



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: May 6, 2014
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: Beverly Hill International Music Festival at Greystone Mansion
Attachments: 1. Letter of Proposal

INTRODUCTION

A request has been made by the Beverly Hills International Music Festival (BHIMF) for the City to Co-Sponsor two concerts at Greystone Mansion. The concerts, featuring local and visiting classical musicians, will be offered free to the public. The concerts are scheduled for the evenings of August 5 and 6, 2014.

Unless directed to the contrary by the City Council, staff intends to approve the Beverly Hills International Music Festival's request for Co-Sponsorship. Staff will work with BHIMF representatives in coordinating the use of Greystone Mansion for their August 5 and 6 concerts.

DISCUSSION

BHIMF is requesting in-kind services from the City of Beverly Hills to offset facility rental and labor fees to conduct the concerts at Greystone. BHIMF President and Festival Artistic Director Gregory Cherninsky has indicated that one of the concerts will be held outdoors in the Mansion Courtyard, with the second concert taking place in the Mansion's Living Room. Greystone staff will provide and set-up the chairs and tables for the concerts.

This year will be the organization's 11th annual International Music Festival. The Festival will run from August 1 – 11. Temple Emanuel in Beverly Hills will once again serve as the home base for the Festival. The concerts at Temple Emanuel are all ticketed events; only the Greystone Mansion concerts will be free to the public. In celebration of the City's Centennial, the Greystone concerts will feature the music of composers that have ties to Beverly Hills.

The two free concerts will be a wonderful opportunity for residents of Beverly Hills to hear live performances featuring internationally acclaimed classical musicians. The concerts will be jointly promoted by BHIMF and the City.

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FISCAL IMPACT

If published rental fees were charged for the event, the fees for a two-hour event with 2 hours of prep/strike time, and staffing by 2 Park Rangers (at 4 hours each) would be:

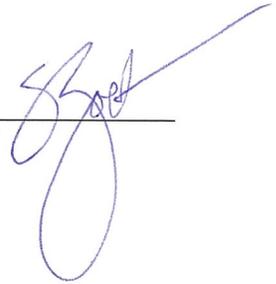
<i>VENUE</i>	<i>FEES</i>
<i>Mansion Living Room</i>	<i>\$4,400</i>
<i>Mansion Courtyard</i>	<i>\$1,616 (based on 101 -200 guests rate)</i>

In addition to Park Rangers working the event, volunteers from the Friends of Greystone will be utilized. The Friends will also have a table at the concerts to distribute information about the organization.

RECOMMENDATION

This report is for Council information only.

Steven Zoet
Approved By



Attachment 1



BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL

910 So. Bedford Street, Suite 103,
Los Angeles, California 90035

PROPOSAL FOR THE SUPPORT OF 2014 BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL AUGUST 1 – 11, 2014

Request

The Beverly Hills International Music Festival (BHIMF) is expanding its annual festival program offerings in celebration of the Beverly Hills Centennial with two free music concerts at Greystone Mansion on August 5 and 6, 2014. BHIMF is requesting the City of Beverly Hills co-sponsor the concerts by providing in-kind the facility rental fees and Park Ranger costs, tables and chairs, as well as the use of the piano in the Mansion Living Room.

In addition, we request the City assist with promoting the free concerts with links and pictures on the City website, email blasts, and distributing flyers at City facilities including libraries and recreation centers.

BHIMF will be responsible for all production aspects of the concerts including determination of musical selections, providing musicians, musical instruments, music stands, if needed piano tuning, and festival program printing.

There will be substantial public benefit derived from the co-sponsorship of these concerts. BHIMF brings high quality classical musical presentations to audiences as well as providing local and visiting artists the opportunity to perform a diverse repertoire of music enjoyed by audiences of all ages.

Introduction

Since 2003, DMG Music Association Inc., has been presenting the Beverly Hills International Music Festival (BHIMF). The Festival is international in its programming, participants, and faculty. Over the last decade, DMG has built relationships with musical artists and instructors from all over the globe, including countries from the former Soviet Union, Western Europe, Canada, the United States and Japan. The 11th Annual Festival will be presented from August 1-11, 2014 at Temple Emanuel in Beverly Hills with the addition of two proposed free concerts at Greystone Mansion.

BHIMF brings talented young musicians ages 12 and above from throughout the United States, Los Angeles County, Beverly Hills and other countries, to participate in the ten day festival. The Festival includes an array of master classes, workshops, individual instructions, small group rehearsals, and a series of public performances. The Festival is very pleased that the ranks of its distinguished faculty will include the return of Oleh Krysa (violin), Jean David Coen (piano), Susan Greenberg (flute), and Hiroyo Hatsuyama (piano accompanists).

DMG Music Association, Inc. is a 501(c)3 tax exempt, non-profit organization (Tax ID# 20-0773055), who has been presenting the Beverly Hills Music Festival with support from the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission, LA County Supervisor Zev Yaroslavsky, Wells Fargo Bank, Panorama Media Group, the Jewish Music Commission of Los Angeles, and numerous local businesses and individuals. While BHIMF has enjoyed a good

relationship with the City of Beverly Hills, this is the first year, the Festival has requested any formal support from the City of Beverly Hills.

Festival History and Background

DMG Music Association Inc., launched the Beverly Hills International Music Festival (BHIMF) in 2004, to provide young people, starting as young as eight years old, and adults, ages 30 to over 60, with the opportunity to be engaged with intensive music study and participate in public performances. BHIMF is presented over ten days and is comprised of two activities, (1) an intensive daily eight hour music instruction for participants who attend over 120 combined workshops, master classes, individual lessons and orchestral sectional rehearsals; and (2) a series of public concerts featuring special guest artists, BHIMF faculty members and a Festival Chamber Orchestra comprised of BHIMF participants.

With a demonstrable track record, BHIMF brings together professional musicians and music instructors in service to work with participants of all ages for an intensive experience that will advance their musical education and performance experience. Furthermore, participants gain the valuable experience of working and performing in small ensembles as well as the Festival Orchestra. For many BHIMF participants, it is the first time they are performing in public as a soloists, or part of an ensemble or orchestra. One of the Festival highlights is the Closing Night Concert featuring the Beverly Hills International Music Festival Orchestra, which includes all of the festival student participants.

Festival participants are a diverse group of emerging musicians who are young prodigies, talented young students in need of experience with professional music instruction, established music students seeking to expand their performance experience, and adults who are amateur music talents seeking continued music education. 75% of BHIMF participants consist of young people ages 8-24. 25% of participants are ages 30 to 60 years old.

One of the benefits for students who participate in BHIMF is the opportunity to study, rehearse and perform with faculty who are noted teachers as well as performers. Participants also study and perform alongside other musical students from the United States and other countries.

Over the past ten years, DMG/BHIMF have served close to 690 participants and presented concerts to 14,500 audience members. BHIMF has hosted young musicians as participants and artists as special guests or faculty from Los Angeles County and Beverly Hills as well as the countries of Israel, Russia, Japan, Germany, China, Chile, Holland, Hong Kong, Canada, Bulgaria, Mexico, and 16 states from the U.S.

Conclusion

BHIMF has continued to sustain its service and contributions to the cultural life of Los Angeles County for eleven years, which is no small feat, in this present economy. The Festival plays an important role by providing young musicians with an opportunity to pursue their music education and showcase their talents. The Festival also offers a unique and rare opportunity for students from different countries to share a musical educational experience and cultural exchange. The two concerts at Greystone Mansion will provide residents of Beverly Hills a chance to enjoy an evening of classical music in celebration of the City's 100th anniversary.

We hope that the City of Beverly Hills will support the Festival by co-sponsoring the two free music concerts at Greystone Mansion on August 5 and 6, 2014. Thank you for your considered attention.