



STAFF REPORT

Meeting Date: November 19, 2013
To: Honorable Mayor & City Council
From: Mahdi Aluzri, Assistant City Manager
Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Request by Mayor Mirisch for Council Consideration of the City
Installing a Menorah as part of the Holiday Décor Program
Attachments: None

INTRODUCTION

This item provides a request from Mayor Mirisch for City Council consideration for a City installation of a menorah as part of this year's holiday décor program.

DISCUSSION

Each year the City and its partner organizations design, execute and promote a cohesive holiday program designed to celebrate the season and attract visitors from around the region to visit, shop and dine in Beverly Hills.

The City's holiday décor program consists of lights, banners, music and other elements. The Mayor has requested City Council consideration of adding a menorah to this year's holiday décor program.

Staff contacted Utopia Entertainment, the City's holiday décor vendor, to inquire about the cost and feasibility of installing a menorah as part of this year's décor program. Utopia explained there is not sufficient time to build a custom menorah to install by the start of Chanukah on November 27th. Therefore, they recommend an off-the-shelf menorah, 8 to 10 feet tall, made of durable, weatherproof material, that can be lit at night. Utopia believes a menorah that meets these requirements will cost between \$3,000 and \$5,000. Utopia will ensure the menorah is properly installed and secured at a designated site and that electricity is available to light the menorah at night.

FISCAL IMPACT

The City Council has authorized \$500,000 for citywide holiday décor from the Tourism and Marketing Budget. The cost for the menorah is in addition to this budget and could be funded out of the \$150,000 in the contingency program funding in the Tourism and Marketing Budget.

RECOMMENDATION

It is recommended that the City Council provide direction on Mayor Mirisch's request for a City installation of a menorah as part of this year's holiday décor program.



Cheryl Friedling
Approved By