



AGENDA REPORT

Meeting Date: November 5, 2013
Item Number: F-1
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
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

RECOMMENDATION

It is recommended that the City Council provide feedback on the Arts of Palm proposal. Specifically, staff requests City Council direction on:

1. The locations of the art pieces; and
2. Additional funding from the Centennial budget to enhance the Arts of Palm installation.

INTRODUCTION

The City of Beverly Hills will celebrate its 100th 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'.

DISCUSSION

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 various palm trees done by high caliber artists in a variety of artistic mediums. The art locations will be printed on maps available in hotels and participating businesses in 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. Initial locations include the lawn in front of City Hall on Crescent Drive, as well as the side of City Hall in the palm court area. 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. The volunteer committee is requesting the Council consider allocating additional funding from the Centennial budget to expand the installation to other public areas within the city.

Cheryl Friedling 
Approved By