



STAFF REPORT

Meeting Date: February 17, 2015
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Centennial Celebration Final Report
Attachments: 1. Centennial Budget
2. List of Centennial Events and Initiatives

INTRODUCTION

This report transmits a recap of the Centennial events and initiatives, volunteer participation and unspent funding to be returned to the Tourism and Marketing budget.

DISCUSSION

This past year the City completed a successful Centennial Celebration honoring Beverly Hills' 100th anniversary of incorporation. The entire community worked together to bring to fruition several fantastic programs, such as the Beverly Hills Rose Parade Float, Centennial Concert, BH100 Block Party, Arts of Palm installation and many others. Over three hundred volunteers participated in twenty-seven events throughout the year.

FISCAL IMPACT

The Centennial programming budget is \$1,350,000, which includes \$950,000 in City funding and \$400,000 in sponsorship revenue. The year-long portfolio of programming was executed on-time and within budget. In total, \$52,141 of unspent Centennial funding will be returned to the Tourism and Marketing budget.

RECOMMENDATION

Staff recommends the City Council receive and file this report.


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	\$	1,022,985	
Centennial Events and Initiatives (staff costs - police, fire, rangers, etc.)	\$	100,000	
TOTALS	\$	1,345,735	
REMAINING BALANCE	\$	4,265	

Attachment 2

City of Beverly Hills Centennial Events and Initiatives
As approved by the City Council

Event/Initiative	Description	Funding Allocation	Final Payment Made	Amount Paid To-Date	Anticipated Unspent Funding*
Rose Parade Float	To embody the historical character of Beverly Hills for the 2014 Tournament of Roses	\$ 275,000	yes	\$ 272,000	\$ 3,000
Beverly Hills Centennial Vignettes	Short vignettes on Beverly Hills' history and Centennial chaired by Karla Gordy Bristol	\$ 75,000	no	\$ 50,000	\$ -
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	yes	\$ 194,000	\$ -
'Arts of Palm' Installation	Collaborations with talented artists to install unique art around Beverly Hills	\$ 170,000	yes	\$ 138,000	\$ 32,000
Mike Stilkey 'Party Animals' Purchase	Purchase of Arts of Palm Mike Stilkey art piece for Beverly Hills Library	\$ 12,000	no	\$ -	\$ -
100 Years 100 Stories' Initiative	Led by Phil Savenick, this oral history initiative chronicles 100 years, 100 stories of BH	\$ 75,000	yes	\$ 75,000	\$ -
Centennial Concert and Sing-Along	To include noteworthy singers and performers to commemorate the occasion	\$ 50,000	yes	\$ 42,428	\$ 7,572
Centennial Concert Licensing/Clearances	Licensing and rights clearances for Centennial Concert	\$ 19,200	no	\$ 9,600	\$ -
Tourism and Marketing Campaign	Various initiatives (pins, ads, banner graphic designs, additional banners, etc.)	\$ 50,000	yes	\$ 50,000	\$ -
Street Pole Banners	Citywide street poll banner campaign featuring Centennial logo	\$ 25,000	yes	\$ 25,000	\$ -
Centennial Cookbook	Featuring distinguished Beverly Hills chefs and recipes	\$ 33,000	yes	\$ 33,000	\$ -
Merchandise Line	Merchandise line featuring the commemorative Centennial logo	\$ 10,000	yes	\$ 10,000	\$ -
'Beverly Hills Days' Art Piece and Gallery Event	A mosaic style art piece of Beverly Hills images	\$ 13,285	yes	\$ 13,265	\$ 20
Centennial Tree and Rose Bush	Planting of Centennial tree and rose bush	\$ 5,000	yes	\$ 5,000	\$ -
Youth Art Contest	To encourage youth to learn about Beverly Hills' history and commemorate the Centennial	\$ 5,000	yes	\$ 1,988	\$ 3,012
Centennial Time Capsule	With key artifacts and Beverly Hills memorabilia	\$ 1,500	yes	\$ 1,500	\$ -
BH Centennial Postage Stamp	Contest to design stamp to commemorate Centennial	\$ 7,000	yes	\$ 5,228	\$ 1,772
Robbie Anderson History Book	History book of Beverly Hills	\$ 3,000	yes	\$ 2,500	\$ 500
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		\$ 1,022,985		\$ 928,509	\$ 47,876

*Includes pending invoices and payments

**Books funded by publishers