



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** November 19, 2013  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager  
**Subject:** Proposal by Former Mayor and Goodwill Ambassador Jimmy Delshad to Conduct a 'Century Wedding' Ceremony to Celebrate the Centennial in 2014  
**Attachments:** None

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### **INTRODUCTION**

Former Mayor and current Goodwill Ambassador Jimmy Delshad has proposed that the City endorse a 'Century Wedding' initiative to commemorate the City's Centennial. This event would likely occur in November of 2014 as part of the year-long celebration of the City's anniversary. Former Mayor Delshad seeks an official letter from the Mayor endorsing this initiative, and allowing him to begin outreach to make the event a reality.

It should be noted that former Mayor Delshad conducted several weddings of a similar nature during his terms as Mayor.

### **DISCUSSION**

To commemorate the City's Centennial with an emphasis on global tourism and friendship with China, former Mayor Delshad and his personal contacts in China would raise funding to bring 100 couples to Beverly Hills for a marriage ceremony to take place at a local venue. It is envisioned that the marriage be conducted by a significant individual with international cachet to drive interest, media and fundraising. Following the wedding ceremony, it is proposed that a large celebratory reception be held to promote the City and express appreciation to the sponsors and to the couples who traveled to Beverly Hills for their special day. It is also hoped that a parade on Rodeo Drive could possibly complement this large-scale event.

Former Mayor Delshad has engaged in discussions with several prominent hotels in the City, along with the Beverly Hills Conference & Visitors Bureau regarding this initiative.

**FISCAL IMPACT**

Former Mayor Delshad emphasizes that the majority of the funding for this event would be raised through private financing channels. He is seeking the City's sponsorship by waiving permit fees and staff costs (police, traffic control, etc.) for the closure of Rodeo Drive, which total approximately \$13,000.

**RECOMMENDATION**

Staff seeks direction from the City Council.

  
Cheryl Friedling

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