



STAFF REPORT

Meeting Date: November 17, 2015
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Request to the City Council to Provide Funding for the Screening at the Wallis Annenberg Center for Performing Arts of a Historical Documentary on Beverly Hills Produced by Mr. Phil Savenick
Attachments: None

INTRODUCTION

Mr. Phil Savenick has requested that the City Council approve financial sponsorship for a screening and reception at The Wallis of his documentary 'History of Beverly Hills.'

DISCUSSION

Mr. Savenick produced his documentary film during the City's Centennial year by showcasing the history of Beverly Hills as seen through the recollection of several residents. The film is approximately 1 hour and 40 minutes in length.

To further exposure to this documentary, Mr. Savenick requested the use of the Goldsmith Theater at the Wallis Annenberg Center for Performing Arts (WACPA) at no cost, under the terms of the City's lease with the Wallis which provides for up to 15 events per calendar year in the Theatre or other interior space. A date is available in early January for this purpose.

Mr. Savenick has also requested that the City provide funding for the related expenses, which include all hard costs incurred by the WACPA. These costs include staging, lighting and sound engineers, stage crew, ushers, parking lot attendants, cleaning crew, etc.

Mr. Savenick is also requesting that the City fund a post-screening reception on the terrace.

If approved, this would be the first time the City has underwrote costs for an event at the Wallis. In the past, the following events have used the WACPA at no cost, but have paid directly for the WACPA hard costs:

- City Council Installation
- Centennial Postage Stamp Launch
- City Employee Events
- Chamber of Commerce Symposiums
- Jewish National Fund (pending)

RECOMMENDATION

It is recommended that the City Council provides direction on this issue.

FISCAL IMPACT

It is anticipated that the hard costs incurred by WACPA would range from \$4,000 – \$10,000.

Cheryl Friedling
Approved By

