



## AGENDA REPORT

**Meeting Date:** February 4, 2014  
**Item Number:** D-6  
**To:** Honorable Mayor & City Council  
**From:** Megan Roach, Marketing & Economic Sustainability Manager *(MR)*  
**Subject:** RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS ACCEPTING AND APPROPRIATING SPONSORSHIP DONATIONS TOTALING \$340,000 FROM ROLEX WATCH USA, GEARYS, AND MERCEDES-BENZ OF BEVERLY HILLS FOR CENTENNIAL CELEBRATION ACTIVITIES  
**Attachments:** 1. Resolution

---

### RECOMMENDATION

It is recommended that the City Council adopt the resolution authorizing the acceptance and appropriation of sponsorship donations totaling \$340,000 from Rolex Watch USA, GEARYs and Mercedes-Benz of Beverly Hills for Centennial Celebration activities as follows:

<u>FROM</u>		<u>TO</u>	
\$340,000	01-30000 General Fund-Unrestricted Fund Balance	\$340,000	0101314-73440 100 Year Anniversary – Marketing & Promotions

### INTRODUCTION

This year the City of Beverly Hills is celebrating its 100th anniversary of incorporation through several Centennial events and initiatives. The programming is intended to engage all segments of the community by offering events and initiatives that appeal to residents, businesses and tourists.

### DISCUSSION

The City's Municipal Code requires that the City Council formally accept donations. The City has received \$340,000 in sponsorship donations from three businesses for the Centennial Celebration, which will be used to offset event costs and marketing and promotion expenses.

Meeting Date: February 4, 2014

**FISCAL IMPACT**

The \$340,000 in sponsorship funding will be deposited into the 100 Year Anniversary Program; Marketing & Promotions account (0101314-73440).

Don Rhoads  
Finance Approval



Cheryl Friedling  
Approved By



# **Attachment 1**

RESOLUTION NO.

RESOLUTION OF THE COUNCIL OF THE CITY OF  
BEVERLY HILLS ACCEPTING AND APPROPRIATING  
SPONSORSHIP DONATIONS TOTALING \$340,000 FROM  
ROLEX WATCH USA, GEARYS, AND MERCEDES-BENZ OF  
BEVERLY HILLS FOR CENTENNIAL CELEBRATION  
ACTIVITIES

The Council of the City of Beverly Hills does hereby resolve as follows:

Section 1. The City has received sponsorship donations totaling \$340,000 from Rolex Watch USA, GEARYS and Mercedes-Benz of Beverly Hills to be used by the City's Policy and Management Department for Centennial Celebration activities.

Section 2. The donated funds shall be earmarked for the Policy and Management Department for centennial celebrations and will be deposited to the City's General Fund.

Section 3. Appropriations of funds in the amount of \$340,000 are authorized as follows:

FROM		TO	
\$340,000.00	General Fund	\$340,000	100 Year Anniversary –
	Unrestricted		Marketing & Promotions
	Fund Balance		0101314-73440
	01-30000		

Section 4. The City hereby appoints the City Manager or his designee as agent of the City of Beverly Hills to execute and submit all documents including, but not limited to purchase orders and payment requests, which may be necessary to complete Policy and Management Department purchases.

Section 5. The City Clerk shall certify to the adoption of the Resolution and shall cause the Resolution and his certification to be entered in the Book of Resolutions of the Council of the City.

Adopted:

\_\_\_\_\_  
JOHN A. MIRISCH  
Mayor of the City of  
Beverly Hills, California

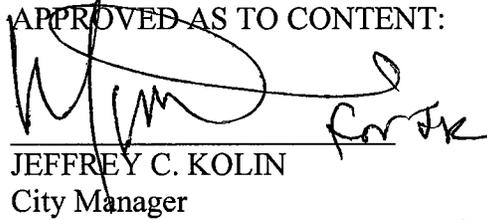
ATTEST:

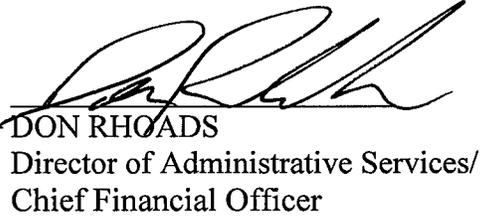
\_\_\_\_\_(SEAL)  
BYRON POPE  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

  
\_\_\_\_\_  
JEFFREY C. KOLIN  
City Manager

  
\_\_\_\_\_  
DON RHOADS  
Director of Administrative Services/  
Chief Financial Officer