



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: December 5, 2013
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: Request by Councilmember Gold to discuss a
Venue Coordinator Position at Greystone Estate
Attachments:

INTRODUCTION

Councilmember Gold is requesting discussion by the City Council on the creation of a venue coordinator position at Greystone Estate.

DISCUSSION

As part of the Fiscal Year 2013/14 Community Services Department budget, an Enhancement Form (Request #40-002) requesting consideration for the above referenced position was submitted. The request received preliminary approval from the City Manager's office pending City Council discussion and was included as part of the proposed budget request. The request, however, was not approved by City Council for inclusion in the adopted budget.

This new position would assist in the implementation of marketing and sales strategies for Greystone, as well as serve as an on-site representative for all private events, serving as the liaison between the venue, client, patrons and Greystone's exclusive caterers. The Coordinator would also facilitate tours for potential clients, including location scouts for film and photography. Currently Park Rangers are the only on-site staff during private events. This means that in addition to making sure the event is not violating any venue rules, they also serve when needed as the liaison with the permit holder and any rental companies and/or caterers.

Information regarding onsite staff was gathered from venues throughout the Los Angeles area that allow usage similar to what is permitted at Greystone. Almost all of these venues have an onsite staff person that serves as a liaison between the venue and the permit holder. Venues surveyed included:

- City of Santa Monica/Annenberg Community Beach House

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- Adamson House – Malibu (State of California)
- Doheny Mansion (Mount St. Mary's College)
- The Huntington Library
- Descanso Gardens
- The Ebell (Wilshire Ebell Theatre)

Some of the venues include the cost of an onsite staff person in the rental fee while other venues have a separate hourly charge. Hourly rates range from \$25/hour (Doheny Mansion) to \$10/guest (The Huntington Library). Since Greystone permit holders are currently charged a \$56 hourly fee for each Park Ranger working an event, it is recommended that the fees for the Venue Coordinator, which would be assessed to recoup their costs, be included in the event permit fees.

The Venue Coordinator would be a Part-Time Regular position, budgeted at 35 hours a week. The recommended hourly rate is \$24/hour. The estimated annual cost for this position is \$57,000 which includes part-time benefits (\$43,680 salary only).

Revenues for private events at Greystone have averaged \$163,081 over the past four years. It is anticipated that cost recovery for this position will be achieved by the end of the first year due to the additional business and associated revenues that the position's marketing efforts will generate.

There is currently a Recreation Specialist position that handles all private special events and wedding inquiries; however, this person does not work the events nor do they handle any marketing of the venue. The creation of the Venue Coordinator position will allow the Recreation Specialist to provide much needed support to the Greystone team for the day-to-day planning of the various special events that the team is responsible for.

FISCAL IMPACT

None at this time. Should City Council concur with this request a budget appropriation would be necessary and the fiscal impact would be included in that request.

RECOMMENDATION

Staff seeks direction from City Council on the establishment of a Venue Coordinator position at Greystone Estate.

Steve Zoet
Approved By

