



STAFF REPORT

Meeting Date: October 18, 2016
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager
Subject: The Advocate and Here Media Request for Co-Sponsorship and Usage of the Wallis Annenberg Center for the Performing Arts
Attachments: 1. Letter from Here Media.

INTRODUCTION

The Advocate magazine and its parent company, Here Media, 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 reception and open house on Thursday, December 1, 2016. The event, in honor of World AIDS Day, will take place from 5:00pm – 7:00pm and be held in the Grand Hall of 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.

In addition, The Advocate and Here Media are requesting approval for the exhibition of AIDS Quilt fragments in Beverly Hills City Hall and the Library from December 1 through December 7, 2016.

DISCUSSION

In commemoration of World AIDS Day, The Advocate will be installing and exhibiting fragments of the AIDS Quilt in the Grand Hall of WACPA. The Quilt will be on display from December 1 through December 7, 2016. WACPA has approved this exhibition. The general public and press are invited to a reception on December 1, from 5pm – 7pm. The program for that evening will include discussions on the history of HIV/AIDS as well as information on the continued efforts to battle this disease.

Additional sponsors of the event and exhibit are The AIDS Memorial Quilt Organization and Beverly Hills resident Michael J. Libow.

Please note that there is an 8pm performance of "Merrily We Roll Along" in the Goldsmith Theatre that evening. The reception will not interfere with this performance.

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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 Advocate 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 fifth overall request received for 2016 and the third evening request.

In addition to exhibiting fragments of the AIDS Quilt at WACPA, sponsors would also like to display fragments at Beverly Hills City Hall and the Beverly Hills Public Library. The fragments would be mounted on free-standing frames. Upon direction from City Council, Staff will meet with representatives from The Advocate and the AIDS Memorial Quilt Organization to review logistics of installing and exhibiting the fragments. No extra security will be required for the exhibition.

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 is currently working on the estimated fees for these aforementioned services.; The Advocate and Here Media 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.

In regards to the exhibition of the AIDS Quilt fragments at City Hall and/or the Library, all costs associated with the installation would be covered by The Advocate and Here Media. The City would not incur any costs.

RECOMMENDATION

Staff seeks direction from City Council on the request from The Advocate and Here Media for City co-sponsorship and usage of the Wallis Annenberg Center for the Performing Arts for a World AIDS Day reception on December 1, 2016, and for the exhibition of AIDS Quilt fragments at Beverly Hills City Hall and Beverly Hills Public Library.


Nancy Hunt-Coffey
Approved By

Attachment 1

To: Mayor John A. Mirisch and the City Council of Beverly Hills
455 N Rexford Dr
Beverly Hills, CA 90210

From: Robert Hebert
Here Media
10990 Wilshire Blvd, Penthouse
Los Angeles, CA 90024

October 6, 2016

Dear Mayor Mirisch and City Council of Beverly Hills:

The Advocate, America's first LGBT news magazine now celebrating 50 years of serving the community, in commemoration of World AIDS Day would like to install in the Beverly Hills Public Library, the Beverly Hills City Hall, and the Historic Grand Hall of The Wallis Annenberg Center 10' by 10' fragments of the AIDS Quilt furnished by The AIDS Memorial Quilt Organization on Thursday, December 1 through the close of Wednesday, December 7, 2016.

On World AIDS Day, December 1, The Advocate would like to welcome the general public and members of the press to view the AIDS Quilt fragment within the Wallis Annenberg Center from 5-7PM. The program would include listening to remarks surrounding the history of HIV/AIDS, reflecting on Beverly Hills residents felled by AIDS, and encouraging attendees to continue the struggle to combat the spread of this illness.

Sponsors of the event would be the parent company of The Advocate, Here Media, The AIDS Memorial Quilt Organization, and Michael J. Libow.

It would be our request that the City of Beverly Hills be a co-sponsor of the event and permit us to benefit from one of the City's allotted days for usage of space at the Wallis Annenberg Center to host this public event.

We are very hopeful that, with the city's sponsorship, we can assist the AIDS Memorial Quilt Organization in their goal of having 100% of the quilt on display on World AIDS Day for the first time in history.

Sincerely,
Robert Hebert
Vice President of Marketing, Here Media