



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** October 3, 2013  
**To:** Honorable Mayor & City Council  
**From:** Brad Meyerowitz, Recreation Services Manager  
**Subject:** Chamber of Commerce Request for Usage of the Wallis Annenberg Center for the Performing Arts

**Attachments:** 1. Letter from the Beverly Hills Chamber of Commerce

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### INTRODUCTION

The Beverly Hills Chamber of Commerce has requested the usage of the Wallis Annenberg Center for the Performing Arts (WACPA) for a symposium on Tuesday, April 8, 2014. The symposium, entitled "Beverly Hills Tomorrow: A Vision for the Future", would take place from 5pm – 8pm. and be held in the Goldsmith Theatre, as well as other rooms in the venue. This request is coming through the City since the City as a co-sponsor of the symposium has a designated number of events per calendar year that can be scheduled at the WACPA as stated in the lease between the City, WACPA, and the Parking Authority.

### DISCUSSION

Per the Agreement with the Chamber of Commerce, the City is a co-sponsor of the symposium. The Chamber is promoting the event as part of the City's Centennial celebration. The symposium will feature four industry leaders who will present keynote speeches in the Goldsmith Theatre. After the session in the Theatre, there will be breakout sessions with each of the speakers held in other rooms of the complex. Last year's inaugural "Beverly Hills Tomorrow" event was held at the Beverly Hilton Hotel and attracted over 300 attendees. The event showcased leading visionaries in the Entertainment, Automotive, Philanthropic, and Medical Industries to speak and share their visions of tomorrow. The speakers for the 2014 event have not been finalized.

The lease with WACPA allows the City to sponsor up to 15 events per calendar year in the Theatre, the Studio, as well as any other interior or exterior space. In addition, the City has access to the campus for up to 5 evenings per year for civic, charitable or public functions or events. The annual Mayor's Installation in March will also be held at the venue. It is anticipated that the usage by the Chamber of one of the City's designated dates will not have an impact on the number of future bookings for City events at the WACPA.

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The lease also states that the City can advise WACPA of desired dates not less than 60 days and not more than 100 days in advance of the requested date. This would mean that the earliest the April 8, 2014 date can be requested is on December 30, 2013. Based on the current WACPA calendar, the requested date is available. It should be noted that there is a concert scheduled in the Theatre on April 9. WACPA was contacted to see if the Chamber event could still be held on April 8. Staff is awaiting WACPA's response.

**FISCAL IMPACT**

Per the lease, the City shall reimburse WACPA for any out-of-pocket direct costs incurred by WACPA in connection with events held at the venue. These include janitorial, security and production costs. WACPA has not yet established the fees for these aforementioned services. As stated in their attached letter, the Chamber is aware that there will be expenses that they will be incurring and have agreed to cover them on behalf of the City.

**RECOMMENDATION**

Staff seeks direction from City Council on the request from the Beverly Hills Chamber of Commerce for usage of the Wallis Annenberg Center for the Performing Arts for the 2014 "Beverly Hills Tomorrow: A Vision for the Future" symposium on April 8, 2014.

Steven Zoet  
Approved By



# **Attachment 1**



September 11, 2013

Honorable Mayor and Members of the City Council,

The 2014 *Beverly Hills Tomorrow: A Vision for the Future*, hosted by the Beverly Hills Chamber of Commerce, will take place on April 8, 2014, from 5pm to 8pm. As the Presenting Sponsor, the City will receive a block of up to 30 tickets. We would like to make sure the event is on your calendars as we hope you will be able to attend!

As part of the Centennial Celebration of the City, we will welcome four industry leaders who will engage and inspire our guests and the Beverly Hills community as a whole. Larry King, long-time Beverly Hills resident and business man, will be the moderator. After the “TED” like talks, the presenters will be available in lounges for more intimate one-on-one conversations with the attending guests.

The Annenberg Center for the Performing Arts would be a perfect venue for the event, and we would like to request the Council’s permission to use one of the City’s exclusive reserved usage days for the Chamber’s event. Since the event will celebrate the 100-year anniversary of the City, and since the City is the Presenting Sponsor of the event, we hope you will see the benefit of your support in this matter. The Chamber is aware that according to the City lease, there might be production and/or operating costs, associated with the event, the Chamber would have to carry.

Last year, our inaugural *Tomorrow* Event took place at the Beverly Hilton Hotel and welcomed more than 300 professionals in and around Beverly Hills, representing a range of diverse backgrounds including large conglomerates, small proprietorships, chief executives, entrepreneurs, and emerging leaders. The Chamber of Commerce invited leading visionaries in the Entertainment, Automotive, Philanthropic, and Medical Industries to speak and share their visions of tomorrow. We had the pleasure of hearing from 5 speakers in total including Michael Burns – Vice Chairman of Lionsgate – who discussed his passion for the world of entertainment and dazzled the audience with never before seen clips of upcoming films, Dr. Eduardo Marban - Director of Cedars-Sinai Heart Institute - who spoke on stem cell developments as it relates to the heart and Lynda Resnik - Vice Chairman, Roll Global - who addressed the importance of philanthropy and her unique approach, just to name a few. The lineup of speakers for 2014 is still being finalized, but we anticipate it to be at least as impressive as last year’s.

I look forward to hearing back from you. In the meantime, please let me know if you need more information or if you have any questions.

Sincerely yours,

Mr. Alex Stettinski  
Executive Director