



STAFF REPORT

Meeting Date: June 6, 2016
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: Salvador Dali Exhibition at Two Rodeo Drive
Attachments: None

INTRODUCTION

This report provides information regarding an exhibition of sculptures by Salvador Dali that will be installed in and around Two Rodeo Drive. This report is provided for information only.

DISCUSSION

Two Rodeo Drive, in collaboration with Galerie Michael, will be exhibiting twelve sculptures by Salvador Dali. The sculptures will be displayed on Via Rodeo as well as on the perimeter of the property. The exhibition is scheduled to be held June 23 – September 23, 2016.

Several of the art pieces are proposed to be placed in the sidewalk area (public right-of-way) adjacent to Two Rodeo. An Encroachment Permit per Chapter 8-3-1 of the Municipal Code is required for encroachment in any street or other public property. Staff has reviewed the potential impact of the proposed art installation in the sidewalk per the criteria outlined in the Municipal Code. Staff recommends that the City Engineer administer the encroachment permit process in a manner consistent with the provisions of the Municipal Code. Installation of the sculptures is tentatively scheduled to take place the week of June 6, but it may be delayed to the week of June 13.

The exhibition will be open to the public and daily docent lead tours will be available. In addition to providing a unique visitor experience, the exhibition will raise money for Operation Smile through an unveiling event, as well as sales of merchandise at Galerie Michael.

Bill Wiley, representing Two Rodeo Drive, made a presentation to the Fine Art Commission at their April 27, 2016 Special Meeting. The proposal requested financial support from the Commission to help offset the costs of the exhibition. The Fine Art Ordinance states that the Fine Art Fund can only be used for the planning, acquisition, installation, improvement, maintenance and promotional activities associated with City-owned Fine Art. Funds cannot be used for a private loaned art exhibition. The Fine Art Commission formally endorsed the exhibition at their May 19, 2016 meeting.

Meeting Date: June 6, 2016

FISCAL IMPACT

No costs will be incurred by the City. All City costs and fees will be the responsibility of Two Rodeo Drive. As part of its FY 2016-17 proposed work program, the Beverly Hills Conference and Visitors Bureau has requested \$25,000 in tourism and marketing funding to support the Two Rodeo Dali exhibit. The funding will go towards marketing, public relations and street pole banners.

RECOMMENDATION

This report is for information only.


Nancy Hunt-Coffey
Approved By