



STAFF REPORT

Meeting Date: August 19, 2014
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Recommendation from the Centennial Ad Hoc Committee Regarding the Centennial Celebration Programs Budget and Funding Requests for Events and Initiatives

Attachments:

1. Centennial Budget
2. List of Funded Centennial Events and Initiatives
3. Centennial Calendar of Events

INTRODUCTION

This item provides a recommendation from the Centennial Ad Hoc Committee on funding requests for existing and new Centennial events and initiatives.

DISCUSSION

Over the past several months the Centennial Celebration has paid tribute to Beverly Hills' past, present and future through community activities, regional events and tourism initiatives. Initiatives included a Rose Parade float, Suite 100 Hotel Campaign, BH100 Block Party on Rodeo Drive, Centennial Cookbook, Youth Art Contest, and Commemorative Postage Stamps, to name a few.

Throughout the City's Centennial year, the budget has remained on track through oversight and management of numerous volunteer committees. At the current time, \$59,145 remains in the approved budget of \$1,350,000.

On July 22, 2014, the Centennial Ad Hoc Committee (Chair Dick Rosenzweig, Mayor Bosse and Councilmember Mirisch) met to review funding requests for new initiatives, as well as supplemental funding for existing initiatives, to commemorate the Centennial. The Committee has recommended approval of these requests:

1. Proposal from the Arts of Palm Committee for Tree Yarn Bombing

Yarn bombing is a type of street art that deploys colorful, knitted yarn to decorate trees and other public spaces. The proposal from the Arts of Palm Committee is to decorate select trees on Burton Way. The Committee, comprised of Alissa Roston, Jane Liepshutz, Janice Fernandez, and curator Kate Stern, is proposing to use the \$26,000 in remaining funding from the Arts of Palm budget and therefore no new funding is being requested to support this initiative.

2. Proposal from Robbie Anderson for Centennial Book

In honor of the Centennial, Robbie Anderson has developed a beautiful history book titled 'Beverly Hills: The First 100 Years', which showcases the city's rich history through narrative and imagery. Mr. Anderson is requesting the City purchase a select number of books to use as gifts for dignitaries and VIPs. The book retails for \$100 plus \$20 for the commemorative box. The Centennial Committee has recommended the City purchase twenty-five books for \$3,000.

3. Centennial Cookbook Compensation for Judy Kessler

Earlier this year the Centennial Cookbook Volunteer Committee completed an impressive Centennial cookbook, showcasing signature recipes from notable restaurants in Beverly Hills. This attractive publication is being sold online and through the Beverly Hills Visitor Center. The development of the 175-page book included soliciting recipes and photos from restaurants, graphic design and book layout, development of the book narrative and text, and securing the book publisher Blurb. All of these tasks were handled by the volunteer committee and one particular individual, Judy Kessler, spent significant time on these tasks to ensure the cookbook was of the highest professional quality. Dick Rosenzweig, Chair of the Centennial Committee, has proposed to compensate Ms. Kessler \$5,000 for her professional services in support of the cookbook.

4. Licensing Clearances for Centennial Concert and Sing-Along

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 tribute to Beverly Hills on the City's 100th birthday. The City's Cable Services Division filmed the Concert; however, at the time there was no budget for the City to obtain the appropriate licensing clearances for the musical selections used at the Concert. The City has obtained a quote from The Music Bridge, LLC, a reputable company that provides music clearance and licensing services, and they estimate the Concert clearances to be approximately \$12,000. By obtaining these clearances the City would be able to utilize the Concert video in the public domain, such as on the City's website, YouTube, etc.

FISCAL IMPACT

The new Centennial funding requests total \$20,000. There is \$59,145 in unallocated funding in the Centennial Programs Budget, which could be used to fund these requests. The Centennial Ad Hoc Committee recommends the City Council utilize the funding for these initiatives.

RECOMMENDATION

Staff recommends that the City Council provide direction on the funding requests for the recommended Centennial events and initiatives.


Cheryl Friedling
Approved By

Attachment 1

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	\$	50,000	\$ 50,000
<i>Corporate sponsorship development</i>			
<i>Rolex/Gearys 20% Commission</i>	\$	60,000	\$ 110,000
Funding Redirect to Rodeo Drive Committee	\$	75,000	\$ 185,000
<i>For Rolex/Gearys 2014 Rodeo Drive Concours d'Elegance Sponsorship</i>			
<i>To Fulfill City's Contractual Obligation to Rolex/Gearys for Centennial Sponsorship</i>			
Pasadena Advertising Contract	\$	10,000	\$ 195,000
<i>Centennial logo design & style guide</i>			
Centennial Volunteer Kick Off Reception	\$	4,750	\$ 199,750
<i>9/27/2012 Greystone Mansion</i>			
Centennial Volunteer Organizational Meeting	\$	4,000	\$ 203,750
<i>2/6/2013 Municipal Gallery</i>			
Centennial Volunteer Committee Purchasing Meeting	\$	500	\$ 204,250
<i>10/30/13 Municipal Gallery</i>			
2014 Rose Parade Float Entrance Fee	\$	5,000	\$ 209,250
3Pe Consulting Contract	\$	13,500	\$ 222,750
<i>Retail Store Business Plan</i>			
Centennial Events and Initiatives (hard costs) - as approved by the City Council	\$	968,105	
Centennial Events and Initiatives (staff costs - police, fire, rangers, etc.)	\$	100,000	
TOTALS	\$	1,290,855	
REMAINING BALANCE	\$	59,145	

Attachment 2

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 Amount	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 Centennial Vignettes	Short vignettes on Beverly Hills' history and Centennial	\$ 75,000		\$ 75,000	x
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	
100 Years 100 Stories' Initiative	Led by Phil Savenick, this oral history initiative chronicles 100 years, 100 stories of BH	\$ 75,000		\$ 75,000	
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	\$ 3,012	\$ 1,988	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	\$ 1,772	\$ 5,228	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	
TOTAL		\$ 1,025,000		\$ 968,105	
DIFFERENCE				\$ 56,895	

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

**Books funded by publishers

Attachment 3



Beverly Hills Centennial Events Calendar

Date(s)	Event	Location	Description
October 13, 2013	Rodeo de los Caballos 'Gathering of the Horses'	Rodeo Drive	Re-enactment of the Rodeo Drive Bridle Path with a horse parade to celebrate City's Centennial
December 2013	Centennial Cookbook	Beverly Hills Visitor Center	Purchase the Centennial Cookbook featuring recipes from distinguished Beverly Hills restaurants
January 1, 2014	Rose Parade Float	Pasadena	Float will reflect the Parade theme 'Dreams Come True' and embody the historical character and charm of Beverly Hills
Jan – Nov 2014	Street Pole Banners	Beverly Hills	Centennial banners throughout commercial areas
January 26, 2014 11:00am	Centennial Tree Planting & Dedication	Beverly Gardens Park	Planting and dedication of Centennial tree
January 28, 2014 7:00pm	Centennial Concert & Sing-Along	Saban Theatre	Featuring the Los Angeles Lawyers Philharmonic and the Big Band of Barristers
February 4, 2014 1:15pm	Re-dedication of the Historic Lily Pond	Beverly Gardens Park <i>(in front of the BH sign)</i>	The historic Lily Pond has been recreated as the first phase in the Beverly Gardens Park restoration
February 8, 2014 4:30pm	Chinese New Year	Rodeo Drive	Live entertainment and festivities to celebrate the year of the Horse with Centennial tie-ins
February 2014	Arts of Palm Installation	Beverly Hills	The captivating temporary public art installation in honor of the Centennial. The first sculptures will be installed on the City Hall lawn on Crescent Drive
March 7, 2014	Suite 100 'Legendary Luxury' Hotel Campaign	Participating Beverly Hills Hotels	Hotel partners have redesigned a suite to a specific decade in honor of the Centennial

**Events and dates subject to change*

March 16, 2014	Mayor's Centennial Lawn Bowling Tournament	Roxbury Park	The community is invited to participate in this free tournament hosted by the Beverly Hills Lawn Bowling Club
March 25, 2014	City Council Reorganization	The Wallis Annenberg Center for the Performing Arts	The installation of the Mayor and Vice Mayor.
April 8, 2014	Beverly Hills Tomorrow	The Wallis Annenberg Center for the Performing Arts	Hosted by the Chamber of Commerce, to feature a distinguished panel of speakers to discuss the next 100 years in Beverly Hills
April 13, 2014 9:00am – 1:00pm	Earth Day	Beverly Hills Farmers' Market	The annual Earth Day celebration will include a giveaway of 100 reusable bags featuring the Centennial commemorative logo
April 27, 2014 3:30pm – 8:00pm	BH100 Centennial Independence Day Block Party	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
May 1 – 4, 2014	Youth Art Contest Display	Beverly Hills City Hall Municipal Gallery	Centennial Youth Art Contest winners on display
May 4, 2014	Greystone Mansion Concours d'Elegance	Greystone Mansion	Annual event featuring classic cars to include a vintage 1914 car in honor of the Centennial
May 17 & 18, 2014	Beverly Hills artSHOW	Beverly Gardens Park	One of the most popular outdoor art events on the west coast to feature a special Centennial Mayor's Purchase Award
June 8, 2014	Farmers' Market Pie Bake & Piesta	Civic Center Drive	Annual Pie Bake & Piesta with Centennial tie-ins
June 15, 2014	Rodeo Drive Concours d'Elegance	Rodeo Drive	Annual Father's Day event to feature 'One Hundred Years of Horsepower' for Centennial
June 29, 2014	Woofstock 90210	La Cienega Park	Pet extravaganza to include a pet talent show, Centennial-themed pet adoptions, entertainment, and food trucks
August 3, 2014	Beverly Hills Farmers' Market & PickleFest	Civic Center Drive	Farmers' Market 20 th Anniversary and PickleFest
September 18, 2014 5:00pm	Sharing the Bounty Dinner	Beverly Canon Gardens Park	Celebrate the 20 th Anniversary of the Farmers' Market and share the bounty with those in need. A portion of the event proceeds will support pathways to housing for homeless individuals

**Events and dates subject to change*

October 5, 2014 2:00pm	Centennial Rose Planting	Will Rogers Park	Planting and dedication of Centennial Rose
October 18 & 19, 2014	Beverly Hills artSHOW	Beverly Gardens Park	One of the most popular outdoor art events with 250 exhibitors from around the nation
October 19, 2014	Hawthorne Centennial Spirit Day	Hawthorne School	Enjoy carnival food, rides and other attractions in celebration of Hawthorne School's Centennial
October 2014	<i>Beverly Hills Days</i> Exhibit	Beverly Hills City Hall Municipal Gallery	Unveiling of art piece featuring photos taken in BH
Nov – Dec 2014	Citywide Holiday Décor	Beverly Hills	Stunning holiday decorations throughout the City
December 2014	Centennial Time Capsule	TBD	Planting of Centennial time capsule

*Events and dates subject to change