



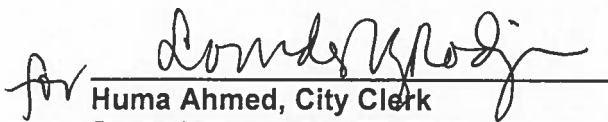
Beverly Hills City Council Liaison / Next Beverly Hills Committee will conduct a special meeting, at the following time and place, and will address the agenda listed below:

CITY HALL  
455 North Rexford Drive  
4<sup>th</sup> Floor Conference Room 4A  
Beverly Hills, CA 90210

Friday, December 13, 2019  
9:15 AM

**AGENDA**

- 1) Public Comment
  - a. Members of the public will be given the opportunity to directly address the Committee on items listed on the agenda.
- 2) Budget Request from the Next Beverly Hills Committee for Fiscal Year 2020/21
- 3) Adjournment  
The Monthly Meeting of the Next Beverly Hills Committee will occur on December 17, 2019, at 8:00 a.m. in the City Hall Municipal Gallery (Committee meetings typically take place monthly)

  
Huma Ahmed, City Clerk  
Posted: December 12, 2019

*Next Beverly Hills is a committee of talented local leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic, and civic needs, and to inspire them to make Beverly Hills a better place for all.*



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 twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including Room 4A, is wheelchair accessible.



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison / Next Beverly Hills Committee

**FROM:** Laura Biery, Marketing and Economic Sustainability Manager  
Michael George, Management Analyst

**DATE:** December 13, 2019

**SUBJECT:** Budget Request from the Next Beverly Hills Committee for Fiscal Year 2020/21

**ATTACHMENTS:** 1. Budget Request Memo for Fiscal Year 2020/21  
2. Itemized Budget Request for Fiscal Year 2020/21

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**INTRODUCTION**

This report is submitted to the City Council Liaisons to consider a request for a budget from the Next Beverly Hills Committee ("Committee") for Fiscal Year 2020/21.

Established in 2015, the Committee receives staff and program support from the Policy and Management Department. The Committee is an all-volunteer group of individuals with a focus to engage residents between the ages of 25 and 45. Staff requests the Liaisons to review the Committee's budget request for Fiscal Year 2020/21 and to provide direction.

**DISCUSSION**

The first component of the Committee's request is an increase in funding for the annual Next Night Block party event ("event") from \$100,000 to a total of \$150,000. By way of background, the City Council approved \$100,000 for the 2019 event through the City's Fiscal Year 2019/20 annual budget process. Subsequently, an additional one-time enhancement of \$30,000 was approved by the City Council for the 2019 event.

The second component of the Committee's request is a general annual operating budget of \$20,200 that is proposed to be spent as follows:

- Committee events (\$12,000);
- Advertising/promotions (\$3,000);
- Next Beverly Hills Incubator (\$4,000); and
- Software for tracking attendance at the Committee's meetings and events (\$1,200).

**FISCAL IMPACT**

The fiscal impact of these requests is (1) an increase of \$50,000 to the existing annual budget allocated to Next Night and (2) an allocation of \$20,200 for general Committee operations for a

grand total of \$70,200 to be allocated to the City's account for Business Development (00101313) each year.

**RECOMMENDATION**

Staff requests direction from the Liaisons with regards to the Committee's budget request memo and the itemized budget as proposed.

# **Attachment 1**

## NEXT BEVERLY HILLS COMMITTEE

### MEMORANDUM

**To:** Laura Biery, Marketing and Economic Sustainability Manager  
Michael George, Management Analyst

**CC:** Kaveh Farshad, Chair, Next Beverly Hills Committee  
Noelle Freeman, Vice Chair-elect, Next Beverly Hills Committee

**From:** Derrick Ontiveros, Vice Chair, Next Beverly Hills Committee

**Date:** December 6, 2019

**Subject:** Budget Enhancement Request for Fiscal Year 2021

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#### **REQUEST**

I am writing to request that you, as our city staff liaisons, submit budget enhancement requests to City Council for FY2021 for the following amounts:

1. Next Night 2020 - \$150,000
2. General Next Beverly Hills budget - \$20,200

#### **NEXT NIGHT 2020**

Since 2016, the Next Beverly Hills committee has organized an annual block party on South Beverly Drive.

Since 2018, Next Night has been a part of our Summer BOLD programming, acting as the program's finale each year.

In 2018, the City spent approximately \$114,000 on the event. In 2019, our budget reached \$130,000. Even with these enhanced budgets, we, as a committee, find it exceedingly difficult to organize an event that meets the expectations of our residents and visitors without requiring an inordinate amount of volunteer effort in an attempt to mitigate increased cost.

Our leadership has determined that, moving forward, a minimum of \$150,000 will be required to plan, organize, and implement the Summer BOLD Finale.

#### **GENERAL NEXT BEVERLY HILLS BUDGET**

As our committee grows and matures, we have adopted several initiatives which require minimal budget. We believe that \$20,200 for FY2021 (approximately \$1,683 per month) will be adequate to fund these initiatives.

Our committee would like to be able to purchase licenses to use software to help us track attendance, store new member/visitor email addresses and names, and move this information into our MailChimp account for future communication. We estimate we can achieve this for \$100/month if we use a donated tablet and do not need to purchase hardware.

Also, Our Next Beverly Hills Mixers program has been a huge success throughout 2019. However, our Events Chairperson has found that organizing events in the City of Beverly Hills with absolutely no budget is extremely limiting and produces subpar results. We believe we have all but exhausted our resources and good will with venues that have been willing to host us free of charge. We would like to plan for monthly mixers with the ability to pay for a venue and/or catering.

Finally, our Next Beverly Hills Incubator program has proven to be a success. However, to grow the program to its full potential, we would like to organize quarterly "Demo Days" throughout the year. Even if these are held in the Municipal Gallery, we must allocate budget to catering, advertising/outreach, and printed collateral.

This list is not meant to be exhaustive, but represents items that need budget and will help the Committee grow and retain membership, develop our initiatives to their full potential, and best carry out the mission of the Next Beverly Hills Committee.

# **Attachment 2**

## NEXT BEVERLY HILLS COMMITTEE

### MEMORANDUM

**To:** Laura Biery, Marketing and Economic Sustainability Manager  
Michael George, Management Analyst

**CC:** Kaveh Farshad, Chair, Next Beverly Hills Committee  
Noelle Freeman, Vice Chair-elect, Next Beverly Hills Committee

**From:** Derrick Ontiveros, Vice Chair, Next Beverly Hills Committee

**Date:** December 11, 2019

**Subject:** Itemized Budget Enhancement Request for Fiscal Year 2021

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#### PURPOSE

This document provides an itemized breakdown of the committee's FY2021 budget enhancement requests.

#### NEXT NIGHT 2020

Item	Amount	Description
Administration	\$ 3,000.00	Insurance
Location Expenses	\$ 1,500.00	Security
General Production	\$ 3,500.00	Freight, production vehicles, trailers, internet access
Technical Production	\$ 22,000.00	Audio, backline, lighting, power, staging
Project Staffing	\$ 27,000.00	Technical director, producer, production coordinator, project manager, graphics design, labor/crew, PAs, etc.
Architectural Drawings	\$ 2,700.00	For venue layout, egress design, permitting
Cleaning and Maintenance	\$ 2,300.00	Event cleanup
Exterior Location	\$ 3,000.00	Red carpet, step and repeat
Activations	\$ 20,000.00	Entrance, experiential activations
Talent	\$ 15,000.00	Musical performances, MCs
Creative Production	\$ 20,000.00	Furniture rental, signage, stage scrim
Agency fee	\$ 30,000.00	Assuming 20%
<b>Total</b>	<b>\$ 150,000.00</b>	



**GENERAL NEXT BEVERLY HILLS BUDGET**

<b>Item</b>	<b>Monthly</b>	<b>Quarterly</b>	<b>Annual</b>	<b>Description</b>
Events	\$ 1,000.00		\$ 12,000.00	Venue, catering
Advertising	\$ 250.00		\$ 3,000.00	Social ad spend for the committee and its initiatives
Incubator		\$ 1,000.00	\$ 4,000.00	Printing of course material, snacks, quarterly "demo day" in municipal gallery with small bites
Attendance tracking	\$ 100.00		\$ 1,200.00	Envoy app to be used on a donated tablet to track attendees at monthly meetings and events
<b>Total</b>			<b>\$ 20,200.00</b>	