



STAFF REPORT

Meeting Date: January 26, 2016
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: Consulate General of Israel, Los Angeles and Arrowmedia Israel Ltd. Request for Co-Sponsorship and Usage of the Wallis Annenberg Center for the Performing Arts

Attachments: 1. Letter from Arrowmedia Israel Ltd.

INTRODUCTION

The Consulate General of Israel, Los Angeles, along with Arrowmedia Israel Ltd., have requested the co-sponsorship of the City of Beverly Hills and usage of the Wallis Annenberg Center for the Performing Arts (WACPA) for a Cybertech Conference on Thursday, June 30, 2016. The summit will take place from 8:00am – 5pm. and be held in the Goldsmith Theatre, as well as other rooms in the venue. This request is coming through the City, since the City has a designated number of events per calendar year that can be scheduled at the WACPA as stated in the lease between the City, WACPA, and the Parking Authority.

Unless directed to the contrary by the City Council, staff intends to approve the request from the Consulate General of Israel, Los Angeles and Arrowmedia Israel Ltd. for Co-Sponsorship.

DISCUSSION

The Cybertech Conference is a product of the Strategic Partnership between the City of Beverly Hills and the State of Israel, which was approved by City Council on May 18, 2015.

Representatives from the Consulate and Arrowmedia Israel Ltd. are working with Beverly Hills Police Department staff on details of the conference. The conference will be sponsored by the Consul General's office, and as way of this request, the City of Beverly Hills. Cybertech is a world renowned conference and exhibition based in Tel Aviv. Similar events have been held in Toronto and Singapore. This will be the first Cybertech conference in the United States. The conference will feature lectures and key note speakers. In addition, an expo featuring representatives from major companies and organizations in the cyber solutions field will be open throughout the day.

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The lease with WACPA allows the City to sponsor up to 15 events per calendar year in the Theatre, the Studio, as well as any other interior or exterior space. In addition, the City has access to the campus for up to 5 evenings per year for civic, charitable or public functions or events. It is not anticipated that the usage by the Consulate General, Los Angeles of one of the City's designated dates will have an impact on the number of future bookings for City events at the WACPA. This request is the fourth request received for 2016.

FISCAL IMPACT

Per the lease, the City shall reimburse WACPA for any out-of-pocket direct costs incurred by WACPA in connection with events held at the venue. These include janitorial, security and production costs. WACPA has not yet established the fees for these aforementioned services; a walkthrough with representatives of the Consul General's office, Arrowmedia Israel and WACPA representatives has taken place and an estimate of fees is forthcoming. Arrowmedia Israel is aware that there will be expenses that they will be incurring and have agreed to cover them on behalf of the City.

The event will be free, with RSVP's being required and handled by Arrowmedia Israel. Vendors taking part in the expo will be charged a fee for participation. Any revenues generated will be used to offset the costs incurred by the conference.

RECOMMENDATION

This report is for Council information only.

Steven Zoet
Approved By



Attachment 1



CYBERTECH

THE EVENT FOR THE CYBER INDUSTRY

January 12th, 2016

Dear Mayor Dr. Julian Gold, City Manager Mahdi Aluzri and Lt. Lincoln Hoshino,

On behalf of Arrowmedia Israel Ltd., the producers of the "The Cybertech", we are happy to present the attached paperwork for our inaugural Cybertech Beverly Hills event on June 30th, 2016. As discussed, the event will be supported by the Consulate General of Israel in Los Angeles and the City of Beverly Hills. Arrowmedia Israel Ltd. understands that no rental fees will be charged by the Wallis Annenberg Center for Performing Arts, but Arrowmedia Israel Ltd. will cover the mutually agreed upon hard costs for labor and cleaning fees incurred at the Annenberg.

It is our honor to bring Cybertech to the City of Beverly Hills for its first destination in the United States! If you are unfamiliar with the event, Cybertech is one of the world's leading cyber events and the largest cyber solutions conference & exhibition outside of the U.S. Established in 2014 in Tel Aviv, Cybertech has reached audiences of over 8,000 from over 50 nations, and hundreds of participating companies and startups. In addition to the exhibition of the foremost technologies and innovations of the cyber arena, the conference serves as an international dialogue for government and industry leaders on topics such cyber technologies, investment, business solutions and innovation.

Given its enormous success in Tel Aviv, in 2015 we brought the Cybertech to Singapore and Toronto for incredible, one day events. Together with the local ecosystems, government industries, universities, and non-profit partners, these local Cybertech events served as an incredible platform for both B2B and G2G for the local and global attendees. We look forward to reaching out to local universities, start-ups, media outlets, and trade organizations to participate in the Beverly Hills event.

We hope to build on Cybertech's global success and bring the event to the City of Beverly Hills on June 30th. We look forward to the opportunity to provide networking opportunities and promote collaboration for the City Beverly Hills, California, Israel, and the other leading centers of cyber, innovation and industry. Thank you in advance for your generous support and we look forward to working with the City of Beverly Hills on this exciting event!

Regards,

Amir Rapaport

Founder of Arrowmedia Israel Ltd. & the Cybertech