



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** May 6, 2014  
**To:** Honorable Mayor & City Council  
**From:** Brad Meyerowitz, Recreation Services Manager  
**Subject:** LA<>ART Special Event at Greystone Mansion  
**Attachments:**

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### **INTRODUCTION**

A proposal has been submitted by LA<>ART for a special event to be held at Greystone Mansion. The private, invitation-only event, entitled the "LA<>ART Gala at Greystone", is scheduled for September 27, 2014.

Unless directed to the contrary by the City Council, staff intends to approve the request from LA<>ART for Co-Sponsorship. Staff will work with LA<>ART representatives in coordinating the use of Greystone Mansion for their September 27, 2014 "LA<>ART Gala at Greystone".

### **DISCUSSION**

LA<>ART is proposing that the City of Beverly Hills become a co-sponsor for their Gala. It is being requested that the City provide in-kind services to offset facility rental fees for the use of Greystone Estate. Organizers have committed to cover the costs of Park Rangers and any additional Public Safety personnel that would be required to work the event. These costs have yet to be determined.

The Gala at Greystone is anticipated to be a monumental event for contemporary art in Los Angeles, featuring the commissioning of 20 new artist's projects. The works that are produced responding to the context of Greystone will travel to other cities and be viewed by other audiences and credited to the Gala at Greystone.

The Gala will feature site-specific projects created by local and international artists. The temporary installations will take place inside the mansion as well as in the various outdoor venues of the Estate. City staff will be overseeing the installations to insure that the historical integrity of Greystone will not be compromised. LA<>ART is coordinating the event, which is scheduled to be held from 6pm – 11pm. It is anticipated that 500 people will be in attendance, with guests being shuttled to Greystone from off-site parking structures. LA<>ART will consider utilizing City-owned parking structures if a low

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per car fee could be agreed upon. Invited guests will include museum patrons, sponsors, local and international artists as well as influential members of the art community.

One of the public benefits of hosting the Gala will be the opportunity for residents and the general public to visit Greystone after the event and experience the artwork that will be temporarily installed on the property. It is being recommended that some of the exterior installations remain on-site for a minimum of two weeks after the conclusion of the event. LA<>ART will also be contacting the Art Department at Beverly Hills High School to invite students to Greystone to see the artworks during their installation and to meet the artists.

Since attendees will be shuttled to Greystone from offsite parking facilities, there will not be any impact from traffic in the area. Organizers are working on contingency plans should inclement weather prevail on the day of the event.

LA<>ART was the coordinating group for the Ball of Artists event that took place at Greystone in January 2012. The Ball of Artists was the closing event for the Getty Research Institutes "Pacific Standard Time Performance and Public Art Festival". Over 1,000 people attended the event, which had post-event press coverage from throughout the world.

The anticipated international media coverage of the LA<>ART Gala and the chance for residents of Beverly Hills to experience a first-class exhibition of contemporary art is an unprecedented opportunity for the City.

#### **FISCAL IMPACT**

If published rental fees were charged for the event, the fees for a five-hour event with an estimated 24 hours of prep/strike time would be:

<i>VENUE</i>	<i>FEES</i>
<i>Mansion Interior</i>	<i>\$ 5,587</i>
<i>Mansion Exterior</i>	<i>\$ 5,010 (based on 300+ guests)</i>
<i>Prep/Strike Fees</i>	<i>\$ 6,024</i>
<i>TOTAL</i>	<i>\$16,621</i>

It is anticipated that there will not be any out-of-pocket costs incurred by the City. As mentioned previously, all staff costs associated with the event, including Park Ranger and any additional Public Safety personnel, will be paid for by the event organizers. Personnel costs will be determined once details of the event are finalized.

#### **RECOMMENDATION**

This report is for Council information only.

Steven Zoet  
Approved By

