



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

Wednesday, December 12, 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) Los Angeles Marathon 2019
- 3) Still Photography Request for Collaboration with Jacob Jonas the Company for "Cameras and Dancers" Series
- 4) Beverly Hills International Music Festival Co-Sponsorship Request to use Greystone Mansion
- 5) Upcoming Event Highlights
- 6) Adjournment

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

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: December 11, 2018

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



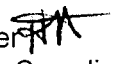
In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours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



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

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

FROM: Huma Ahmed, Community Outreach Manager 
Magdalena Davis, Special Event and Filming Coordinator

DATE: December 12, 2018

SUBJECT: Los Angeles Marathon 2019

ATTACHMENT:

1. Letter of Support from the Beverly Hills Chamber of Commerce
2. Letter of Support from the Rodeo Drive Committee
3. Letter of Support from the Conference and Visitors Bureau
4. Los Angeles Marathon Course Map – Beverly Hills Segment

INTRODUCTION

The annual Skechers Performance Los Angeles Marathon 'Stadium to the Sea' is scheduled for **Sunday, March 24, 2019**. The race is in its ninth year with the route going through the cities of Los Angeles, West Hollywood, Beverly Hills and Santa Monica.

DISCUSSION

Each year, the City receives a request from race organizers, Conquer Endurance Group seeking to continue the inclusion of Beverly Hills in the Los Angeles Marathon. This event has been reviewed annually by the City Council Liaisons.

Los Angeles Marathon - March 2018

In August 2017, as a condition of approval the Council advised race organizers to coordinate between both the Metro Purple Line Extension (PLE) and the N. Santa Monica Boulevard Reconstruction projects. It should be noted, that Metro staff has regularly attended Los Angeles Marathon hosted meetings.

Staff from the City, Metro and the marathon have reviewed the course, and will continue to monitor any new developments. There are no issues anticipated with the current course through the City, as it is the same route from last year.

Based on feedback and reports the March 18, 2018 marathon, the event was considered one of the most well-attended with over 25,000 participants. As in years past, City staff coordinated with Los Angeles Marathon organizers to limit impacts and ensure streets were opened no later than 1:00 p.m.

An independent unaffiliated social media bike ride group known as the 'wolfpack' have participated on their own. Last year, they did not enter the Beverly Hills segment of the course

and traveled through without incident. City staff will continue to monitor the groups participating this year as well.

Los Angeles Marathon – March 2019

The route for March 2019 is exactly the same as the previous race. Extensive notification is provided throughout the Beverly Hills community, which include information for residents, businesses and churches and temples along the route.

Both the Rodeo Drive Committee “(RDC)” and Beverly Hills Chamber of Commerce (Chamber) have indicated their support (see attached) for the event. Businesses have requested that the marathon maintain opening streets by 1:00 p.m.

Additionally, the RDC has also requested that as a condition of their support, the marathon continue to promote Rodeo Drive as a prominent course segment in the organization's marketing and publicity initiatives. In previous years, the Los Angeles Marathon's website and marketing materials have featured Beverly Hills (hotels, sites to visit, such as Rodeo Drive, Greystone Mansion, etc.) including links to the City of Beverly Hills and Beverly Hills Conference & Visitors Bureau websites.

Should the City Council Liaisons approve the Los Angeles Marathon event for 2019, then City staff will continue to work closely with Project Managers for Metro and any other construction related projects within the City of Beverly Hills.

FISCAL IMPACT

All City permits and fees and any associated costs have been the responsibility of Concur Endurance Group and in addition includes full cost recovery for personnel costs, equipment, signage, etc. (for the 2019 event, the payment is estimated at \$129,329).

The City's Risk Manager has also recommended General Liability Insurance in the amount of \$3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by the Concur Endurance Group.

In addition, the marathon also includes a fundraising component. Since the marathons inception in 1988, its charitable impact has exceeded \$50,000,000. In 2018, the marathon raised over \$4.3M, including local Beverly Hills based recipient Concern Foundation, which raised \$194,000 in 2017 and over \$1 million since partnering as an Official Marathon Charity.

RECOMMENDATION

City Council Liaison feedback and direction is respectfully requested regarding the request to permit the Skechers Performance Los Angeles Marathon on Sunday, March 24, 2019.



CHAMBER
of
COMMERCE

December 4, 2018

Honorable Mayor and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Honorable Mayor Gold and Members of the City Council:

The Beverly Hills Chamber of Commerce writes to you in support of the Los Angeles Marathon's return to Beverly Hills on March 24, 2019.

The Los Angeles Marathon is an important community event that brings positive attention to our City. The organizers of the Marathon have been good partners with the City and partner agencies, including the Chamber, and we look forward to a positive and mutually beneficial relationship in the coming year as well.

The Chamber encourages the Marathon to work to minimize disruption to businesses, especially in light of current construction projects, and is confident that the involved parties can work together to make this the best Marathon yet.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd Johnson". The signature is stylized with a large, sweeping initial "T" and a long, horizontal flourish extending to the right.

Todd Johnson
President and CEO
Beverly Hills Chamber of Commerce



Honorable Dr. Julian Gold, Mayor
And Members of the City Council City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Gold and Members of the City Council,

On behalf of the Rodeo Drive Committee, we are writing to give our support to the Los Angeles Marathon's return to Beverly Hills and to the Rodeo Drive street closure request for Sunday, March 24, 2019.

As Beverly Hills and Rodeo Drive are featured highlights in the LA Marathon's "Stadium to the Sea" course, our Board of Directors is in favor of continuing the partnership for another year.

To help alleviate the street closure inconvenience for Rodeo Drive Committee member's businesses, the RDC would like to ensure that the marathon continues to begin at its earlier time and that the streets are reopened by 12:30pm.

As a condition of its support for the event and to help alleviate the street closure inconvenience for our member's businesses, RDC would like to ensure that the marathon continues to begin at its earlier time and that the streets are reopened before 12:30PM. The RDC would also like to ensure that the LA Marathon team continue to promote Rodeo Drive as a prominent coursesegment in the organization's marketing and publicity initiatives, and that they work with RDC to leverage their media partnerships with KTLA or new broadcast partners and any other media sponsors moving forward.

The Rodeo Drive Committee is excited to continue participating in America's fifth largest marathon and we appreciate your consideration.

Sincerely,
Kathy Davoudi-Gohari President
Rodeo Drive Committee



December 7, 2018

Mayor Dr. Julian Gold
and Members of the City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Bosse and Members of the City Council:

On behalf of the Board of Directors of the Beverly Hills Conference & Visitors Bureau, I am writing to you to express our support for the Los Angeles Marathon's return to Beverly Hills on March 24, 2019.

We feel that it is important to come together as a community to support initiatives that position our city in a positive way to millions of viewers nationwide.

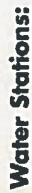
It is also important to note, the current route creates traffic disruptions that negatively impact several of our hotels. In light of the Santa Monica Boulevard and Metro work on Wilshire Boulevard, we would like the opportunity to work with the city and the event organizers to discuss alternative routes that would mitigate the traffic impact.

We appreciate your reaching out to us and thank you for your consideration.

All the best,

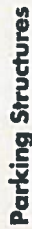
Julie Wagner, CDME
CEO
Beverly Hills Conference & Visitors Bureau

cc: BHCVB Board of Directors
Mahdi Aluzri

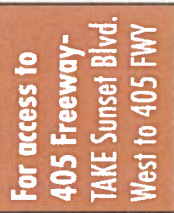


Shuttles for Runners

Viewing Area
of Rodeo Dr. & Wilshire Blvd.



Marathon Route

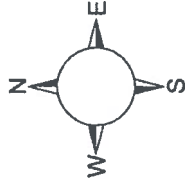


**For access to
405 Freeway-
TAKE Sunset Blvd.
West to 405 FWY**



**For access to 10 Freeway-
TAKE Wilshire Blvd. East to
Robertson; turn south/right
to 10 Freeway**

**For access to 405
Freeway- go right on
Olympic Blvd. to Fwy**





CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

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

FROM: Reina Kapadia, Associate Planner
Magdalena Davis, Special Event and Filming Coordinator *MPD*

DATE: December 12, 2018

SUBJECT: Still Photography Request for Collaboration with Jacob Jonas the Company for "Cameras and Dancers" Series

ATTACHMENT: 1. Cameras and Dancers Written Proposal
2. Cameras and Dancers Visual Proposal

INTRODUCTION

This is a request for a collaboration with Jacob Jonas the Company "Cameras and Dancers" photo series, as well as a waiver of the still photography permit fees and use of Civic Center buildings including City Hall and City Parks. The proposed series has been requested by an ad-hoc committee of the Cultural Heritage Commission comprised of Vice Chair Rebecca Pynoos and Commissioner Maralee Beck.

If approved by the Liaisons, this will serve as an informational item to City Council on December 18, 2018.

BACKGROUND

The "Cameras and Dancers" photo series by Jacob Jonas the Company is proposed to collaborate with the City for a photo shoot in February 2019 at Civic Center and Park sites. The intention of the "Cameras and Dancers" photo series is to highlight architecturally significant sites and local landmarks with the photographs displayed on social media accounts, and in a planned spring exhibit at the Wallis Annenberg Center for the Performing Arts. This would be the first collaboration between a city and the "Cameras and Dancers" series.

This request for still photography permit fee waiver and free use of Civic Center and other public spaces, such as community parks is at the request of two Cultural Heritage Commissioners, Rebecca Pynoos and Maralee Beck, to consider an approval for a still photography permit fee waiver and free use of Civic Center and other public spaces, such as community parks. The Cultural Heritage Commission discussed the project in concept at their August 9, 2018 Special Meeting; the Commission was unanimously supportive of the idea and an ad hoc committee of Commissioners Pynoos and Beck was appointed at that meeting to continue work on the project and liaise with Jacob Jonas the Company and representatives from the Wallis.

The ad hoc committee has developed the proposals contained in Attachments 1 and 2, and the item will return to the full Cultural Heritage Commission at their January 9, 2019 Regular

Meeting to finalize logistical options should the Council Liaison and City Council grant support of the project at their respective meetings in December 2018.

DISCUSSION

Jacob Jonas the Company has had 45 photo shoots in their collaborations with photographers called “Cameras and Dancers” at major cultural institutions, such the The Met, Seattle Public Library, Whitney Museum of American Art and more. Granting access to landmarks and iconic architectural sites will allow Beverly Hills to be the first City to exhibit the work of Jacob Jonas the Company. Jacob Jonas grew up in the community and is an alumnus of Beverly Hills High School.

Dynamic photos of dancers from Jacob Jonas the Company in these architectural spaces will be taken for a spring exhibit at the Wallis Annenberg and Beverly Hills Civic Center in the Library. The photographs will be paired with brief educational narratives on the history of the City and architectural sites.

The photo shoot has been proposed for **February 2019**. This proposed timeframe is based on the availability of both Jacob Jonas the Company and the availability of areas around the Civic Center and City Parks. The public locations requested, in rank order, include:

1. City Hall exteriors;
2. Civic Center Palm Court rotunda and adjacent architectural features;
3. Civic Center Boat Court and elevated walkways;
4. Public Library interiors;
5. Beverly Gardens Park – Electric Fountain;
6. Beverly Gardens Park – Cactus Garden; and
7. Will Rogers Memorial Park and Margaret Anderson Fountain.

The series intends to photograph at both City-owned landmarks and adjacent private sites, including the Wallis and the Union 76 station.

The photo shoots generally take place in morning hours, 8am to 12pm for a duration of 3-4 hours to make use of natural light and to cause least disruption or impact; when a site may be closed to the public or less frequented for greater access. The photographers and dancers are generally granted free range of sites for maximum creative capture. The photographers have no large equipment or lighting and will be monitored by Park Rangers for building access and Park safety.

Once exhibited, the work will be open to the public to view at no cost at the Wallis Annenberg Center for the Performing Arts, in advance of Jacob Jonas the Company series of shows in May 2019. There is also an exhibit planned for the same or for an extended period of time at the Civic Center in the Library, if the space and funding are available.

Publicity will be managed by Jacob Jonas with guidance from Rebecca Pynoos and will involve partners’ approval including the Wallis and the City of Beverly Hills for all press releases and social media. Given the architectural nature of the photos and depending on the scale of the exhibit, outreach would be performed to major architectural outlets such as Curbed LA, KCRW’s DnA with Frances Anderton, Architectural Record and more.

FISCAL IMPACT

At this time, only a waiver of the still photography permit fees with associated personnel is requested, with access to the buildings and sites. The estimated total still photography permit fee waiver is \$419.00. In addition to the permit fees, two Park Rangers are requested for four hours each to facilitate safety and access to the buildings and parks at a rate of \$62.00 an hour, for a total of \$496.00 in personnel fee waiver. **The total in-kind waiver of fees requested is \$915.00.**

With the approval of the concept by the Liaisons, the City Manager will waive this amount pursuant to the authority granted in the City Council adopted schedule taxes and fee charges. The City Manager has the authority to waive Film and Event fees in the amount of \$1,000.00 or less for any event in which the City is a participant or co-sponsor, or where it is consistent with City Council direction.

An exhibit of the photo shoot is planned in the Wallis Annenberg Center for the Performing Arts April through June to coincide with the dates of Jacob Jonas' May 9 and May 10, 2019 performances. Any visitors to The Wallis including attendees of performances will see the work once installed. The Wallis has granted its full support of this exhibit, and has been a featured architectural site of the "Cameras and Dancers" series in the past.

With additional funding for a full scale exhibit, additional images could be placed at the Civic Center in the Library for an education and engagement opportunity aimed to engage all ages of the general public. After Council approval of the photo shoot, the ad-hoc committee members, Rebecca Pynoos and Maralee Beck, plan to speak to local businesses and community members to secure sponsored elements for the exhibit. The Charles Moore Foundation and Robbie Anderson on behalf of Margaret Anderson are contributing archival material for the exhibit in-kind as well.

At this time there is no request for exhibit funding, as the organizers believe that these individual community sponsors will cover these costs. It is understood that the ad-hoc committee members are responsible for all exhibit sponsorship and coordination.

RECOMMENDATION

Staff is requesting City Council liaison direction regarding the proposed fee waiver of fees and use of Beverly Hills public space to be photographed and displayed on social media, and in person at an exhibit, as part of the "Cameras and Dancers" series.

City Special Event Request for Still Photography
with Jacob Jonas The Company
from Rebecca Pynoos and Maralee Beck representing
the City of Beverly Hills Cultural Heritage Commission

1 - Type and name of organization hosting event

The City of Beverly Hills Cultural Heritage Commission is embarking upon a creative collaboration with Jacob Jonas The Company, artists in residence at The Wallis to create a still photography project highlighting some of the city's unique architectural and cultural sites.

2- Type of Event

The request is to be granted access to city sites with fee waiver for purposes of a still photo shoot in early February to create content for a spring exhibit at The Wallis, The Beverly Hills Civic Center and the Beverly Hills Public Library. Dynamic and moving photos will be paired with brief educational narratives on the history of the city or information on an architectural site that will be informative and engaging for viewers of all ages.

3- Dates and Hours

Jacob Jonas The Company has availability in early February. Their photo shoots generally take place in morning hours, 8am -12pm for a duration of 3-4 hours to make use of natural light and to cause least disruption or impact, when a site may be closed to the public or less frequented for greater access. The photographers have no large equipment or lighting, so it is important to shoot with natural lighting.

4- Location

We are requesting to photograph at several city sites that will allow for a dynamic and robust portrayal of the city's unique cultural heritage and architecture. This will be a rare opportunity to collaborate with the artistic group in residence in the city. Jacob Jonas The Company has had 45 photo shoots in their collaborations with photographers called Cameras and Dancers at major cultural institutions, such as The Met, The Seattle Public Library, The Whitney and more. They are generally granted free range of sites for maximum creative capture. Allowing access to sites will also allow Beverly Hills to be the first to exhibit the work of Jacob Jonas The Company who have a large social media following for their photography collaborative, Cameras and Dancers. We are planning to photograph both city owned landmarks and a few adjacent sites, including the Union 76 Station.

4a - Location Rankings

First priority would be to shoot properties adjacent to The Wallis for ease of location.

Locations requested include the following, ranked by priority

- 1) Beverly Hills City Hall exteriors
 - 2) Beverly Hills Civic Center Palm Court rotunda and adjacent architectural features
 - 3) Beverly Hills Civic Center Boat Court and elevated walkways
 - 4) Beverly Hills Public Library interiors
- (The Charles Moore Foundation will be contributing some archival material for an exhibit so it is important that we are able to photograph these areas).

- 5) Beverly Gardens Park – Electric Fountain
- 6) Beverly Gardens Park – Cactus Garden
- 7) Will Rogers Memorial Park and Margaret Anderson Fountain (important to include site for Robbie Anderson who may contribute historic photos for an exhibit)

5- Budget

Estimated Cost of Photography

Currently \$2,500.00 for Jacob Jonas The Company for 3-4 hours photography collaboration.

Estimated Cost of Exhibit for The Wallis

\$200 – Wall paint and prep post installation

\$100 – Install materials (nails, non-stick adhesive spray, paper and printing of wall placards)

\$100 – Enlarged wall didactic with narrative explaining the exhibit for building and entrance

\$800 – Printing Costs

\$800 – Framing Costs

Estimated Cost of Exhibit for Library

\$800 – Printing and Mounting

\$100 – Enlarged wall didactic with narrative explaining the exhibit for building at entrance

\$200 – Memory Place interactive board (for people to write in a place that means something to them and why)

Estimated Cost of Exhibit for Civic Center

\$2,000.00 - Vinyl Prints for exterior spaces

(We plan to speak with individuals, galleries and businesses in the city to see if they might be interested in sponsoring elements of the exhibit, e.g. Benedikt Taschen, Mark Selwyn, Timothy Yarger, Beverly Hills Framing)

6- Support

The project has garnered encouragement to move ahead from the following:

City of Beverly Hills Cultural Heritage Commission

Lisa Greer, Former Cultural Heritage Commissioner

Rachel Fine, CEO of The Wallis

Mark Slavkin, Director of Education for The Wallis,

David Truly, Director of Special Projects for The Wallis,

Joel Hile, Director of Marketing for The Wallis,

The Beverly Hills Historical Society,

Fine Arts Commissioner Richard Rubins,

Kevin Keim, Director of The Charles Moore Foundation

Jacob Jonas and Jill Wilson of Jacob Jonas The Company.

Tiffany Daneshgar Pitoun, former Senior Curatorial Administrator at LACMA

Moore Ruble Yudell Architects

Stephen Harby, architect, author and illustrator

7- Expected number of attendees

At this time, only scheduling of still photography is being requested. For the spring, the intended plan is for a small exhibit to be ready as soon as content can be created with a photo shoot that would be up April through June and celebrated the dates of Jacob Jonas' May 9th and May 10th performances. Any visitors to The Wallis or attendees of performances will see the work once installed. With additional funding for a full scale exhibit, additional images are planned to be placed at the Civic Center and Library that would also be an education and engagement opportunity for the general public that would be aimed to engage all ages.

Jacob Jonas The Company also has built in events and community outreach events for The Wallis' GROW programs. We would hope to celebrate this exhibit for public outreach events and for the May events.

Images would also be visible through social media and Instagram platforms, of which Jacob Jonas and photographers have significant followings.

8 - Target Demographic

Target demographics include residents and visitors to the city of all ages. The photographic images are universally moving and paired with narratives, will educate and engage visitors of all ages and backgrounds to share in some of the unique stories behind architectural sites of Beverly Hills.

9 - Public Benefit

The photography and later exhibit will help boost tourism by adding another element of engagement in the city's history and Southern California's creative culture. It will provide opportunity for engagement with The Wallis' community programming as well as education about important people and places that have shaped the city. The photography will amplify the architecture of the city, with positive benefits for education and awareness. The photography and later exhibit will also be the very first exhibit of the work of Jacob Jonas The Company and creative collaborators. It is a win-win for all involved. Charles Moore's work is also having a renaissance with major exhibits of his Northern California Sea Ranch project traveling to Washington DC, Los Angeles, Texas and San Francisco, opening December 22nd at SF MOMA.

11. Public or Ticketed Event

The photography requested would require that sites, or zones within sites be temporarily unavailable to the public for short periods of time during the shoot. Jacob Jonas does a walk through in advance to determine exact locations of photography. Once exhibited, the work is open to the public at The Wallis (and if at the Civic Center and Library, would be accessible for all to share in)

12. Publicity

Publicity will be managed by Jacob Jonas and Rebecca Pynoos and will involve partners including The Wallis and The City of Beverly Hills for press releases, social media postings and other outreach efforts as needed. Given the architectural nature of the photos and depending on the scale of the exhibit, outreach would be performed to major architectural outlets such as Curbed, KCRW's DnA with Frances Anderton, Architectural Record and more.

13. Permits Requested

Permission to photograph at noted sites in the city is requested at no cost.

14. Impact to the City with traffic, noise

No impacts are anticipated as no equipment is required. Sites would just be blocked off temporarily during early morning hours of the photo shoot date. Photography shoots simply involve dancers and photographers with single cameras and no additional lighting or equipment.

15. Impact to the city

Depending on scheduling, Jacob Jonas has requested early morning shoot times so as not to impact city programming and services and because they require morning light to shoot. City staff may need to be on hand for any requested interior shots to allow access to sites.

#CamerasandDancers





What is #CamerasandDancers?

#CamerasandDancers is a monthly, location specific Instameet organized by @JacobJonasTheCompany and co-hosted by a photographic influencer, a dance company and a venue- typically a cultural institution or architectural space.

#CamerasandDancers provides a platform for content creation through the merging of dance and photography. The event occurs over a period of 3-4 hours where the artists spontaneously and freely collaborate, producing a unique portfolio of images, which are then shared to Instagram and other online platforms.

These photos carry the weight of peer-to-peer endorsement and keep dance relevant and connected to a younger demographic. The combined following of all involved spreads the content to audiences globally.

Click below to watch some behind-the-scenes videos:

[Jacob's Pillow - Miami City Ballet - Pilobolus](#)

[Whitney Museum - New York City Ballet](#)

[Jacob Jonas The Company - Santa Monica Pier](#)

Cultural Co-Hosts.

Annenberg Space for Photography (Los Angeles, CA)

Architectural Record (New York, NY)

Arizona State University Gammage (Tempe, AZ)

Complexe Sportif de Saint Laurent (Montreal, Quebec, Canada)

de Young Museum (San Francisco, CA)

Hammer Museum (Los Angeles, CA)

J. Paul Getty Museum (Los Angeles, CA)

Jacob's Pillow (Beckett, MA)

Kennedy Center (Washington, DC)

Los Angeles County Museum of Art (Los Angeles, CA)

Los Angeles Tourism Board (Los Angeles, CA)

Metropolitan Museum of Art (New York, NY)

New York Public Library (New York, NY)

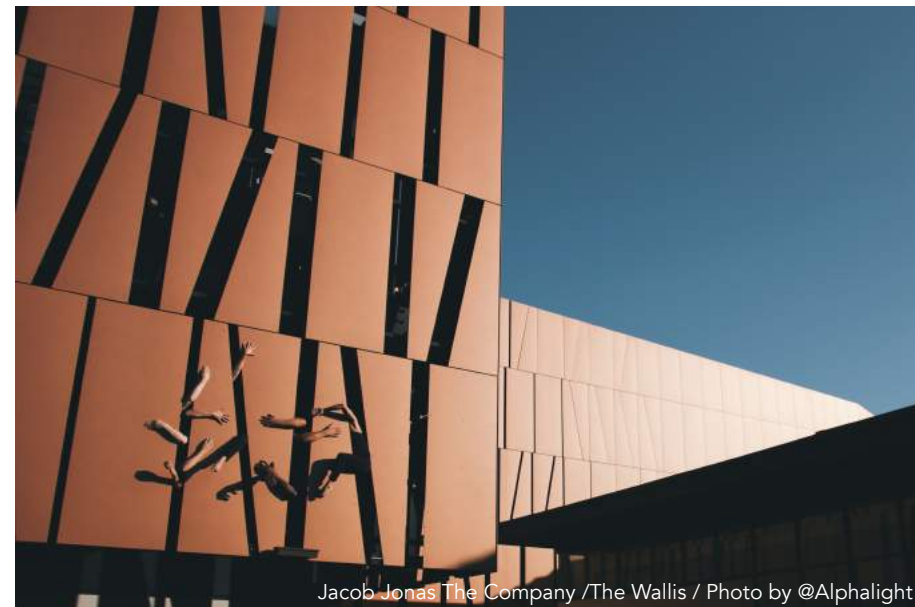
Seattle Public Library (Seattle, WA)

The Music Center (Los Angeles, CA)

Valley Performing Arts Center (Northridge, CA)

Wallis Annenberg Center for the Performing Arts (Beverly Hills, CA)

Whitney Museum of American Art (New York, NY)



Dance Co-Hosts.

Alonzo King's LINES Ballet (San Francisco, CA)

Aspen Santa Fe Ballet (Aspen, CO / Santa Fe, NM)

Azure Barton & Artists (Los Angeles, CA)

Bill T Jones/Arnie Zane Company (New York, NY)

Bodytraffic (Los Angeles, CA)

Diavolo Dance Theater (Los Angeles, CA)

Gallim Dance (New York, NY)

Jacob Jonas The Company (Los Angeles, CA)

Les 7 Doigts de la main (Montreal, Quebec, Canada)

Los Angeles Ballet (Los Angeles, CA)

Miami City Ballet (Miami, FL)

New York City Ballet (New York, NY)

Parsons Dance (New York, NY)

Paul Taylor Dance Company (New York, NY)

Pilobolus (Washington Depot, CT)

Rauf "Rubberlegz" Yasit

Spectrum Dance Theater (Seattle, WA)

The Royal Ballet (London, England)

Tiler Peck



Influencer Co-Hosts.



Ari Fararooy (@ari_fararooy)	34k
Ashely McKinney (@ashleymcky)	104k
Brad Romano (@bradromano)	73k
Charissa Fay (@charissa_fay)	162k
Chris Ozer (@chrisozer)	614k
Dave Krugman (@dave.krugman)	272k
Irini Ioto (@irini_ioto)	101k
Jacob Jonas (@JacobJonasTheCompany)	82k
Jacob Santiago (@JacobSantiago)	137k
Jennifer Bin (@jenniferbin)	116k
Jessica Zollman (@jayzombie)	230k
Jordan Matter (@jordanmatter)	527k
Jose Tutes (@tutes)	118k
Konrad Langer (@konaction)	145k
Kyle Huber (@asesneofhuber)	308k
Lauren Randolph (@laurenlemon)	235k
Michael O'Neal (@mo)	708k
Minh Tran (@thismintymoment)	149k
Nisian Hughes (@nisian)	59k
Omar Robles (@omarzrobles)	301k
Oveck Reyes (@oveck)	92k
Pei Ketron (@pketron)	801k
Pete Halvorsen (@petehavlorsen)	206k
Ravi Vora (@ravivora)	854k
Rey Canlas Jr. (@reycanlasjr)	67k
Sam Horine (@samhorine)	519k
Sam Morrison (@samthecobra)	155k
Terry McLaughlin (@Asteryx)	292k

Architectural Co-Hosts.

Frank Lloyd Wright

Herzog & de Meuron

HGA Architects

Lorcan O'Herlihy Architects

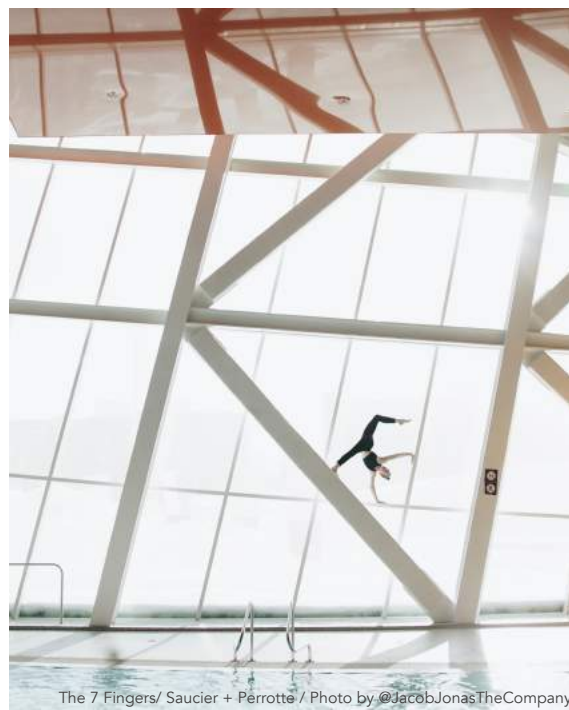
Rem Koolhaas

Renzo Piano Building Workshop

Richard Meier

Skidmore, Owings & Merrill

Saucier+Perrotte Architectes



Influencer Impressions.



omarzrobles
New York Public Li...
Following

9,909 likes

omarzrobles Literally flying through the shelves of the @NYPL at Lincoln Center with Omar Roman @omarroman33 from @parsonsdance at today's @CamerasAndDancers event.

Huge thanks to @jacobjonasthecompany and @dave.krugman for the invite and putting this event together. #OZR_Dance | #CamerasAndDancers

load more comments

whatishanthisaw That's astonishing - both the act and the capture 🙌

letsak_ Amazing !!

jackwilliamwilde @nelsonsmyles @kammckinnon

juliannarande Amazibg

amarzrobles @camerasanddancers

❤️ Add a comment...



pketron • Following
Paid partnership with light
The Seattle Public Library

pketron Stars and schedules finally aligned to enable me to co-host my first @camerasanddancers event last week. For the event, a group of photographers and dancers descended upon one of my favorite spaces in Seattle, the Seattle Public Library, hours before opening time. I loved the instruction we were given: Photographers, you're in charge of framing up the shots, but the dancers know their bodies best, so let them show you their ideas. It was a really great way to collaborate (because who knew bodies could move like that?) and for me to see what the new #LightL16 camera can deliver. More images to come. #capturedbyLight #camerasanddancers #jillandjacob

Load more comments

❤️ 5,058 likes

Add a comment...



mo de Young Museum
Following

7,650 likes

mo Whatever done, however bad. Hold on hold on hold on #camerasanddancers @jacobjonasthecompany @linesballet @deyoungmuseum

load more comments

konstalinkola 🙌🙌
capucinefachot Fantastic man!
skwii Wow...!!!
skwii Love this series...!
tish_evangelista Beautiful! @moneal
amrand29 Ya ampun ini foto keren banget deh

❤️ Add a comment...



thismintymoment
Valley Performing ...
Following

5,126 likes

thismintymoment Body Geometry // A collaboration with @camerasanddancers and @aspensantafaballet. Dancer: @agerber

If you're in LA, they are performing tonight at @vpcatsun 8pm #camerasanddancers

load more comments

brunofilipesa 🙌🙌
rabbitcrewla Whoopee!
kkchuey The shape its so beautifull
igorovmx Cool!
hx1125 Love this so much. Minh! ❤️
thismintymoment @azaddemir_advert o thanks my friend
thismintymoment @sniumami thank

❤️ Add a comment...



samhorine • Following
Whitney Museum of American Art

samhorine the intersection of athletics & art // do think of sports as an art form or is it something else? Tag a friend who likes dance 🙌🙌 @camerasanddancers x @nycballet x @whitneymuseum #camerasanddancers

Load more comments

luu_why Love these photos! 💕💕
niftyfifty_photo Amazing shoot you never cease to amaze.
joemagers Really cool video at the end seiramoan_94 @understandinggrace ❤️

oveck Damn these are amazing
mattsbt @aylaardalan
berti_clara All these photos are simply amazing! So elegant and sophisticated, these are true works of art 🙌

❤️ 6,204 likes

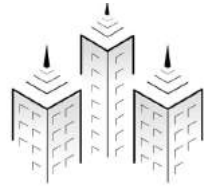
Press.

Los Angeles Times

MAGAZINE
DANCE®

ARCHITECTURAL
RECORD

STREET
DREAMS
MAGAZINE



MY MODERN MET
SHARE | INSPIRE | CONNECT

yatzer™

newsworks

Los Angeles Daily News

Los Angeles Times

LOCAL / Southern California Moments

Reader Photo Cameras and dancers



MY MODERN MET
SHARE | INSPIRE | CONNECT

Dancers and Photographers Come
Together for Incredible
Spontaneous Photo Shoots

By Jessica Stewart on August 29, 2017



#CamerasandDancers has had a global impact, reaching millions of impressions and receiving press from print and online sources. Blogs have been published by [The Kennedy Center](#), [Getty Museum](#), [New York Public Library](#) and [Royal Opera House](#).

Instagram Features.



 **instagram** • Following
Grand Park

instagram Featured photo of @diavolo_la by @ioewe7
Weekend Hashtag Project: #WHPmoveit
Inspired by the Winter Olympics, this weekend's goal is to create photos and videos celebrating the power of movement, as in this featured photo by Thai Haong (@ioewe7).
You don't have to be an athlete to capture the everyday action around you, like a spontaneous trampoline session or a daily run through the park. Keep an eye out for repeating shapes or colorful backdrops to elevate your images.
Play with different viewpoints to maximize energy. Make us feel the drama with intense expressions and extreme angles, like an unexpected selfie during an exhilarating cheerleading practice.
Use creative tools like slow-motion or time-

  
1,142,106 likes

Add a comment...



 **instagram** Following

859,386 likes

instagram "Symmetry really works when it's about balance. There's something so delicate here — you don't even know how quickly they're moving," says #WHPsymmetry guest curator Michael Zee (@symmetrybreakfast) of this submission by @thaihoangphotography. "It's symbiotic — they rely on each other." Photo by @thaihoangphotography

load more comments

manuel_garcia.09 Sigueme y Te Sigo 🙌🙌🙌🙌🙌

manuel_garcia.09 Sigueme y Te Sigo 🙌🙌🙌🙌🙌

manuel_garcia.09 Sigueme y Te Sigo 🙌🙌🙌🙌🙌

manuel_garcia.09 Sigueme y Te Sigo 🙌🙌🙌🙌🙌

 Add a comment...



 **instagram** Following

3,332,212 views

instagram "I think as a choreographer my work tends to be very physical and explosive and athletic, and I encourage that in the still photographs too," explains Jacob Jonas, artistic director of his self-named dance company (@jacobjonasthecompany). Jacob discovered dance as a teenager living in Los Angeles; while skateboarding along Venice Beach he ran into a group of street performers and was immediately hooked. "With dance I've always been inspired by the people doing it rather than the moves they are doing, and that's carried through my work today as a choreographer," he says. A self-taught photographer, Jacob collaborates with Instagrammers to capture his dancers while on tour or outside of the rehearsal studio. He runs a monthly InstaMeet on location, #camerasanddancers, choosing

 Add a comment...



 **instagram** • Following
Montreal, Quebec

instagram Photo by @tobrook
"What if dancers would be allowed on a soccer field?" asks photographer Eric Gagnon (@tobrook). "I think we could see some impressive moves!" 🤖
Follow along to see more of our favorites from last weekend's hashtag project, #WHPmoveit.

Load more comments

jpmouro_ao <https://www.instagram.com/jac.kosincero/>

jpmouro_ao <https://www.instagram.com/jac.kosincero/>

randywhite872 🙌🙌🙌🙌🙌
[www.woooooowwww!!!!!!](https://www.instagram.com/_matheusvictoroficial)

_matheusvictoroficial https://www.instagram.com/_dais9717/


_matheusvictoroficial https://www.instagram.com/_dais9717/

 
542,366 likes

Add a comment...

Additional Features.



**streetdreamsmag**
Berlin, Germany

Following

6,480 likes

streetdreamsmag #SDMtravels : Monday vibes live from Berlin w/ @konaction .

Share your images w/ #SDMtravels to be featured in this new travel series we've developed to highlight the SDM community across the globe!

#streetdreamsmag

load more comments

tajasparks Mood AF today lol



senns_less Fueg 🔥 oo

moshesafranovitz Dope-amine

rakazt 🤔

madisoncho @amber.yy @kmxng @ellaj_hey1 @jennysmileface post eng feels

fortyeight209 ❤️

 Add a comment... 



**discoverla**
Santa Monica Pier

Following

6,299 likes

discoverla "I love L.A. because it's a city that is like a blank canvas, it can be what you make it to be." - Alice Li (@jolly102) #EveryonesWelcome | Our friends @camerasanddancers bring together amazing diverse artists from all over the world. They'll be performing at the Santa Monica Pier today and tomorrow at 6 pm. Photo: @jacobjonasthecompany

load more comments

danielortorres91 @sam_bam_jam

lu.waves 🙌🙌🙌

skaterxdays Dope

shotbysofia Awesome!!

ashweys Wow!!! 🙌🙌🙌🙌🙌🙌

wwsemmes @trainlikeaballerina

swoo68 Great ACTION pic!

marciaslomp @juli.criativa @thai_borges

 Add a comment... 



**metmuseum** • Following
The Metropolitan Museum of Art, New ...

metmuseum We partnered with @jacobjonasthecompany, @gallimdanceco, and @streetdreamsmag for #CameraAndDancers at The Met. Visit #CameraAndDancers to view some photographs from yesterday's meet up. 📷 Photo: @beckyshear #GallimDance

Load more comments

boringnorman @julieejoy wow beautiful af majestic

viarquitectura.Itda 💖🙌💖

boringnorman @julieejoy wow beautiful af majestic

zoeartist Poetic imagery. 🦋

michaelwilsonart1 Majestic 💖

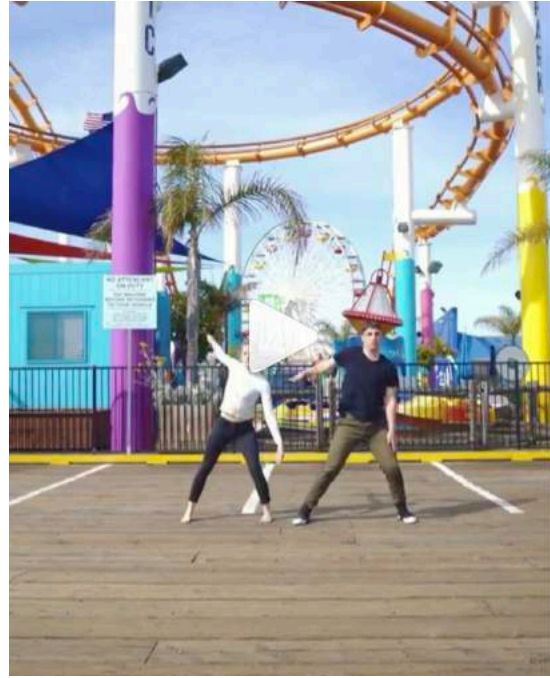
gidrostroitel Тирский пурпур на шёлке.

oshridana Great frame

23,227 likes

Add a comment... 



**instagood**
Santa Monica Pier

Following

29,008 views

instagood @jacobjonasthecompany Video by my friend @ari_fararooy taken at @camerasanddancers featuring my new work "One Pair Off" #jillandjacob #watchthisinstagood

load more comments

yayitsyanan So freaken cool

chzdonie Cool!!! 🤔

mrofcolorsphotography 🙌🙌🙌🙌🙌🙌

b_tang_ @rylyy I've found the fifth movement

shaananpereira @mywitsend hahah funny

avivrchmdn Sooo freeakking cool

jonny.lovee It's just green screen guys 🤖

memok3 cool

 Add a comment... 

What our partners are saying...

"Reading about it on paper does not begin to prepare one for the exciting day of creative interaction between the artists and the space. We were all very impressed and energized!" -**Tom Mossbrucker, Artistic Director, Aspen Santa Fe Ballet**

"The Kennedy Center is a living memorial to President Kennedy and events like #CamerasandDancers breathe artistic life into the building. We were thrilled to welcome each photographer and dancer and witness these collaborations. Thank you for sharing your artistry with us!"
-**Gregory Hughes, Social Media Manager, John F. Kennedy Center for the Performing Arts**

"#CamerasandDancers connects us to the visceral and stunning beauty of dance like few platforms do. The combination of multiple photographic artists/social influencers curated by Jacob Jonas is a brilliant stroke of aesthetic and access that opens up the power of dance to a much larger social audience". -**Michael Reed, Senior Director of Programs & Organizational Initiatives, ASU Gammage**

"It was a pleasure to work with Jacob Jonas and his team of dancers and photographers. The #CamerasandDancers posts gave us great online visibility and showed off the Hammer spaces in a fun and unique way." -**Arielle Feldman, Assistant Manager, Digital Communications at the Hammer Museum**

"Jacob brought an infectious energy and creative spirit to the project. To see so many dancing bodies, moving among the reels of film and archival boxes that store the collective history of dance, was a truly remarkable thing to witness and is a moment I'm eager to explore again in our space."
-**Linda Murray, Dance Curator, The New York Public Library for the Performing Arts Jerome Robbins Dance Division**

"These artists understood the building in a very, very significant way. Working with Jacob Jonas The Company on this one was extremely important. It really elevates the architecture." -**Lorcan O'Herlihy, Architect**

"Pilobolus's dancers loved working with Jacob and his network of photographers and other dancers and dynamic artists. As a result of their creative collaboration and their well established social influence online, innumerable new people were exposed to Pilobolus's work. Looking forward to more play and experimentation together!" -**Lily Binns, Co-Executive Director, Pilobolus**

"From the initial phone call through the shoot with multiple photographers to the delivery of fantastic photographs of our dancers and the deYoung museum, Jacob was great to work with and the #camerasanddancers was a project Alonzo King LINES Ballet is proud to be a part of. We have since used the photographs many times to promote LINES Ballet and to highlight our deYoung museum relationship plus it introduced the company to many talented San Francisco photographers. A great idea well-executed...bravo Jacob Jonas!" -**Sara McGhie, Marketing Director, Alonzo King LINES Ballet,**

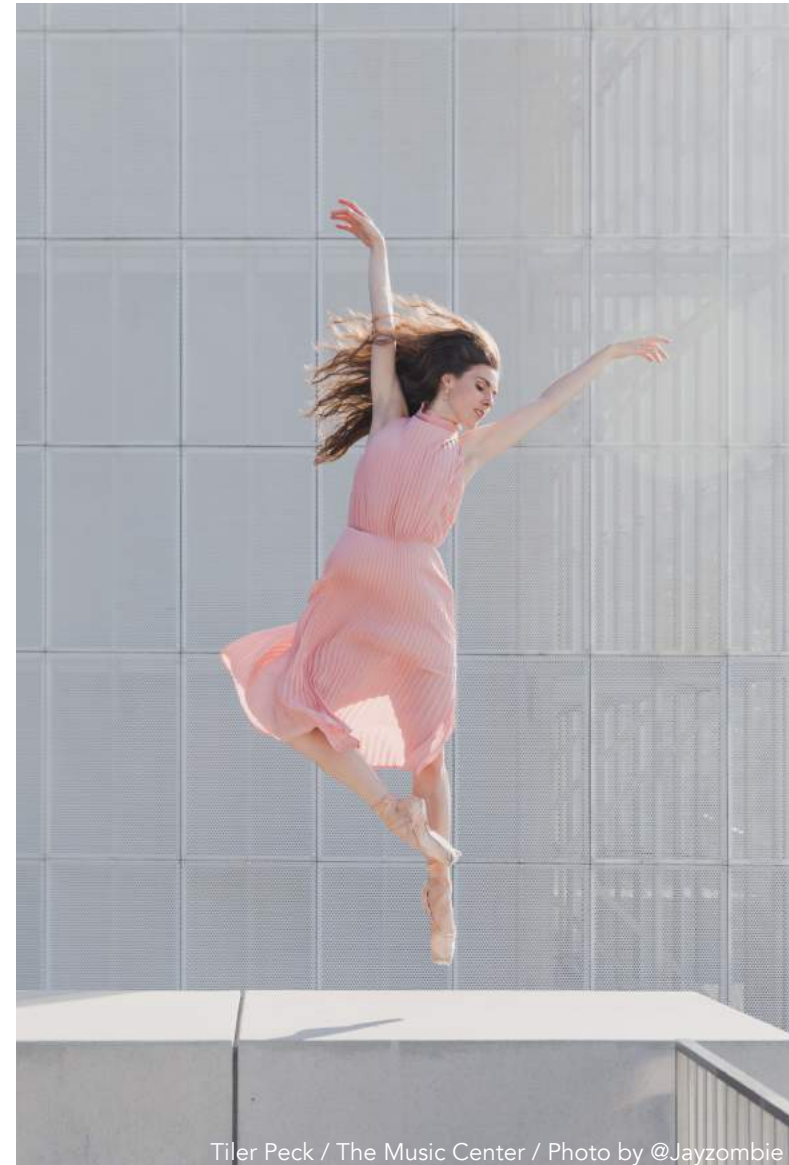
"It was a pleasure to communicate with Jacob Jonas over the past weeks. The photographs taken at the Whitney Museum of American Art exalt the dancers and the building. #CamerasandDancers is definitely a creative and impressive event!"
-**Charlotte Breuillé, Communications Manager, Renzo Piano Building Workshop**

#CamerasandDancers is proving to build community through online engagement and interaction, reaching wider and more diverse audiences.

With social media playing such an important role in new age communication, what better way to connect artists and audiences together?



Jacob Jonas The Company/ Ford Theatres/ / Photo by @Asenseofhuber



Tiler Peck / The Music Center / Photo by @Jayzombie



JACOB JONAS THE COMPANY

@JacobJonasTheCompany

@CamerasandDancers

connect@jacobjonas.com

www.jacobjonas.com



STAFF REPORT

Meeting Date: December 11, 2018
To: Honorable Mayor & City Council
From: Nancy Hunt-Coffey, Director of Community Services
Subject: BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL CO-SPONSORSHIP REQUEST TO USE GREYSTONE MANSION
Attachments: 1. Letter of Proposal

INTRODUCTION

As has occurred in past years, a request has been made by the Beverly Hills International Music Festival (BHIMF) for the City to co-sponsor concerts at Greystone Mansion. The request for this year has increased to four dates. The concerts, featuring local and visiting classical musicians will be held on July 26, 2019, July 29, 2019, July 30, 2019, and either July 25, 2019 or July 27, 2019.

DISCUSSION

As has been done in previous years, BHIMF is requesting in-kind services from the City of Beverly Hills to offset facility rental fees to conduct the concerts at Greystone. Additionally, they request that Greystone staff provide and set-up the chairs for the concerts, and that the City provide promotional support for the concerts.

This year will be the organization's 16th annual festival. BHIMF will be charging approximately \$30 per person for each of the Greystone concerts. Revenue generated by ticket sales helps to offset a portion of the Festival's operating costs. BHIMF is offering the Friends of Greystone free admission to any of the concerts. Additionally, Beverly Hills residents will receive a 30% discount on the ticket prices. Finally, BHIMF will provide one free indoor classical music noontime concert in the downtown area during the summer of 2019.

FISCAL IMPACT

Staff anticipates that approximately \$3,000 in hard costs (ranger and staff time for setup and breakdown) and approximately \$17,500 in soft costs (waiving rental fees for both concerts, setup/breakdown and rehearsal time) would be waived to provide these two concerts.

RECOMMENDATION

Based on past practice and previous City Council direction, staff recommends that the Special Events Council liaison co-sponsor this program and waive the associated hard and soft costs.

Nancy Hunt-Coffey

Approved By



BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL

910 So. Bedford Street, Suite 103,
Los Angeles, California 90035

PUBLIC BENEFIT PROPOSAL FROM DMG MUSIC ASSOCIATION TO PROVIDE THE CITY OF BEVERLY HILLS WITH ARTS

Request

The Beverly Hills International Music Festival (BHIMF) has been sponsored by the City of Beverly Hills to present world class classical music in Beverly Hills since 2013. After several years of working with the City, the Festival would like to propose that DMG Music Association (DMG) provide the City of Beverly Hills with a number of activities to the residents of Beverly Hills by increasing local access to high quality classical music during the summer of 2019. We propose the following:

- The presentation of four (4) chamber music concerts at Greystone Mansion between July 26 and August 4.
- Provide one free indoor classical music noon time concert in the downtown area during the summer of 2019.
- Participate as one of the contracted musical performing ensembles for the *Concerts on Canon* concert series on either July 25 or August 1, 2019.
- Be available to provide the City of Beverly Hills with consultation or booking assistance on classical and or chamber music programming selections the City may be interested in providing at other city venues.

We believe the presentation of these activities will be of considerable public benefit to the families, young people, seniors and other residents of Beverly Hills. The benefits of the arts in general and classical music specifically is well evidenced, ranging from unifying communities, sparking creativity and innovation, to reducing stress and blood pressure levels to providing a positive economic impact to enhancing the quality of community life.

Beverly Hills residents will receive a 30% discount to the four Greystone Mansion concerts and Friends of Greystone members will be admitted for free with advance reservation.

Festival History and Background

2019 will mark the 16th year of the Beverly Hills International Music Festival, a noteworthy milestone for an organization of any size. The festival has consisted of two primary components presented over the course of ten days during the summer: (1) arts education for young emerging and pre-professional classical musicians and (2) a series of concerts available to the general public.

The arts education component has included intense eight-hour daily music instruction for participants ranging in ages from 9 to 24, who attend over 120 combined workshops, master classes, individual lessons and orchestral sectional rehearsals. The public performance has featured special guest artists, BHIMF faculty members and a Festival Chamber Orchestra comprised of BHIMF participants. The number of public concerts has varied from three to ten over the years. In addition to providing classical music lovers high quality performances, the Festival has provided the opportunity for local participants to be engaged with intensive music study and a cultural exchange with musicians from other countries.

The Festival has been international in its programming, participants, and faculty. Over the last decade, DMG has built relationships with musical artists and instructors from all over the globe, including countries from Canada, the United States, Western Europe, Taiwan and Japan. Participants gained the valuable experience of working and performing in small ensembles as well as the Festival Orchestra.

Since its founding, DMG/BHIMF has served over 750 participants and presented concerts to 15,525 audience members. BHIMF has hosted young musicians as participants and artists as special guests or faculty from Los Angeles County and Beverly Hills as well as the countries of Israel, Japan, Taiwan, Germany, Russia, China, Chile, Holland, Canada, Bulgaria, Mexico, and 16 states from the U.S. The Beverly Hills International Music Festival is produced and presented by DMG Music Association, Inc., a 501(c)(3) nonprofit organization – Tax ID# 20-0773055. BHIMF's website is www.bhmusicfestival.us.

Conclusion

After years of partnering with the City of Beverly Hills, DMG believes it is time to deepen our engagement with the City by expanding our offerings. The six (6) concerts as well as providing music consultation services to the City will benefit the City of Beverly Hills and its residents by enhancing community life with live chamber music concerts. We look forward to continuing to work with the City.

Thank you for your considered attention.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

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

FROM: Huma Ahmed, Community Outreach Manager *SA*
Magdalena Davis, Special Event and Filming Coordinator *MRB*

DATE: December 12, 2018

SUBJECT: Upcoming Event Highlights

ATTACHMENT: None.

INTRODUCTION

This is an informational item to the City Council Liaisons regarding upcoming events that are scheduled to take place within Beverly Hills in early 2019.

DISCUSSION

There are several events scheduled to take place in the City during early 2019. This report provides brief highlights on the following programs which will require Citywide inter-departmental support:

- **Golden Globes 2019**
 - o **Event Date: Sunday, January 6, 2019**
 - o Location: The Beverly Hilton Hotel
 - o Program hosts: The Hollywood Foreign Press Association (HFPA) and Dick Clark Productions
 - o Street Closures: Full closures of both Wilshire Blvd and N. Santa Monica Blvd
 - Wilshire Blvd: Saturday, January 5, 10:00PM – Monday, January 7, 4:00AM
 - N. Santa Monica Blvd: Saturday, January 5 2:00PM until Monday, January 7, 4:00AM.
 - Adjacent streets to the event may also be closed during that time.
 - o **Study Session Staff Report (C Item): Tuesday, December 18, 2018**
- **Beverly Hills Education Foundation (BHEF) 5K/10K Walk-Run Fitness Blast**
 - o Event Date: Sunday, January 27, 2019
 - o Location: N. Crescent Drive and Business Triangle
 - o Street Closures:
 - N. Crescent Drive: Saturday, January 27, 9:00PM – 2:00PM
 - Business Triangle: Sunday, 6:00AM – 12:00PM
 - o **Event was approved by the City Council on Tuesday, October 16, 2018**

- **Vanity Fair 2019**
 - o Event Date: Sunday, February 24, 2019
 - o Location: N. Crescent Drive
 - o Street Closure: N. Crescent Drive: Tuesday, February 12 11:59PM – Thursday, February 28, 4:00PM
 - o Event was previously approved by the City Council for three-year term until 2020.
 - o **Study Session Staff Report (C Item): Tuesday, December 18, 2018**
- **City Council Reorganization Ceremony 2019**
 - o Event Date: Tuesday, March 19
 - o Doors open at 6:30PM, program begins 7:00PM
 - o Location: Academy of Motion Picture Arts and Sciences (AMPAS)
 - o No street closures, free parking is available for annual City event
- **Los Angeles Marathon 2019**
 - o Event Date: Sunday, March 24, 2019
 - o Street Closures: Sunday, March 24: from 5:00AM – 1:00PM
 - o Closures throughout the LA Marathon route
 - o Event to be reviewed with City Council Liaisons on Wednesday, December 12. There are no changes to the route, timing or closures.
 - o **Study Session Staff Report (C Item): Tuesday, December 18, 2019**

FISCAL IMPACT

The following events will be responsible for all fees, personnel, permits and other costs associated with their programs:

- Golden Globes
- Vanity Fair
- Los Angeles Marathon

The Beverly Hills Education Foundation has been approved to use a \$25,000 Community Assistance Grant to assist in City-related expenses for street closures, permits and fees.

The City Council Reorganization has been approved within the FY 2018-19 Policy/Management annual budget.

RECOMMENDATION

This is an informational item for City Council review.