



Beverly Hills City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Friday, June 14, 2019
3:00 PM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Proposed from Rodeo Drive Committee (RDC) Operational Work Plan and Funding Request for FY 2019-2020
- 3) Request for Co-Sponsorship from Del Sole Foundation for Classic Music Festival
- 4) Request by Chet Diamond for Roxbury Athletic Field Use Permit Fee Reduction
- 5) Request by Hall of Heroes Foundation for Waiver of Greystone Facility Rental Fees
- 6) Joy to the Holidays 2018 Friends of Greystone's Report on Pilot Event
- 7) Request by Friends of Greystone for City Support of Joy to the Holidays 2019
- 8) Adjournment

A handwritten signature in black ink, appearing to read "Lourdes Sy-Rodriguez".

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: June 12, 2019

***A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE
LIBRARY AND CITY CLERK'S OFFICE***



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including Conference Room 4A, is wheelchair accessible.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Beverly Hills City Council Liaison/Rodeo Drive Committee/Special Events/Holiday Program Committee

FROM: Huma Ahmed, Community Outreach Manager
Cindy Owens, Policy and Management Analyst

DATE: June 14, 2019

SUBJECT: Proposal from the Rodeo Drive Committee (RDC) Operational Work Plan and Funding Request for FY 2019-2020

ATTACHMENT: None

INTRODUCTION

This item provides a proposal from the Rodeo Drive Committee ("RDC") for base funding to continue ongoing operational projects for FY 2019-2020 (FY 19/20). The RDC receives funding from the City's Tourism and Marketing Budget, which is funded through the City's transient occupancy tax. This base request for the RDC is \$130,000 for FY 19/20. Programming elements, such as the Holiday Lighting Celebration and other event programming, will be brought back to the Beverly Hills City Council Liaison/Rodeo Drive Committee/Special Events/Holiday Program Committee (Mayor Mirisch and Councilmember Bosse) for approval once the content has been developed.

DISCUSSION

The Rodeo Drive Committee 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-class destination.

Prior to the start of each fiscal year, the Beverly Hills City Council Liaison/Rodeo Drive Committee/Special Events/Holiday Program Committee (Committee) meets to discuss and review the annual work plan items for the upcoming year for the Rodeo Drive Committee (RDC).

The Council Liaisons make recommendations regarding work plans and provide modifications, if any, which are then presented at a future City Council Formal Session meeting. This item provides an overview of the RDC proposed operational work plan for administrative projects in FY 19/20 for the RDC.

In previous years, the RDC has received City support to conduct marketing and events on behalf of its retailers, hotels and property owners to promote tourism and visitor spending on Rodeo Drive. Funding for these purposes has been provided from the City's Tourism and Marketing Budget.

The RDC's proposed annual work plan and funding request of \$130,000 for FY 19/20 is strictly for digital marketing management, content creation, and ongoing website maintenance at this time. Programming elements, and the associated costs such as the Holiday Lighting

Celebration, will be brought back to the Committee for review once the content has been fully developed.

FISCAL IMPACT

To carry out the proposed Work Plan for FY 19/20, with no additional programming, the RDC requests \$130,000 as shown below.

Digital & Website Management	
<u>Description</u>	<u>FY 19/20</u>
Digital Marketing Management Fee	\$60,000
Content Creation (\$2,500/month) - Event Photography, Editing, Archive Upkeep, etc.	\$30,000
Website - Ongoing Maintenance	\$40,000
RDC Budget Request	\$130,000

For FY 19/20, the City's Finance Department projects \$51,000,000 in transient occupancy tax (TOT) revenue. The City has maintained a policy of funding its tourism and marketing programs from a specific allocation of the TOT. The City collects a total of fourteen percent TOT based on gross room sales from the City's hotels. Two of the fourteen percent, or one-seventh of the total TOT revenue, has been the basis of calculating the funding for the Tourism and Marketing budget in Beverly Hills for approximately 24 years.

Applying this policy to the anticipated FY 19/20 TOT revenue, generates a base TOT budget of \$7,285,714 for the Tourism & Marketing Budget (00101311) for FY 19/20. The budget table shown below reflects this estimate. Additionally, the table includes funding available in FY 18/19 as a result of the TOT annual buffer not being used and programming that was not executed. It also includes an appropriation of \$436,147 approved by the City Council on May 21, 2019 to support Summer BOLD 2019.

Tourism & Marketing Budget Available Budget

<u>Description</u>	<u>Funding</u>
Base Budget (1/7 of the TOT FY 19/20 projected revenue of \$51,000,000)	\$ 7,285,714
Funding available in FY 18-19 (Utilizes the buffer for FY 18/19 and funding from programming that was not executed)	\$ 412,374
Approved Appropriation from General Fund to offset costs of Summer BOLD 2019 on May 21, 2019 by City Council- part of FY 18/19 budget	\$ 436,147
Total Available Tourism and Marketing Budget for Programming and Partner Organization Annual Work Plans	\$ 8,134,236

Staff utilized the available funding from the table above to provide a budget for expenditures for from the Tourism & Marketing budget for the City's Holiday Program, Intellectual Services, Beverly Hills Conference and Visitor Bureau, Rodeo Drive Committee, and Landscaping for Rodeo Drive. Funding was also set aside for BOLD Summer 2019 as shown below.

Funding Allocations - Tourism & Marketing Budget - FY 19/20 & BOLD Summer 2019

Description	Funding Appropriation
Annual Buffer/Reserve to Cover TOT Revenue Reductions for FY 19/20	\$ 0
Contingency Programs for FY 19/20	\$ 0
Intellectual Property Legal Services	\$ 100,000
Holiday Décor (<i>excluding Rodeo Drive</i>)	\$ 450,000
Conference & Visitors Bureau - Estimated FY 19-20 Work Plan – Winter & Summer BOLD request excluded	\$ 4,557,523
Rodeo Drive Committee FY 19-20 Work Plan Estimate – Winter & Summer BOLD items excluded	\$ 1,472,559
TruGreen Landscape for FY 19/20	\$ 20,000
BOLD Summer 2019 (Includes funding for CVB, RDC, and City Social Art Installation)	\$ 1,534,154
Subtotal	\$ 8,134,236

The funding request of \$130,000 by the RDC is within the funding appropriation of \$1,472,559 for the RDC within the Tourism & Marketing budget (00101311-734400).

RECOMMENDATION

Staff recommends that the City Council Liaisons review the RDC work plan and funding request and provide recommendations, if any, for FY 19/20.



STAFF REPORT

Meeting Date: June 14, 2019
To: City Council Liaisons
From: Nancy Hunt-Coffey, Assistant City Manager
Subject: Request for co-sponsorship from Del Sole Foundation for a classical music festival to be held August 2-4, 2019 at Greystone Mansion and the Municipal Gallery
Attachment: None

Staff has received a request from the 501(c)3 Del Sole Foundation to hold a classical music festival in Beverly Hills during the weekend of August 2-4, 2019. While the lineup is still being finalized, the festival would include performances by famous classical musicians such as Helene Grimaud, Sarah Chang, Angel Romero, Joshua Bell and Nina Kotova. The weekend would include performances as well as lectures/panel discussions. For example, one of the panels would relate to social media and the arts and feature a panel that includes many of the biggest social media personalities today. The weekend would kick off on August 2nd at Greystone Mansion and would continue throughout the weekend in the Municipal Gallery. There would be a buffet offered to attendees on August 4th.

Co-sponsorship would entail waiving the fees for the use of Greystone Mansion and the Municipal Gallery. It is estimated that were the City able to charge for these fees, they would likely amount to approximately \$12,464. Co sponsorship would also entail the cost of producing and hanging/removing an over-the-street banner near the corner of Wilshire Blvd. and Beverly Dr., estimated to be approximately \$2000. Finally, City staff would assist with promoting the event and also participate in the setup/breakdown of chairs, tables, etc.

The Del Sole Foundation hopes that this festival will become an annual event in Beverly Hills. The Foundation has offered to either provide a discount for residents on the ticket price or donate a portion of the ticket sales to a charity of the City's choosing. The liaisons are asked to make a recommendation regarding the co-sponsorship of this program.



STAFF REPORT

Meeting Date: June 14, 2019

To: City Council Liaisons

From: Jennifer Lev, Recreation Services Manager

Subject: Chet Diamond's Request for Roxbury Athletic Field Use Permit Fee Reduction

Attachments:

1. Mr. Chet Diamond Letter may 24, 2004
2. Field Information
3. Recreation and Parks Commission Meeting - Minutes June 27, 2006

The Community Services Department offers a number of programs and amenities that are fee based including classes, camps and facility rentals. Rates are outlined in the fees and charges set forth and approved by Council on a yearly basis. Current athletic field rental rates are as follows:

Resident	\$62.00	Non-Profit Resident	\$31.00
Non- Resident	\$124.00	Non-profit Non-resident	\$62.00

For over 15 years Mr. Chet Diamond has been granted a permit to use the athletic field at Roxbury for 10-14 consecutive Sunday mornings to conduct a pick-up softball game played by Beverly Hills residents and past Little League coaches/parents. Prior to 2006, Mr. Diamond's private rental of the athletic field at Roxbury Park was issued a permit at the non-profit fee rate which at the time was free of charge. In 2006, the Recreation and Parks Department reviewed the room and field rental permits for all user groups, including non-profit groups and it was determined that all permits issued should comply with the standard fee structure set forth by City Council. Mr. Diamond's permit did not fall under the non-profit classification as the group does not have a non-profit status, has little affiliation with Little League nor is insured under Little League's policy. There fee was assessed to be the resident-private which implied an hourly field rental fee.

Mr. Diamond's group disputed the newly imposed fee at that time, therefore it was brought to the attention of the Recreation and Park Commission. In June of 2006, the Recreation and Parks Commission approved to temporarily reduce the fee by 50% per use pending approval by City Council.

In March of this year, 2019, Mr. Diamond's group was asked to pay the appropriate fee assessed at the resident private rental rate of the athletic field as the former fee reduction was given on a temporary basis. The current rental policy for private field rentals do not allow for long-term rental permits. Permits are limited to one time use and are required to provide general liability insurance with the City named as additionally insured. Mr. Diamond's private long-term rental permit has been honored to continue, do to their long standing history with the City field use; in additional Mr. Diamond did provide a certificate of liability insurance for his group's usage naming the City as additionally insured for this year's permit. Mr. Diamond is here today to request a continuation of a 50% reduction of the private rental permit fee.

Hourly reduced rate paid by Mr. Diamond per year 2006 - Present:

2006 - \$22.50 (Reduced Rate Paid)	2013 - \$28.00
2006 - \$45.00 (Resident Rate)	2013 - \$56.00
2007 -	2014 - \$28.00
2007 -	2014 - \$56.00
2008 - \$25.10	2015 - \$29.00
2008 - \$50.20	2015 - \$58.00
2009 - \$27.00	2016 - \$29.00
2009 - \$54.00	2016 - \$58.00
2010 - \$27.20	2017 - \$29.00
2010 - \$54.40	2017 - \$58.00
2011 - \$27.20	2018 - \$29.00
2011 - 54.40	2018 - \$58.00
2012 - \$27.20	2019 - \$31.00 (requested rate)
2012 - \$54.40	2019 - \$62.00

Attachment 1

RECREATION AND PARKS DEPARTMENT
455 N. Rexford Drive
Beverly Hills, CA 90210-4817
(310) 285-2536
FAX: (310) 385-0840

STEVE MILLER, DIRECTOR

May 24, 2006

Mr. Chet Diamond
459 Spalding Drive
Beverly Hills, CA. 90212

Dear Mr. Diamond:

We are in receipt of your letter dated May 12, 2006 requesting a reduced fee for the use of Roxbury Park athletic field for a resident adult softball group. As a City that promotes health and well-being and maintains quality green space for our residents to enjoy, the City Council approves annual fees and charges for our athletic fields, as well as many other services utilized by residents and businesses.

In the past, a field use permit and fee was issued under a category that does not appropriately apply to your group's current status. In placing your group in the correct category this year, the fee increased. In addition, as the only adult group issued a permit for weekly use of a City field for an extended period of time, the City felt the new fee category was justified.

As a courtesy due to your long-standing relationship with the City, we will provide a temporary reduction of the current fee by 50% or \$45.90 per use pending a review by the Recreation and Parks Commission in June. Commission recommendations will be reviewed by the City Council at a later date for their consideration.

An interim permit and fee schedule has been faxed to you. If you have further questions regarding your temporary permit, please contact Recreation Services Manager Teri Angel at 310.550.4765.

Sincerely,

ATTACHMENT 2

FIELD INFORMATION

Chet Diamond
459 Spalding Drive
BH 90212
310.557.2230

Roxbury Field – 2011

March 27 – August 21, 2011 (no breaks per Teri) = 22 weeks
Sundays from 9am – 11am (2 hours)

2 hours x 22 weeks = 44 hours

44 hours x \$27.20/hour = **\$1,196.80**

Attachment 3

MINUTES

CITY OF BEVERLY HILLS RECREATION AND PARKS COMMISSION

Regular Meeting of Tuesday, June 27, 2006

The regular meeting of the Recreation and Parks Commission was held in Conference Room A, Beverly Hills City Hall, 455 North Rexford Drive
2:00 p.m.

4. Athletic Field Permit Fees - Discussion

Recreation Services Manager Teri Angel gave a brief history of the Fees and Charges Schedule which includes services such as parking, library fines, filming, room rentals, which are reviewed and approved each year City Council.

Present for the discussion was Beverly Hills resident Chet Diamond who has requested a permit for the Roxbury athletic field for 10-14 consecutive Sundays mornings to conduct a pick-up softball game played by Beverly Hills residents and past Little League coaches/parents. It was noted that at the beginning, field usage was provided free of charge. For the past years, the group has been charged the resident non-profit fee or approximately \$22.00 an hour. The Recreation and Parks Department reviewed the room and field rental permits for all user groups, including non-profit groups and it was determined that all permits issued should comply with the standards and fee structure set forth by City Council.

Mr. Diamond's permit does not fall under non-profit classification as the group does not have non-profit status, has little affiliation with Little League nor is insured under Little League's policy. The fee was changed to a resident-private status which increased their hourly field rental fee to approximately \$45.00 an hour.

MOVED by Tavelman Collins, SECONDED by Blumenfeld to adopt staff recommendation to grant the group a temporary 50% fee reduction. (5/0)

AYES: O'Krent, Roberts, Rothner, Blumenfeld, Tavelman Collins,
CARRIED



STAFF REPORT

Meeting Date: June 14, 2019

To: City Council Liaisons

From: Pam Shinault, Assistant Director
Sara Scrimshaw, Venue Coordinator

Subject: Request by Hall of Heroes Foundation For Waiver of Greystone Facility Rental Fees

Attachment: Request to Hold Event

The Hall of Heroes Foundation, a 501c3 non-profit organization, have requested a fee waiver/reduction for the use of the Greystone courtyard. The event will announce their campaign to begin fundraising for a bronze life-size statue of Martin Luther King, Jr. to be placed in the City of Los Angeles.

The Foundation has been granted permission for the statue to be cast; this event would kick off the fundraising portion. The event would be for up to 200 invited guests, including local business, civic, religious, and celebrity guests. The intended benefit to the City of Beverly Hills, in addition to the media coverage of the event, is to reflect positively on the reputation of the city as an inclusive community supportive of the values espoused by Dr. King. The Foundation will recognize the City of Beverly Hills as a host in all communication and publicity.

If the request is approved, the Foundation will work with Greystone staff to find an available date, preferably on a weekend afternoon. The originally requested date of Sunday, July 21, 2019 is flexible.

Based on current information about the event, the total fee waiver request is \$5,894. The breakdown of this fee is \$4,606 soft costs (the waived rental fees rate for Greystone) and \$1,288 hard costs (the expenses the City will still need to cover: park ranger hours, garden maintenance fee, kitchen cleaning fee).

The Hall of Heroes Foundation has completed the Request to Hold an Event in the City of Beverly Hills form to support their request for this fee waiver/reduction, the application is on the following pages.

ATTACHMENT I

Request to Hold an Event in the City of Beverly Hills

Thank you for your interest in holding an event in the City of Beverly Hills!

Directions: Prior to completing a Special Event Application or Park or Facility Use Application, please submit a written proposal that describes your event and includes the following details:

1. What is the name and address of your organization?

Hall of Heroes Foundation – 6539 Laurelwood Drive, Inglewood, CA 90302

2. What type of Organization will be holding this event? Non-profit, corporate, commercial etc.

Hall of Heroes Foundation is a 501c3 non-profit organization - #82-3749098

3. What is the name and purpose of your event?

The formal announcement and celebration of a bronze life-size statue of Martin Luther King, Jr., to be erected in the City of Los Angeles

4. What are the dates and hours you wish to conduct your event?

The proposed date is Sunday, July 21, 2019 – 3pm to 6pm

5. How many people do you anticipate will attend your event each day?

An estimation of 150 – 200 guests

6. Please describe the type of Special Event you wish to produce, ie corporate conference, endurance sports event, film or music festival (describe type of films or music), performing arts event, an athletic competition, a fundraiser for a charity, a private party etc,

This event is a charitable fundraiser specifically focused on building out the base of support and cascading the important purpose of the project. Excerpts from speeches delivered by Dr. King, musical tributes and motivational speakers will comprise the majority of the program.

7. What is your preferred location(s), and what indoor and outdoor activities are you planning, what support facilities will you use (e.g. tents, outdoor seating, stages, sound equipment etc), and what is your anticipated event schedule? Describe here:

- Outdoor – no tents
- Location: Inter Court-Yard
- 20 tables / 10 chairs each 200 Guests Max
- Live Band at ground level – no stage
- Surround Audio / Video equipment / Microphone
- Event Schedule:
 - 3:00pm - 3:30pm Greetings / Networking / Music (Band Playing)
 - 3:31pm - 3:45pm Group Coordinator's Welcome + Invocation + Negro Anthem
 - 3:46pm - 4:00pm Introduction of HOH Board Members
 - 4:01pm - 4:41pm Honorable Guest Acknowledgements / Support Speeches
 - 4:42pm - 4:52pm President's Message – Purpose of Statue
 - 4:53pm – 5:03pm Guest Choir / Musician Performance

- 5:04pm – 5:30pm Fundraising / Auction
- 5:31pm – 5:42pm Closing Remarks

8. How do you plan to staff your event or will you be requesting the use of City staff?

Event Planner's Staff + HOH Foundation Volunteers - *No city staff will be needed*

9. Who is your intended audience? I.e. families, older adults, young professionals, all ages, residents, tourists, celebrities, VIP invitation only, private ticketed event.

An Adult VIP Invitation w/ Local Business, Civic, Religious and Celebrity / Social Friends & Supporters of the vision of Dr. Martin Luther King Jr.

10. How will the residents and/or businesses in Beverly Hills benefit from your event? What is the community benefit? Describe:

This event will have news media coverage and will be curated on the Hall of Heroes website. The event being held in the city of Beverly Hills will reflect positively on the reputation of the city as an inclusive community supportive of the values espoused by Dr. King.

11. Explain how your event meets one or more of the following criteria:

a. Boosts the local Beverly Hills economy by attracting residents and visitors to have fun and spend time in the commercial area, or overnight in Beverly Hills hotels, or shopping or dining within the City of Beverly Hills.

Event will encourage out of town guests to stay in local Beverly Hills Hotels + Promote visitation and tourism of Greystone Mansion

b. Provides an opportunity to help build community, foster a sense of pride within the community, and engages the community.

This event will provide an excellent opportunity and environment for the Beverly Hills community to participate in an effort that will permanently positively shape the landscape of the Los Angeles community.

c. Contributes positively to the recognition and image of the City of Beverly Hills.

We plan to put Beverly Hills forward, recognizing the city as a host in all communication and publicity efforts. In addition, the mayor of Beverly Hills will be invited to extend a greeting and provide welcome remarks during the event.

12. Please describe your promotional plan for the event.

HOH Foundation will send out private invitations that are not transferable

13. Is the event free or will you charge for tickets? Will there be a Beverly Hills resident reduced rate or a special component of the event available exclusively to BH residents?

Invitation only We will apportion a segment of the guest list for VIP Beverly Hills residents.

14. Is your event a fundraiser for any cause or non-profit organization? If yes, please describe who the beneficiary is and include how they will benefit.

The event will be an official announcement + fundraiser organized by the HOH Foundation, a 501c3 non-profit organization, for the purpose of securing funding for a life-size statue of MLK in City of Los Angeles

Is the beneficiary located in Beverly Hills?

No

What percentage of the beneficiary's organizations membership are Beverly Hills residents?

Unlimited and we anticipate to gain new supporters of the project by way of this event.

15. Are you aware of what permits you may be required to secure to produce your event? Like:

a. City of Beverly Hills Park or Facility Use application

Yes, street parking will not be used, parking to be provided on Greystone Mansion premises – Valet Parking system will be provided for guests

b. Street Closure Permit

Street Closer will not be needed for event

c. County Health Department permit

Food will not be sold or prepared on the premises.

d. Alcohol permit

Alcohol will not be sold.

e. Others

16. What do you anticipate your event to cost?

Please provide your anticipated budget, including both revenues from all sources, and costs.

We are expecting the event to generate revenue with a fundraising target of \$1M. Costs will be capped NTE \$25K.

17. How are you funding this event to cover all expenses, including City costs for permits and additional City and non-City resources that may be needed? Sponsorship, Contributions and Donations

18. Will you be selling merchandise, services, or food and alcohol at your event? If yes, describe what will be sold: There will be no merchandise, service, food or alcohol sold at event

19. What makes your event the type of event that would be great in the City of Beverly Hills, making the residents proud to live here? The event is an announcement and celebration of the erecting of life-size statue of the great civil rights leader Martin Luther King, Jr., – HOH Foundation believes the residents of Beverly Hills will be both proud and honored to be part of this historic occasion.

20. What impacts do you anticipate your event may cause? increased traffic, noise, congestion? What things might you do to reduce the negative impacts of this on the local residents and surrounding neighborhoods? The event will take place during the day at the Greystone Mansion from 3pm to 6pm and parking will be provided. Based on previous events held at the Greystone Mansion we don't anticipate the surrounding community to be negatively affected by noise or traffic congestion. The guest list is limited.

21. Are you requesting a partnership with the City to jointly produce this event? No, not at this time. We would be interested in learning more about the advantages of such a partnership.

If yes, please describe the partnership arrangement you desire and why it is a win/win:

Note: The City of Beverly Hills is a public agency and therefore, subject to certain laws pertaining to use of public taxpayer dollars to support events. Please be clear about what the public benefit is in your proposal, how the public can access your event, and what program(s)/event(s) you are providing that is considered a public benefit to the community.

If you are a non-profit organization producing this event, you will be required to provide proof of current non-profit status. City financial support of commercial/private events, where generating a profit for private gain, and there is no public benefit to the Beverly Hills community, is not allowable.

Requesting to hold an event in Beverly Hills requires multiple steps and approvals, particularly for large events that require street closure, City personnel, like Police Officers or Public Works staff, and request use of public -or- City-owned property and any other special consideration. You may also be required to present your proposal to City staff and/or representatives of the Beverly Hills City Council for formal consideration and approval.

Primary Contacts: Byron Mobley / Brian Grant

Primary Contacts email: byron.mobley@cit.com brian.grant@cnb.com

Primary Contact Phone #: 562.673.0888 / 323.244.8700

Person Competing the Form: Brian Grant Date: 03/19/2019

Send Completed form with any attachments to:

Stephanie Harris
Senior Management Analyst
455 N. Rexford Drive Suite 260
Beverly Hills, CA 90210



STAFF REPORT

Meeting Date: June 14, 2019

To: City Council Liaisons

From: Pam Shinault, Assistant Director
Sara Scrimshaw, Venue Coordinator

Subject: Joy to the Holidays 2018 Friends of Greystone's Report Back on Pilot Event

Attachments:

1. FOG January 15, 2019 Event Recap and Financial Report
2. Agreement between City and FOG for Joy to the Holidays 2018
3. July 18, 2018 Council Liaisons Joy to the Holidays 2018 Proposal

In 2018 the Friends of Greystone expanded their "Joy to the Holidays" program to include a Thursday evening gala cocktail event and open house-style events during the day on Saturday and Sunday. Designers decorated some of the rooms on the first floor, vendors sold holiday-themed items in one room, and there were two concerts in the Living Room on Saturday and Sunday as a separate, ticketed item.

The approval process of the pilot event in 2018 required a review of the event, including a review of the event financial statements.

The 2018 staff report, the agreement developed between City staff and the Friends of Greystone for this event, and the financial report provided by the Friends of Greystone are attached.

The financial report from the Friends of Greystone does not reflect the approximately \$35,000 in-kind contribution by the City. This amount included \$21,646 in waived rental fees (soft costs) and \$12,510 in park ranger expenses, kitchen cleaning, park maintenance fees, and other hard costs. More staff time was needed for the event than anticipated, it is estimated actual staff costs related to the event were closer to \$18,000.

Friends of Greystone representatives will be present to provide more details of the event and answer any questions.

ATTACHMENT I

FRIENDS OF GREYSTONE

January 15, 2019

Below please find the final accounting for the Friends of Greystone's "Joy to the Holidays" 2018 events that were held on November 29th, December 1st and December 2nd at Greystone. Please note that we were unable to use the attached "FOG Special Event Budget" form that you provided to us, we found most of this form not only did not apply to our three holiday events but using it would not provide a clear or worthwhile financial record or report of the three Joy to the Holidays events.

The combined total net revenue from the three events is as follows:

INCOME

\$ 1,000.00 – Vendor Participation Fees
3,500.00 – Designer Participation Fees
17,500.00 – Sponsors (Luxe and UBS)
3,492.00 – Sponsors ticket purchase commitment,
Luxe 54 tickets @\$45each, UBS 24 tickets @\$42.50 each
1,000.00 – Advertising purchased in program book, Harry's Auto Collision Center
3,825.00 – November 29th cocktail party, 45 tickets @ \$85 each
7,560.00 – December 1st tour, 216 tickets @ \$35 each
1,975.00 – December 1st performances, 79 tickets @ \$25 each
5,950.00 – December 2nd tour, 170 tickets @ \$35 each
1,900.00 – December 2nd performances, 76 tickets @ 25 each

\$47,702.00 – TOTAL INCOME

\$31,143.02 – TOTAL EXPENSES

\$16,558.98 – NET REVENUE

\$ 3,168.15 – GIFT SHOP SALES 12/1 & 12/2 (\$2,885.17 merchandise, \$274.11 sales tax and \$8.87 donation)

FINANCIAL BREAKDOWN FOR THE THREE HOLIDAY EVENTS IS AS FOLLOWS:

THURSDAY, NOVEMBER 29TH ELEGANT PREVIEW COCKTAIL PARTY (guest count estimated at 218, primarily comprised of comps to participants)

INCOME

\$ 3,825.00 – 45 tickets @ \$85 each

8,830.66 – 1/3 of vendor, designer, sponsor and advertising revenue detailed above

\$12,655.66 – TOTAL INCOME

EXPENSES

\$ 2,566.67 – Greenhouse Marketing (event planner)

1,000.00 – Dr. Christmas (holiday décor/lighting)

1,396.11 – Town & Country Events Rental

1,016.66 – Julio Uriate – coordinate load in, load outs, restaurants, designers, bar set up labor, etc.

860.00 – Liquid Catering, provided 4 bartenders/staff

550.00 – Manny Patel - DJ

195.00 – Envizion Entertainment – logo lighting/audio

100.00 – Patricia Colin, hospitality services

1,040.83 – Core Communications, Dean Pringle (graphic design –

2 sided flyer, invitation, BH Courier ad, BH Press ad, Step & Repeat, Program)

533.33 – BH Courier holiday brochure ad

150.00 – Beverly Press ad

146.70 – Vista Print – complimentary tickets

165.00 – Kelly Paper, paper for program book

122.27 – Impressions LA – staple/collate 970 program books

100.00 – BH Cleaners, tablecloths and chair covers

364.00 – BH Shuttle

234.91 – Misc...Trader Joes - poinsettias, lunch snacks for designers, Amazon – wristbands, Bristol Farms – snacks for designers, event participants, mailing, meetings and parking expenses

\$10,541.48 – TOTAL EXPENSES

\$ 2,114.18 – NET REVENUE

SATURDAY, DECEMBER 1ST HOLIDAY HOME TOUR (guest count estimated at 168)

INCOME

\$ 7,350.00 – 210 tour tickets @ \$35 each, 21 of which were sold at the door

825.00 – Nandani & Brooke performance, 33 tickets @ \$25 each

1,150.00 – Christmas Matters Holiday Carolers performance, 46 tickets at \$25 each

8,830.67 – 1/3 of vendor, designer, sponsor and advertising revenue detailed above

\$18,155.67 – TOTAL INCOME

EXPENSES

\$ 2,566.67 – Greenhouse Marketing (event planner)
1,000.00 – Dr. Christmas (holiday décor/lighting)
1,423.50 – Il Fornaio, 200 gift bags of holiday cookies
875.00 – Café Amore – holiday coffee drinks
147.38 – Town & Country Events Rental
516.66 – Julio Uriate, coordinate load in, load outs, designers, labor, etc.
130.00 – Patricia Colin, hospitality services
400.00 – Nandani, Brooke, Dan (piano) and piano keyboard rental
390.00 – Christmas Matters Holiday Carolers
1,040.84 – Core Communications, Dean Pringle (graphic design –
2 sided flyer, invitation, BH Courier ad, BH Press ad, Step & Repeat, Program)
375.00 – Beverly Press ad
533.33 – BH Courier holiday brochure ad
146.70 – Vista Print – complimentary tickets
165.00 – Kelly Paper, paper for program book
122.28 – Impressions LA – staple/collate 970 program books
65.00 – Vicky Nguyen – Buy Tickets Now document
60.23 – Color Images Copy & Print, flyers
11.00 – BH Cleaners
326.37 – Misc...Trader Joes/Bristol Farms, Ralphs poinsettias, snacks for designers, lunch for board
and volunteers, Amazon wristbands and coffee drink tickets, mailing, meetings
and parking expense

\$10,294.96 – TOTAL EXPENSES

\$ 7,860.71 – NET REVENUE

SUNDAY, DECEMBER 2ND HOLIDAY HOME TOUR (guest count estimated at 190)

INCOME

\$ 6,160.00 – 176 tour tickets @ 35.00 each, 61 of which were sold at the door
425.00 – Nandani & Brooke performance, 17 tickets at \$25 each
1,150.00 – Christmas Matters Holiday Carolers performance, 46 tickets at \$25 each
325.00 – 13 performance tickets sold at the door @ \$25 each,
records were not kept as to which performance the purchase was for
8,830.67 – 1/3 of vendor, designer, sponsor and advertising revenue detailed above

\$ 16,890.67 – TOTAL INCOME

EXPENSES

\$ 2,566.66 – Greenhouse Marketing (event planner)
1,000.00 – Dr. Christmas (holiday décor/lighting)
1,423.50 – Il Fornaio, 200 gift bags of holiday cookies
875.00 – Café Amore – holiday coffee drinks
147.38 – Town & Country Event Rental
516.68 – Julio Uriate, coordinate load in, load outs, designers, labor, etc.

80.00 – Patricia Colin, hospitality services
400.00 – Nandani, Brooke, Dan (piano) and piano keyboard rental
390.00 – Christmas Matters Holiday Carolers
1,040.83 – Core Communications, Dean Pringle (graphic design –
2 sided flyer, invitation, BH Courier ad, BH Press ad, Step & Repeat, Program)
375.00 – Beverly Press ad
533.34 – BH Courier holiday brochure ad
146.71 – Vista Print – complimentary tickets
165.00 – Kelly Paper, paper for program book
122.28 – Impressions LA – staple/collate 970 program books
65.00 – Vicky Nguyen – Buy Ticket Now document
60.23 – Color Images Copy & Print, flyers
11.00 – BH Cleaners
387.97 – Misc...Trader Joes/Bristol Farms poinsettias, snacks for designers, lunch for board and
volunteers, Amazon wristbands and coffee drink tickets, mailing, meetings
and parking expenses

\$10,306.58 – TOTAL EXPENSES

\$ 6,584.09 – NET REVENUE

Total gift shop sales on Saturday, December 1st was \$1,854.29

(merchandise \$1,686.17, sales tax \$160.18, donation \$7.94)

Total gift shop sales on Sunday, December 2nd was \$1,313.86

(merchandise \$1,199.00, sales tax \$113.93 and donation \$.93)

Thanks,

Vicky

Treasurer

ATTACHMENT 2

AGREEMENT NO.

730-18

AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND
THE FRIENDS OF GREYSTONE FOR THE 2018 JOY TO THE
HOLIDAYS EVENT

NAME OF ORGANIZATION: Friends of Greystone ("FOG")

RESPONSIBLE PRINCIPAL OF ORGANIZATION: Susan Rosen, President

ORGANIZATION'S ADDRESS: PO Box 16938
Beverly Hills, CA 90209
Attention: Susan Rosen, President

CITY'S ADDRESS: City of Beverly Hills
Greystone Mansion
501 Doheny Road
Beverly Hills, CA 90210
Attention: Sara Scrimshaw, Greystone
Venue Coordinator

COMMENCEMENT DATE: November 1, 2018

TERMINATION DATE: January 4, 2019

CONSIDERATION: Total In-Kind Contribution by CITY in Rental
Fees/Staffing Costs of \$35,000

EVENT AGREEMENT
BETWEEN THE CITY OF BEVERLY HILLS
AND
THE FRIENDS OF GREYSTONE

FOR THE 2018 JOY TO THE HOLIDAYS EVENT

The parties consisting of the Friends of Greystone, a non-profit corporation ("FOG"), whose mission is to raise funds to restore, preserve and protect Greystone Mansion and Estate ("Greystone Mansion"), and the City of Beverly Hills, a California municipal corporation ("CITY") agree to this Event Agreement ("Agreement") on the terms stated below. The "2018 Joy to the Holidays" event ("Event") is a partnership event between CITY and FOG, as CITY owns Greystone Mansion and is providing a \$35,000 in-kind contribution, and as this is a pilot project, CITY will include the Event in the 2018 BOLD promotional materials upon execution of the Agreement by both parties. The anticipated net revenue from the Event will go towards restoration of the woodwork in the entry to the Greystone Mansion.

RECITALS

1. CITY and FOG share the common goal of preserving the historic mansion at Greystone Mansion for the public to enjoy, and CITY and FOG agree to a partnership to provide this pilot special holiday Event and will combine resources in the delivery of this Event to the CITY community; and
2. Events sponsored by CITY are those which are partially or wholly funded and thereby subsidized by CITY through in-kind support, including staff support, and in-kind facility use. Sponsored events are expected to generate some degree of offsetting revenue, which may be through fees, revenue sharing, or donations, and
3. Greystone Mansion is a prime and popular location within CITY to conduct events for the community to enjoy and CITY support of the Event provides an opportunity for the community to gather and connect, enriching residents' lives.

Section 1. Scope of Work.

(a) FOG shall perform the Scope of Work described in Exhibit A, attached hereto and incorporated herein. CITY shall have the right to make changes, in writing, to the Scope of Work. Any changes in the Scope of Work requested by FOG must be made and approved by both parties in writing in advance. The cost of any change in the Scope of Work must be agreed to by both parties in writing. FOG shall furnish a comprehensive financial breakdown thirty (30) days after the Event, no later than January 4, 2019 as described in Exhibit A.

(b) CITY shall provide the services set forth in Exhibit A-1 attached hereto and incorporated herein by this reference.

Section 2. Consideration.

CITY shall provide an in-kind contribution of Twenty Two Thousand Dollars (\$22,000.00) in rental fees and Thirteen Thousand Dollars (\$13,000.00) of in-kind contribution for staffing costs and ancillary fees for a total of Thirty Five Thousand Dollars (\$35,000.00) of in-kind contributions to the Event.

FOG shall provide volunteer services to produce the Event and raise funds and the public's awareness for the Greystone Mansion owned by CITY.

Section 3. Term of Agreement.

FOG shall commence services under this Agreement upon execution of the Agreement by the parties. FOG shall complete the performance of services by the Termination Date of January 4, 2019.

Within sixty (60) days of the termination date, both parties agree to meet to evaluate the Event. This is a pilot project as directed by CITY, so evaluation of the Event will influence whether the holiday event is offered again next year. CITY and FOG are under no obligation, to provide the holiday event in the future.

Section 4. Responsible Principal(s):

(a) FOG's Responsible Principal is Susan Rosen, President. She shall be principally responsible for FOG's obligations under this Agreement and shall serve as principal liaison between CITY and FOG. Designation of another Responsible Principal by FOG shall not be made without prior written consent of CITY.

(b) CITY's Responsible Principal shall be Sara Scrimshaw, Greystone Venue Coordinator.

Section 5. Personnel.

FOG represents that it has, or shall secure at its own expense, all personnel required to perform FOG's Scope of Work under this Agreement. All personnel engaged in the work shall be qualified to perform such Scope of Work.

Section 6. Permits and Licenses.

FOG shall obtain and maintain during the Agreement all necessary licenses, permits and certificates required by law for the provision of services under this Agreement, including a CITY business license.

Section 7. Insurance.

(a) FOG shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, insurance as follows:

(1) A policy or policies of Comprehensive General Liability Insurance, with minimum limits of One Million Dollars (\$1,000,000) for each occurrence, combined single limit, against any personal injury, death, loss or damage resulting from the wrongful or negligent acts by FOG.

(2) VENDOR shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive Vehicle Liability insurance covering personal injury and property damage, as required by the State of California, covering any vehicle utilized by FOG and its vendors and sponsors in performing the Scope of Work required by this Agreement.

(3) FOG must ensure that all Event vendors/sponsors participating in the Event shall provide Workers' Compensation insurance as required by the State of California.

(4) If FOG will be supplying alcoholic beverages, the General Liability Insurance shall include host liquor liability coverage with minimum limits of One Million Dollars (\$1,000,000).

(5) If FOG is using a caterer or other vendor to supply alcoholic beverages, its caterer/vendor must have liquor liability coverage with minimum limits of One Million Dollars (\$1,000,000).

(6) If FOG or its vendor intends to sell alcoholic beverages, either FOG or its vendor that provides and sells the alcoholic beverages must have a valid liquor sales license and liquor liability insurance covering the sale of alcoholic beverages with minimum limits of One Million Dollars (\$1,000,000).

(b) FOG shall require each of its sub-contractors to maintain insurance coverage which meets all of the requirements of this Agreement.

(c) The policy or policies required by this Agreement shall be issued by an insurer admitted in the State of California and with a rating of at least a A+;VII in the latest edition of Best's Insurance Guide.

(d) FOG agrees that if it does not keep the aforesaid insurance in full force and effect CITY may either immediately terminate this Agreement or, if insurance is available at a reasonable cost, CITY may take out the necessary insurance and pay, at FOG's expense, the premium thereon.

(e) At all times during the term of this Agreement, FOG shall maintain on file with the City Clerk a certificate or certificates of insurance on a form approved by CITY's Risk Manager showing that the aforesaid policies are in effect in the required amounts. FOG shall, prior to commencement of work under this Agreement, file with the City Clerk such certificate or certificates. The general liability insurance shall contain an endorsement naming the CITY as an additional insured.

(f) FOG shall provide CITY with thirty (30) days prior written notice if the policies required under this Agreement will be canceled or reduced. All of the policies required under this Agreement shall state that the coverage contained in the policies affords insurance pursuant to the terms and conditions as set forth in this Agreement.

(g) The insurance provided by FOG shall be primary to any coverage available to CITY. The policies of insurance required by this Agreement shall include provisions for waiver of subrogation.

(h) Any deductibles or self-insured retentions must be declared to and approved by CITY. At the option of CITY, FOG shall either reduce or eliminate the deductibles or self-insured retentions with respect to CITY, or FOG shall procure a bond guaranteeing payment of losses and expenses.

(i) The insurance coverage amounts required under the Agreement do not limit CITY's right to recover against FOG and its insurance carriers.

Section 8. Interests of FOG.

FOG affirms that it presently has no interest and shall not have any interest, direct or indirect, which would conflict in any manner with the performance of the Scope of Work contemplated by this Agreement. No person having any such interest shall be employed by or be associated with FOG.

Section 9. Indemnification.

FOG agrees to indemnify, hold harmless and defend CITY, City Council and each member thereof, and every officer, employee and agent of CITY, from any claim, liability or financial loss (including, without limitation, attorneys fees and costs) arising from any intentional, reckless, negligent, or otherwise wrongful acts, errors or omissions of FOG or any person employed by FOG in the performance of this Agreement.

Section 10. Termination.

In the event of natural or man-made conditions, including without limitation, weather, earthquake, or security considerations, CITY may cancel the Event at any time. In the event of cancellation pursuant to this provision, the Event may be rescheduled by mutual written agreement of the parties.

Section 11. Records and Inspections.

FOG shall maintain full and accurate records with respect to all matters covered under this Agreement for a period of three years. CITY shall have access, without charge, during normal business hours to such records, and the right to examine and audit the same and to make copies and transcripts therefrom, and to inspect all program data, documents, proceedings and activities.

Section 12. Attorney's Fees.

In the event that either party commences any legal action or proceeding to enforce or interpret the provisions of this Agreement, the prevailing party in such action shall be entitled to reasonable attorney's fees, costs and necessary disbursements, in addition to such other relief as may be sought and awarded.

Section 13. Entire Agreement.

This Agreement represents the entire integrated agreement between CITY and FOG, and supersedes all prior negotiations, representations or agreements, either written or oral. This Agreement may be amended only by a written instrument signed by both CITY and FOG.

Section 14. Exhibits; Precedence.

All documents referenced as exhibits are hereby incorporated in this Agreement. In the event of any material discrepancy between the express provisions of this Agreement and the provisions of any document incorporated herein by reference, the provisions of this Agreement shall prevail.

Section 15. Governing Law.

The interpretation and implementation of this Agreement shall be governed by the domestic law of the State of California.

Section 16. CITY Not Obligated to Third Parties.

CITY shall not be obligated or liable under this Agreement to any party other than FOG.

Section 17. Severability.

Invalidation of any provision contained herein or the application thereof to any person or entity by judgment or court order shall in no way affect any of the other covenants, conditions, restrictions, or provisions hereof, or the application thereof to any other person or entity, and the same shall remain in full force and effect.

Section 18. Notices.

Unless stated otherwise herein, all notices and demands shall be in writing and sent to the parties to their addresses below, or to such other addresses as the parties may hereafter designate in writing:

TO THE CITY OF BEVERLY HILLS:

Sara Scrimshaw, Venue Coordinator
Greystone Mansion
501 Doheny Rd.
Beverly Hills, CA 90210

TO THE FRIENDS OF GREYSTONE:

Susan Rosen, President
c/o Friends of Greystone
PO Box 16938
Beverly Hills, CA 90209

Notices and/or demands shall be sent by registered or certified mail, postage prepaid, or hand delivered. Such notices shall be deemed effective when so mailed or hand delivered at the addresses specified above

EXECUTED the 4th day of December 2018, at Beverly Hills, California.

CITY OF BEVERLY HILLS
A Municipal Corporation




MAHDI ALUZRI
City Manager

FRIENDS OF GREYSTONE



SUSAN ROSEN
President, Friends of Greystone

APPROVED AS TO FORM:

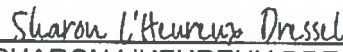


LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT



NANCY HUNT-COFFEY
Director of Community Services



SHARON L'HEUREUX DRESSEL
Risk Manager

EXHIBIT A
SCOPE OF WORK

Services Provided by FOG

FOG, or vendors it authorizes, shall provide all decorations, entertainment, food, lighting, and rental items for the events, other than those items listed in the CITY services below. If valet is hired for the gala event, FOG shall hire a pre-approved valet company.

FOG shall provide CITY with Greenhouse Marketing Group's scope of work, as well as list of vendors and sponsors to participate in the Event. CITY staff shall review vendor and sponsorship agreements before agreements are executed and will provide comments to agreements within twenty-four (24) hours and to graphics requests within twenty-four (24) hours. All Vendors and Sponsors must sign the attached Rules & Regulations for Vendors and Sponsors working at Greystone, attached hereto as Exhibit B. If Vendors and Sponsors are leaving items on the property overnight, including inside the mansion, they must sign the attached Consent To Store Item(s), attached hereto as Exhibit C. Vendors and Sponsors may not be given free tickets to other FOG events held at Greystone in exchange for sponsorship.

FOG is responsible for collecting certificates of insurance from all vendors as required by this Agreement and submitting them to CITY's responsible principal before Monday, November 26, 2018.

All promotional materials such as flyers, postcards, etc. shall be approved by CITY in writing and include CITY's shield prior to dissemination to the public. CITY shall have twenty-four (24) hours to review such materials. FOG shall not use CITY's shield for any other purpose.

FOG shall provide a diagram of all spaces, showing all vendor set ups, tables, chairs, lighting, etc. to CITY by Monday, November 19, 2018 for CITY Fire Marshal review. FOG shall amend the layout if requested by Fire Marshal. CITY must review and approve all layouts prior to the Event in writing. CITY shall have twenty-four (24) hours for such review.

A Rain Plan for the Thursday, 11/29/2018 evening Event ("Elegant Preview Cocktail Party") will be written by 11/2/2018 and signed by both CITY and FOG representatives. The decision whether to enact the Rain Plan will be made no later than 11/27/2018 at 12:00 pm. If a tent is required as part of the Rain Plan, FOG is responsible for hiring the rental company and paying for the tent.

FOG shall adhere to the preassigned Event areas. Any changes must be submitted to the CITY in writing two weeks prior to the Event.

EVENT 1: Elegant Preview Cocktail Party – located at Greystone Mansion's first floor, courtyards, and terrace.

EVENT 2: Holiday Home Tour – located at Greystone Mansion's interior only; first floor, second floor, and recreation wing.

FOG shall follow the Event schedule below:

Monday, 11/26/2018 and Tuesday, 11/27/2018: Set up 9am-5pm

Wednesday, 11/28/2018: Set up 11am-7pm (later schedule to allow for lighting adjustments)

Thursday, 11/29/2018: Set up 9am-5pm, Elegant Preview Cocktail Party Event 6-9pm

Friday, 11/30/2018: Reset between Elegant Preview Cocktail Party and Holiday Home Tour 9am-5pm

Saturday, 12/1/2018 and Sunday, 12/2/2018: Access starts at 9am, event 11am-4pm, all out by 5pm

Monday, 12/3/2018: All breakdown occurs on this day, 9am-5pm

Vendors, designers and sponsors may take photographs of their set ups in their assigned location per Agreement between FOG and CITY. Moving set ups around, bringing in additional props or lighting, or the use of models is not allowed.

FOG shall furnish CITY with a complete financial report, as shown in Exhibit D, attached and incorporated herein by this reference. The financial report shall include sponsorship financial information, and FOG shall work with subcontractors (GMGLA, etc.) to obtain that information.

This is a fundraising event. The net revenue FOG earns from the Event will go towards restoration of the woodwork in the entry to the Greystone Mansion.

All sub-contractor agreements, including sponsorship agreements, shall be submitted to CITY staff for review. CITY shall have twenty-four (24) hours to review such agreements. FOG shall provide CITY with all vendor, designer, sponsor and participant executed agreements, list of activities/services provided, certificates of insurance, executed rules and regulations and consent to store items at the Greysone Mansion by 5:00 p.m. Monday, November 26, 2018.

EXHIBIT A-1

Services Provided by CITY

Rental fees in the amount of approximately \$16,000 will be waived for use of the Greystone Mansion, courtyard and terrace for the Event during the days and times listed above.

CITY will waive the maintenance fee and catering kitchen cleaning fee.

CITY will provide black tablecloths, as available, with CITY logo to be used for Event.

CITY will provide Park Rangers during set up and breakdown days during times listed above.

Park Rangers will assist with directing deliveries, access to the mansion, parking, and ensuring the safety of the park and park patrons. Park Rangers will also be onsite during the gala and open house days.

The following items are available for use inside the Greystone Mansion, to be set up and taken down by CITY staff, as agreed upon in the Event Layout submitted to CITY by FOG:

Eight (8) 60" round tables

Ten (10) 6' tables

Eight (8) cocktail tables

Eighty (80) red chairs

Eight (80) white bucket chairs

CITY's Greystone Venue Coordinator will assist during planning, set up, and execution of the Event.

CITY will hire a restroom attendant to be present in the Firehouse public restrooms during the Gala Event on Thursday, 11/29/18.

Regular cleaning staff are scheduled until 4pm on Saturdays and Sundays so no additional staffing will be brought in during that time.



EXHIBIT B

RULES & REGULATIONS FOR VENDORS AND SPONSORS WORKING AT GREYSTONE

The City of Beverly Hills is pleased to allow events at this historic location. Listed on the National Register of Historic Places, Greystone is a place of history and timeless elegance. Preservation of the site, both the mansion and the gardens, is a priority. Rules & Regulations must be followed by all event participants. *Park Rangers and Greystone staff have the right to add or adapt rules as deemed necessary for the safety and security of guests and/or the historic property. Park Rangers and Greystone staff reserve the right to withdraw a permit, stop an event, remove equipment and/or request parties to vacate the premises if the permittee or vendors do not adhere to the Rules and Regulations.*

By delivering and/or setting up items at Greystone Mansion & Gardens, a City of Beverly Hills park, you agree to follow all rules stated below.

Name (print):

Company Name:

Signed: _____ Date: _____

General Rules & Regulations

- Smoking is not permitted in the park, mansion, or parking lot (enforced by Municipal Codes).
- All alcohol must be served by a caterer with an ABC license or a licensed server. Host bars only. No kegs allowed.
- All bars and food stations must close a minimum of fifteen (15) minutes prior to scheduled event end time.
- All music must end a minimum of five (5) minutes prior to scheduled event end time.
- Premises must be returned to the same or improved physical condition as before use.
- **The following decorations and items are prohibited (including but not limited to):** lit candles, flames (of any kind), balloons, bubbles, rice, confetti/glitter, glue, paint, arts & crafts material of any type, objects in any fountains, self-serve candy stations, piñatas, silly string, moon bounce/jumpers, trampolines, and obstacle courses.
- Park Ranger supervision is required at all times. A Fire Safety Officer is required when using a generator larger than a "putt-putt"/"hand held." In some circumstances, a Police Officer may be required.
- All posted signs and City Municipal Codes must be adhered to at all times.
- Animals are not permitted on site (except service animals).
- No photography is allowed during event strike time.
- No nude, semi-nude, or sexually explicit activities will be permitted.
- Drones and other remote control air vehicles (quadra-copters, helicopters, or any device carrying a "Go-Pro" type camera) are prohibited regardless if the owner is licensed to operate such a remote air vehicle.
- Park rangers will monitor sound levels at events. Djs, bands, and others using amplification must follow their direction.
- Garbage bags must be carried (not dragged) to the trash bins in their receptacle to prevent leaking or damaging surfaces.

- Scullery (cleaning of plates, glasses, and utensils) is only allowed in designated kitchen area unless prior approval by Park Rangers or Greystone staff has been given for another location.
- No vehicles are allowed on the slate/flagstone without prior written permission from Park Rangers or Greystone staff.
- The City of Beverly Hills is not responsible for the personal or rented items of the permittees, their respective guests, or vendors.

APPLICANT'S INITIALS: _____

Parking: *The upper parking lot covers a water reservoir and there is a three-ton weight limit (3 tons/6000 pounds gross vehicle weight).*

- All guest and vendor parking is in the upper parking lot unless vendors are actively unloading/loading items from a vehicle. During load in/load out, all vehicles must follow the instructions of the park rangers regarding where they are allowed to park.
- All trucks over the weight limit for the upper parking lot must park in the cul-de-sac unless they have been given explicit permission to park elsewhere by a park ranger.
- The lower service parking lot requires that a fifteen-foot fire lane be maintained at all times. Vehicle codes regarding blocking of fire lane will be strictly enforced.
- Drip pans must be placed under all staged vehicles, trucks, trailers, generators, etc. at all times.

APPLICANT'S INITIALS: _____

Rules & Regulations for Courtyards & Terrace

- Staking into the ground is not permitted.
- Tying onto plants, trees, or structure is not permitted. This includes but is not limited to decorations and lights.
- No changes may be made to landscape/gardens. Only park staff can trim trees, shrubs, or other plants.
- Due to historic integrity of the property, standing on or in any permanent structure, such as fountains, railings, balustrades, etc., is not permitted.
- Moving of any city property including (but not limited to) benches, planters, and garbage cans is strictly prohibited. Permanently installed signs or posts may not be removed.
- Setup items (chairs, tables, umbrellas, etc.) may not be moved from area to area during event.
- All tents, including "pop-ups," require pre-approval.
- No special additions such as animals, special effects, special props or set dressing, special vehicles, special lighting or special entertainment are allowed on site without prior approval of Greystone staff.
- Dollies may not be used on steps. All equipment must be carried on all stairs.
- Rubber mats or other approved protective materials must be placed under food tables and equipment on all slate areas. Bars are required to have a mat where the bartender is standing to avoid spillage/breakage on the historic slate.
- Metal items to be placed on slate such as, but not limited to, umbrellas, tables, chairs, and stages require padding, layout board, rubber or felt bottoms underneath. Felt pads are not required on the bottom of Chiavari chairs used outside.

APPLICANT'S INITIALS: _____

Interior Rules & Regulations

- Only the first floor is available for set ups

- All food and beverage set ups and locations must be pre-approved by Park Rangers or Greystone staff.
- If there is a bar on the terrace, all product must be moved via outside routes. Dirty glasses are only allowed inside when on trays, glass racks are not allowed inside.
- Room capacities will be strictly enforced. A fire safety officer is required for interior use when the number of guests exceeds the maximum capacity of the rooms specified for use in the permit application. *Once approved, the floor plan cannot be changed.*
- Park Ranger presence will be required at all times during any permitted event in Greystone mansion. No rooms can be closed off during an event for privacy.
- All items brought into the mansion must have felt protective pads on the part of the item that comes in contact with the mansion floors, or be laid on carpet/rubber mat.
- No taping anything to the floor or walls
- No leaning of equipment, tools, or any other items against the interior mansion walls.
- No dragging of tables, chairs or any other rental equipment on mansion floors.
- Only 4-wheel dollies and carts with rubber or plastic wheels will be allowed in the mansion. Dollies are not allowed to be rolled down any interior or exterior stairs.
- Photo boards in each room may not be moved.
- All decorations must be freestanding. Hanging of decorations is not allowed. Existing nails, staples, or screws cannot be used and holes cannot be made in any surface of the mansion. Existing holes may not be used. Painting of any surfaces is not allowed.
- Permission may be granted by Park Rangers or Greystone staff to place items on select mantles and shelves prior to the event. All items must have protective layer underneath. Shelves cannot be moved or adjusted.
- Electrical wiring, sconces or fixtures may not be altered in any way.
- All hair/make-up should be done prior to arrival at the site or in the public restrooms in the Firehouse. At no time can public restrooms be closed to the public.
- All cables in the mansion must be clear of entrances and exits and placed to the side of walls. No taping down cables. Crossovers can only be used with written permission from Park Rangers or Greystone staff.
- When the piano is present in the Living Room, it cannot be moved out of the room.

APPLICANT'S INITIALS: _____

The City of Beverly Hills reserves the right to change or modify any rule or regulation as needed.

APPLICANT'S INITIALS: _____

EXHIBIT C

CONSENT TO STORE ITEM(S) AT GREYSTONE DURING JOY TO THE HOLIDAYS

I, _____, representative of _____
(Company/Organization) have requested that the City of Beverly Hills allow me to store items on
CITY property. I agree that the City of Beverly Hills is not responsible for any damage to or loss
of any and all items, regardless of the cause. I also agree to not store any hazardous or
flammable materials of any kind. All property will be removed no later than 5pm on Monday,
December 3, 2018.

Should I fail to remove the property, or if the CITY deems that the property presents a hazard, I
consent to allow the CITY to dispose of any property at my expense.

Signature: _____

Date: _____

Printed Name: _____

Company: _____

City Representative Signature

Date

EXHIBIT D
FINANCIAL REPORT

Certificate Of Completion

Envelope Id: B1DB90C4D4094703A0B87B10C854DFE1

Status: Completed

Subject: Please DocuSign: Friends of Greystone 2018 Joy to the Holidays Event

Source Envelope:

Document Pages: 15

Signatures: 5

Envelope Originator:

Certificate Pages: 3

Initials: 0

Joana Torres

AutoNav: Enabled

455 N. Rexford Drive

Envelope Stamping: Enabled

Beverly Hills, CA 90210

Time Zone: (UTC-08:00) Pacific Time (US & Canada)

jtorres@beverlyhills.org

IP Address: 198.245.188.139

Record Tracking

Status: Original

Holder: Joana Torres

Location: DocuSign

11/20/2018 11:16:38 AM

jtorres@beverlyhills.org

Signer Events

Susan Rosen

muchtoomuch@sbcglobal.net

Security Level: Email, Account Authentication
(None)

Signature

Susan Rosen

Timestamp

Sent: 11/20/2018 11:24:28 AM

Viewed: 11/20/2018 1:01:21 PM

Signed: 11/20/2018 4:01:41 PM

Signature Adoption: Pre-selected Style
Using IP Address: 198.44.212.198

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Nancy Hunt-Coffey

nhuntcoffey@beverlyhills.org

Security Level: Email, Account Authentication
(None)

Nancy Hunt-Coffey

Sent: 11/20/2018 4:01:41 PM

Viewed: 11/20/2018 4:48:10 PM

Signed: 11/20/2018 4:48:19 PM

Signature Adoption: Pre-selected Style
Using IP Address: 198.245.188.127

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Sharon L'Heureux Dressel

sdressel@beverlyhills.org

Sharon Dressel

Security Level: Email, Account Authentication
(None)

Sharon L'Heureux Dressel

Sent: 11/20/2018 4:01:42 PM

Viewed: 11/20/2018 4:17:21 PM

Signed: 11/20/2018 4:17:28 PM

Signature Adoption: Pre-selected Style
Using IP Address: 198.245.188.139

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Deborah Hakman

dhakman@rwglaw.com

Security Level: Email, Account Authentication
(None)

Deborah Hakman

Sent: 11/20/2018 4:48:20 PM

Viewed: 11/20/2018 9:22:46 PM


Signed: 11/20/2018 9:23:46 PM

Signature Adoption: Pre-selected Style
Using IP Address: 47.154.23.108
Signed using mobile

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Signer Events

Mahdi Aluzri
maluzri@beverlyhills.org
City Manager
Mahdi Aluzri
Security Level: Email, Account Authentication
(None)

Signature

Signature Adoption: Drawn on Device
Using IP Address: 198.245.188.139

Timestamp

Sent: 11/20/2018 9:23:47 PM
Resent: 11/27/2018 5:24:05 PM
Viewed: 11/30/2018 4:28:50 PM
Signed: 11/30/2018 4:29:00 PM

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

In Person Signer Events**Signature****Timestamp****Editor Delivery Events****Status****Timestamp****Agent Delivery Events****Status****Timestamp****Intermediary Delivery Events****Status****Timestamp****Certified Delivery Events****Status****Timestamp****Carbon Copy Events****Status****Timestamp**

Kristin Buhagiar
kbuhagiar@beverlyhills.org
Security Level: Email, Account Authentication
(None)

COPIED

Sent: 11/20/2018 11:24:27 AM
Viewed: 11/20/2018 11:27:34 AM

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Pam Shinault
pshinault@beverlyhills.org
Security Level: Email, Account Authentication
(None)

COPIED

Sent: 11/20/2018 11:24:26 AM

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Patty Acuna
pacuna@beverlyhills.org
Security Level: Email, Account Authentication
(None)

COPIED

Sent: 11/20/2018 11:24:27 AM
Viewed: 11/20/2018 11:28:47 AM

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Sara Scrimshaw
sscrimshaw@beverlyhills.org
Security Level: Email, Account Authentication
(None)

COPIED

Sent: 11/20/2018 11:24:27 AM
Viewed: 11/20/2018 7:18:17 PM

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Stephanie Harris
sharris@beverlyhills.org
City of Beverly Hills
Security Level: Email, Account Authentication
(None)

COPIED

Sent: 11/20/2018 11:24:27 AM

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Carbon Copy Events

Vicky

foundersgallery@earthlink.net

Security Level: Email, Account Authentication
(None)Electronic Record and Signature Disclosure:
Not Offered via DocuSign**Status****COPIED****Timestamp**

Sent: 11/20/2018 11:24:28 AM

Viewed: 11/20/2018 2:39:02 PM

Notary Events**Signature****Timestamp****Envelope Summary Events****Status****Timestamps**

Envelope Sent

Hashed/Encrypted

11/27/2018 5:24:05 PM

Certified Delivered

Security Checked

11/30/2018 4 28:50 PM

Signing Complete

Security Checked

11/30/2018 4 29:00 PM

Completed

Security Checked

11/30/2018 4.29.00 PM

Payment Events**Status****Timestamps**

ATTACHMENT 3



STAFF REPORT

Meeting Date: July 18, 2018
To: City Council Liaisons
From: Nancy Hunt-Coffey, Director of Community Services
Subject: Request by Friends of Greystone and Greenhouse Marketing to hold a Joy to the Holidays program at Greystone Mansion
Attachments: Joy to the Holidays 2018 Proposal

The Friends of Greystone (FOG) and Greenhouse Marketing (GMGLA) have submitted a proposal to hold an event called Joy to the Holidays at Greystone Mansion. The event would run from November 29, 2018 – December 2, 2018. With load in and out, the dates would be November 26, 2018 – December 3, 2018. The event would have a ticketed kickoff cocktail party with celebrity chefs on November 29. Tickets are proposed to be \$85, and the expected attendance would be 300. On December 1 and 2, tours of the mansion, decorated for the holidays, would be given for a price of \$35 per attendee. Other activities would take place over the weekend, such as entertainment, etc. Additional details are laid out in the attached proposal. Joy to the Holidays is intended to be a fundraiser for restoration of Greystone as well as to raise awareness of Greystone.

There is no direct financial request to the City for this event. The City is asked to provide the following in-kind services in support of this event:

- Use of Greystone to host *Joy to the Holidays*
- Use of upper parking lot for guests
- Cleaning services
- Trash removal
- Public Relations services to provide publicity to promote the event
- Promotion of event and sponsors on Beverly Hills website, Social media, etc.
- Beverly Hills Cable to cover the event
- Park Rangers for coordination and security
- On-site shuttle for guests who can't use stairs to parking lot

Staff is clarifying the role of the park rangers with FOG and GMGLA to determine the approximate number of hours that will be required. Additionally, staff is clarifying who bears the administrative and liability burden of the event. For example, whether GMGLA is handling the aspects of event production, such as subcontracting and bidding the required services per City policy, creating the agreements, securing all necessary permits (health and ABC), collecting and verifying insurance, providing the ticketing

Meeting Date: July 18, 2018

services, etc. Staff will have additional information on these issues for the liaisons at the meeting. At the meeting staff will also provide the costs for the in kind services, e.g. staffing costs, as well as an estimate of fee waivers.



STAFF REPORT

Meeting Date: June 14, 2019

To: City Council Liaisons

From: Pam Shinault, Assistant Director
Sara Scrimshaw, Venue Coordinator

Subject: Request by Friends of Greystone for City Support of Joy to the Holidays 2019

Attachments: 1. Friends of Greystone Request Memo
2. Joy to the Holidays 2019 City Fees Estimate

The Friends of Greystone have submitted a request to bring back their holiday event, "Joy to the Holidays" in 2019.

Their request includes the following components:

- Inclusion in all BOLD Holiday publicity, including logo and color scheme to be included on the FOG publicity materials, which are distributed a minimum of three months prior to the event
- Open-house style event on Saturday and Sunday with vendors inside the mansion selling holiday or gift items, concerts on both days (separate ticket) with a food element
- The City to cover the cost and execute lighting and decoration of Greystone, matching the BOLD Holiday theme
- A cocktail party on Thursday evening, to be planned and executed by City staff or vendors hired by the City

Staff recommends inclusion of Joy to the Holidays as part of the City's BOLD Holiday programming and the open house event on Saturday and Sunday.

A breakdown of anticipated fees is attached. This includes use of Greystone and staff time with designated time for lighting/decorations (anticipating Wednesday/Thursday load in, Monday/Tuesday load out) but does not include the fees due to vendors for decorations or lighting. The total in waived fees is estimated at \$31,430.60

Staff does not recommend moving forward with the Thursday evening cocktail party for this year. At this time the purpose of the party is unclear, as is any potential impact on the event or the restoration schedule of the Greystone Theater project. Staff recommends the other items are approved so the Friends of Greystone can move forward with planning their event and they do not have to wait for a future meeting. If it is agreed the City will be responsible to decorate the mansion, more information will be needed to confirm the costs to the City.

ATTACHMENT I

AGENDA

Proposed Friends of Greystone/City of Beverly Hills "Joy to the Holidays/Beverly Hills BOLD" 2019 Holiday Events at Doheny Greystone Mansion.

INTRODUCTION

In 2018, the Beverly Hills City Council approved "In Kind" participation and promotional support with the Friends of Greystone annual "Joy to the Holidays" December events at Doheny Greystone Estate. This year, 2019, we are seeking City Council approval for the City of Beverly Hills to become a sponsor once again with the Friends of Greystone, financially as well as with providing in-kind staffing support pertaining to the planning and implementing of the "Joy to the Holidays" 2019 events to be in full coordination with Beverly Hills BOLD Holidays.

BACKGROUND

For the past four years, in December, the Friends of Greystone have brought to Doheny Greystone Mansion holiday events that have included lavish holiday décor, interior designer vignettes, holiday shopping opportunities, musical performances, beautiful luncheon and holiday dessert buffets, and much more inside the mansion. Part of FOG's mission is to raise awareness of this historic property, doing so within our community is extremely important, and raising awareness of this historic property outside of the United States is of equal importance. Doheny Greystone becoming a holiday destination for Beverly Hills residents along with people traveling within and into the country will not only help support Doheny Greystone financially but will also help to support our business community. Monies raised from the "Joy to the Holidays" events are earmarked for the Grand Entry wood restoration project.

DISCUSSION

We are requesting our Joy to the Holidays annual holiday events for the year 2019 Saturday, December 7th and Sunday, December 8th at the Doheny Greystone Estate be

- Included in all of the City of Beverly Hills BOLD Holiday publicity and programing. In order to generate ticket sales inclusion of these holiday events in all advertising and promotional materials for Beverly Hills Bold Holiday programing is of utmost importance, with an extra individual publicity segment solely of holiday events at Doheny Greystone Estate prior to the annual Lightning Ceremony on Rodeo Drive
Cost: City to determine
- City In-Kind staffing to work along with the Friends of Greystone Board of Directors from beginning to end to include setup Friday, December 6th and break down Monday, December 9th
Cost: TBD
- We are requesting financial support for interior and exterior holiday lightning and festive décor throughout the Mansion's first floor hallway and rooms, front door entrance, grand staircase and 2nd floor balcony to be coordinated with the Beverly Hills Bold Holiday program with all work done by the same company hired for the City's holiday lighting and decor.
Cost: Estimate \$50,000
- Cocktail Party opportunity for the City to promote all the Beverly Hills BOLD Holiday Programs one week after the Rodeo Drive Lightning Ceremony on Thursday, December 5th
Cost: In-Kind Staffing TBD
Cost: Additional expenses if approved TBD

We envision this year's event to be two days on Saturday, December 7th and Sunday, December 8th hours 11:30am-3:30pm both days with approximate 300-400 guests per day. There will be a seated buffet luncheon for 60 people at round tables holiday decorated with a musical performance by Christmas Matters in the Grand Living Room from 12:00pm-1:30pm. At 2:00pm to 3:30pm a seated dessert buffet for 60 people at round tables holiday decorated also with a different musical performance. Each room on the

bottom floor of the mansion will be filled with vendors mostly from the Beverly Hills Shopping Community selling unique last-minute shopping items along with a Santa Photo Op area. Holiday music will flow throughout the Mansion's first and second floors with a cheery holiday spirit along with the entire mansion open for self-guided touring.

Revenue will be generated through the Friends of Greystone ticket sales for show performances with seated meals, ticket sale entrance only, vendor participation and a sponsorship Program Book.

These holiday events are unique during the holiday season and with the City's sponsorship would become a recognized worldwide annual event at the Doheny Greystone Mansion.

Submitted by:
The Friends of Greystone
Susan Rosen and Vicky Swartz
Phone: 310.286.0119 (FOG message machine)

ATTACHMENT 2

JOY TO THE HOLIDAYS: 2019 ESTIMATED COSTS

6/11/19

- **Rental cost: \$18,037.60**
 - o **Set up & breakdown: \$5,577.60**
Wed, Th, Fri install, 9am-5pm daily
Mon, Tues breakdown, 9am-5pm daily
(Non-profit discount applied Mon-Th)
 - o **Events: \$12,460**
Sat & Sun: 10am-5pm
(Non-profit discount applied Thursday: -\$1193.20)
- **Park ranger cost: \$7,564**
 - o **Set up & breakdown: \$4,960**
Wed-Fri, 9am-5pm, 2 rangers per day
Mon-Tues, 9am-5pm, 2 rangers per day
 - o **Event: \$2,604**
Sat/Sun: 10am-5pm, 3 rangers
- **Additional staff costs: \$4,500**
 - o Greystone Venue Coordinator, Recreation Specialist
- **Other "hard" costs: \$1,329**
 - o Maintenance fee: \$379
 - o Catering kitchen cleaning fee: \$350
 - o Shuttles: \$600

TOTAL RENTAL COST: \$31,430.60

- Additional services provided by City:
 - o Marketing/PR from City staff: Minimal
 - o Print materials: \$.05/copy (plus staff time)
 - o BH Cable coverage: *not confirmed*