



STAFF REPORT

Meeting Date: September 2, 2014
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: Chamber of Commerce Request for Usage of the Wallis Annenberg Center for the Performing Arts

Attachments: 1. Letter from the Beverly Hills Chamber of Commerce

INTRODUCTION

The Beverly Hills Chamber of Commerce has requested the usage of the Wallis Annenberg Center for the Performing Arts (WACPA) for a symposium on Monday, April 6, 2015. The symposium, entitled "Beverly Hills Tomorrow: A Vision for the Future", would take place in the Goldsmith Theatre. As was the case for the Chamber's 2014 symposium, this request is coming through the City since the City as a co-sponsor of the event has a designated number of events per calendar year that can be scheduled at the WACPA as stated in the lease between the City, WACPA, and the Parking Authority.

DISCUSSION

Per the Agreement with the Chamber of Commerce, the City is a co-sponsor of the symposium. The 2014 symposium was held at the WACPA and attracted over 500 attendees. The speakers for the 2015 event have not been finalized.

The lease with WACPA allows the City to sponsor up to 15 events per calendar year in the Theatre, the Studio, as well as any other interior or exterior space. In addition, the City has access to the campus for up to 5 evenings per year for civic, charitable or public functions or events. It is anticipated that the usage by the Chamber of one of the City's designated dates will not have an impact on the number of future bookings for City events at the WACPA.

The lease also states that the City can advise WACPA of desired dates not less than 60 days and not more than 100 days in advance of the requested date. This would mean that the earliest the April 6, 2015 date can be requested is on December 26, 2014. The availability of the date requested has not yet been finalized with the WACPA.

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FISCAL IMPACT

Per the lease, the City shall reimburse WACPA for any out-of-pocket direct costs incurred by WACPA in connection with events held at the venue. These include janitorial, security and production costs. WACPA has not yet established the fees for these aforementioned services. As stated in their attached letter, the Chamber is aware that there will be expenses that they will be incurring and have agreed to cover them on behalf of the City.

RECOMMENDATION

Unless directed to the contrary by the City Council, staff intends to approve the request from the Beverly Hills Chamber of Commerce for usage of the Wallis Annenberg Center for the Performing Arts for the 2015 "Beverly Hills Tomorrow: A Vision for the Future" symposium on April 6, 2015.

Steven Zoet
Approved By

A handwritten signature in black ink, appearing to be 'SZ', written over a horizontal line.

Attachment 1



**BEVERLY HILLS
CHAMBER OF
COMMERCE**

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August 28, 2014

Honorable Mayor and Members of the City Council,

On behalf of the Beverly Hills Chamber of Commerce Board of Directors, I would like to thank you for your continued support of the *Beverly Hills Tomorrow: A Vision for the Future* event as the Presenting Sponsor. The third annual *Tomorrow* event is tentatively scheduled to take place on April 6, 2015 (we are still finalizing the date with the Wallis), and the City will receive a block of up to 30 tickets. We would like to make sure the event is on your calendars as we hope you will be able to attend!

The last event on April 8, 2014 was a huge success with 500 attendees joining us at the Wallis, and the venue has proven to be a perfect location for the production, which has evolved into a true signature event for the Chamber and the City of Beverly Hills. We would like to request the Council's permission to again use one of the City's exclusive reserved usage days at the Wallis for the Chamber's event. The Chamber is aware that, according to the City lease, there might be production and/or operating costs associated with the event that the Chamber would have to carry.

We designed the *Tomorrow* event to celebrate the great ideas and bright minds that help make Beverly Hills and Southern California a region drawing people from all over the world to reside and do business here. Previous speakers and hosts include television and radio personality, **Larry King**; entertainment industry magnate, philanthropist, educator and visionary, **Haim Saban**; Director of the Women's Heart Center at the Cedars Sinai Heart Institute, **C. Noel Bairey Merz, M.D.**; Director of Cedars-Sinai Heart Institute, **Eduardo Marban, M.D.**; Vice Chairman of Roll Global and philanthropist, **Lynda Resnick**; President and CEO of International Medical Corps, **Nancy Aosse**; Vice Chairman of Lionsgate, **Michael Burns**; designer, stylist and editor, **Rachel Zoe**.

The lineup of speakers for 2015 is still being finalized, but we anticipate it to be at least as impressive as last year's. I look forward to hearing back from you. In the meantime, please let me know if you need more information or if you have any questions.

Warm regards,

Mr. Alex Stettinski
Executive Director