



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**

**Thursday, February 22, 2018
4:00 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) Request for Free Use of the Wallis Annenberg Center for the Performing Arts by the Farhang Foundation
- 3) Request to Honor Red Cross Awareness Month
- 4) Adjournment


Byron Pope, City Clerk

Posted: February 21, 2018

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



In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.

Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/Rodeo Drive Committee/Special Events

FROM: Huma Ahmed, Community Outreach Manager

DATE: February 22, 2018

SUBJECT: Request by the Farhang Foundation for Free Use of the Wallis Annenberg Center for the Performing Arts to Host a Film Festival

ATTACHMENT: 1. Proposal from the the Farhang Foundation
2. Letters of Recommendation

INTRODUCTION

The City has received a request from the Farhang Foundation for free use of the Wallis Annenberg Center for the Performing Arts ("Wallis") for their annual Short Film Festival screening, award ceremony and reception ("event") (Attachment 1).

The event is proposed for Saturday, September 29, 2018 inside the Bram Goldsmith Theater followed by a reception in the outdoor terrace area of the Wallis. The date is currently available at the Wallis.

This item is being brought to the Rodeo Drive Committee/Special Events Liaison Committee for consideration and direction.

DISCUSSION

Established in 2008, the Farhang Foundation is a non-religious, non-political, and non-profit foundation whose mission is to celebrate and promote Iranian art and culture through a variety of academic activities, publications, events and conferences. There are a significant number of Beverly Hills residents who participate within this organization.

For the last (10) years, the Farhang Foundation has conducted an international short film festival dedicated to Iranian heritage, the only of its kind. Films submitted to the competition are judged by a panel of renowned filmmakers and Iranian Cinema experts, and the winning filmmakers are eligible to receive top prizes of \$10,000, \$5,000 and \$3,000.

While the films can be in any language, they are all subtitled in English. It is anticipated that the event would require tickets; last year the cost was \$45.00 per person. The event has previously been hosted at the Los Angeles County Museum of Art (LACMA) for several years and most recently at UCLA's Schoenberg Hall.

It should also be noted that the City's agreement with the Wallis has historically as per practice included the free use of the entire property, i.e. the theaters, classrooms, garden and outdoor

space and motorcourt. The current agreement between the City and the Wallis may need to be revised to specifically list all interior and exterior areas for future events.

FISCAL IMPACT

The request is covered under the City's agreement with the Wallis. The Farhang Foundation has indicated they will fund all ancillary costs including a full marketing campaign and public relations outreach. At this time, no additional funding has been requested by the Farhang Foundation.

RECOMMENDATION

Staff recommends that the Liaisons provide direction regarding this request. Should the Liaisons approve this item, then it will be presented at a future City Council meeting for formal consideration.

Attachment 1



Farhang Foundation Short Film Festival

Celebrating Iranian Heritage

Proposal: Farhang Foundation's 10th Annual Short Film Festival Awards at the Wallis Annenberg Center for the Performing Arts' Bram Goldsmith Theater

Idea: Over the last 10 years, Farhang Foundation has been conducting an annual international short film festival dedicated to Iranian heritage. This is the only festival of its kind in the world, and to date we have awarded over \$162,000 in cash prizes to up and coming filmmakers from all over the world, including many from Iran. The festival is primarily conducted online at FarhangFilmFest.org and anyone is able to participate in this competition by uploading their short films to be judged by our jury panel. Each year the Jury (comprised of renowned filmmakers and experts in Iranian Cinema) selects the top six films, which then get screened at a red carpet award ceremony on the last weekend in September where we award the top prizes of \$10,000, \$5,000 and \$3,000.

Over the last 8 years the award ceremony was held at LACMA. In 2017 due to LACMA's construction the ceremony was moved to UCLA's Shoenberg Hall. For 2018, we hope to be able to partner with the City of Beverly Hills and move this ceremony to Bram Goldsmith Theater at the Wallis Annenberg Center for Performing Arts.

When: September 29, 2018

Where: Bram Goldsmith Theater at the Wallis Annenberg Center for Performing Arts.

Relevance: The City of Beverly Hills would be an ideal partner for this world-renowned film festival, and holding the award ceremony at the prestigious Wallis Annenberg Center for the Performing Arts would provide perfect synergy for our event. Each year hundreds of attendees join us for this award ceremony and having this event centrally located in the beautiful city of Beverly Hills would be a great benefit to Farhang Foundation and would propel the Film Festival to greater heights.

Please note that filmmakers are not required to pay any fees to participation in the festival, and thus participation in this competition is open to anyone from anywhere in the world, thus making it totally accessible to all filmmakers from any economic means. The only requirement to participate is that the films should be under 15 mins in length, and be related to Iranian art, culture or heritage. All films can be in any language the filmmaker prefers, however all films will have English subtitles both on FarhangFilmFest.org and during the award ceremony.

Award ceremony will be conducted completely in English.

Notable past attendees and Jury members include a who's who of Iranian Cinema and Iranian American talent, including:

Shohreh Aghdashloo, Shaun Toub, Parviz Sayyad, Mary Apick, Rakhshan Banietemad, Max Amini, Maz Jobrani, Bahram Radan, Pouran Derakhshan, Niki Karimi, Houshang Touzie and Nazanin Boniadi, and Navid Neghaban.

Ticket Price: Attendance for the award ceremony will require a ticket; ticket prices for the 2017 event were \$45 per person and included admission to the post event cocktail reception. We are hoping to repeat the same set up for 2018, award ceremony followed by post reception in the outdoor terrace of The Wallis.

Event Budget: Furthermore having the City of Beverly Hills host this event in 2018, would provide a great platform to expose non-Iranian audience members to Iranian culture, thus providing a better understanding of Iran and Iranian culture, something that may not be easily accessible in mainstream media. We feel that this would be a great benefit to the residents of Beverly Hills.

Farhang Foundation is requesting the use of the location that offers the City Council approved free space at the Academy. Aside from providing the use of the theater and lobby, there will be no cost associated for this event to the City of Beverly Hills. All event costs, including any ancillary costs will be fully covered by Farhang Foundation.



Marketing: Total Budget for this event is **\$70,000**, all of which will be covered by Farhang Foundation.

Farhang Foundation conducts a full marketing campaign and PR outreach to all mainstream media. Including paid radio, print, and digital.

Attendance: This event was attended by over 560 guests in 2017, which was the maximum capacity of the previous venue.

Who: **Farhang Foundation** is a nonreligious, nonpolitical and not-for-profit foundation established in 2008 to celebrate and promote Iranian art and culture for the benefit of the community at large. The Foundation supports a broad range of academic activities in Southern California by funding university programs, publications and conferences. The Foundation also supports diverse cultural programs such as the celebration of Nowruz (Iranian New Year) and Shab-e Yalda (Winter Solstice), theater, dance performances, film screenings and poetry reading in Southern California. And, in cooperation with various cultural and academic institutions, Farhang Foundation funds major programs and exhibitions about Iran and its culture. For more information visit www.farhang.org.

Attachment 2



February 20th, 2018

Dear members of the Beverly Hills City Council,

Farhang Foundation is the premiere Iranian American cultural foundation in the United States, with the sole mission to celebration and promote Iran's rich and diverse culture with the community at large.

We are nonreligious, nonpolitical, and a not-for-profit organization who sponsors, produces and executes over 75 annual artistic and academic programs and events in Southern California. We have strong partnerships with all the leading cultural and academic institutions in Southern California, including THE GETTY, LACMA, MOCA, CAFAM, UCLA, USC, UCI, AFI, Sundance and many more. The annual Farhang Short Film Festival is no now in its 10th year as the only film festival in the world dedicated to Short Films relating to Iranian heritage.

We think that bringing this annual event to the city of Beverly Hills would provide perfect synergy for both Farhang and the City of Beverly Hills.

I strongly believe that the residents of Beverly Hills, both Iranian Americans and non Iranians would benefit form this great cultural program and will truly enjoy attending this event in Beverly Hills.

Yours Sincerely,

Alireza Rex Ardekani
Executive Director
Farhang Foundation

February 14th, 2018

Dear members of the Beverly Hills City Council,

As a long-time resident of the City of Beverly Hills I would like to express my strong support for Farhang Foundation's 10th annual Short Film Festival Awards Ceremony coming to the City of Beverly Hills at the Wallis Annenberg.

Beverly Hills would be an ideal location for this world-renowned film festival, and holding the award ceremony at the Wallis Annenberg provides perfect synergy for Farhang's event.

Annual this event is attended by hundreds of fans of cinema and having this great cultural event in Beverly Hills will greatly benefit a large population of the city and expose our residents to aspects of the great culture and art of Iran.

I sincerely hope that the City Council will approve this application and welcome Farhang Foundation and all of its great cultural and artistic project to our great city.

Yours Sincerely,

Dar Gabbay

Beverly Hills, CA 90210

February 17th, 2018

Dear Beverly Hills City Council,

I'm writing in support of Farhang Foundation's petition to move its annual short film festival to the Wallis Annenberg Center for Performing Arts in Beverly Hills.

My family and I have been long term residents of Beverly Hills for over 40 years with many businesses and real estate holdings in the city. As a first-generation immigrant, we are so grateful to call Beverly Hills our home, and be part of the large Iranian American community in this beautiful city.

Farhang Foundation, the pre-eminent, non-profit Iranian arts and cultural foundation focusing on Iranian art and culture and a leader in our community and in all of United States.

I believe that having their film festival in Beverly Hills would be a great benefit to the city. Not only would it be a great way to host this Iranian American event in a city that has such a large population of successful Iranian Americans, but it would also be a great platform to expose non-Iranian Americans to the wonderful and rich culture of Iran.

I truly hope that the city council will consider this proposition seriously and I look forward to attending this event and make sure to bring many of my non-Iranian friends and family with me to enjoy it as well.

We all hope you approve Farhang Foundation's application.

Yours Sincerely,

Haleh Mahboubi Gabbay

Beverly Hills, CA 90210

FROM THE DESK OF
ANDREW TAVAKOLI

City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210

Dear members of the Beverly Hills City Council,

I'm writing as a long-time resident of the City of Beverly Hills in our strong support for holding the Farhang's 10th annual Short Film Festival Awards Ceremony at the prestigious Wallis Annenberg Theater.

The City of Beverly Hills is an ideal partner for this world-renowned film festival, and holding the award ceremony at the Wallis Annenberg provides perfect synergy for Farhang's event. Each year, hundreds of attendees join Farhang for this award ceremony, and having this event centrally located in the city of Beverly Hills will greatly benefit a large population of the city, the City of Beverly Hills, and Farhang Foundation which will propel the Film Festival to greater heights.

This is a free event to all filmmakers who would like to submit their works for competition, and they are not required to pay any submission fees to participate in the festival. Participation in this festival is open to anyone from anywhere in the world, thus making it totally accessible to all filmmakers from any economic means. The only requirement to participate is that the films should be under 15 mins in length, and be related to Iranian art, culture and/or heritage. All films can be in any language the filmmaker prefers, however, all films will have English subtitles both on FarhangFilmFest.org and during the award ceremony.

I greatly appreciate your consideration.

Best Regards,



Andrew Tavakoli

CC: Mayor Lili Bosse
Dr. Julian Gold, Vice Mayor
Mr. John Mirisch, Councilmember
Mr. Lester Friedman, Councilmember
Mr. Robert Wunderlich, Councilmember

February 16th, 2018

Dear Beverly Hills City Council,

I'm writing in support of Farhang Foundation's application to move its annual short film festival to the Wallis theatre in Beverly Hills.

My name is Farhad Mohit. I'm an Iranian-American serial technology entrepreneur (BizRate.com, Shopzilla, and Flipagram) and have been a resident of Beverly Hills for over 20 years. As a first-generation immigrant, I truly feel blessed to call Beverly Hills my home, especially given the large Iranian-American community here.

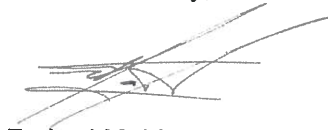
I recently heard that Farhang Foundation, the pre-eminent, non-religious, non-political and non-profit Iranian arts and cultural foundation, is applying to relocate it's annual short film festival to the Wallis Theatre in Beverly Hills.

I'm writing to let you know how wonderful I feel this would be for our city and the whole community at large. As a cosmopolitan city, Beverly Hills need to provide as many opportunities as possible for all the different cultures residing here to showcase aspects of their heritage that can be of interest to the community. Different cultural events bring us all closer together by allowing us to see and be inspired by each other's different perspectives.

As an Iranian-American I would welcome Farhang Foundation to our city with open arms, and would be sure to bring some of my non-Iranian friends to the Farhang Short-Film Festival at the Wallis.

As such, I truly hope you approve Farhang Foundation's application.

Yours Sincerely,

A handwritten signature in dark ink, appearing to read 'Farhad Mohit', with several long, sweeping horizontal strokes extending to the right.

Farhad Mohit

Beverly Hills CA 90210

Item 3



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/Rodeo Drive Committee/Special Events

FROM: Huma Ahmed, Community Outreach Manager

DATE: February 22, 2018

SUBJECT: Request by the American Red Cross

ATTACHMENT:

1. Letter of Request by the American Red Cross
2. Red Cross Awareness Month Regional Photos
3. Beverly Hills City Hall Palm Trees in Dodger Blue Photo

INTRODUCTION

The City has received a request from the American Red Cross ("Red Cross") and a resident volunteer / Red Cross Community Ambassador to recognize March as 'Red Cross Month.' The Council liaisons are also requested to consider a proposal for the City to present a proclamation and provide up-lighting in recognition of the initiative on the Crescent Drive side of City Hall in red (Attachment 1).

This item is being brought to the Rodeo Drive Committee/Special Events Liaison Committee for consideration and direction.

DISCUSSION

The Red Cross is a charitable organization, not a government agency, that depends on volunteers and the generosity of people to help prevent and alleviate human suffering in the face of emergencies. Per the Red Cross, their vision includes:

- All people affected by disaster across the country and around the world receive care, shelter and hope;
- Communities are ready and prepared for disasters;
- Everyone in the United States has access to safe, lifesaving blood and blood products;
- All members of the United States armed services and their families find support and comfort whenever needed; and
- In an emergency, there are always trained individuals nearby, ready to use their Red Cross skills to save lives.

Since World War II, every United States President has designated March as Red Cross Month. The Red Cross uses this month as a chance to honor and celebrate everyday heroes who help them fulfil this mission. Additionally, March 28 is recognized as National Red Cross "Giving Day."

Currently, the City has plans to recognize the Red Cross at the February 26 Health & Safety Commission meeting. A proclamation presentation is proposed for the March 6 City Council formal session meeting.

The Red Cross has requested the City consider lighting the palm trees in the lower courtyard on the Crescent Drive side of City Hall in red to honor American Red Cross month. Staff is recommending that the Liaisons consider the time period of March 19-March 30. Examples of Red Cross support across the region have included the columns at Los Angeles International Airport aglow in red, street span banners in Manhattan Beach, and fountain red lighting in downtown Los Angeles (Attachment 2).

The City illuminated the palm trees in the lower courtyard on the Crescent Drive side of City Hall in blue (Attachment 3) to support the Los Angeles Dodgers during their participation in the World Series in October 2017. This would be the first time a proposal from the Red Cross would include lighting, as the City has not previously considered Red Cross month with lighting installations in or around City Hall or on City properties.

FISCAL IMPACT

Staff estimates \$200.00 will be required to purchase the red gel material to cover the lights that project onto the palm trees on the west side of City Hall. The cost of staff time for the installation is approximately \$1,000.00 for a total cost of \$1,200.000

RECOMMENDATION

It is recommended that the Liaisons provide direction to staff in regards to this request. This item does not require City Council action; however, should this be approved by the Liaisons, a C item will be placed on a future City Council agenda for informational purposes.

Attachment 1



American Red Cross
of Santa Monica

American Red Cross
Santa Monica Bay Chapter
1450 11th Street
Santa Monica, CA 90401
(310) 394-3773

Red Cross Month – March 2018

Beverly Hills Style

On March 16th 2017, the American Red Cross hosted its' flagship event, the Humanitarian Ball, at the Beverly-Wilshire Hotel on the Corner of Wilshire Blvd and Rodeo Drive. The Ball attracted philanthropists from all over the world, Hollywood actors and statesmen just to name a few groups – all very high-profile and in classic Beverly Hills style.

The City of Beverly Hills with the Beverly Hills Conference & Visitors Bureau lined Rodeo Drive with beautiful street pole banners: ***Beverly Hills Salutes the American Red Cross***. Many communities and iconic structures across Los Angeles followed suit, recognizing and honoring the Red Cross by lighting up what they could, and that they did BIG:

1. The Ferris Wheel at the Santa Monica Pier with a full size Red Cross logo
2. The pylons at LAX were lit up bright red
3. Digital Billboard salutes to the Red Cross at Century City's Westfield Mall and the Grove
4. Banners in Manhattan Beach while MBFD promoted the Month in Red Cross gear
5. Fountains at the courthouse in DTLA flowed Red
6. The crown of the US Bank Building glowed bright Red

Since March is just around the corner and many of last year's participants have already committed to this year, we would like to encourage the City of Beverly Hills to participate in a way that would be indicative of the City's ongoing commitment to excellence in health and safety. The best way to do that is by lighting up the city and creating a long lasting legacy of support for the organization that, not only "answered the call" on a massive scale in 2017, is always there when we need them, No Matter What.

Brief History:

Each year since WWII, the President of the United States proclaims March as "Red Cross Month." We use this month as a chance to honor and celebrate the everyday heroes who help us fulfill our mission.

In the words of President Franklin D. Roosevelt – the first Presidential Proclamation of March as Red Cross Month, 1943:

"I request that during that month (March) our people rededicate themselves to the splendid aims and activities of the Red Cross."

For more than 135 years, the American Red Cross has stepped into the breach, providing shelter, food, and emotional support to victims of natural disaster, war, conflict, and unexpected hardship. Today, the Red Cross is responsible for a remarkable 40 percent of our Nation's blood supply, teaches life-saving techniques to volunteer citizen-rescuers, and leads the world in international humanitarian aid. The Red Cross has proudly and ardently supported our military, our veterans, and their families for more than a century, delivering over 352,000 services to members of the military and veterans each year.

Excerpt from the Presidential Proclamation:

NOW, THEREFORE, I, _____, President of the United States of America and Honorary Chairman of the American Red Cross, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim March as American Red Cross Month. I encourage all Americans to observe this month with appropriate programs, ceremonies, and activities, and by supporting the work of service and relief organizations.

This March, we encourage you to uncover your inner hero and offer a few suggestions that we hope you will, in part or full Beverly Hills style, lead us into this upcoming 2018 Red Cross Month and well into the future. We suggest the following in recognition of Red Cross Month.

1. Lighted Palm Trees on the Crescent Drive side of City Hall in Red lights
2. Proclamation for Red Cross Month in Beverly Hills every March

At this time, the Beverly Hills Health & Safety Commission has plans to recognize the Red Cross at the February 26 Health & Safety Commission meeting, and a proclamation presentation is proposed for the March 6 City Council formal session meeting. These forms of recognition would be further underscored by a potential lighting display in the City.

As a long-time partner to the Beverly Hills community, the Red Cross is in discussions and coordinating with the Beverly Hills Conference & Visitors Bureau, the Office of Emergency Management, the Beverly Hills Fire Department, and various other organizations/committees/commissions and businesses on a variety of potential outreach activities.

This Red Cross Month is an incredible opportunity to ramp up and solidify a partnership with the world's largest and most recognized brand and humanitarian organization in history.

Thank you,

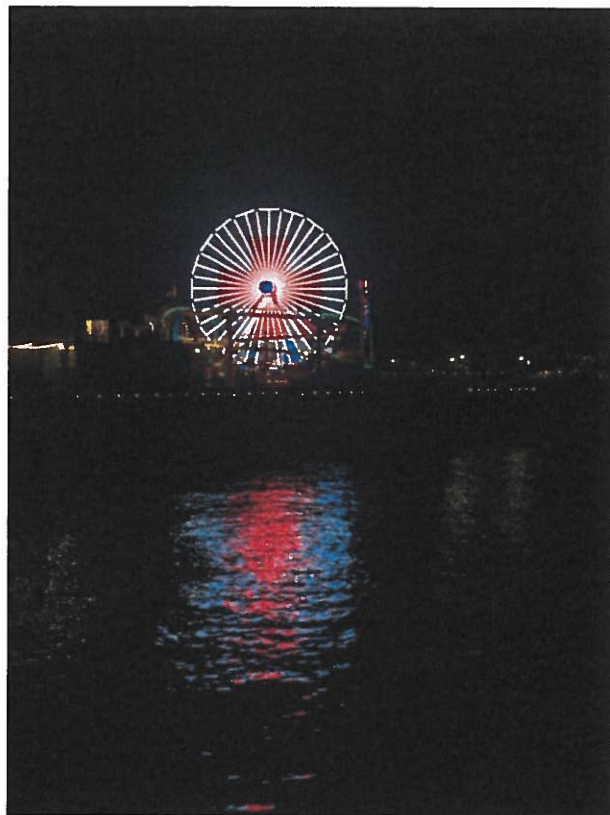
Wil Master
American Red Cross
Community Ambassador

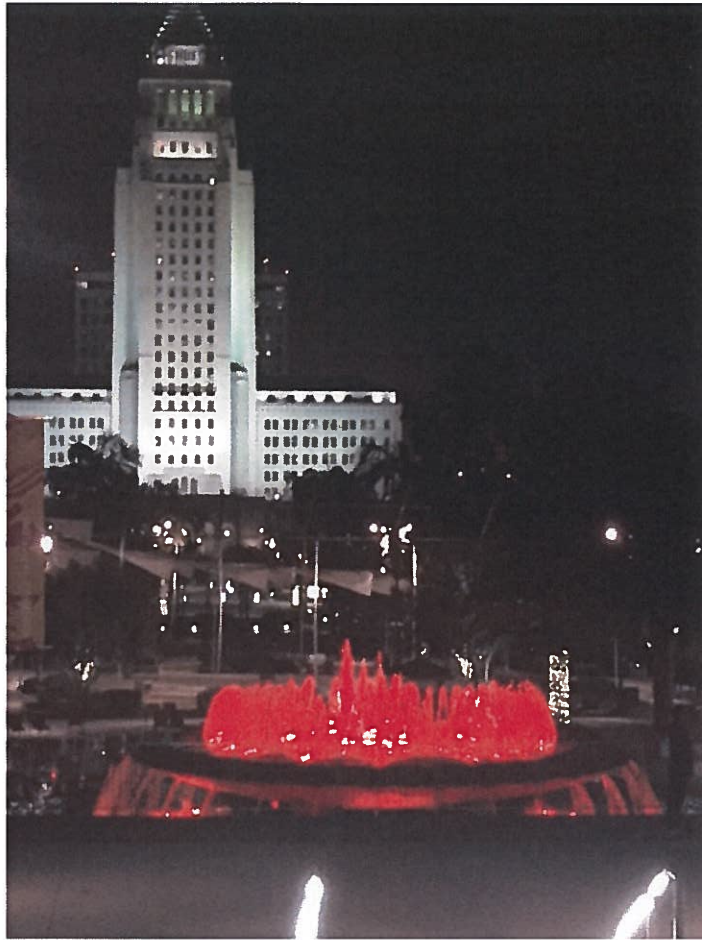
Nini Sakaguchi
American Red Cross
Tiffany Circle National Council

cc. Julie Thomas, Executive Director

Attachment 2

Red Cross Awareness Month – Regional Examples







Attachment 3

City Hall and Palm Trees Illuminated in Dodger Blue

