



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: December 5, 2013
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Request by Centennial Cookbook Volunteer Committee for Additional Funds to Provide for Distribution and Mailing of the Centennial Cookbook
Attachments: 1. None

INTRODUCTION

The Centennial Cookbook Volunteer Committee is requesting \$5,000 in additional Centennial funding to provide for postage and mailing services, book displays, and other promotional efforts.

DISCUSSION

The Centennial Cookbook Volunteer Committee has completed an impressive Centennial cookbook, showcasing signature recipes from notable restaurants in Beverly Hills. This attractive publication has been printed and is currently in transit, with a shipping arrival date in mid-December. The Beverly Hills Conference and Visitors Bureau will be stocking the cookbook in its Visitors Center, and several hotels and restaurants will also be promoting and selling in their gift shops or retail venues.

This funding request is to supplement these efforts by focused marketing efforts through additional channels, including a prominent television cooking show. As such, the Centennial Cookbook Committee projects that \$5,000 would be necessary to cover costs such as postage, mailings, display signage, and related items.

FISCAL IMPACT

The Centennial budget currently has \$53,250 in a contingency fund, which can be used for this purpose, should the City Council approve this request.

RECOMMENDATION

That the City Council review the request from the Centennial Cookbook Committee and provide direction.

Cheryl Friedling
Approved By

A handwritten signature in blue ink, appearing to be "CF", is written over a horizontal line.