



STAFF REPORT

Meeting Date: December 2, 2014
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: Beverly Wilshire Hotel Travel Industry Event at Greystone Mansion
Attachments: 1. Letter of Proposal

INTRODUCTION

A proposal has been submitted by the Beverly Wilshire Hotel for a special event to be held at Greystone Mansion on December 16, 2014. The hotel will be hosting a travel company that represents high-end incentive corporate groups.

Unless directed to the contrary by the City Council, staff intends to approve the request from the Beverly Wilshire Hotel for Co-Sponsorship. Staff will work with hotel representatives in coordinating the use of Greystone Mansion for the requested date.

DISCUSSION

The Beverly Wilshire Hotel is proposing that the City of Beverly Hills become a co-sponsor for an event that is being held for the Maritz Travel Company. Maritz works with large corporate groups and 80 – 100 of their sales people will be in attendance. It is being requested that the City provide in-kind services to offset facility rental fees for the use of Greystone Estate. Costs for the Park Rangers, maintenance and kitchen cleaning fees will be paid for by the hotel.

Staff consulted with the Beverly Hills Conference & Visitors Bureau regarding this request and they confirmed that this event would be an excellent opportunity to market the City of Beverly Hills as an Urban Resort destination. In addition, the City would benefit from showcasing Greystone Mansion as a venue for future corporate events.

The event will be from 6pm – 10pm and be held in the Inner Courtyard and the Terrace. The interior of the mansion would be used as a backup in case of inclement weather.

Meeting Date: December 2, 2014

FISCAL IMPACT

If published rental fees were charged for the event, the fees for a four-hour event with an estimated 8 hours of prep/strike time would be:

VENUE	FEES
<i>Mansion Exterior</i>	\$ 1,932 <i>(based on 100 guests)</i>
<i>Prep/Strike Fees</i>	\$ 1,000
<i>Mansion Interior (if needed)</i>	\$ 4,181
<i>Maintenance Fee</i>	\$ 340
<i>Kitchen Cleaning Fee</i>	\$ 276
VENUE SUB-TOTAL	\$ 3,548 <i>(not including interior use fee)</i>
STAFF	FEES
<i>Park Rangers</i>	\$ 1,140
STAFF SUB-TOTAL	\$ 1,140
TOTAL FEES	\$ 4,688 <i>(not including interior use fee)</i>

Please note that the fees shown are Beverly Hills Resident fees for the use of Greystone.

RECOMMENDATION

This report is for Council information only.

Steven Zoet
Approved By



Attachment 1



November 20, 2014

Mayor Lili Bosse
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Lili Bosse & the Beverly Hills City Council,

As a long-time landmark within the city of Beverly Hills since 1928, allow me to formally request on behalf of Beverly Wilshire, A Four Seasons Hotel, for the City's co-sponsorship of the Maritz Travel Company's dinner event at Greystone Mansion on December 16, 2014.

This event is a great opportunity for Beverly Hills to promote itself to the lucrative group incentive market, which is traditionally high spending and destination-focused. Showcasing our wonderful venues - of which Greystone is a significant choice - is key to this success.

The Maritz Travel Company group will consist of approximately 80-100 sales people who conceive and sell meeting / incentive programs to customers around the world. We envision great business and growth from this event on December 16, 2014.

Based on current costs, we may lose this dinner for Beverly Hills and are asking for support with facility fees to be provided in-kind. We appreciate your time and consideration, as well as your partnership.

With best regards

A handwritten signature in black ink, appearing to read 'Ciro Tacinelli, Jr.'.

Ciro Tacinelli, Jr.
Senior Director of Marketing
Beverly Wilshire, A Four Seasons Hotel

Cc: Ben Trodd, Regional Vice President and General Manager