



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: February 18, 2014
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Request by Centennial Beverly Hills Days Volunteer Committee for Additional Funds for Art Piece and Art Gallery Show
Attachments: 1. Proposal from Beverly Hills Days Volunteer Committee

INTRODUCTION

The Centennial Beverly Hills Days Volunteer Committee is requesting \$8,285 in additional funding to create a commemorative art piece in honor of the Centennial and hold an art show in the Municipal Gallery.

DISCUSSION

The Centennial Beverly Hills Days Volunteer Committee, co-chaired by Richard and Brenda Rubins, has developed an initiative to gather photo images to create a commemorative Centennial art piece featuring the Beverly Hills Shield. The art piece will be introduced at a celebratory art show in the City Hall Municipal Gallery and be on display at the Beverly Hills Art Show.

The Committee's vision, as articulated in the attached proposal, is that during a specified period of time, Beverly Hills' residents, visitors, and business representatives will submit photographs taken throughout Beverly Hills and these images will be assembled into a commemorative mosaic style art piece in honor of the Centennial. The Committee will present the art piece at an Art Gallery Show in the Municipal Gallery in fall 2014.

As part of their request, the Committee is seeking City Council approval for use of the Beverly Hills Shield in the mosaic art piece. The Committee also recommends the Council consider opportunities for merchandise products featuring the artwork, which could be sold at the Visitor Center. The merchandise proposals would be presented to the Council Branding/Licensing Committee (Mayor Mirisch and Vice Mayor Bosse) for review and would require licensing agreements.

FISCAL IMPACT

The City Council previously allocated \$5,000 in Centennial funding to the Beverly Hills Days Volunteer Committee. The Committee is requesting an additional \$8,285 for the mosaic art piece, Art Gallery Show, and marketing/public relations expenses.

The Centennial budget does not have any remaining contingency funding; however, Council may choose to redirect \$9,062 in surplus funding from the Centennial Concert and Sing-Along event or redirect funding from the Tourism and Marketing contingency programs budget, which has a balance of \$85,915. It should be noted the Centennial Postage Stamp Volunteer Committee has not received funding for their initiative and they plan to return to the City Council with a budget and funding request.

RECOMMENDATION

Staff recommends that the City Council review the request from the Centennial Beverly Hills Days Volunteer Committee and provide direction.

Cheryl Friedling
Approved By



Attachment 1

Proposal from Beverly Hills Days Centennial Volunteer Committee

Mission Statement:

Beverly Hills is world renowned and known for the "good life". As we celebrate 100 years of our special corner of the world, we would like the residents who live in and people who commute to Beverly Hills to work in our city show what their life is like beyond the paparazzi and shopping that is prevalent in the media. We would like to gather their photo images that will be our own statement of our Beverly Hills Days and create a commemorative art piece that will be introduced at a celebratory art show at City Hall and continued on display at the Beverly Hills Art Show and then presented to the City for placement in a public area.

Our Committee will put on an event that will include the following:

1. We will select a two week to a one month period in either late May or early June for Beverly Hills' residents, workers, etc. to submit their photographs of events, people and things taken throughout Beverly Hills. These images will document their personal life and their views of Beverly Hills. The images will be submitted to a special web site (see #2 below).

(Richard has also been documenting images during the Centennial celebration for the last three months so we will have images of the events and portraits of the participants to be included in our art piece).

2. We will create a website where these images may be submitted. This site will be accessible through a portal on the City of Beverly Hills website. Mr. AJ Wilmer is a member of the BHD Volunteer Committee and has made himself available to make this process work. We are creating a terms of usage agreement for all entries. We will also be having Committee volunteers review all images for their appropriateness.
3. We will have volunteers canvas Beverly Hills to have the businesses and organizations to join in with us in supplying images.
4. We have key members from the BHHS on our BHD Volunteer Committee and will work to get the students in the High School as well as the primary and secondary schools involved in providing us images.
5. After the acceptance period for submission of images, we will create a sub-committee from our Committee members to judge these images for inclusion in our art show to be held in the Municipal Gallery (by invite) and reservation in late September or early October depending upon the calendar. We have already received a commitment from Bouchon to cater the opening night. We have also been told that coffee and water may be provided by the City.
6. As part of the Art Show we will present the Mosaic Piece we are creating for this event. This art piece will include all the images presented to us as well as the collection of event images taken by Richard. We will also have a space at the Beverly Hills Art Show where we will display the mosaic and some of the images comprising the mosaic.

To accomplish the goals of the above we will do the following:

- Newspaper announcements
- Leaflets and postcards to local businesses, religious institutions, schools, etc. via volunteers.
- High school Art and Photo Program chairs are on our Committee and we will make sure to spread the word through the High School and grammar and secondary schools as well.
- Utilize the local TV Stations
- Word of Mouth
- Recreation and Parks Newsletter

2014 Calendar:

May – June	Images to be shot
June – July	Images to be collected and judged
August – Sept.	Art piece and prints to be created and framed
Sept – Oct.	Gallery Show and Beverly Hills Art Show

Why the need for additional funds?

The original funding was set up without any input from the members of our sub-committee and was done so with no complete knowledge of the scope of our plans.

Funding Breakout:

Art piece		\$5,000.00
Gallery Show:		
Refreshments		\$250.00
Mounting materials		\$100.00
Photo Prints:		
8 X 10 (approx. 50)		\$525.00
11 X 14 (approx. 50)		\$950.00
Frames - 8 X 10 (approx. 50)		\$750.00
Frames - (11 X 14) (approx. 50)		\$1,000.00
Promotion and Web expenses:		\$3,500.00
Contingency (at 10%)		\$1,210.00
i.e. paper, ink for 200 additional unframed prints to be gallery hung/cables, art show booth; balloons and décor, etc.		
Total Anticipated Expenses		\$13,285.00
Initial Amount Allocated to Committee		\$5,000.00
Additional Amount Requested by Committee		\$8,285.00