



STAFF REPORT

Meeting Date: February 16, 2016
To: Honorable Mayor & City Council
From: Megan Roach, Marketing and Economic Sustainability Manager 
Subject: Recommendation from Rodeo Drive/Special Events/Holiday Committee on Fiscal Years 2014-15 and 2015-16 Funding for the Rodeo Drive Committee
Attachments: None

INTRODUCTION

The Rodeo Drive Committee ("RDC") is comprised of approximately 70 retailers, hotels and property owners. Founded in 1972, the Committee promotes Rodeo Drive through a variety of programs which enhance the street's image as a world-wide destination. The City has an existing agreement with the RDC to provide funding in support of marketing initiatives and events that promote tourism and visitor spend on Rodeo Drive. Funding for these purposes is provided from the City's Tourism and Marketing Budget.

This report transmits a recommendation from the Rodeo Drive/Special Events/Holiday Committee (Councilmembers Bosse and Krasne) regarding Fiscal Years 2014-15 and 2015-16 funding for the Rodeo Drive Committee.

DISCUSSION

On January 28, 2016, the Rodeo Drive/Special Events/Holiday Committee (Councilmembers Bosse and Krasne) received a mid-year program and budget update from the Rodeo Drive Committee. The update included the results of RDC's Fiscal Year 2014-15 financial audit, as required per the terms of its funding agreement with the City.

Due to the sudden and unexpected passing of Craig Donahue in March 2015, the Rodeo Drive Committee suspended some of its Fiscal Year 2014-15 programs including a second Walk of Style event and certain marketing and advertising initiatives. The suspension of these programs created a funding surplus of \$146,664. Of this amount, \$122,498 is remaining Walk of Style funding and \$24,166 is remaining marketing and advertising funding.

The Council Liaisons have recommended the \$24,166 for marketing and advertising initiatives be carried over to the current 2015-16 Fiscal Year for similar initiatives. They further recommended the \$122,498 in Walk of Style funding be carried over to Fiscal

Year 2016-17 since the Rodeo Drive Committee will not produce a Walk of Style event this fiscal year. It should be noted the \$146,664 is being held by the Rodeo Drive Committee pending direction by the City Council.

In addition, the Rodeo Drive Committee provided the Council Liaisons an update on current 2015-16 Fiscal Year programming, which includes \$200,000 for a Walk of Style event. While this funding was approved in the City funding agreement, it has not been dispensed to the Rodeo Drive Committee. The Council Liaisons have recommended that the funding be carried over to Fiscal Year 2016-17 since the Committee will not produce a Walk of Style event this fiscal year. This will provide the Rodeo Drive Committee the opportunity to work with its new agency, Battalion Public Relations, to strategically reposition and relaunch the event in fall 2016. Should the City Council approve the carryover request, the amount will be incorporated into the RDC's work plan request as part of the Fiscal Year 2016-17 budget process.

FISCAL IMPACT

The Rodeo Drive Committee has requested to carryover a total of \$346,664 in funding. Of this amount, the Council Liaisons have recommended \$24,166 be carried over to the current 2015-16 Fiscal Year for marketing and advertising initiatives and \$322,498 be carried over to Fiscal Year 2016-17 for a Walk of Style event in fall 2016. There is no anticipated fiscal impact since these funds were previously allocated by the City Council to the Rodeo Drive Committee for these initiatives.

RECOMMENDATION

Staff recommends that the City Council review the recommendation from the Rodeo Drive/Special Events/Holiday Committee to allow the Rodeo Drive Committee to carryover funding.

Cheryl Friedling 

Approved By