



## STAFF REPORT

**Meeting Date:** October 15, 2013  
**To:** Honorable Mayor & City Council  
**From:** Megan Roach, Marketing & Economic Sustainability Manager   
**Subject:** Centennial Arts of Palm Proposal  
**Attachments:** 1. Letter from Arts of Palm Volunteer Committee  
2. Presentation from Arts of Palm Volunteer Committee

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### INTRODUCTION

This item provides an overview on the temporary 'Arts of Palm' public art installation to commemorate the Centennial.

### DISCUSSION

The City of Beverly Hills will celebrate its 100<sup>th</sup> year anniversary of incorporation on January 28, 2014. Planning is underway for an exciting celebration that will include tourism initiatives, regional events, community activities, and more to commemorate the historic milestone. A year-long series of events and initiatives will pay tribute to Beverly Hills' past, present and future, including a temporary public art installation to commemorate the Centennial called 'Arts of Palm'.

The Centennial Ad Hoc Committee (Chair Dick Rosenzweig, Mayor Mirisch, Vice Mayor Bosse and BHCVB representative Offer Nissenbaum) has met to discuss the Arts of Palm installation and other Centennial initiatives. Arts of Palm is envisioned to be the largest, short-term, public art installation ever to be held in Beverly Hills. The installation will feature high caliber artists and a variety of artistic mediums. The art locations will be printed on maps available in hotels and at participating businesses throughout the city.

A volunteer committee has been established to oversee the Arts of Palm installation. The committee's co-chairs are Alissa Roston, Jane Liepshutz and Janice Fernandez. A letter outlining the committee's vision for the Arts of Palm installation is included as Attachment No. 1 to this report. The City has retained Kate Stern to curate the Arts of Palm installation. Ms. Stern has extensive experience curating art exhibits including most recently a public art exhibition for the City of West Hollywood.

Ms. Stern is currently in the process of reaching out to potential artists to design art pieces for the installation. Ms. Stern and the committee have identified priority locations to install the art pieces throughout Beverly Hills. The committee's presentation, which is included as Attachment No. 2 to this report, provides information on these efforts.

**FISCAL IMPACT**

The Centennial Arts of Palm installation is currently funded at \$75,000 through the Centennial budget, in the Tourism & Marketing Budget, as approved by the City Council.

**RECOMMENDATION**

Staff seeks the City Council's feedback on the proposal for the Arts of Palm installation.

  
Cheryl Friedling  
Approved By

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# **Attachment 1**

Dear Honorable Mayor and Members of the City Council,

Over the past several months the chairpersons of the Public Art Installation Committee and our Curator have met with representatives from the Police Department, Fire Department, Risk Management, Community Services, Engineering, Public Works, Special Events and Fine Art Commission in order to discuss logistical concerns and to gather information to help us develop our "Arts of Palm" proposal. We have met with representatives of the Architectural, Fine Art and Recreation and Parks Commissions and the CVB.

We appreciate the time and ideas received from all those involved and are very excited about this project and how it can be an integral part of the Centennial Celebration.

We believe that the ideal Public Art Installation known as "Arts of Palm" would include twenty works of art, in varied mediums, located throughout the City. We have provided several budgets of cost estimates to provide the Council with funding alternatives. The "trees" will be both outdoor and indoor and on public and private property. The outdoor trees will be more costly because the medium used will need to withstand the elements and will be more costly to install and de-install. They will have higher visibility, but the indoor trees will also be a valuable component of the overall project.

We have made our best effort to provide a realistic cost for this project, but until locations are approved and the art pieces more clearly defined, it is only an estimate. The committee consulted with David Aeppli, a specialist in art installations, to aid in developing a budget.

We understand from the various City departments that we need to be aware of weight limits over parking structures, the trees cannot interfere with utilities and the right of way, and they must above all, be safe. We have just begun to reach out to private property owners and a copy of our sponsorship form is included for your reference.

Our goal is to begin installing the trees in January 2014, allowing for a possible celebration on January 28, 2014. We would ideally start with the City Hall lawn and Burton Way and then add others making certain that pieces in participating hotels would be installed by the beginning of the summer tourist season.

We believe this project is exciting in its own right, but is also ripe with marketing potential for the City and fundraising for the entire Centennial Program. We have met with Julie Wagner of the CVB and have many exciting ideas on how we may work together.

Respectfully submitted,

Alissa Roston, Jane Liepshutz, Janice Fernandez and

ARTS OF PALM Installation Curator Kate Stern

# **Attachment 2**



*The Beverly Hills Centennial  
Public Art Installation Committee*

*Presents*

ARTS OF PALM

Presented by:

Public Art Installation

Committee Chairs:

Alissa Roston

Jane Liepshutz

Janice Fernandez

&

ARTS OF PALM Installation Curator:

Kate Stern

October 15, 2013

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## I. INTRODUCTION

*The City of Beverly Hills will celebrate its 100<sup>th</sup> year anniversary of incorporation in January 2014.*

*Planning is underway for an exciting celebration that will include tourism initiatives, regional events, community activities, and more to commemorate the historic milestone.*

*A year-long series of events and initiatives will pay tribute to Beverly Hills' past, present and future, including the **Arts of Palm** public art installation:*

- ∞ Envisioned to be the largest, short-term, public art installation ever to be held in Beverly Hills.*
- ∞ The installation will feature high caliber artists and a variety of artistic mediums.*
- ∞ Sponsors will be afforded naming recognition, branding and widespread visibility.*
- ∞ The installation will be highlighted on the City of Beverly Hills Centennial webpage.*
- ∞ Art locations will be printed on maps available in hotels and at participating businesses and sponsor locations throughout the city.*

## II. DESIGN NOTES FROM ARTS OF PALM CURATOR

“I think what will make this exhibit extra spectacular is the variety of mediums from which the "Palm trees" will be created. Having cultivated relationships with a large stable of well-known artists as well as many lesser known but equally talented ones, I hope to draw from both. Some of the artwork will be abstract and some more literal depending on both the artist's interpretation and the medium used. I envision artworks that are cast in bronze or made from various metals to kinetic sculptures, ceramic, glass, wooden, recycled & found object pieces, altered book art, paintings and the list goes on. Artworks that are made from materials not able to withstand the outdoor elements will be staged indoors with possible locations including hotels, banks, government buildings, talent agencies, store lobbies, etc. Artworks placed outdoors may be staged in possible locations including parks or grassy street medians, the lawn at City Hall, and where sidewalk space allows in the Beverly Hills Business Triangle.” ~ **Kate Stern, Curator**

### III. ABOUT THE ARTS OF PALM

#### CURATOR, KATE STERN

Kate recently curated a yearlong Public Art exhibition for the city of West Hollywood, which was exhibited along the median on Santa Monica Blvd. This exhibition consisted of 6 large sculptures created by artists: Charles Arnoldi, Lita Albuquerque, David Buckingham, Brad Howe & Michael Kalish.

Kate curates the prestigious FROSTIG COLLECTION, which consists of small sculptures, works on paper and paintings by well-known artists, created to raise money for social skills programs for children with learning disabilities, Asperger's and high functioning autism. All art works are made exclusively for the collection and are sold in limited editions and series. Artists in the collection include: Lita Albuquerque, Charles Arnoldi, Gary Baseman, Larry Bell, Lynda Benglis, Chris Burden, Guy Dill, Frank Gehry, Robert Graham, Brad Howe, Michael C. Mcmillen, Ed Moses, Gwnn Murrill, R. Kenton Nelson, Ken Price, Nancy Rubins and Alison Saar. This is an on-going collection and new artists are added each year. The Frostig Collection also has a gallery at Bergamot Station in Santa Monica, which Kate runs.

Kate currently is working on a large Museum exhibition for MOAH (The Museum of Art and History in Lancaster) which opens in November. She has curated several solo exhibitions for artists: Brad Howe, Michael Kalish and David Buckingham among others.

Previously she curated 5 large scale group exhibitions benefitting the Zimmer Children's Museum where various objects were turned into works of art by literally hundreds of artists working in various mediums. Artists of note creating pieces for these exhibitions included Robert Rauschenberg, Robert Graham, Charles Arnoldi, Laddie-John Dill, Guy Dill and Alison Saar among others.

## IV. ARTS OF PALM DESIRED LOCATIONS WITH CITY FUNDING

4 large outdoor sculptures	Lawn of Beverly Hills City Hall
1 medium to large sculpture	Palm Court rotund
1 mosaic	Exterior wall inside the Palm Court
1 altered book sculpture	Inside of Beverly Hills Public Library
1 artwork	Within the unused water feature in the Palm Court on Crescent Drive
6 large outdoor sculptures	Median on Burton Way
1 outdoor medium or large sculpture	Beverly Canon Gardens at Montage Hotel

## IV. ARTS OF PALM DESIRED LOCATIONS WITH PRIVATE FUNDING

We are also approaching local hotels, banks, and other retail establishments to participate in ARTS OF PALM and hope to have them sponsor artwork in their spaces.

## VI. ARTS OF PALM ESTIMATE OPTION #1

### 6 Outdoor Sculptures \*

DESCRIPTION	COST
<b>Cost of 5 outdoor sculptures with pads</b>	<b>\$ 52,500</b>
Artist lease fee	\$ 2,000
Artist's title markers / signage	150
Pick-up, deliver and install sculptures	1,400
De-install and return sculptures	1,000
Concrete Slabs for sculptures	3,000
Demolish and dispose concrete slabs	1,800
Site repair work into existing hard surfaces	800
Traffic Control & Engineering - consulting fee	350
Total cost per sculpture	\$ 10,500
<b>Cost of 1 Large Mosaic</b>	<b>\$ 3,400</b>
Artist lease fee	\$ 2,000
Artist's title markers / signage	150
Pick-up, deliver and install 1 mosaic	500
De-install and return 1 mosaic	250
Site repair work into existing hard surfaces	500
Total cost of artwork	\$ 3,400
Curator's professional fee for 6 outdoor sculptures	\$ 12,500
<b>Total Estimate</b>	<b>\$ 68,400</b>
10 % contingency	6,840
Total Estimate with contingency	\$ 75,240

*\*The City's Centennial budget includes \$75,000 for Arts of Palm.*

## VI. ARTS OF PALM ESTIMATE OPTION #2

### 5 Outdoor Sculptures, Mosaic, Altered Book Sculpture in Library & Artwork within the water feature between Crescent Dr. & Palm Court

<u>DESCRIPTION</u>	<u>COST</u>	<u>DESCRIPTION</u>	<u>COST</u>
<b>Cost of 5 Outdoor Sculptures with pads</b>	<b>\$ 52,500</b>	<b>Cost of 1 Altered Book Sculpture for Library</b>	<b>\$ 2,300</b>
Artist lease fee	\$ 2,000	Artist lease fee	\$ 1,500
Artist's title markers / signage	150	Artist's title markers / signage	100
Pick-up, deliver and install sculptures	1,400	Pick-up, deliver and install of artwork	500
De-install and return sculptures	1,000	De-install and return artwork	200
Concrete Slabs for sculptures	3,000	Total cost per artwork	<u>\$ 2,300</u>
Demolish and dispose concrete slabs	1,800	<b>Cost of Artwork for Water Feature</b>	<b>\$ 3,650</b>
Site repair work into existing hard surfaces	800	Artist lease fee	\$ 2,000
Traffic Control & Engineering - consulting fee	350	Artist's title markers / signage	150
Total cost per sculpture	<u>\$ 10,500</u>	Pick-up, deliver and install of artwork	1,000
<b>Cost of 1 Large Mosaic</b>	<b>\$ 3,400</b>	De-installation of artwork	500
Artist lease fee	\$ 2,000	Total cost per artwork	<u>\$ 3,650</u>
Artist's title markers / signage	150	Curator's professional fee for 6 sculptures @ \$12,500	\$ 15,500
Pick-up, deliver and install 1 mosaic	500	and each additional @\$1,500 for 2 artwork	
De-install and return mosaic	250	<b>Total Estimate</b>	<b><u>\$ 77,350</u></b>
Site repair work into existing hard surfaces	500	10 % contingency	7,735
Total cost of artwork	<u>\$ 3,400</u>	<b>Total Estimate with contingency</b>	<b><u>\$ 85,085</u></b>

## VI. ARTS OF PALM ESTIMATE OPTION #3

### 6 Outdoor Sculptures on Burton Way

<u>DESCRIPTION</u>		<u>COST</u>
<b>Cost of 6 Outdoor Sculptures with pads</b>		<b>\$ 63,000</b>
Artist lease fee	\$ 2,000	
Artist's title markers / signage	150	
Pick-up, deliver and install sculptures	1,400	
De-install and return sculptures	1,000	
Concrete Slabs for sculptures	3,000	
Demolish and dispose concrete slabs	1,800	
Site repair work into existing hard surfaces	800	
Traffic Control & Engineering - consulting fee	350	
Total cost per sculpture	<u>\$ 10,500</u>	
Curator's professional fee for 6 sculptures @ \$1500		\$ 9,000
	<b>Total Estimate</b>	<b><u><u>\$ 72,000</u></u></b>
	10 % contingency	7,200
	Total Estimate with contingency	<b><u><u>\$ 79,200</u></u></b>

## VI. ARTS OF PALM ESTIMATE OPTION #4

### 15 Sculptures (12 Outdoor, Mosaic, Altered Book Sculpture in Library and Artwork within the water feature between Crescent Dr. & Palm Court)

<u>DESCRIPTION</u>	<u>COST</u>	<u>DESCRIPTION</u>	<u>COST</u>
<b>Cost of 12 Outdoor Sculptures with pads</b>	<b>\$ 126,000</b>	<b>Cost of 1 Altered Book Sculpture for Library</b>	<b>\$ 2,300</b>
Artist lease fee	\$ 2,000	Artist lease fee	\$ 1,500
Artist's title markers / signage	150	Artist's title markers / signage	100
Pick-up, deliver and install sculptures	1,400	Pick-up, deliver and install of artwork	500
De-install and return sculptures	1,000	De-install and return artwork	200
Concrete Slabs for sculptures	3,000	Total cost per artwork	<u>\$ 2,300</u>
Demolish and dispose concrete slabs	1,800	<b>Cost of Artwork for Water Feature</b>	<b>\$ 3,650</b>
Site repair work into existing hard surfaces	800	Artist lease fee	\$ 2,000
Traffic Control & Engineering - consulting fee	350	Artist's title markers / signage	150
Total cost per sculpture	<u>\$ 10,500</u>	Pick-up, deliver and install of artwork	1,000
<b>Cost of 1 Large Mosaic</b>	<b>\$ 3,400</b>	De-installation of artwork	500
Artist lease fee	\$ 2,000	Total cost per artwork	<u>\$ 3,650</u>
Artist's title markers / signage	150	Curator's professional fee for 6 sculptures @ \$12,500	\$ 26,000
Pick-up, deliver and install 1 mosaic	500	and each additional @\$1,500 for 9 artwork	
De-install and return mosaic	250	<b>Total Estimate</b>	<b><u>\$ 161,350</u></b>
Site repair work into existing hard surfaces	500	10 % contingency	16,135
Total cost of artwork	<u>\$ 3,400</u>	Total Estimate with contingency	<u><u>\$ 177,485</u></u>

# VII. ARTS OF PALM INSTALLATION SPONSORSHIP REPLY FORM



## Beverly Hills Centennial Arts of Palm Installation

The City of Beverly Hills will celebrate its 100<sup>th</sup> year anniversary of incorporation in January 2014.

Planning is underway for an exciting celebration that will include tourism initiatives, regional events, community activities, and more to commemorate the historic milestone.

A year-long series of events and initiatives will pay tribute to Beverly Hills' past, present and future, including the *Arts of Palm* public art installation:

- Envisioned to be the largest, short-term, public art installation ever to be held in Beverly Hills.
- The installation will feature high caliber artists and a variety of artistic mediums.
- Sponsors will be afforded naming recognition, branding and widespread visibility.
- The installation will be highlighted on the City of Beverly Hills Centennial webpage.
- Art locations will be printed on maps available in hotels and at participating businesses and sponsor locations throughout the city.

### Design Notes from Arts of Palm Curator:

"I think what will make this exhibit extra spectacular is the variety of mediums from which the trees will be made. Having cultivated relationships with a large stable of well-known artists as well as many lesser known, but equally talented ones, I hope to draw from both. Some trees will be abstract and some more literal depending on both the artist's interpretation and the medium used. I envision trees cast in bronze or made from other metals to kinetic sculptures, ceramic, glass, wooden, recycled & found object, painted, paper and the list goes on. Trees made from materials not able to withstand the outdoor elements may be staged indoors with possible locations including hotels, banks, government buildings, talent agencies, store lobbies, etc. Trees placed outdoors may be staged in possible locations including parks or grassy street medians, the lawn at City Hall, and where sidewalk space allows in the Beverly Hills Business Triangle." ~ **Kate Stern, Curator**



## Beverly Hills Centennial Arts of Palm Installation Sponsorship Reply Form

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

### Contribution:

- \_\_\_ Presenting Sponsor \$25,000
- \_\_\_ Large Outdoor Tree Sponsor \$15,000
- \_\_\_ Medium Outdoor Tree Sponsor \$7,500
- \_\_\_ Indoor Tree Sponsor \$5,000
- \_\_\_ Individual Sponsor \$2,500

Thank you for your support of the Beverly Hills Centennial Arts of Palm Installation!

Charitable contributions to the City of Beverly Hills are generally tax deductible. The tax implications of a particular donation, however, depend on the circumstances of the individual taxpayer. Questions concerning the tax ramifications of this charitable contribution should be discussed with your private tax specialist.

# VII. ARTS OF PALM INSTALLATION SPONSORSHIP REPLY FORM

## Presenting Sponsor \$25,000

### Branding

- ~ Use of Beverly Hills Centennial logo for promotional purposes
- ~ Logo (or individual name) on City Centennial Arts of Palm webpage
- ~ Logo (or individual name) on Arts of Palm map publication

### Naming Recognition

- ~ Custom plaque featuring sponsor name installed at tree location

### Experience

- ~ 6 tickets to a 'meet the artist' event
- ~ 6 tickets to reception with the Mayor to honor Arts of Palm sponsors

### Media/Public Relations

- ~ Logo (or individual name) on Arts of Palm marketing collateral
- ~ Logo (or individual name) on signage at Arts of Palm press events

## Large Outdoor "Tree" Sponsor \$15,000

### Branding

- ~ Logo (or individual name) on City Centennial Arts of Palm webpage
- ~ Logo (or individual name) on Arts of Palm map publication

### Naming Recognition

- ~ Custom plaque featuring sponsor name installed at tree location

### Experience

- ~ 4 tickets to a 'meet the artist' event
- ~ 4 tickets to reception with the Mayor to honor Arts of Palm sponsors

### Media/Public Relations

- ~ Logo (or individual name) on Arts of Palm marketing collateral
- ~ Logo (or individual name) on signage at Arts of Palm press events

## Medium Outdoor "Tree" Sponsor \$7,500

### Branding

- ~ Logo (or individual name) on City Centennial Arts of Palm webpage
- ~ Logo (or individual name) on Arts of Palm map publication

### Naming Recognition

- ~ Custom plaque featuring sponsor name installed at tree location

### Media/Public Relations

- ~ Logo (or individual name) on Arts of Palm marketing collateral
- ~ Logo (or individual name) on signage at Arts of Palm press events



## Indoor "Tree" Sponsor \$5,000

### Branding

- ~ Logo (or individual name) on City Centennial Arts of Palm webpage
- ~ Logo (or individual name) on Arts of Palm map publication

### Naming Recognition

- ~ Custom plaque featuring sponsor name installed at tree location

## Individual Sponsor \$2,500

- ~ Logo (or individual name) on City Centennial Arts of Palm webpage
- ~ Logo (or individual name) on Arts of Palm map publication