AGENDA REPORT

Meeting Date: May 20, 2014

Item Number: F-1

To: Honorable Mayor & City Council

From: Cheryl Friedling, Deputy City Manager for Public Affairs
Megan Roach, Marketing & Economic Sustainability Manager

Subject: PROPOSAL FROM THE CENTENNIAL DOCUMENTARY VOLUNTEER COMMITTEE

Attachments:
1. Proposal
2. Centennial Budget
3. List of Centennial Events and Initiatives

RECOMMENDATION

It is recommended that the City Council review the Centennial documentary film proposal and provide feedback. Should Council agree conceptually with the proposal and budget, staff recommends that the Council authorize the City Manager to execute an agreement with Curved Light Media, LLC for a not-to-exceed amount of $75,000.

INTRODUCTION

This item provides a proposal, including a budget and treatment, for a documentary film showcasing the City's 100-year history through a series of vignettes.

DISCUSSION

In August 2013, the City Council approved the portfolio of events and initiatives to commemorate the City's Centennial year. The programming is intended to engage all segments of the community by offering events and initiatives that appeal to residents, businesses and tourists. The list of events and initiatives included $250,000 for a Centennial Documentary Film. At a subsequent meeting the Council redirected $100,000 of this funding to other Centennial initiatives. Thus, the total funding for the Centennial documentary was reduced to $150,000.

At the October 3, 2013 study session meeting, three volunteer teams presented their vision for the Centennial documentary. Ultimately the City Council allocated $75,000 towards a Centennial documentary film led by Karla Gordy-Bristol and $75,000 towards an oral history initiative led by Phil Savenick. At the May 6, 2014 formal meeting, the City Council removed funding for Mr. Savenick's initiative and directed staff to work with Mr. Savenick on a no-fee license agreement.

Council requested that Ms. Gordy Bristol's team return with a more detailed proposal, including a treatment and budget. Ms. Gordy Bristol is working with Curved Light Media, LLC, a production company that has developed segments for 60 Minutes, 20/20 and The Amazing Race, as well as several documentary projects. Their proposal is included as Attachment No. 1 to this report.

If the City Council approves the proposed concept of an agreement it will be executed under the City Manager's authority and will outline the scope of the project, the obligation to each party, the payment schedule, and ownership and authorization of the use of the production materials.

FISCAL IMPACT

The Centennial Budget in the Tourism and Marketing Budget includes $75,000 for the Centennial documentary film.

Cheryl Friedling
Approved By

Attachment 1

City of Beverly Hills

Beverly Hills Centennial Documentary Committee
Karla Gordy Bristol, Chair,
Vasilis Papoutsis, Co-chair

Centennial Vignettes Production Proposal

By

Marti Galovic Palmer, Writer/Producer

&

Allan Palmer, Director/Director of Photography

In partnership with Greg Cooke, Deadline Digital

Production Manager - Pat Bischetti

BH City Council Meeting
May 20, 2014

Mission Statement

The scope of this project is to deliver to the City of Beverly Hills a series of short **"Vignettes"** (or commercial grade spots) that both celebrate the City's Centennial and provide valuable promotional material to be used for distribution to media, social networks and potential visitors to the City.

While the Vignettes will provide valuable documentation of the city's Centennial events, our key purpose is to create short films that move above and beyond standard daily news coverage. Each will be a unique hybrid that will extend the shelf life of the centennial events and promote the image of Beverly Hills to a national and international audience.

Additionally this project will create an archive, or body of work, that will be available to the Committee and the City for use at a later date. They will provide a framework for a documentary should one be commissioned in the future.

We will build on our four months of research and development to produce Vignettes that are upbeat, luxurious and surprising to anyone who is unfamiliar with the amazing variety of experiences that Beverly Hills has to offer.

OBJECTIVES

A
To showcase Beverly Hills Centennial celebrations and the planned events. To use them as a springboard for a series of multi platform vignettes. To do so in a fresh and original way.

B.
To fully exploit social media.

C.
To coordinate with the Conference and Visitors Bureau to augment their basic three-pronged strategy **Stay, Dine, Shop.**

D.
The fourth leg of the stool is **celebrity.** The goal is to have as much celebrity involvement as possible. This is beneficial when it comes to social media.

E.
Designing the Vignettes to be timely while still providing the spine for a longer more traditional documentary down the road should one be mandated.

F.
To have, at the end, not only a series of gem-like Vignettes, but a treasure trove of gorgeous material that the city can use in the future.

WHY THESE VIGNETTES ARE VALUABLE

These Vignetttes are designed to go above and beyond conventional news coverage and video press releases. They are designed to be a lasting and invaluable asset to the image and promotion of Beverly Hills as a destination.

They will be tightly edited, stylized pieces with a very distinctive look and feel. Each one will tell its own story – using the events of the Centennial celebration, but putting them in the historical context. We are not selling just a single event, but the myth and magic of a legendary zip code.

While local news coverage serves a local audience, our pieces are made for broader distribution. Our focus is getting the great news about Beverly Hills to as large an audience as possible – national and international… As we are not strictly limited to a specific length or time slot, the pieces are more versatile. As each is relatively short, they can easily be "tailored" for specific media outlets.

In terms of celebrity participation, we have the advantage of offering them far more than local exposure. We will be offering broader distribution across several platforms.

Finally, while the Vignettes will provide a beautiful and sophisticated documentation of the Centennial celebrations, we will also be shooting our pieces with an eye to future use. As the city will acquire all the material, not just the edited pieces, they'll have a valuable archive to use as they choose – including a future documentary if the city chooses to commission one.

In short, our project offers incredible value for a modest investment. An average budget for a single 30 second commercial is often far greater than 75,000.00 – we are offering a series for the same price.

BUDGET

Beverly Hills Centennial Project
Budget & Assumptions
5/6/2014

Allan Palmer and Marti Galovic Palmer, of Curved Light Media, llc, in partnership with Deadline Digital will produce
nine (9), 2 to 5 minute vignettes/promotional spots to the City of Beverly Hills for selected centennial events, while working with the Beverly Hills Centennial Documentary Committee.
The spots will include live action filming of actual events during the Beverly Hills centennial celebration.

Schedule:

Research & Preproduction	6 weeks
Production Period	12 weeks
Final Delivery & Wrap	2 weeks
Total:	20 weeks

Budget:

Research & Preproduction	6 weeks	1,250	7,500
Producer fees	9 spots	1,500	13,500
Production Mgr fee	9 spots	400	3,600
Shoot crew & equip	18 days	1,500	27,000
Hair & Make up	9 days	500	4,500
Crew meals	18 days	100	1,800

Van rental	18 days	75	1,350
Editor & Edit Room (Deadline Digital)	18 days	500	9,000
Production Insurance	20 weeks	250:	5,000
Contingency & website			1,750

Explanation of Assumptions

Research & Preproduction period includes: development, centennial event research, location scouting, historical research, pre-interviews, resource and project planning and casting.

Production Period includes 20 days of filming

BUDGET CONTINUED

centennial events and 20 days of editing with 2 consecutive days of editing including offline edit and final audio and video post production.

Filming will include interviews and verite filming of Centennial events.

Beverly Hills TV is providing studio facilities if needed and additional camera coverage of centennial events.

Spots will be delivered in 16x9 HD digital format and no additional deliverables are required.

TOTAL: 75,000

Assumptions:
Permit and Parking Fees to be waived by the City of Beverly Hills
Talent will participate for no fee
Music used will require no license fees
Any clips and photos will be from the public domain

The Vignettes

1. Celebrating a Community

No other city in the world can boast of a main drag like Rodeo Drive. But the real city of Beverly Hills is the community behind the myth and the glamorous image. This Vignette will certainly feature Rodeo Drive, but it will move beyond the world's premiere shopping street to showcase a vibrant creative and civic community.

We'll use the Centennial events to illustrate not just the sophisticated glamour of Rodeo Drive, but also its vitality as the main street of a vibrant community. Our approach will be to move from the street to inside the boutiques - to feast on the clothes, the jewelry, the luxury

that is Rodeo. There is a reason why everyone from Prada to Ralph Lauren to Jimmy Choo has to be here.

But that's only the start of our story. While the Year of the Horse celebration demonstrates an international worldview, the Block Party is a Beverly Hills neighborhood event. It not only celebrates commerce. It celebrates community. The community behind the glossy image is intensely alive – as proud of its farmer's market as it is of Rodeo Drive. Where else is the Mayor's Monday meeting a healthy walk-around town with residents while they discuss community issues and give a shout-out to local businesses. In this vignette we'll also be visiting Beverly Drive and Little Santa Monica and the many other streets where commerce meets creative energy.

2. The Centennial Cookbook/BH Dining

The **Centennial Cookbook** and its corresponding events provide a glimpse of the legendary Beverly Hills eateries of the past, but it also showcases the city's current culinary stars. Our segments will feature up-close-and-personal visits to the kitchens of Beverly Hills' most celebrated chefs. The emphasis will be on the chef in the kitchen, the actual creation of the recipes in the book as well as a look at what goes into the daily art and science of running a top restaurant. The focus will be on the chef and the food with luscious close-ups. The piece will be, literally, a visual feast. We'll also get a look at the front of the house and the restaurant as part of the Beverly Hills community. Our narrative will be provided by the chef himself, through a series of informal interviews and commentary.

Not only can the **Centennial Cookbook** piece go on the Beverly Hills and CVB sites, it can be distributed by the chefs on their own websites and sent to travel, airline and food magazines as well as to local and national broadcast outlets. They will work for both social media and more traditional outlets.

3. The Arts of Beverly Hills – Visual and Performing Arts

The **Annenberg Center** will be the crown jewel of this segment. As the new anchor of the City's cultural life it provides a springboard for a Vignette about the city vibrant arts scene. The complex is a perfect symbol of the City's history, its present and the glorious possibilities for the future. The Wallis unquestionably transforms the City into a major destination for the arts. The Annenberg Center material would serve as an opening act for Beverly Hills' other theaters and galleries, for the Arts of Palm and the City's brilliant public sculptural installations. The message: when it comes to the arts, Beverly Hills has arrived.

4. Suite 100/The History & Glamour of the Hotels

The **Suite 100** hotel is a special and unusual event that deserves national attention and more. It easily meets all the criteria of our project. It's about history. It's about nostalgia. It's about the city's place as the capital of the American film industry. It's about all the myth and magic that makes 90210 the only universally known zip code in the world. It goes without saying that the event provides brilliant visuals and the kind of wow factor that could draw a lot of very flattering publicity from national media as well as getting some serious on-line traction. By getting us inside and behind the scenes of some of the most storied and luxurious hotels in the world, this Vignette will provide a rich complement to the CVB's strategy. **Stay**! Finally, by including interviews with the designers, this event allows us to feature the city as a hotbed of cutting-edge style and design. Numerous Beverly Hotels will be featured.

5. Concours d'Elegance – Greystone Mansion & Rodeo Drive

The two treasured events present a great opportunity to illustrate the elements of community that make Beverly Hills so special. They also allow us to focus on the city's love affair with the automobile. Again, the vignette works on several levels. It lets us portray a rich part of the city's history – the Speedway. It presents an opportunity to focus on the many successful car dealerships in the city. Finally, the lively and

colorful events let us indulge visually in the luxury and glamour that is the city's calling card. The upcoming drive-in movie night at Greystone promises to be an instant classic – combining two of the City's great traditions… Movies and the automobile.

6. A Future for Landmarks – Historic & Cultural Preservation

While Beverly Hills can confidently look to a bright future, it has also moved to protect and celebrate its storied past. The city recently earned high marks for its efforts to protect its many historic buildings. This vignette will feature this and many of its historic properties listed on the city website, including BH City Hall, Beverly Hills Post Office, Greystone Mansion, the Witch's House, as well as Virginia Robinson Estate and Gardens and the Saban Theater. The vignettes will make use of vintage material and interviews to bring the architecture to life.

7. The Trousdale Estates/Real Estate

In a slightly different vein, we will do one of the Vignettes on the **Trousdale Estates** and City's iconic **real estate.** While it is not the focus of one of the official Centennial events, it hits all the right notes for our series– history, architecture and lots of celebrity names. In October, the New York Times influential style magazine devoted four pages to Trousdale with its unique SoCal vintage and its celebrity pedigree. Home tours would be a good vehicle for our piece. Kelly Wearstler, who is working on a coffee table book on Trousdale, is a possible "tour guide". Also, this is exactly the sort of thing that would be gold for a longer form documentary

8. Beverly Hills High School and BH school district

Almost as iconic as the city itself, to much of the world, the school personifies the city. We'll talk to some of its most famous graduates, update the famous TV series with a centennial year visit and do our own lively version of a Beverly Hills High School reunion. Working with the Beverly Hills High drama director and other staff, this will showcase BHHS and it's history in a unique way. They are excited to

include the students in our vignette. Highlighting our outstanding schools and successful graduates has global appeal.

9. Beverly Hills After Dark

Not everyone has noticed, but Beverly Hills has become the home of an ultra-chic nightlife scene. From small bars to steakhouses to the trendy hotel lounges, we visit the City's top after dark venues. We'll also check out a collection of new clubs and jazz spots, to show how the city throbs long after the sun goes down.

OVERALL CREATIVE STRATEGY

Structure

We propose opening each segment with a relatively simple graphic that would serve as a unifying feature for the campaign. Our editor, Greg Cooke, has a substantial arsenal of graphic programs and has suggested several options. One is a "birthday card" that would display the Centennial banner or logo and then "open" to bring the segment to full screen. This is a relatively simple theme but very distinctive.

When a celebrity is involved we would use them to introduce and close the segment.

And we would use a celebrity signature to sign the birthday card.

Our interviews will tell a story. For example, Wolfgang Puck will talk about his flagship restaurant and why it's important that it be situated in Beverly Hills.

The interview style will be informal and active. One would rather see Puck tasting the day's dinner special in the kitchen at Spago than sitting in an armchair in a hotel suite. The idea is to see each character active in their own milieu. No conference room interviews. Nothing static.

Style

Our look will be highly stylized – a far cry from news stories or video press releases. We're talking about quick cuts, saturated color, a fast pace and breath-taking photography. Each Vignette will be a self contained commercial grade story in itself.

At the same time, our editing process allows for both flexibility and versatility. If a situation arises, a Vignette can be customized very quickly for a particular event or outlet.

Distribution

As soon as each Vignette is shot and edited we will work with the committee, the City, the Conference and Visitors Bureau, the Chamber of Commerce and any other appropriate partners to refine distribution.

The key mandate for the project is social media so that will be the most obvious outlet. There are also numerous other options. For examples, our celebrities will have their own sites and twitter threads that can link to our pieces or maximize views.

We are also exploring setting up our own website possibly as a sub-site to the CVB Love Beverly Hills site or as a stand alone – and there is some money in the budget for that possibility.

The CVB has indicated that the Vignettes can air on their Beverly Hills screen on Santa Monica Boulevard. They will also be able to use the pieces for their regular marketing meetings. They have a long list of other media outlets available for access.

In addition, we have our own list of possible outlets – including hotel websites, travel websites, travel, real estate and food shows. We're looking for widespread exposure, not just local.

Beverly Hills communications department will also utilize their resources.

Some vignettes will tie into existing centennial committee projects, resulting in great quality documentary style exposure opportunity for those events. Their committee resources will also be another tool for distribution.

A Sample Vignette

Centennial Cookbook

The CVB indicated that this would be most useful to them as the Cookbook is a continuing project. They also indicated that they would love material that featured chefs in their kitchens. This is ideal material for us. This piece has to be, literally, a feast for the eyes with rich, glossy shots of dishes being prepared with a running commentary from our chef. Rich, close up photography is key as well as a sense of a working kitchen in a stellar restaurant. We would also seek to get a sense of the front of the house and, of course, the restaurant's setting in Beverly Hills.

In this case, it's possible that we could maximize our efforts and get a segment of each of several chefs within our budget parameters. We're seeking to include Wolfgang Puck, Thomas Keller, Curtis Stone, and the Drago Brothers.

Allan Palmer

Director/Director of Photography
allan.palmer22@gmail.com (+1) 310 990 5582

Documentary :

Who Do You Think You Are?	DP	NBC with Marisa Tomei
Who Do You Think You Are?	DP	NBC with Paula Deen
Tavis Smiley Reports / KCET	Director/DP	with Hillary Clinton
Tavis Smiley Reports / KCET	Director/DP	with Gustavo Dudamel
Sister Wendy's American Collection	Director	WGBH/BBC series
Extraordinary Moms	DP	OWN with Julia Roberts
How The Earth Was Made	DP	History Channel
Straddling The Fence / NYTimesTV	DP	With Tom Friedman
Crime & Punishment	DP	NBC season 1&2
Memphis PD	DP	HBO series
Assassinated / Kennedy & King	DP	HBO special
Human Face / John Cleese	DP	BBC special
Top Ten Egypt	DP	BBC special
Dust Bowl	DP	PBS American Experience
Images of Life	DP	CBS / Time
Madness of Charles Bukowski	DP	BBC special
Search for Einstein's Brain	DP	BBC special
American Visions	DP	BBC series
Do You Speak American? PBS	DP	with Robert McNeil
Commanding Heights	DP	WGBH series
Make 'Em Laugh	DP	PBS series
Global Tribe	DP	PBS series
Craft in America	DP	PBS series
Catch the Killers	DP	BBC series
Healing and the Mind / Bill Moyers	DP	PBS series

Documentary Profiles :

Carol Burnett	DP	PBS American Masters
Bob Newhart	DP	PBS American Masters
Jesse Norman	DP	CBS 60 Minutes
Randy Newman's LA	DP	Anglia TV special
Tony Bennett's New York	DP	BBC special
Marvin Gaye	DP	BBC special
Curtis Mayfield	DP	BBC special
Marilyn Monroe	DP	BBC special
Howard Hughes	DP	BBC special

Allan Palmer, Cont'd

Reality TV :

Dinner Rush	Director	NBC	pilot
Downeast Dickering	DP	History Channel	
Secret Celebrity	Director	Oxygen Network	
Big Rich Atlanta	DP/Director	Style Network	season 1
Savage U (with Dan Savage)	Director	MTV	season 1
Trading Spouses:	Director	FOX	season 1/2/3
Rehab, Party At The Hard Rock	Director	Tru TV	season 1
24 / Before	Director	MTV	pilot
Engaged	Director	FOX	pilot
Wild 100 / Howie Mandel	Director	Discovery	special
Diet Myths / Bob Green	Director	Discovery	series
Planet Green	Director	Discovery	promos
Nanny 911	Consultant	FOX	season 1
Sin City Law	DP	Sundance	series
Celebrity House Hunting	DP	Biography	episodes
While You Were Out	DP	TLC	season 1&2
Guess Who's Coming to Decorate	DP	TLC	pilot
What Not To Wear	DP	BBC	episodes
Hollywood Fashion Machine	DP	AMC	series

Film :

The Paley Legacy	Director	CBS special
Sending Orphans Back	DP	Independent film
Dying To Tell The Story	DP	Turner Original Prods.
This Film Is Not Yet Rated	DP	Chain Camera Prods.
How To Live Forever	DP	Wexworld Prods.
Sex In '69	DP	Telling Pictures
Inside Deep Throat	DP	World of Wonder
Allied To The Mafia	DP	BBC Timewatch
Tales From The Opera	DP	with Placido Domingo

Award Nominations :

EMMY - Best Cinematography	Human Face	BBC with John Cleese
EMMY - Best Cinematography	New York Underground	CBS 60 Minutes
BAFTA - Best Cinematography	American Visions	BBC Series / Robert Hughes

Marti Galovic Palmer
Writer/Producer
palmer26palmer@aol.com, **+1 310 990 5583**

Marti Galovic Palmer is an award-winning writer / producer and a 20-year survivor of CBS News' ***60 Minutes.*** During 15 years as a producer on the show she wrote and produced over 50 stories, ranging from investigative reports to memorable features on music and the arts. She has won three **Emmy** awards (*Julia, Cara's Story, The Forgotten Veterans)* and her work on the well-known 60 Minutes classic, *Lenell Geter's in Jail,* culminated in both the **Dupont** and **Peabody** awards. Her stories have received critical acclaim from the New York Times and The Washington Post among many others.

Marti specialized in stories on the arts, including pieces on Jessye Norman and Julia Migenes. She traveled across the country with the Boys Choir of Harlem, went to Cuba to interview the diva ballerina, Alicia Alonso and followed Kurt Mazur and the New York Philharmonic during a grand tour of Asia.

During her career, Marti worked extensively abroad in Asia, Europe and Latin America. She reported on the Children of the Disappeared in Argentina, traveled through Mexico to report on corruption in the oil industry, hiked to hidden marijuana fields in Belize, covered the restoration of democracy in Nicaragua, followed a dirty-money trail to the Dominican Republic and went to Cuba to interview the diva ballerina Alicia Alonso.

Closer to home she covered money-laundering in Miami and the maquilladora system along the US/Mexico border. Her two-part series on children and guns and her story about the women veterans who were nurses in Vietnam won numerous awards and attracted national media coverage. More recently, she worked on Michael Moore's film *Sicko.*

Marti Galovic Palmer
Cont'd

Marti's dramatic work includes both film and television. Her script *Workers' Paradise* won the **Diane Thomas Award for Screenwriting** and was selected as a finalist for the **Nicholl Fellowship**. Another script *Motel California* was a finalist for the **Sundance Writer's Workshop**. She is currently developing several series for television - travel, style and cooking programs as well as a dramatic series set on the U.S./Mexican Border and a dramatic mini-series based on a little known civil rights story.
She recently traveled to South Korea to produce a historical documentary about a Korean orphan caught in the tumultuous wake of the Korean War

She is a graduate of Rosemont College in Philadelphia. She received an additional degree in Advertising and Communications from the Fashion Institute of Technology, which has honored her as a distinguished alumna.

Patricia Bischetti, Production Manager

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- Produces and supervises documentaries for cable and television networks including PBS, WNET, WGBH, Discovery, TBS, TNT, TCM, CNN, American Masters, Lifetime, Starz Encore and Showtime.
- A career spanning over 20 years with projects filmed worldwide including China, Europe, Africa, South America, Bangladesh, Russia and Japan.
- Award winning projects include Emmy Award Winning *American Masters Mel Brooks Make a Noise*, *American Experience Last Days in Vietnam* featured at the Sundance Film Festival, Discovery's Peabody Award winning *Black Sky: The Race for Space*, *Code Black,* winner of the LA Film Festival, PBS primetime series *Tavis Smiley Reports*, *The World According to Sesame Street* featured at the Sundance Film Festival, Peabody Award winning and Emmy nominated series *Craft in America*, Emmy nominated *Cary Grant: A Class Apart* and Emmy nominated *Dying to Tell the Story.*
- Executive Producer at Big Buddha Baba Productions, interactive media and experience design

<u>Supervising Producer/Producer</u>

MAKERS WOMEN WHO MADE AMERICA POLITICS & HOLLYWOOD Moxie Firecracker Films, Rory Kennedy, Kundhardt Mcgee Productions
AMERICAN EXPERIENCE Last Days of Vietnam, Rory Kennedy, Moxie Firecracker Films, WGBH
CODE BLACK: Linda Goldstein Knowlton, Patrick Ryan McGarry, Mark Harris
AMERICAN MASTERS SERIES: MEL BROOKS, BOB NEWHART, GEORGE CUKOR, GENE KELLY, CARY GRANT
CRAFT IN AMERICA – PBS primetime series since 2008
TAVIS SMILEY REPORTS - PBS prime time series
TAVIS SMILEY CHINA SERIES – PBS special
EXTRAORDINARY MOMS – Creative Visions Productions and Red Om Films with Julia Roberts for the OWN Network
BIG BUDDHA BABA PRODUCTIONS – Executive Producer, Business Affairs and Producer for multimedia and experience design company including the Flying Heritage Collection for Vulcan and projects for Walt Disney Imagineering
THE WORLD ACCORDING TO SESAME STREET – Participant Productions
GALACTIC – National Geographic Channel
BLACK SKY: THE RACE FOR SPACE – Discovery
DELTA DIVERS – National Geographic Channel
THE CUTTING EDGE: THE MAGIC OF MOVIE EDITING – American Cinema Editors, Starz Encore
IRVING THALBERG - TCM
ON THE INSIDE SERIES – Discovery
GLOBAL TREK - PBS
SOLDIERS OF PEACE: A CHILDREN'S CRUSADE – CNN Productions
THE AMERICAN TAPESTRY – The 20th Century Project for Showtime
THE WARNER BROS. STORY – four part documentary for TBS & Warner Bros.
DYING TO TELL THE STORY – Turner Original Productions
NASCAR at 50 – Turner Original Productions
SKIN DEEP: PLASTIC SURGERY STORIES – Turner Original Productions

Patricia Bischetti
Cont'd

TWIN STORIES – Turner Original Productions
THE COMING PLAGUE – 4 part series shot around the world for Turner Original Productions
BEHIND THE SCENES AT PEOPLE MAGAZINE – Turner Original Productions
THE GOOD, THE BAD AND THE BEAUTIFUL – Turner Original Productions
PORTRAIT OF JAPAN – TBS
A TASTE OF FREEDOM – Roland Joffe, Marina Goldovskaya, TBS
Feature Films include T-BONE & WEASEL for TNT starring Gregory Hines and Christopher Lloyd, THE BORROWER directed by John McNaughton, CYBORG starring Jean Claude Vandamme CONVICTS starring Robert Duvall, COLDHEAVEN starring Mark Harmon and Teresa Russell, SKETCHES directed by Neal Israel, WITHOUT YOU I'M NOTHING performed by Sandra Bernhardt

Greg Cooke, Deadline Digital
www.DeadlineDigital.com

Freelance Photograher's bio is included under separate cover.

Attachment 2

Beverly Hills Centennial Budget

REVENUE

City Council Funding Allocation	$	750,000
Additional FY 2011-12 Revenue	$	200,000
Rolex/Gearys Sponsorship	$	300,000
Mercedes Benz Sponsorship	$	100,000
TOTALS	$	1,350,000

EXPENSES

				YTD TOTAL
The Argus Group Contract *Corporate sponsorship development* *Rolex/Gearys 20% Commission*	$	50,000 60,000	$	50,000 110,000
Funding Redirect to Rodeo Drive Committee *For Rolex/Gearys 2014 Rodeo Drive Concours d'Elegance Sponsorship* *To Fulfill City's Contractual Obligation to Rolex/Gearys for Centennial Sponsorship*	$	75,000	$	185,000
Pasadena Advertising Contract *Centennial logo design & style guide*	$	10,000	$	195,000
Centennial Volunteer Kick Off Reception *9/27/2012 Greystone Mansion*	$	4,750	$	199,750
Centennial Volunteer Organizational Meeting *2/6/2013 Municipal Gallery*	$	4,000	$	203,750
Centennial Volunteer Committee Purchasing Meeting *10/30/13 Municipal Gallery*	$	500	$	204,250
2014 Rose Parade Float Entrance Fee	$	5,000	$	209,250
3Pe Consulting Contract *Retail Store Business Plan*	$	13,500	$	222,750
Centennial Events and Initiatives (hard costs) - *as approved by the City Council*	$	947,889		
Centennial Events and Initiatives (staff costs - police, fire, rangers, etc.)	$	100,000		
TOTALS	$	1,270,639		
REMAINING BALANCE	$	79,361		

Attachment 3

City of Beverly Hills Centennial Events and Initiatives

As approved by the City Council

Event/Initiative	Description	Original Funding Allocation	Surplus Amount/ Requested Amount	Total Approved Amount (5.6.14)	Payments Made
Rose Parade Float	To embody the historical character of Beverly Hills for the 2014 Tournament of Roses	$ 275,000	$ 3,324	$ 271,676	x
Beverly Hills Documentary	To document the first 100 years in Beverly Hills	$ 75,000		$ 75,000	
BH100 Block Party on Rodeo Drive	Join the City, Rodeo Drive Committee, Luxe Rodeo Drive Hotel and Guittard Chocolate Company to celebrate the Centennial with a giant birthday cake and carnival activities	$ 194,000		$ 194,000	x
'Arts of Palm' Installation	Collaborations with talented artists to install unique art around Beverly Hills	$ 170,000		$ 170,000	x
Film Festival with Academy of Motion Picture	City and Academy co-hosted curated film festival in honor of Beverly Hills' Centennial	$ 50,000		$ 50,000	
Centennial Concert and Sing-Along	To include noteworthy singers and performers to commemorate the occasion	$ 50,000	$ 7,572	$ 42,428	x
Tourism and Marketing Campaign	Various initiatives (pins, ads, banner graphic designs, additional banners, etc.)	$ 50,000		$ 50,000	x
Street Pole Banners	Citywide street poll banner campaign featuring Centennial logo	$ 25,000		$ 25,000	x
Centennial Cookbook	Featuring distinguished Beverly Hills chefs and recipes	$ 28,000		$ 28,000	x
Merchandise Line	Merchandise line featuring the commemorative Centennial logo	$ 10,000		$ 10,000	x
'Beverly Hills Days' Art Piece and Gallery Event	A mosaic style art piece of Beverly Hills images and gallery event	$ 5,000	$ 8,285	$ 13,285	
Centennial Tree and Rose Bush	Planting of Centennial tree and rose bush at Beverly Gardens Park	$ 5,000		$ 5,000	x
Youth Art Contest	To encourage youth to learn about Beverly Hills' history and commemorate the Centennial	$ 5,000		$ 5,000	x
Centennial Time Capsule	With key artifacts and Beverly Hills memorabilia	$ 1,000	$ 500	$ 1,500	
BH Centennial Postage Stamp	Contest to design stamp to commemorate Centennial	$ -		$ 7,000	x
Beverly Hills Coffee-Table Style Books	To highlight the history, culture and celebrity of Beverly Hills	n/a**		n/a**	
Beverly Hills 'The Next 100 Years'	To provide a continuing forum for ideas about the next 100 years in Beverly Hills	n/a		n/a	
Beverly Hills 'Past, Present and Future'	Oral history project in conjunction with the Beverly Hills Historical Society	n/a		n/a	
TOTAL		**$ 943,000**		**$ 947,889**	
DIFFERENCE				**$ (4,889)**	

**$7,572 represents $4,606 in unspent Centennial budget dollars and $2,966 in revenue from '100 for 100' campaign.*

***Books funded by publishers*