Beverly Hills City Council Liaison / Arts & Culture Commission / Human Relations Commission Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
https://www.gotomeet.me/BHLiaison
No password needed

You can also dial in by phone:
United States (Toll Free): 1-866-899-4679 or United States: +1 646-749-3117
Access Code: 660-810-077

Wednesday, March 24, 2021
2:00 PM

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org

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) Embrace Culture Program and Inter-Commission Collaboration
   a. Proposed New Events:
      i. Proposed Beverly Hills Piano Project, Sing For Hope, a co-sponsorship between the City, the Wallis Annenberg Center for Performing Arts and New York based non-profit, Sing for Hope
      ii. Proposed Rachmaninov “RACHFEST 2023 and the First Rachmaninoff International Vocal Competition and Festival” in Celebration of Sergei Rachmaninoff’s 150th Birthday Anniversary, in collaboration with Wallis Annenberg Center for the Performing Arts

3) Adjournment

Huma Ahmed
City Clerk

Posted: March 22, 2021

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG

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 of Beverly Hills Arts and Culture Council Liaison Meeting
Councilmember Lili Bosse and Councilmember John Mirisch, Liaisons

Presented by Monica Yunus and Camille Zamora, Co-Founders and Co-Executive Directors, Sing for Hope
Rachel Fine, Executive Director and CEO, The Wallis

March 24, 2021

Creativity Unleashed // Social Purpose // Art for All
Sing for Hope harnesses the power of the arts to create a better world. Founded in 2006, Sing for Hope is a leading “arts peace corps” serving millions in New York City, across the US, and around the world.

**Healing Arts**
Research-based creative performances, workshops, and curated cultural experiences that promote wellness, connection, and respite in hospitals, long-term care facilities, hospices, and treatment centers.

**Education**
Dynamic arts workshops and standards-based curricula that inspire civic action and uplift youth, educators, and local communities.

**Sing for Hope Pianos**
From the Bronx to Beirut, a global arts initiative that creates artist-designed pianos; places them in parks, streets, and public spaces; then transports and activates them year-round in permanent homes in schools and hospitals.

**Global**
Creative advocacy, leadership, and program design that drive the integration of the arts in policy and at global convenings on social change.
Sing for Hope traces its roots to 9/11, when Juilliard sopranos Monica Yunus and Camille Zamora organized fellow musicians to perform for the firehouse at Lincoln Center, which had lost twelve firefighters that day.

Today, The Sing for Hope Pianos is the country’s largest annual recurring public arts project, placing artist-designed pianos in parks and public spaces for anyone and everyone to play.

- Reaching 2 million New Yorkers annually
- Garnering 4 billion media impressions
- Powered by 5,000+ artists
- 500+ Sing for Hope Pianos to date
- Countless sing-alongs...
Sing for Hope accepts piano proposals from around the globe. Renowned artists, celebrities, school groups, and influencers bring their diverse visions to life.

The Sing for Hope Pianos are placed in their “forever homes” in schools, hospitals, and communities where SFH provides year-round programming.

The Sing for Hope Pianos hit the parks and public places for anyone and everyone to enjoy.

A YEAR-ROUND CONTINUUM OF CREATIVE COMMUNITY
Honored over 10 years in an integrated partnership with New York City Hall that successfully crosses NYC mayoral administrations, The Sing for Hope pianos are a turn-key solution for highly popular, far-ranging community partnership.
Sing for Hope is proud to partner with a wide range of artists from around the globe. From graffiti artist Lance Johnson to muralist Billy the Artist... 

... to renowned fashion icons including Isaac Mizrahi and Diane von Furstenberg... 

... to stars of the entertainment world including Nathan Sykes of The Wanted and Jon Batiste, bandleader and musical director on The Late Show with Stephen Colbert.
Sing for Hope Piano Artists include beloved Broadway casts...

The SFH Pianos have been embraced by Broadway, with leading casts coming together to perform, activate, and create their own unique piano artworks. SFH’s cast partnerships include:
Sing for Hope Piano Artists include empowered community partners.

Members of ADAPT Community Network (formerly, United Cerebral Palsy of New York City)

Student groups from NYC Department of Education
Sing for Hope Pianos plaques on front and sides credit our partners and honor our artists and their unique artwork titles.

Sing for Hope Pianos created by (from left): Christopher Spinelli and Diana Tonelli.
Each year, we launch The Sing for Hope Pianos with all Sing for Hope Pianos together for anyone and everyone to play in a one-day festival of “art for all.”
Igniting Creativity in Students

After their summertime public residency, all Sing for Hope Pianos go to public schools, where they are activated year-round by visiting Sing for Hope artists and our Citizen Artist Curriculum.

• Proven decade-long partnership with the NYC Dept. of Education
• Currently serving 100,000+ students and community members
• Now in 200+ NYC public schools

Sing for Hope Pianos created by (from top):
The Keith Haring Foundation and The Broadway Cast of FUN HOME.
Global Storytelling

The Sing for Hope Pianos are visible on a global scale, with over 4 billion media impressions — more than any other interactive initiative in the country in the last decade.
The Sing for Hope Pianos are embraced by iconic artists and international celebrities, who often shoot music videos on the SFH Pianos in their iconic outdoor locations; recent music videos created by Sara Bareilles and Great Big World.

Instagram-worthy Sing for Hope Pianos: TikTok, Skype, Google Hangouts, and FaceTime duets connect people at Sing for Hope Pianos in different locations across the city and around the world.

ISingforHope: A viral social media campaign where participants share videos of themselves saying “I sing for hope because...” followed by an inspirational song.

Social Media Explosion: Joy Amplified Through User-Generated Content
“The point is simple. Bring communities together through random acts of public music.”
- LA Times

Video featuring “The Polka Piano” created by The Braille Institute
Los Angeles Chamber Orchestra - Play Me, I’m Yours, 2012 — 1 Cal Plaza, DTLA
https://youtu.be/k-AKDXFx4jI

About Sing for Hope
https://bit.ly/2RTmFBW

CBS Sunday Morning, June 3, 2018
https://youtu.be/PVeKqXavuKM
Rigorous COVID-19 Protocols Designed with Mount Sinai Health System and Hudson Yards

In collaboration with Mount Sinai Health System for our Winter 2020-21 NYC program at Hudson Yards (sponsored by Hudson Yards and SAP), Sing for Hope designed and implemented rigorous safety protocols, including mandatory face coverings, social distancing, disinfection, online performances scheduling, reduced capacity, and other virtual and in-person systems.
Summary of Proposal

The Sing for Hope Pianos program offers a year-continuum of creative community-building in four dynamic stages:

STAGE 1: RFP & ARTIST SELECTION PROCESS
- SFH shares Request for Proposals (RFP) via cultural and educational networks.
- Proposals from artists are submitted and processed by SFH.
- SFH convenes an outside adjudication panel with participants from leading cultural and community-based organizations.
- Artist selections are made and communicated.

STAGE 2: ARTWORK CREATION
- Chosen artists convene at Sing for Hope Piano Art Studio (or alternative local site mutually determined with partnering organizations) to create their piano artworks.
- SFH piano technicians and studio managers ensure smooth artistic creation process.
- SFH staff maintain supplies, including artist paints from sponsor Liquitex.
- Post-painting, SFH staff applies plaques, weatherizes instrument via finishing, and affixes specially designed rain tarp.

STAGE 3: PUBLIC RESIDENCY (including Launch Event)
- Sing for Hope Pianos kick off with a daylong Launch Event, our one-day open festival of “art for all” with pianos on plaza open for all to enjoy, featuring special performances by leading artists and community groups alike.
- SFH Pianos are then moved out to parks and public spaces for anyone and everyone to play, amplifying our partners’ reach and engagement.
- SFH Pianos remain open for anyone and everyone to enjoy for 3 weeks, featuring scheduled and spontaneous musical moments, countless social media shares, etc.
- Each location is chosen in tandem with City Hall and co-managed daily by our consortium of Sing for Hope Piano Buddies and city parks managers, BIDS, community organizations, and local business owners.

STAGE 4: PERMANENT HOMES & ONGOING PROGRAMMING (including Ribbon-Cutting)
- After their public residency, the SFH Pianos are transported back to the SFH Pianos Art Studio (or alternative local site mutually determined with partnering organizations) to be retouched and tuned.
- SFH Pianos are then moved to selected under-resourced schools, hospitals, and/or community-based organizations to become hubs for future programming.
- SFH Pianos are presented to their new permanent homes in special Ribbon-Cutting events with communities.
- In NYC, SFH Pianos are now in 200+ public schools, serving 100,000+ students and community members.
- SFH Pianos live on forever in their new community homes, sparking imagination via our ongoing programs and igniting creativity year-round.
“I believe we have a responsibility and a built-in urge to use our creativity to help improve the lives of those less fortunate. Sing for Hope does this every day, from hospital rooms in Hell’s Kitchen, to after-school programs in the South Bronx, to the Sing for Hope Pianos on our city streets. I am inspired by this work and proud to be a part of an organization that uses creative expression to transform the lives of the underserved.”

— Muhammad Yunus
Sing for Hope Founding Board Member,
2006 Nobel Peace Prize Laureate,
and US Presidential Medal of Freedom Recipient
BOARD OF DIRECTORS

Jon Batiste  Internationally Acclaimed Musician, Bandleader of The Late Show with Stephen Colbert
David Beahm  Founder, David Beahm Experiences
Andrea Bocelli  Internationally Renowned Tenor and Recording Artist
Jeffrey Chertoff  Investor, Advisor
Garance Choko  Founder & Strategist in Chief, Coda
CaSandra Diggs  Chief Financial Officer, Council of Fashion Designers of America
Renée Fleming  Grammy Award-Winning Soprano; Creative Consultant, Chicago Lyric Opera
Annabelle Garrett  Owner, Pritario Capital Management, LLC
Tahra Lore Grant  Vice President of Corporate Communications, Sony Pictures Entertainment
Eva Haller  Philanthropist
Linda E. Johnson  President and CEO, Brooklyn Public Library
Andrea Jung  President and CEO, Grameen America; Board Member, Apple
Rochelle King  VP Creative Production, Netflix
Katie Loeb  Director of Innovation, Loeb NYC
Margie Loeb  Philanthropist
David Miller  President, Minnetonka Moccasin
Josh Pultz  Founder, Amplified Entertainment
Cara Smyth  Vice President, Glasgow Caledonian University New York
Kara Unterberg  Investor, Philanthropist; Founder New York SongSpace
Billy Weisman  President, Weisman Enterprises; Founder, DoTopia
Damian Woetzel  Former Principal Dancer, NYC Ballet; President, The Juilliard School
Monica Yunus  Soprano; Co-Founder, Sing for Hope
Muhammad Yunus  2006 Nobel Peace Prize Laureate; Founder, Grameen Bank
Camille Zamora  Soprano; Co-Founder, Sing for Hope
Ann Ziff  Philanthropist; Chair, The Metropolitan Opera
Sing for Hope is powered by co-founders Monica Yunus and Camille Zamora, Chief Operating Officer Richard Robertson, a full-time staff of fifteen, and an ever-expanding Artist Partner roster of creatives from countless genres.

Monica Yunus is the Co-Founder and Co-Executive Director of Sing for Hope. Ms. Yunus has performed with the world’s leading opera companies, including The Metropolitan Opera, Washington National Opera, The Zouk Festival, and in recitals in Spain, Guatemala, and her native Bangladesh. She has been named a 2016 Young Global Leader of the World Economic Forum, honored with a 21st Century Leaders Award, as “New Yorker of the Week” by NY1, and named one of the “Top 50 Americans in Philanthropy” by Town & Country. A leading voice in the “artist as citizen” discussion, she has performed and spoken at Fortune’s Most Powerful Women Summit, Skoll World Forum, Aspen Ideas Festival, and the United Nations. The daughter of Nobel Peace Prize Laureate Muhammad Yunus, Ms. Yunus is a graduate of The Juilliard School.

Camille Zamora is the Co-Founder and Co-Executive Director of Sing for Hope. An internationally acclaimed soprano, she has appeared with collaborators ranging from Yo-Yo Ma to Sting, with ensembles including London Symphony and Glimmerglass Opera, and in live broadcasts on NPR, BBC Radio, Deutsche Radio and Sirius. A graduate of The Juilliard School, she has been recognized by the Congressional Hispanic Caucus and named one of CNN’s Most Intriguing People, NY1’s “New Yorker of the Week” and one of the “Top 50 Americans in Philanthropy” by Town & Country. A regular contributor to The Huffington Post and a leading voice in the “artist as citizen” discussion, Camille has performed and spoken at Fortune’s Most Powerful Women Summit, Skoll World Forum, Aspen Ideas Festival, and the United Nations.
The Sing for Hope Pianos created by (clockwise from top left): Jordann Wine, Stuart Semple, Momoshi, Noël Copeland, Jordy Lievers-Eaton, and Billy the Artist.

AROUND THE WORLD...

The Kennedy Center, WASHINGTON, D.C.
Elephant West Arts Space, LONDON, UNITED KINGDOM
Global Social Business Summit, WOLFSBURG, GERMANY

Duke Children’s Hospital, DURHAM, NORTH CAROLINA
5 Sites Serving Refugee Populations, ATHENS, GREECE

AUB Medical Center, BEIRUT, LEBANON

... & ANYWHERE PEOPLE ARE, VIA SING FOR HOPE VIRTUAL.
Our top question: What happens when it rains?

The Sing for Hope Pianos are made possible by our best-in-class community volunteer system.

SFH Piano Buddies receive daily updates from our Project Leaders, volunteering their time to keep an eye on their local pianos and covering them with our specially designed “rain-jacket” protective tarps in inclement weather.

(Warning: SFH Piano Buddy side effects have included countless new friendships and at least one successful marriage proposal!)

Sing for Hope Piano created by Jordy Lievers-Eaton.
JOIN US

Join the Sing for Hope Pianos global movement and share creative hope and healing arts worldwide

Contact
Lester Vrtiak, Director of the Sing for Hope Pianos
lester@singforhope.org
Sergei Rachmaninoff (1873-1943)

Sergei Rachmaninoff is widely considered one of the finest pianists of all time and, as a composer, one of the last great representatives of Romanticism in classical music. Rachmaninoff was a Russian-born composer who later in life became an American citizen. As a performer, composer, and conductor, Rachmaninoff is remembered as one of the true artistic geniuses of the late nineteenth and early twentieth centuries.

Rachmaninoff made his first tour of the United States as a pianist in 1909, an event for which he composed the now famous Piano Concerto No. 3. A list of compositions by Rachmaninoff includes four piano concertos and The Rhapsody on a Theme of Paganini. Works for piano solo include Prelude in C-sharp minor, Études-Tableaux, Six moments musicaux, the Variations on a Theme of Chopin and the Variations on a Theme of Corelli.

Rachmaninoff also wrote two major a cappella choral works—the Liturgy of St. John Chrysostom and the All-Night Vigil (also known as the Vespers). Other choral works include a choral symphony called The Bells, the cantata Spring, the Three Russian Songs, and an early Concerto for Choir (a cappella). Rachmaninoff also composed a number of works for orchestra alone. The three symphonies: No. 1 in D minor, Op. 13 (1895), No. 2 in E minor, Op. 27 (1907), and No. 3 in A minor, Op. 44 (1935–36).

Rachmaninoff died on 28 March 1943, in Beverly Hills, California, just four days before his 70th birthday.

Festival Description

‘RACHFEST’ and ‘Rachmaninoff Competitions and Festivals’ are registered U.S. trademark owned by the exclusive producer of the event in United States, International Competitions and Festivals (a California non-profit 501 (c)(3) corporation). Rachmaninoff Competitions and Festivals events are presented on the highest international artistic and organizational level.

In 2023, in honor of Rachmaninoff’s 150th Birthday Anniversary Festival, plans are being put into place to stage all three S. Rachmaninoff operas (American premieres), which will perhaps be realized in cooperation with the Washington National Opera and major Russian and international opera houses. The festival will also include the Fourth Rachmaninoff International Piano Competition and the First Rachmaninoff International Vocal Competition, symphonic, choral and chamber music concerts, and
Rachmaninoff exhibitions. In addition, S. Rachmaninoff will be honored by a Star on the Hollywood Walk of Fame. The festival events will be concluded with a final concert in Washington, D.C.

We would like to explore the possibility of presenting the First Rachmaninoff International Vocal Competition and Festival in Beverly Hills, California in March 2023 at the Wallis Annenberg Center for the Performing Arts. Simultaneously with the Vocal Competition, a Rachmaninoff exhibition could also be presented at the Wallis Annenberg Center for the Performing Arts (or in another suitable venue in Beverly Hills).

The Rachmaninoff International Vocal Competition will have three rounds. The Jury of the Competition will be comprised of world famous musicians. The competition jury will choose eight finalists who will perform in the competition’s Final Round with a symphony orchestra. Winners of the competition will receive sizable cash prizes and concert engagements.

**Festival needs in Beverly Hills**

To present the First Rachmaninoff International Vocal Competition and Festival events in Beverly Hills in March 2023, we will need the following:

1. Availability of the Wallis Annenberg Center for the Performing Arts for approximately 5-6 consecutive days.
2. Financial assistance towards the budget of the event.
3. Help in identifying individuals who could serve on the Beverly Hills Organizing Committee of the 2023 Rachmaninoff Festival / Rachmaninoff First International Vocal Competition in Beverly Hills.

In previous years, the Rachmaninoff Competitions and Festivals were supported by the city mayors of Moscow (Russia), Pasadena and Los Angeles. We are hoping that the First Rachmaninoff International Vocal Competition and Festival in 2023 will be presented under the auspices of the Mayor of the City of Beverly Hills, and now ask for your consideration of this request.

**Conclusion**

There are very few significant international music and vocal international competitions and festivals found anywhere in the United States. Therefore, presenting an international event such as the First Rachmaninoff International Vocal Competition and Festival in Beverly Hills will attract large, enthusiastic audiences from near and far, further building Beverly Hills as an even greater cultural tourism destination.

Potentially, the Rachmaninoff International Vocal Competition and Festival could become a permanent high profile and prestigious cultural international event (held periodically) in the City of Beverly Hills.