchtwanger, and Bertold Brecht. The City welcomed them with open arms.

BEVERLY HILLS: A LOVE AFFAIR



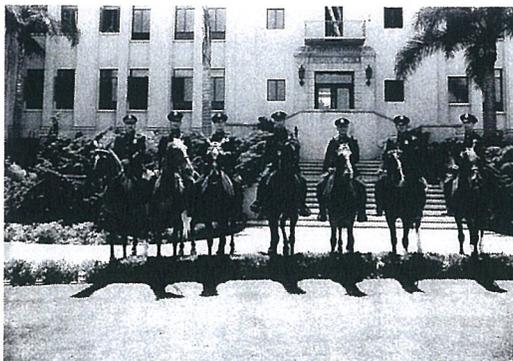
Bertold Brecht



Thomas Mann

Another moment when Beverly Hills functioned as a shining light for the world was in the late 70's when the Islamic revolution swept Iran and thousands of Jews fled the oncoming Holocaust, finding their way to Beverly Hills – because it's the world's best small town to live in!

**** THE WORLD'S BEST POLICE FORCE AND FIRE DEPARTMENT:** Held up as a model throughout the world, Beverly Hills' PD and FD have come a long way since there was only one official for both functions!



BEVERLY HILLS: A LOVE AFFAIR

On the lighter side, in the 20's Beverly Hills had volunteer air police, who would fly their planes over the city and direct unsafe flights away. One of the City volunteers was a woman aviatrix. She crashed in 1929 and was found to have been flying naked...

We will also highlight the other great city services beside police, fire, and schools – like the library, the tree services, and the famed “grunchers”.

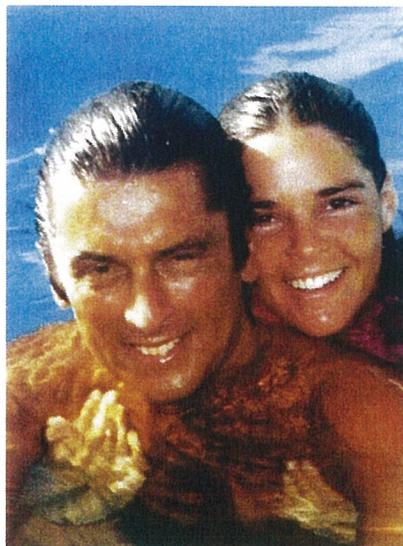
**** CELEBRITY ON CELEBRITY:** We will select six-to-eight current movie stars with ties to the City – whether they lived, did business, or sought fine dining or entertainment in Beverly Hills – to carry the show as narrators and re-enactors of anecdotes from past famous residents who wrote ample material about their golden life here. For instance, in a segment we might use excerpts from Gene Kelly’s thoughts on living in the City, together with footage from one of his famous films, photos of his estate – and possibly have Justin Timberlake re-enact this and bring it to life using visualization techniques which enable us to layer the images simultaneously. In another clip we might use Charlize Theron channeling Mary Pickford and George Clooney channeling Douglas Fairbanks to tell the story of the King and Queen of Hollywood –the most enduring foundational story of Beverly Hills.

One special segment will feature BETTE MIDLER reminiscing about fabled agent Sue Mengers and old Hollywood, accompanied by clips from her fabulous performance in “Down and Out in Beverly Hills”...

Another segment will feature brand-new celebrity Beverly Hills resident – JUDGE JUDY – in her Montage Hotel apartment.

BEVERLY HILLS: A LOVE AFFAIR

**** ANECDOTES AND QUOTES:** When it comes to famous quips about the City itself, or about the goings-on of their dwellers, we have a true embarrassment of riches on our hands. Here are just two early examples: upon moving to Beverly Hills with her husband Edgar Bergen next door to huge silent movie stars Rudolph Valentino, John Barrymore, and John Gilbert, Frances Bergen remarked to Edgar: “You bought a house on a hilltop near the houses of great lovers. Do you think it will rub off?”... But most poignant is Mary Pickford’s story about when they were redoing the cement driveway at Pickfair, the quintessential Beverly Hills mansion she shared with Douglas Fairbanks, and where they threw unparalleled affairs for movie stars, studio chiefs, royal heads of Europe, and world captains of industry – rivaled only perhaps by those thrown at the White House. Mary’s dog Zorro (named after Fairbanks’ blockbuster “The Mask of Zorro”) got away from her and starting running in the wet cement, leaving its paw prints everywhere. Initially upset, Mary soon changed her mind: “Thank you, Zorro, for putting your prints there. I’ll be able to see you for years, as long as I live.” Then she called Sid Graumann and said “Sid, I’ve got an idea for you.” She gave him the idea to put the stars’ footprints in the cement at the Graumann’s Chinese Theatre...

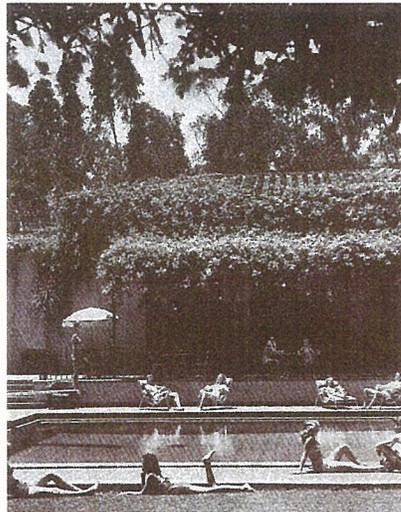


BEVERLY HILLS: A LOVE AFFAIR

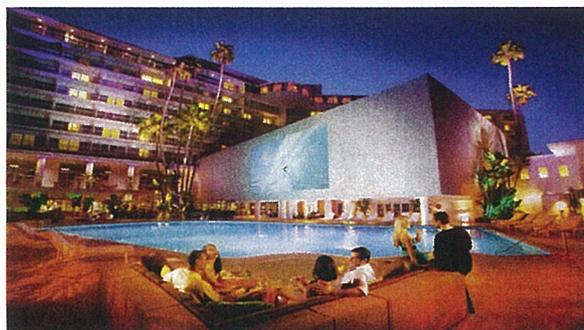
And let's not forget the celebrated moment of the discovery of Robert Evans by Norma Shearer at the Beverly Hills Hotel pool – which led to the former women's clothes manufacturer's ascent to fame as star and Paramount head, replete with his splendid Beverly Hills nuptials to Ali McGraw, and storied City abode – seat of unforgettable parties...

**** THE PARTIES:** No love poem for a city can be complete without a look at its past and present watering holes, and famous parties at: the Daisy, the Factory, Chasen's, Romanoff's, the Bistro, the Friar's Club, the Brown Derby, Spago, Morton's, La Cienega's famed Restaurant Row...

A Beverly Hills pool party...



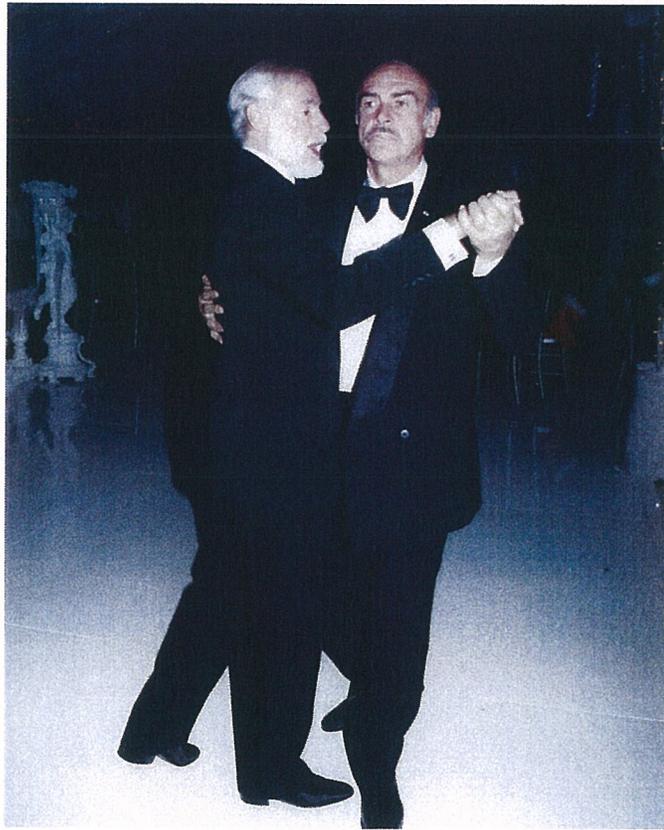
Then...



... and Now

BEVERLY HILLS: A LOVE AFFAIR

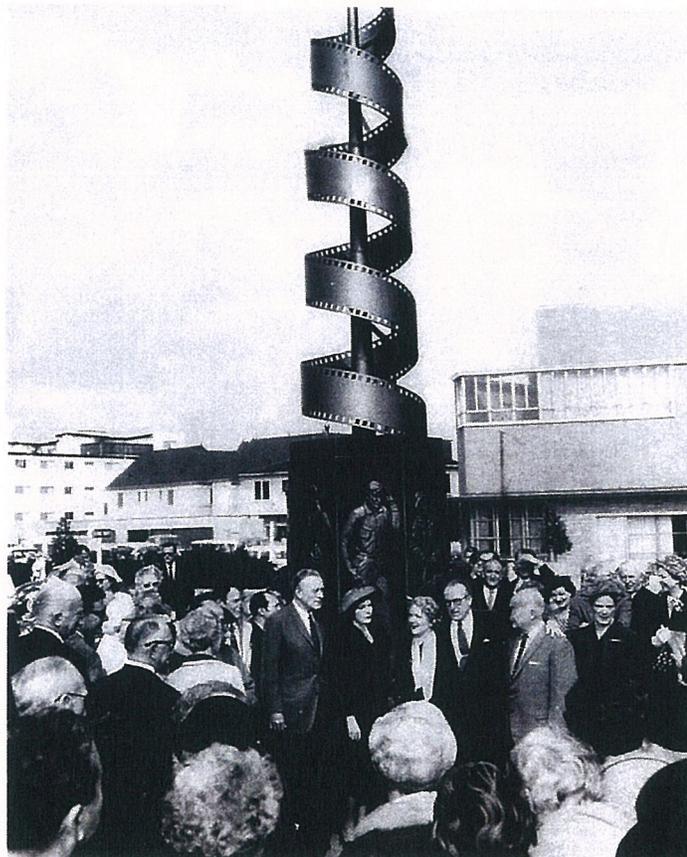
Of course the Polo Lounge at the Beverly Hills Hotel will be reviewed, together with the City's own gentleman's lounge - the Beverly Club, hidden behind a simple door on Beverly Drive in the middle of the Golden Triangle, the City's luxurious shopping district, and naturally the infamous swimming pool parties – first and foremost those at the Beverly Hills Hotel, when an adventurous, amorous Howard Hughes was in residence in a bungalow, and Katharine Hepburn would sometimes do a perfect back flip in the pool after a particularly arduous tennis match – and she would do it fully clothed...



All in Good Fun...

BEVERLY HILLS: A LOVE AFFAIR

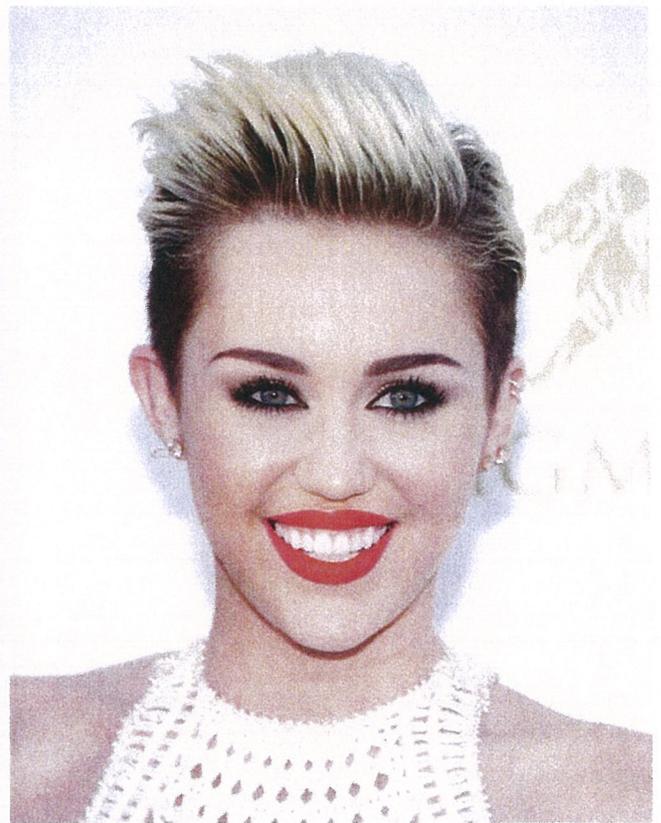
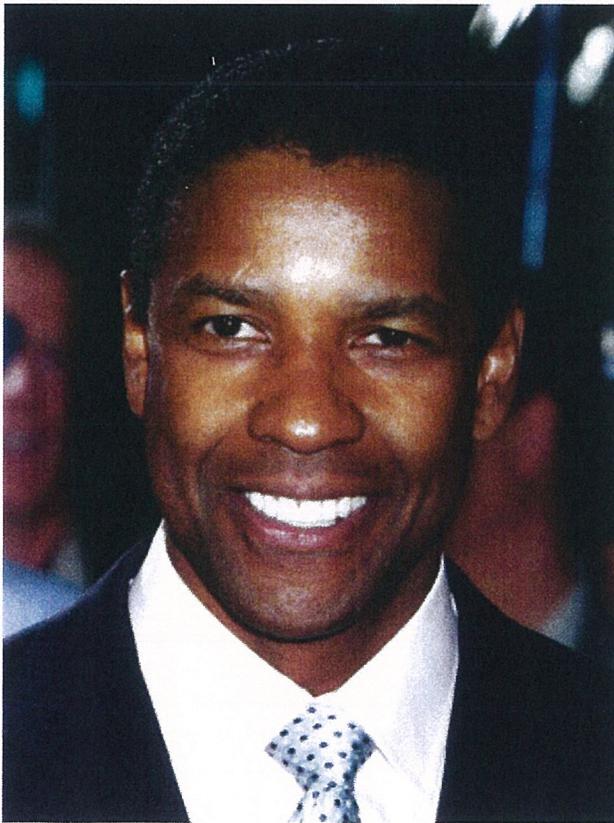
**** THE FIGHT TO REMAIN AN INDEPENDENT CITY:** in 1907, neighboring Hollywood became annexed to Los Angeles and lost its independent incorporated City status – over water rights and supply. In 1923 the same fate almost befell Beverly Hills, but after a huge anti-annexation push led by the famous Eight (Tom Mix, Mary Pickford, Fred Niblo, Conrad Nagle, Douglas Fairbanks, Harold Lloyd, Will Rogers and Rudolph Valentino, the City voted 507-337 to remain incorporated. Movie Star Corinne Griffith, who owned the Four Corners at Beverly Drive and Charleville Blvd (one of only three people worldwide to own all four corner buildings of an intersection!), lobbied and erected a monument in their honor, at the corner of Olympic and Beverly. Beverly Hills had the first and for many years the only monument honoring movie stars in Los Angeles.



1959 Inauguration of Anti-Annexation Monument

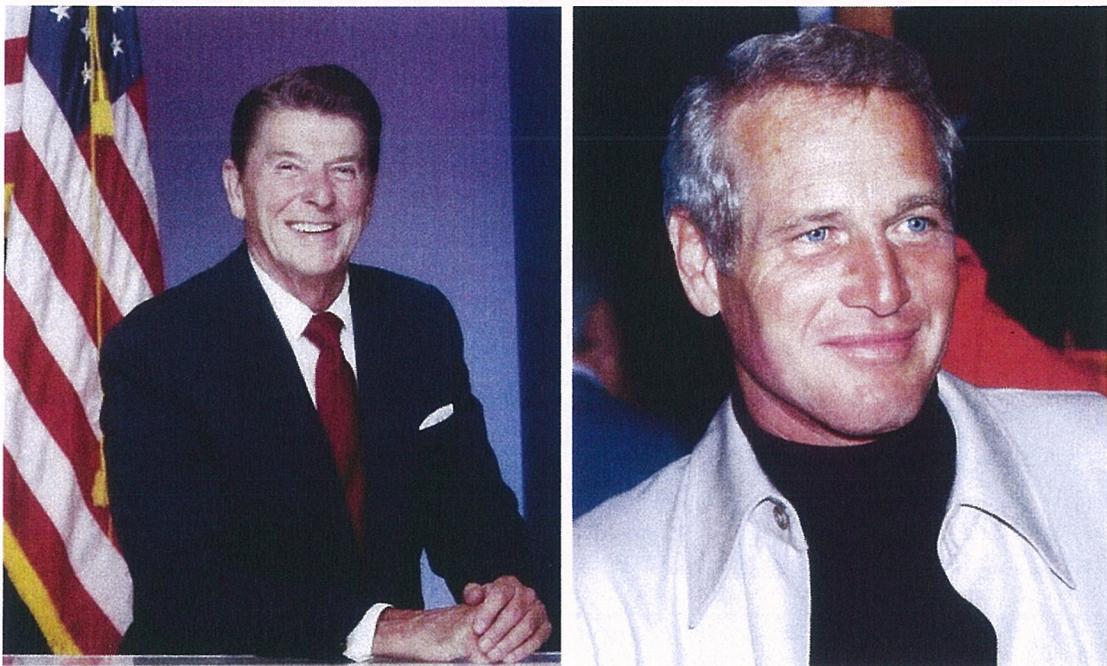
BEVERLY HILLS: A LOVE AFFAIR

**** HOME BASE:** among the many celebrities in residence here today – like Samuel L. Jackson, Denzel Washington, Magic Johnson, Miley Cyrus, Sidney Poitier and Steve Martin – there are so many stars of every field per capita... we will include interviews at their homes, to show audiences the environment they live in, and using appropriate segments from the film and video archives of Art Linkletter, Debbie Reynolds, Ken Murray, Bill Hinshe, Harold Lloyd, and the Library of Congress, and similar efforts archived at the AMPAS Library.



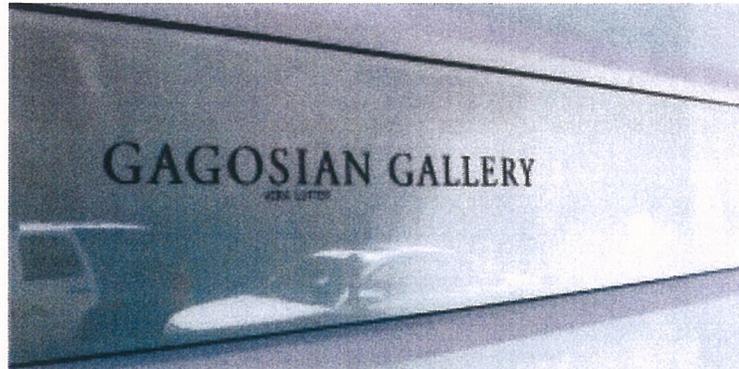
BEVERLY HILLS: A LOVE AFFAIR

**** THEY STILL LIVE ON:** We will survey a fraction of the influential people who lived in Beverly Hills and contributed to its fame: John Barrymore, Will Rogers, Mary Pickford, Humphrey Bogart, Fred Astaire, Gene Kelly, the Marx Brothers, Charlie Chaplin, William Randolph Hearst, Harold Lloyd, Jimmy Stewart, Lucille Ball, Desi Arnaz, Sammy Davis Jr., Gary Cooper, Clark Gable, Charlton Heston, Danny Thomas, Diana Ross, Barbara Stanwyck, Paul Newman, Tom Mix, Jack Benny, Ronald Coleman, Ronald Reagan, Richard Nixon, Joseph Kennedy, Natalie Wood... and many more.



**** A LEGENDARY ART COLONY:** Beverly Hills was the home of Jennifer Jones, Norton Simon, Ed Ruscha... and many others in the thriving art colony in the City, centered around Larry Gagosian's gallery in the Golden Triangle.

BEVERLY HILLS: A LOVE AFFAIR

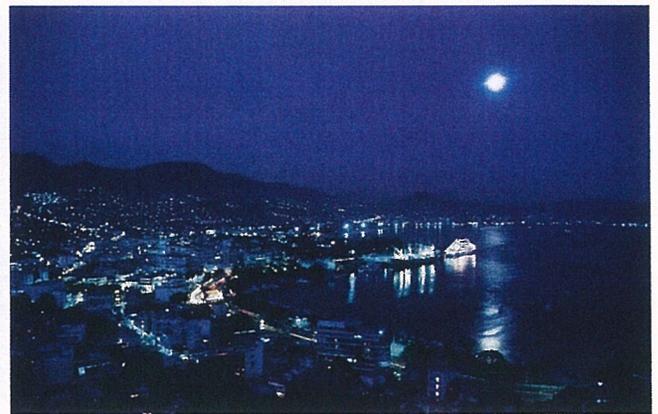


However, the real treasures are behind closed doors. We'll visit a resident who has had her portrait painted by over 100 world-renowned artists – from Andy Warhol to David Hockney and everyone in between. Other homes – like that of the great art collectors, the Marciano brothers – boast paintings that are as good as anything hanging in the Louvre. All secrets... until now.

**** SISTER CITIES:** The glamorous choices of Beverly Hill's sister Cities (Cannes and Acapulco) deserve their own segment, as well, where people in the street will share how they view Beverly Hills...



Cannes



Acapulco

BEVERLY HILLS: A LOVE AFFAIR

POTENTIAL

The audience for our show is enormous.

No one in the world is indifferent to the idea of an Emerald City, Shangri-La or Camelot, and no other single City – not even New York! – can offer a regular John or Jane Doe not only the vision of a paradisiacal climate and lifestyle, but also the dream and possibility by association that if they succeed here they may become members of modern global royalty: a glamorous Celebrity.

BEVERLY HILLS: A LOVE AFFAIR is poised to reach a broad spectrum of demographics by offering the best in celebrity-oriented entertainment.

In light of marketing research, the foreign sales and theatrical distribution potential of our show are extremely high, and make it a perfect proposition.

A network show of this caliber would generate a significant audience and substantial revenue from advertisers and broadcasters.

We believe that the funds allocated by the City of Beverly Hills for the production of the centennial documentary will be reimbursed, and that the Program could become a source of revenue for the City.

BEVERLY HILLS: A LOVE AFFAIR



Faye Dunaway at the Beverly Hills Hotel, the morning after her Oscar win... it just doesn't get better than THIS.

DAVID YARNELL PRODUCTIONS

PRODUCTION SCHEDULE FOR “BEVERLY HILLS: A LOVE AFFAIR”

Yarnell/Goldberg/Rotaru

PRODUCTION:

October 17. First shoot – the opening ceremony of the new Annenberg Center. 4 cameras.

Our shooting schedule will continue until the end of February, with one or two later shooting dates, if needed – such as the Greystone Mansion Concours d’Elegance.

Here is a preliminary list of shoots:

Star Interviews – at home and on Green Screen. Commitment (pending schedule): Michael Caine, Bette Midler, Candice Bergen, Betty White, Lily Collins, Jason Bateman, Judge Judy, et al.

Rodeo Drive – Adam Sandler goes shopping

Breakfast at Nate n’ Al

Dinner at Spago

Gagosian (and Gallery)

Art Collection of the Marciano Brothers

Beverly Hills High School – the Swim Gym

Clark Fogg - CSI at the BHPD – the “Dark Side”

Police and Fire Department Leaders

Homes of the Stars

Peninsula Hotel Shoot

Beverly Hills Hotel Shoot

Rodeo Drive Walk of Style Award Ceremony - TBD

Beverly Wilshire Hotel Shoot

Michael Feinstein on the Gershwins

Suzanne Lloyd at Greenacres – on Harold Lloyd

10601 Wilshire Blvd.
Los Angeles, CA 90024
310-474-8501
Dyarnellphotos@yahoo.com

DAVID YARNELL PRODUCTIONS

Charity Event – TBD

Beverly House – Davies/Hearst estate, on real estate in Beverly Hills

Greystone Mansion – Concours d’Elegance. Footage to be obtained from previous years. May 4th 2014 if needed. For this segment we’re seeking a Beverly Hills celebrity who is a car aficionado. One suggestion is Nicolas Cage.

Christmas and Hannukah tree ceremonies

January 12, 2014 - Golden Globes Shoot

Oscar Parties

Special Note: our crews will be standing by to cover pertinent news events occurring in Beverly Hills, that fit our concept.

ONGOING:

Archival Footage Research – Beverly Hills Historical Society

Star Home Movies - AMPAS

Beverly Hills- themed Film and Television Rights Clearances – major studios and film libraries

POST PRODUCTION:

In tandem with the shoots, we will have an ongoing, active, two-editors editing process. We will focus on mixing contemporary with historical footage: “then” and “now”.

DELIVERY:

After the Council approves the Final Cut, our finishing and mastering post-production will take 4 weeks until delivery in formats to be determined.

UPDATES:

Weekly, detailed reports will be provided to the Council as production commences.

10601 Wilshire Blvd.
Los Angeles, CA 90024
310-474-8501
Dyarnellphotos@yahoo.com

BEVERLY HILLS: A LOVE AFFAIR centennial documentary budget

Above The Line				
Director/Producer	\$25,000.00		1	\$25,000.00
Writer	\$10,000.00		1	\$10,000.00
Executive Producers	\$10,000.00	(one paid)	2	\$10,000.00
Associate Producers	\$7,500.00	(one paid)	2	\$7,500.00
Co-Producers	n/a	(credit)	2	\$0.00
		Total		\$52,500.00
Non-Shooting Elements				
Researcher	\$1,000.00		10	\$10,000.00
Celebrity Hosts	\$20,000.00	(allow)	1	\$20,000.00
		TOTAL		\$30,000.00
Shooting- Tape				
Camera / sound / makeup & hair	\$1,500.00	per day	24	\$36,000.00
Extra camera	\$500.00	per day	10	\$5,000.00
		Total		\$41,000.00
Editing, Archival Footage, Graphics and Music				
Editor + Editing System	\$1,800.00	WEEK	28	\$50,400.00
Archival Footage Rights Clearance	\$15,000.00	allow		\$15,000.00
Editing Rooms - and parking	\$400.00	MONTH	5	\$2,000.00
Shoot stills to tape	\$250.00	hour	2	\$500.00
Music - Purchase cues	\$150.00	per cue	4	\$600.00
Music - Publishing rights (popular)	\$2,500.00	per cue	4	\$10,000.00
		Total		\$78,500.00
Master Post Production				
On-line	\$275.00	hour	36	\$9,900.00
D-2 stock and protection	\$50.00	hour	2	\$100.00
Voice over recording	\$125.00	hour	3	\$375.00
Pre-lay music, narration etc	\$160.00	hour	12	\$1,920.00
Dub or interlock	\$225.00	hour	16	\$3,600.00
Lay back put mixed sound trk	\$150.00	hour	1	\$150.00
Protection dub layback	\$150.00	hour	1	\$150.00
		Total		\$16,195.00
Office and Legal Expenses				
Office Rental	\$1,000.00	MONTH	8	\$8,000.00
Telephone, xerox, messengers	\$300.00	MONTH	8	\$2,400.00
General Liability	\$4,000.00		1	\$4,000.00
Shipping/postage	\$250	MONTH	8	\$2,000.00
E&O	\$3,500.00		1	\$3,500.00
			1	
		Total		\$19,900.00
		PARTIAL TOTAL		\$238,095.00
Contingency 5%				\$11,904.75
		FINAL TOTAL		\$249,999.75

Attachment 3

BEVERLY HILLS HISTORY PROJECT 1914-2014



PROPOSAL FOR A
A MULTI-MEDIA, MULTI-PLATFORM
PRESENTATION OF OUR HISTORY

PRESENTED BY PHIL SAVENICK
OCTOBER 2013



Phil Savenick
Proposal for the Beverly Hills History Project

Before you make a final decision on funding a centennial documentary, I wanted you to consider “the bigger picture” relating to THE BEVERLY HILLS CENTENNIAL HISTORY PROJECT. Most of you have seen my video online at <https://vimeo.com/74546930> That is a sample of what we will show at our celebration January 28 and throughout the year. Almost a hundred of our residents are already involved in contributing stories, pictures and ideas. Their enthusiasm and delight in telling stories about our hometown has made this a significant historical artifact. The eyewitnesses to our history are passing their stories to a new generation. In the process, we are collecting a unique and authentic insight into Beverly Hills’ first century. I have devised a way to utilize our historical data base in ten different media platforms from Big Screen to smart phone, schools, Internet, and television.

I don’t see why our history should be limited to one hour or one topic. Our history is bigger than that. I would like to request funding for a multi-media, multi-platform BEVERLY HILLS HISTORY PROJECT with a televised documentary as just one small element.

I have outlined my proposals below. I already have put in over 600 hours and have brought it this far at my own personal expense. I would like the city to fund another year of collecting, preserving, and presenting our history. Through the help and cooperation of BHTV, I think I can deliver 20 or more historically themed television programs and create an impact for us as an internet destination. I have included a budget, schedule and sample program topics.

1. **THE HISTORY OF BEVERLY HILLS: THE CENTENNIAL DOCUMENTARY** will be ready by the first week of January 2014 for centennial events, schools, internet, news media and cable. A public premiere is planned for January 28th as part of the day's festivities.

2. **BEVERLY HILLS: PAST PRESENT, AND FUTURE** At least 20 additional documentaries for BHTV on every aspect of our city, its history, local heroes, beloved landmarks, inspiring teachers, stories from the mayors, centennial events, and reruns of classic entertainment shows about the city.

3. **BEVERLY HILLS 100 YEARS, 100 STORIES** – for 21st Century Media. At least 100 Stories told by our citizens as the eyewitnesses to our history. For internet, social media and centennial events. This 100+ hours of oral histories will be donated to the city as the historical foundation for many other uses. Depending on the extent of community involvement, we might end up telling a thousand stories. The series could go on for years.

4. **A TELEVISED DOCUMENTARY** - I will continue to pursue the best possible venue to give the city the maximum visibility in the media. I am willing to help an experienced professional group get the show sold to a network. Commercial exposure changes the nature of the rights and clearances required and greatly increases the costs. These royalties should come at no extra cost to the city, but from license fees paid by the broadcasters. I pledge my professional and creative input to help realize this goal. This show also requires an experienced Executive Producer who can deliver "name" talent.

5. **BEVERLY HILLS CELL PHONE FILM FESTIVAL** - is to my knowledge the world's first cell phone film festival. In 2014 citizens of all ages are invited to shoot their own impressions of our city on their smart phones. These videos will then be compiled into an anthology and run for the public at an outdoor screening and later on BHTV. The theme, "***My Favorite Thing About Beverly Hills***"

6. PUBLIC EXHIBITION – We can program our Screenings in the Park series with specially curated films about our city featuring our citizens past and present. Our films will include literally hundreds of our citizens. These would make wonderful community events where our people can feel included as a part of our history.

7. SCHOOL CURRICULUM ON THE HISTORY OF OUR CITY – These films can be the basis for an interactive curriculum on local history. I will work with the teachers to give them the most useful materials to present our history in a “21st Century way”.

8. FORMER MAYORS AND CIVIC LEADERS PROJECT- At the request of the city information department, I am conducting an ongoing series of in-depth interviews with former mayors, city officials and civic leaders for use on BHTV and the web.

9. CENTENNIAL USES –we are willing to make our materials available for any appropriate centennial activities.

10. VISITOR USES – many of our stories highlight specific sites in town. We could post QR codes so our visitors could learn more about the bridle path, lily pond, or the Tongva native at the top of our electric fountain by watching on their smartphones.

Respectfully submitted,
PHIL SAVENICK

2013 proposed schedule for web-series and documentary "100 YEARS, 100 STORIES"

We plan to deliver "at least" two new short subjects starting in October 2013, and "at least" two new television programs to BHTV starting in January 2014, in addition, I will deliver a program to be run at the centennial celebration. Here is a tentative schedule for October, November and December of 2013.

ONLINE STARTING IN OCTOBER (3-5 minutes each)

1. The story of "Maria Rita Villas" will be posted online and run on the city station to coincide with the equestrian event that launches our centennial.
2. The story of "Famous Residents who are pictured on Stamps" to supply a little background and history of our post office.

ONLINE IN NOVEMBER

3. "Halloween in Beverly Hills" – highlights of this year's activities and a peek *inside* the witch's house.
4. "Hometown Hero" – A profile of hometown boy and 38 year BHHS music teacher Joel Pressman and his touching farewell .
(Backup) "Maria Tallchief" America's first prima ballerina, wife of George Ballenchine and a native-American. Graduate of Beverly Vista and the high school.

ONLINE IN DECEMBER

5. "Jack Benny visits the Beverly Hills Police Department" a hysterical parody from 1956.
6. Christmas in Beverly Hills" Tree lightings ceremonies past and present, Harold Lloyd's famous all year tree and the hanging of the Santa over Wilshire that has marked the season for so many generations of Beverly Hills Children.

SCHEDULE - JANUARY 2014

ONLINE AND SOCIAL MEDIA CONTINUES
BHTV SERIES BEGINS (tentative first shows)

7. Building a Rose Parade Float – Viewers can share the experience our residents experienced designing, building, and rose petaling our entry in the New Year’s classic. We won the trophy in 1923 too.

8. “What Beverly Hills Means to Me” – excerpts from the upcoming documentary. A sampling of local folklore passed down to new ears.

9. “Things That Aren’t Here Anymore” – a visit to the Luau, Delores, the Brown Derby and many more of our dearly departed favorites.

10. JANUARY 28, 2014 – FILM SCREENING AT THE ANNENBERG as part of our centennial celebration. Approximately 45 minutes.

11. Introduction of the QR code links to BH History films. We would place a code sticker near the post office/Annenberg, at the lily pond, and at the electric fountain as added value for visitors to the city. Tourists can learn the history of our city and be alerted to local landmarks via their cellphones. These can be interfaced with the Visitors, Chamber and Rodeo Drive groups as a year-long promotion.

12. Website and Social Media site 100 YEARS, 100 STORIES will be launched in cooperation with the Beverly Hills Historical Society. Two new “stories” per week will make this a destination website for entertainment, information, and nostalgia. The video storytelling links go to the BH city site as well. We already have almost 5,000 “friends” in our social media network. And the centennial is still months away!

After the premiere, the documentary and its elements are available for further exhibition. I am especially interested in taking them to the schools. We will continue to conduct interviews and document the centennial activities.

The series on BHTV and on the Internet will continue throughout the year. I have attached the proposed first 20 shows, depending on how well they come together. At the end of June 2014, we can assess whether we want to continue.

We will launch the "Stories of the Mayors" video series at the discretion of BHTV.

We plan to announce the Cell Phone Film Festival about March or April with the deadline being late summer or early fall.

A year ender, "A Year in the Life of Our City" would be easy to assemble for next Christmas. This would be the likely time to sell a television special to the networks.

I will also continue to pursue a network sale of a television program about Beverly Hills. We will need broadcast partners, but the City should be the copyright holder of the program and participate in any revenue from its sale.

This historical project can be so much bigger than just one promotional television program. Please consider my proposal.

PROPOSED OUTLINE FOR THE HISTORIC DOCUMENTARY

(created in segments of approx. two to three minutes each)

- The Rancho Days of Rodeo De Las Aguas
- The Early Years of Cattle, Sheep, Oil and finally Water
- The Hotel defines the city, Visionary men design it.
- We become a city and the silent movie stars help us fight to remain independent.
- The Great estates of Beverly Hills –then and now.
- City Hall, The Post Office, The Swim Gym and our other historically preserved landmarks
- Beverly Hills Noir – Lana Turner, Howard Hughes, and Bugsy Seigel, and a few more selected notorious stories from our past.
- Inside Beverly Hills 1956 – Touring Roxbury with legendary residents Jack Benny, James Stewart and Lucille Ball.
- The Beverly Hillbillies, BH Cop, and 90210 redefine the city
- School memories and our renowned graduates
- Beloved things that aren't here anymore. Luau? Dolores?
- Tales from Trousdale, the Sheik's house and the changing face of houses.
- Beverly Hills bans smoking in public.
- Fashion Walk of Fame and how Rodeo became the most famous street in the world.
- We, the people – what Beverly Hills means to us.

BEVERLY HILLS: PAST PRESENT AND FUTURE

Proposed series for BHTV

“The Real History of Beverly Hills”

“A Tribute To Our Teachers”

“Places We Loved That Aren’t Here Anymore”

“Television Shows and Movies about Beverly Hills”

“Hometown Heroes”,

“Halloween at the Witch’s House”

“Our Historical Preservation Sites”

“Beverly Hills Noir – Crime and Punishment”

“Greystone: our City’s Castle”

“Tours of the Stars Homes – Then and Now”

“Rodeo Drive and Beverly Drive: Then and Now”

“Wlishire Blvd: Then and Now”

“Secrets of City Hall, Treasures in the Library”

“The Tongva in prehistoric Beverly Hills”

“The Silent Stars Who Made Our City”

“Beverly Hills Alumni Hall of Famers”

“ Best Friends Forever”

“Monty Hall presents the Beverly Hills or Not game”

“Hidden Treasures in the Academy Library”

“Tales from Trousdale,”

“Only In Beverly Hills – Once in A Lifetime”

“What Beverly Hills Means to Me – in the words of its people”

Phil Savenick Budget Proposal
Beverly Hills: 100 Years, 100 Stories

Budget date: September 24, 2013
 Budget prepared by Jeff White
 Budget for approximately 20 half-hour documentaries

Description	Qty.	Unit	Rate	Subtotal	Total
PRODUCTION STAFF					
EXECUTIVE PRODUCER			Phil Savenick waives his fee		-
DIRECTOR			Phil Savenick waives his fee		-
WRITER (allowance for outside writers)		Allowance			5,000
Production Staff Total					5,000

EDITORIAL STAFF						
EDITORS	2013 season	25	Weeks	2,000	50,000	
EDITORS	2014 season	25	Weeks	2,000	50,000	100,000
POST PROD SUPERVISOR		25	Weeks	1,400	35,000	35,000
RESEARCH		50	Weeks	500	25,000	25,000
Editorial Staff Total					160,000	

PRODUCTION - LOCATION SHOOTS						
CAMERA/SOUND CREW						
(Crew as needed)		10	Days	2,500	25,000	25,000
Production Location Shoot Total					25,000	

POST PRODUCTION					
FILM AND TAPE TRANSFERS			Allowance		2,000
STILLS AND DIGITAL SCANNING			Allowance		1,500
TRANSCRIBING			Allowance		1,250
BACK-UP DRIVES, MEDIA STORAGE & DUPLICATION					3,000
Post Production Total					7,750

AUDIO POST PRODUCTION						
AUDIO MIX (Documentary)		2	Days	1,600	3,200	3,200
Post Production Total					3,200	

GRAPHICS					
ANIMATION			Allowance		5,000
EFFECTS AND MASTERING			Allowance		3,000
Post Production Total					8,000

MUSIC, LICENSING & ADMINISTRATION						
ORIGINAL MUSIC PACKAGE			Allowance		5,000	
LEGAL/CLEARANCE ADMINISTRATOR			Allowance		5,000	
PAYROLL TAXES	12.5%		Percent	165000	20,625	20,625
RIGHTS and ROYALTIES	NOT INCLUDED IN BUDGET, TO BE DETERMINED					
	DEPENDING ON WHERE THE PROGRAMS ARE EXHIBITED					
CELEBRITY HOST	NOT INCLUDED IN BUDGET, TO BE DETERMINED					
Music, Licensing & Administration Total					30,625	

GRAND TOTAL					239,575
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PHIL SAVENICK

TV IS OK PRODUCTIONS
(310) 441-9090

MEMBER: WRITER'S GUILD OF AMERICA, DIRECTORS GUILD OF AMERICA,

PRODUCER	"50 YEARS OF TELEVISION: A GOLDEN CELEBRATION"- CBS	1989
CO-WRITER	"ABC 40TH ANIVERSARY" - ABC	1993
	"THE MARY TYLER MOORE SHOW 20TH ANNIVERSARY" - CBS	1991
	"100 YEARS OF THE HOLLYWOOD WESTERN" - NBC (GOLDEN SPUR, CINE EAGLE & FILM ADVISORY BOARD AWARDS)	1994
	"HBO'S 20TH ANNIVERSARY" - HBO & CBS	1992
	"20 YEARS OF COMEDY ON HBO" - HBO (EMMY AND CABLEACE WINNER)	1995
CO-PRODUCER/	"THE FUNNY WOMEN OF TELEVISION... MT&R TRIBUTE NBC & CBS	1991
CO- DIRECTOR	"DONALD DUCK'S 50TH BIRTHDAY - CBS - EMMY NOMINEE	1984
CO-WRITER	"41ST ANNUAL EMMY AWARDS" -FOX	1989
	"COMIC RELIEF 90" - HBO	1990
CLIP SEGMENT	"68 TH , 70 TH , 75 TH , 81 ST ANNUAL ACADEMY AWARDS"- ABC EMMY NOMINEE	1996-09
PRODUCER	"41 ST , 48 TH , 50 TH , 52 ND , 53 RD ANNUAL EMMY AWARDS"- ABC - NBC	1989-01
	"32 ND ANNUAL GRAMMY AWARDS" - CBS	1990
	"5 TH , 6 TH , 7 TH ANNUAL SCREEN ACTORS GUILD AWARDS - TNT	1999-01
	"10 th ANNUAL ACE AWARDS - ALL CABLE NETWORKS	1989
	"BOB HOPE: THE FIRST 90 YEARS" - NBC	1993
	"MOTOWN 30: WHAT'S GOING ON" - CBS -	1991
	"DISNEY/MGM STUDIO TOUR OPENING" - NBC	1989
	"GRAND OPENING OF EURO DISNEY"- CBS	1992
	"50 YEARS OF NBC LATE NIGHT " - NBC	2002
	"ABC'S 50 TH ANNIVERSARY CELEBRATION -ABC	2003
CO-PRODUCER	"U.S. COMEDY ARTS FESTIVAL SALUTE TO MONTY PYTHON" -HBO	1998
	"THE BEST OF DISNEY: 50 YEARS OF MAGIC" - ABC	1991
	"M*A*S*H - OUR FINEST HOUR" - CBS -	1978
	"GREAT MOMENTS IN DISNEY ANIMATION" - ABC - EMMY NOMINEE	1985
	"THE WONDERFUL WIZARD OF OZ" - CBS -	1996
	"BEST OF DISNEY MUSIC PARTS 1 and 2" - CBS -	1991
WRITER/ PRODUCER	"DISNEY SING ALONG SONGS" -HOME VIDEO PRODUCER (PARENTS CHOICE AND TELLY AWARD WINNER#1 SELLING KIDVID)	1986-96
	"THAT'S HOLLYWOOD" - 14 EPISODES 20TH /ABC -	1977-81
	"RICK NELSON...A BROTHER REMEMBERS" - DISNEY CHANNEL .	1987
DVD PRODUCER	"MONSTERS, INC. ", "SIXTH SENSE", "SNOW WHITE", "LION KING", "WINNIE THE POOH, "SOME LIKE IT HOT", "FANTASIA LEGACY", "KING KONG" (dvd of the year2004) "ULTIMATE TOY BOX - TOY STORY BOX SET (dvd of the year 2001)	1994-06

PHIL SAVENICK RESUME page 2

EDITOR/ MONTAGE SEQUENCES	"LIFE GOES TO THE MOVIES" - NBC - "COUSTEAU: OASIS IN SPACE" - PBS "HOLLYWOOD: THE GIFT OF LAUGHTER" - ABC- "HEROES OF ROCK 'N ROLL" - ABC - "THIS IS ELVIS" - WARNER BROS FEATURE "THE SMOTHERS BROTHERS SHOW " - NBC "VOLUNTEERS" - TRI-STAR FEATURE - "MOTOWN'S TIME CAPSULE OF THE 60'S" - MCA - "BOB HOPE SALUTES NASA" - NBC "BOB HOPE'S OVERSEAS CHRISTMAS TOURS" - NBC	1976 1976 1981 1978 1981 1975 1985 1986 1983 1980
PRODUCER/ CO-DIRECTOR	TOM PETTY - "YOU GOT LUCKY" ELTON JOHN - "CANDLE IN THE WIND" CHAKA KAHN - "AT MIDNIGHT"	1983 1987 1975
MTV VIDEOS	LYNYRD SKYNYRD - "SWAMP MUSIC" BILLY JOEL - "WE DIDN'T START THE FIRE" GRAMMY VIDEO	1988 1990
PHOTO ANIMATION SEQUENCES	"JOHN LENNON: IMAGINE" -WARNER BROS. FEATURE "ELVIS ON TOUR" - MGM FEATURE "ROLLING STONE MAGAZINE 20 TH ANNIVERSARY" - ABC "BOB DYLAN AND THE BAND" -TV spots "MISS AMERICA 2000" - CBS	1988 1972 1987 1974 2000
LIVE EVENT TRIBUTE FILMS	"WARNER BROTHERS: A CELEBRATION OF TRADITION" "ROCK 'N ROLL HALL OF FAME INDUCTIONS" "MUSEUM OF TELEVISION & RADIO GALA" "PALM SPRINGS FILM FESTIVAL" "NEW YORK DRAMA GUILD" "TENTH ANNUAL ACE AWARDS" - "FIRST ANNUAL COMMIE AWARDS" "FOLLIES BERGERES AT THE TROPICANA" "VIDEO SOFTWARE DEALER'S CONVENTION" "50 YEARS OF TELEVISION ADVERTISING - IRTS" "U.S. COMEDY ARTS FESTIVAL " "COMIC RELIEF III,IV,V,VI,VII,VIII" - HBO "DIRECTOR'S GUILD - ARTIST'S RIGHTS FOUNDATION AWARDS"	1990 1987 1995 1995-01 1995 1988 2003 1975 1990 1995 1995-01 1989-98 1998-01
EDUCATIONAL DVD PRODUCER	"STORY OF MOVIES" - MARTIN SCORSESE'S FILM FOUNDATION	2005
ART FILMS	"VAN GOGH ADVENTURE: VINCENT'S GHOST AND ME" "MATISSE ADVENTURE: INSIDE HENRI'S DREAM"	2009 2012