



AGENDA REPORT

Meeting Date: February 18, 2014
Item Number: E-18
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager 
Subject: REPORT FROM THE CENTENNIAL CONCERT AND SING-ALONG VOLUNTEER COMMITTEE
Attachments: 1. Event Budget

RECOMMENDATION

It is recommended that the City Council receive an oral report from the Centennial Concert and Sing-Along Volunteer Committee and provide direction regarding the allocation of surplus funding from the event.

INTRODUCTION

On January 28, 2014 the highly successful Centennial Concert and Sing-Along event was held at the historic Saban Theatre in Beverly Hills. The concert was a heartfelt community event, produced by and for Beverly Hills residents that celebrated the City's past, present and future.

Nearly 1,800 community members attended the star-studded tribute to Beverly Hills on the City's 100th birthday. The volunteer committee, led by Lori Gordon, Annette Saleh, Jon Gluck, Marguerite Carlucci, and Karla Gordy Bristol, worked tirelessly for several months to produce the event for the community.

DISCUSSION

The City Council allocated \$50,000 in Centennial funding for the concert. The volunteer committee is pleased to share with Council that the event came in under budget by \$6,096 and an additional \$12,800 was raised by the Committee to help offset costs. Of the \$12,800, a revenue surplus of \$2,966 remains creating a combined event surplus of \$9,062. The Committee respectfully recommends the City Council allocate the \$9,062 in funding to the Centennial Beverly Hills Days photography initiative and the Centennial Postage Stamp initiative.

The Beverly Hills Days Volunteer Committee was allocated \$5,000 in Centennial funding and has requested \$8,285 in additional funding for a total funding contribution of \$13,285. 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.

FISCAL IMPACT

The Centennial budget includes the \$6,096 in unused funding and should Council concur with the Committee's recommendation regarding the \$2,966 in surplus revenue, staff will return with a resolution requesting Council appropriate these funds.



Cheryl Friedling

Approved By

Attachment 1

Centennial Concert and Sing-Along Budget

Production Expense	Description	Total
Saban Theater	Theatre Rental and Services	\$ 24,950
LA Lawyers Philharmonic	Honorarium, Score Arrangements, Instruments, etc.	\$ 10,180
Executive Limousine	Celebrity Transportation (donated)	\$ -
	Limo Drivers Only	\$ 1,500
iRideLA	Betty White's Driver	\$ 99
Hansen's Cakes	Prop birthday cake (donated)	\$ -
Urth Caffe	Meal for orchestra/performers (donated)	\$ -
BHFD, BHPD, TCO and Street Maintenance	City staff services	\$ 3,012
Lori Gordon	Reimbursement for expenses (headphones, ear pieces, copies)	\$ 916
Studio 116	Red Carpet Rental	\$ 234
Vince Bucci	Photographer	\$ 450
Dean Dedmon	Production Services	\$ 775
Empty Vase	Floral Arrangements	\$ 888
Event Reception Expenses		
Hansen's	1800 mini cupcakes	\$ 900
TOTAL		\$ 43,904
CONCERT BUDGET		\$ 50,000
BALANCE REMAINING		\$ 6,096
Other Expenses		
Southern CA Media Group	Printing of Program Book	\$ 7,000
Michael Kohan	Graphic Design Services for Program Book	\$ 2,000
Karla Gordy Bristol	Reimbursement for Volunteer Snacks	\$ 77
BHUSD	Bus Services	\$ 692
BHCVB	Post Concert PR/Merchandise	\$ 65
TOTAL		\$ 9,834
100 for 100th Campaign Revenue		\$ 12,800
Surplus from Campaign Revenue		\$ 2,966
TOTAL SURPLUS		\$ 9,062