



AGENDA REPORT

Meeting Date: June 30, 2015
Item Number: E-8
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL CO-SPONSORSHIP REQUEST

Attachments: 1. Letter of Proposal

RECOMMENDATION

Staff recommends that the Beverly Hills International Music Festival's (BHIMF) request for Co-Sponsorship be approved. Staff will work with appropriate representatives from BHIMF in coordinating the use of Greystone Estate for two concerts in August 2015.

INTRODUCTION

A request has been made by the Beverly Hills International Music Festival (BHIMF) for the City to Co-Sponsor two concerts at Greystone Mansion. The concerts, featuring local and visiting classical musicians, will be held on August 4 and 5, 2015.

DISCUSSION

As they did in 2014, BHIMF is requesting in-kind services from the City of Beverly Hills to offset facility rental fees to conduct the concerts at Greystone. BHIMF will cover the Park Ranger fees. BHIMF President and Festival Artistic Director Gregory Cherninsky has requested that the concerts be held outdoors on the Mansion Terrace. Approximately 85 people can be accommodated on the Terrace. Greystone staff will provide and set-up the chairs for the concerts.

This year will be the organization's 12th annual International Music Festival. The Festival will run from July 31 – August 9. Temple Emanuel in Beverly Hills will once again serve as the home base for the Festival. The concerts held at Greystone Mansion last year were free to the public. Both concerts were filled to capacity. This year, BHIMF will be charging \$30 a person for each of the Greystone concerts, which is consistent with what they charge for the concerts held at Temple Emanuel. Revenue generated by ticket sales will help offset a portion of the Festival's operating costs incurred by Mr. Cherninsky. Ten percent (10%) of the Greystone ticket sales will be donated to the Friends of Greystone (FOG). FOG will be providing docents on both nights for pre-concert tours of the mansion.

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FISCAL IMPACT

No direct expenses would be borne by the City were City Council to approve the request. If published rental fees were charged for the event, the fees for a two-hour concert with 2 hours of prep/strike time would be \$1,576; for the two concerts the total fees would be \$3,152. BHIMF will cover all hard costs associated with the concerts.

Steve Zoet
Approved By

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

Attachment 1



BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL

8844 Burton Way,
Beverly Hills, CA. 90211

PROPOSAL FOR THE SUPPORT OF 2014 BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL JULY 31 - AUGUST 10, 2015

Request

The Beverly Hills International Music Festival (BHIMF) is expanding its annual festival program offerings two music concerts at Greystone Mansion on August 4 and 5, 2015.

BHIMF is requesting the City of Beverly Hills co-sponsor the concerts by providing in-kind the facility rental fees, tables and chairs, as well as the use of the piano for concert.

In addition, we request the City assist with promoting the concerts with links and pictures on the City website, email blasts, and distributing flyers at City facilities including libraries and recreation centers.

BHIMF will be responsible for all production aspects of the concerts including determination of musical selections, providing musicians, musical instruments, music stands and festival program printing.

The Friends of Greystone (FOG) will provide docents for tours prior to each concert. BHIMF will donate 10% of the ticket sales from each of the Greystone concerts to FOG to help them in their restoration efforts for Greystone.

There will be substantial public benefit derived from the co-sponsorship of these concerts. BHIMF brings high quality classical musical presentations to audiences as well as providing local and visiting artists the opportunity to perform a diverse repertoire of music enjoyed by audiences of all ages.

Introduction

Since 2003, DMG Music Association Inc., has been presenting the Beverly Hills International Music Festival (BHIMF). The Festival is international in its programming, participants, and faculty. Over the last decade, DMG has built relationships with musical artists and instructors from all over the globe, including countries from the former Soviet Union, Western Europe, Canada, the United States, Taiwan and Japan. The 12th Annual Festival will be presented from July 31 to August 10, 2015 at Temple Emanuel in Beverly Hills with the addition of two proposed concerts at Greystone Mansion.

BHIMF brings talented young musicians ages 12 and above from throughout the United States, Los Angeles County, Beverly Hills and other countries, to participate in the ten day festival. The Festival includes an array of master classes, workshops, individual instructions, small group rehearsals, and a series of public performances. The Festival is very pleased that the ranks of its distinguished faculty will include the return of Oleh Krysa (violin), Jean David Coen (piano), Inna Faliks (piano), Susan Greenberg (flute), and Hiroyo Hatsuyama (piano accompanists).

DMG Music Association, Inc. is a 501(c)3 tax exempt, non-profit organization (Tax ID# 20-0773055), who has been presenting the Beverly Hills Music Festival with support from the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission, LA County Supervisor Zev Yaroslavsky, Wells Fargo Bank, Panorama Media Group, the Jewish Music Commission of Los Angeles, and numerous local businesses and individuals. While BHIMF has enjoyed a good relationship with the City of Beverly Hills, this is the second year; the Festival has requested any formal support from the City of Beverly Hills.

Festival History and Background

DMG Music Association Inc., launched the Beverly Hills International Music Festival (BHIMF) in 2004, to provide young people, starting as young as eight years old, and adults, ages 30 to over 60, with the opportunity to be engaged with intensive music study and participate in public performances. BHIMF is presented over ten days and is comprised of two activities, (1) an intensive daily eight hour music instruction for participants who attend over 120 combined workshops, master classes, individual lessons and orchestral sectional rehearsals; and (2) a series of public concerts featuring special guest artists, BHIMF faculty members and a Festival Chamber Orchestra comprised of BHIMF participants. With a demonstrable track record, BHIMF brings together professional musicians and music instructors in service to work with participants of all ages for an intensive experience that will advance their musical education and performance experience. Furthermore, participants gain the valuable experience of working and performing in small ensembles as well as the Festival Orchestra. For many BHIMF participants, it is the first time they are performing in public as a soloists, or part of an ensemble or orchestra. One of the Festival highlights is the Closing Night Concert featuring the Beverly Hills International Music Festival Orchestra, which includes all of the festival student participants.

Festival participants are a diverse group of emerging musicians who are young prodigies, talented young students in need of experience with professional music instruction, established music students seeking to expand their performance experience, and adults who are amateur music talents seeking continued music education. 75% of BHIMF participants consist of young people ages 8-24. 25% of participants are ages 30 to 60 years old.

One of the benefits for students who participate in BHIMF is the opportunity to study, rehearse and perform with faculty who are noted teachers as well as performers. Participants also study and perform alongside other musical students from the United States and other countries.

Over the past ten years, DMG/BHIMF have served close to 690 participants and presented concerts to 14,500 audience members. BHIMF has hosted young musicians as participants and artists as special guests or faculty from Los Angeles County and Beverly Hills as well as the countries of Israel, Russia, Japan, Germany, China, Chile, Holland, Hong Kong, Canada, Bulgaria, Mexico, and 16 states from the U.S.

Conclusion

BHIMF has continued to sustain its service and contributions to the cultural life of Los Angeles County for eleven years, which is no small feat, in this present economy. The Festival plays an important role by providing young musicians with an opportunity to pursue their music education and showcase their talents. The Festival also offers a unique and rare opportunity for students from different countries to share a musical educational experience and cultural exchange. The two concerts at Greystone Mansion will provide residents of Beverly Hills a chance to enjoy an evening of classical music.

We hope that the City of Beverly Hills will support the Festival by co-sponsoring the two music concerts at Greystone Mansion on August 4 and 5, 2015.

Thank you for your considered attention.