



CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: August 21, 2007
To: Honorable Mayor & City Council
From: Daniel E. Cartagena
Subject: Update on the Marketing Program associated with the City's
Smoking Ordinance

INTRODUCTION

On June 10, 2007, the City Council adopted an ordinance which will restrict smoking in open air dining areas throughout the City. In its deliberations leading up to the passage of the ordinance, the City Council, supported the recommendation to develop a marketing program to advertise, develop awareness and offset any effects experienced by the City's hospitality industry resulting from the City's smoking ban.

Further, the City Council referred the development of the marketing program to its Ad Hoc Committee on Smoking Restriction and directed staff to work with the Committee to shape the program. Staff has presented a framework of the Program to the Committee and recommended an approach to achieve the development and implementation of this Program by October 1, 2007

DISCUSSION

Staff has identified a team of qualified consultants that are well-suited to develop and implement the marketing program. These firms: M&C Saatchi, WeberShandwick and Round 2 Media, have met with staff and provided valuable input as to the effort and time-line staff faces in piecing together a program, to meet its objectives, considering the creative, production and coordination factors necessary to implement the program by October 1, 2007 or the start in which the smoking ban goes into effect.

The first step is to enable the creative elements of the program to proceed. For this to happen, it is necessary for agreements to be executed between the City and the firms as soon as possible. Recently, staff held a meeting with the firms to present the Ad Hoc Committee's comments and directions with regards to the Program. In response each firm was requested to submit a proposal to the City. Staff anticipates a timely submittal

Meeting Date: August 21, 2007

from each firm. Upon receipt of the proposals, staff will move forward to with the development of the agreements.

The agreements could not be packaged together in time to present to the City Council at its August 21, 2007 city council meeting. Moreover, the next scheduled City Council meeting is set for Tuesday, September 4, 2007. At the meeting on the 4th, staff plans to present the full marketing plan to the City Council. As a result, it is necessary to request the City Council consider this resolution to authorize the City Manager to execute, amend and authorize the creating of the associated purchase orders with these firms. If the City Council provides this authority to the City Manager, then staff will work to finalize the agreement and provide direction to each firm to proceed with the development of the program.

Looking ahead, staff plans to present the conceptual elements of the Marketing Program to the Ad Hoc Committee for review and comment in the days following the August 21st City Council meeting. Upon completion of this step, staff plans to present the Program's conceptual elements to the City Council at its Study Session on September 4, 2007 and for final approval later that evening at the formal session.

FISCAL IMPACT

The City Council's Ad Hoc Committee has directed staff to develop a marketing program to support the City's Smoking Ordinance with a budget not-to-exceed \$150,000. The City's Economic Development Division has within its budget sufficient funds to support the development of this program.

RECOMMENDATION

A resolution has been placed on the Consent Calendar for the August 21st Formal Meeting authorizing the City Manager to execute agreements associated with the development and implementation of the marketing program to compliment the City's Smoking Ordinance. Staff recommends the City Council adopt the resolution.

Daniel E. Cartagena
Approved By

