



STAFF REPORT

Meeting Date: September 10, 2015
To: Honorable Mayor & City Council
From: Megan Roach, Marketing and Economic Sustainability Manager (MR)
Subject: Proposal from the Mayor's Committee of Next Generation Leaders for a Street Experience Event
Attachments: 1. Committee Roster

INTRODUCTION

This item is a proposal from the Mayor's Committee of Next Generation Leaders for a street experience event during the upcoming holiday season that would feature food trucks and entertainment and be open to the community.

DISCUSSION

On April 7, 2015, the City Council approved Mayor Gold's request to create a Committee of Next Generation Leaders to develop ideas to move Beverly Hills forward into the future. The Committee, co-chaired by the Mayor, is comprised of twenty-four residents and business leaders (nominated by Council members) who range in age from 25 to 45 years old. A roster is included as Attachment No. 1 to the report. At their initial meeting in May, the Committee developed the following goals to direct their work effort:

- To shape the participation of 25-45 year olds (residents and business leaders) to create a succession plan for the leadership of the City.
- To assess the needs of this age group and how the City can take their input and make Beverly Hills more exciting and appealing to this demographic.

Over the course of four meetings, the Committee discussed what is missing from Beverly Hills that could make it more appealing to a younger demographic. They completed a brainstorming exercise and grouped ideas into eight categories and then ranked the categories in order of importance as follows:

1. **Nightlife/Restaurants/Entertainment** (*special events and restaurants that are held or open past 10:00pm and new restaurants with notable celebrity chefs*)
2. **Next Gen Housing** (*housing that is appealing and affordable for younger working professionals*)

3. **Community Engagement** (*engagement tools that cater to a younger demographic such as enhanced social media and online channels*)
4. **Family-Friendly Activities** (*more family friendly activities held throughout the year like the Concerts on Canon*)
5. **Jobs** (*diverse and well-paying jobs for younger individuals*)
6. **Homelessness/Panhandling*** (*solutions for homelessness and aggressive panhandling. *City staff shared information about the new ambassador program*)
7. **Dog Park** (*a dedicated dog park in Beverly Hills*)
8. **Safety and Emergency Preparedness** (*enhanced emergency preparedness programs for community members to become involved in*)

The Committee began by exploring potential solutions to the top ranked category of Nightlife/Restaurants/Entertainment. After considerable discussion, the Committee felt a recurring street event held in the evening could be a viable option to generating interest from a younger demographic in Beverly Hills. The Committee organized into two subcommittees to discuss event logistics and marketing/public relations.

Street Experience Event Proposal

Event Description

Create a recurring event designed for 25-40 year olds that live and work in Beverly Hills and engage local businesses that cater to this age demographic. Incorporate food trucks, entertainment (DJ or live performance) and pop up retail trucks.

Location & Date

The Committee discussed several possible locations for the event including Canon Drive adjacent to Beverly Canon Gardens, Crescent Drive in front of City Hall, Civic Center Drive, and Rodeo Drive. The Committee's preference is Rodeo Drive because the retail stores on the street would provide an iconic backdrop for the event. The Committee recommended the event be held on a Thursday evening from 7:00-11:00pm in late November/early December.

Estimated Costs

Description	Cost Estimate
City street closure permit fee*	\$5,000 - \$20,000**
Traffic control, fire, public works, and trash services*	\$5,000 - \$8,000
Event coordinator to plan and organize event	\$20,000
Stage rental for entertainment, lighting, speakers, etc.	\$20,000 - \$30,000
Print and other advertising	\$15,000
Balloons, décor, etc.	\$5,000
Misc. City staff costs* (<i>graphic design, signage, marketing/social media, etc.</i>)	\$5,000 - \$7,000
TOTAL	\$75,000 - \$105,000

*City Council may waive permit fee and City staff costs

**Cost depends on length of street closure

FISCAL IMPACT

The street event is estimated to cost \$75,000 - \$105,000. Should the City Council waive the street closure permit fee and associated City staff costs, the event hard costs would total \$60,000 - \$70,000. Funding is available in the Fiscal Year 2015-2016 Tourism and Marketing budget, which contains \$150,000 for contingency programs.

RECOMMENDATION

Staff recommends that the City Council provide direction on the conceptual framework of the street experience event proposal from the Mayor's Committee of Next Generation Leaders, as well as direction on funding for the event.

Should the Council concur with the event framework, staff will outreach to the City's partner organizations (Conference and Visitors Bureau, Chamber of Commerce and Rodeo Drive Committee) to obtain their feedback and discuss how they may participate in the event.

Cheryl Friedling
Approved By



Attachment 1



Mayor's Committee of Next Generation Leaders Committee Roster

Tanaz Akhlaghi
Ori Blumenfeld
Dillon Curtis
Jacob Ellenhorn
Josh Emrani
Lauren Escobar
Jon Gluck
Kevin Javidzad
Julian Javor
April Jergens
Michelle Khalatian
Rona Lalezary
Wil Master
Sharona Nazarian
Vic Nol
Sharon Peykar
Jon Paul Puno
Ben Reiss
Bryan Roberts
Brian Rosenstein
Jamie Ross
Tony Storm
Timmi Tway
Jeff Wolf