



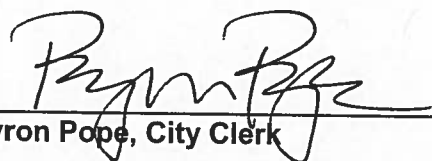
Beverly Hills City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

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

**Wednesday, October 24, 2018
2:15 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 City Partnership for a BritWeek Car Rally and Show
- 3) Bram Goldsmith Way Dedication and Monument Ceremony on Wednesday, November 7, 2018
- 4) Updated Proposal for BHEF to Host an Annual Beverly Hills 5K-10K Walk/Run & Fitness Blast with All Seasons Fitness Media
- 5) Proposal to Request City Partnership of Inner Voices: Career Summit
- 6) Adjournment


Byron Pope, City Clerk

Posted: October 22, 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
Luis Gonzalez, Administrative Intern

DATE: October 24, 2018

SUBJECT: Request for City Partnership for a BritWeek Car Rally and Show

ATTACHMENT: 1. Proposal Letter from BritWeek
2. BritWeek Background Information

INTRODUCTION

This request comes to the City from BritWeek Chair Nigel Lythgoe for City Partnership of a proposed British high end luxury car rally and show in Beverly Hills on Sunday, April 28, 2019.

The car rally will be a one-day event in addition to a *60's British Invasion Music Night* at the Wallis Annenberg Center for the Performing Arts ("the Wallis"). The request for the City is only for the car rally and show event.

Mr. Lythgoe is asking for approval for the following:

- One-day use of the Wallis for Sunday April 28th to use The Wallis motorcourt for their event,
- One-day street closure of Crescent Drive (in front of City Hall),
- British/American flags projected on City Hall during the weekend of BritWeek,
- Waiver of permit fees: if they do not get enough sponsorship.

While details are still forthcoming, the proposal is being presented to the City Council liaisons for approval to move forward with the car show and rally.

DISCUSSION

The City has been approached by BritWeek, a non-profit, for support of a proposed free public car rally and car show event on Sunday, April 28, 2019. The event, as planned would be at the Wallis and extend to N. Crescent Drive. The event would be a display and car rally of British luxury vehicles such as Rolls Royce, Bentley, Jaguar, Ranger Rover, Mini, Morgan and new electric models, driven by British celebrity owners.

Nigel Lythgoe is Chair of BritWeek, a board member with the Wallis, and a celebrity director and producer with shows such as; *So You Think You Can Dance* and *American Idol* to name a few.

Per the proposal, the event details include, gathering of luxury British vehicles at the Wallis motor court and have a group drive through the City on a pre-designated approved route. Once completed, the group would return to display their cars along Crescent Drive for the public. This event would require a street closure of Crescent Drive in between North and South Santa Monica Blvd for the duration of the event. Event timings are estimated to be from 9:30 a.m-3:00 p.m.

BritWeek is a non-profit 501(c)(3) organization, established in Los Angeles in 2007 by Nigel Lythgoe and then British Consul General Bob Peirce with the following mission:

“to create greater awareness of the many ways in which Britain and the US work closely together, and further build this relationship to advance business, the arts, and philanthropy in both of these thriving regions of the world.”

BritWeek also has an executive board made up of international and influential leaders such as the current British Consul General to Los Angeles, Michael Howells.

This event is not only representative of the many ways in which the U.S and Britain have worked together but could be in line with the City's initiative to provide an experience to residents and tourists alike. The car rally would bring in luxury cars and celebrities to Beverly Hills further promoting the City's brand.

BritWeek shares a rich history of hosting their events in Beverly Hills, with events such as *A Shakespeare Jubilee*, which was presented at the Wallis earlier this year. In 2016, the City presented BritWeek with a proclamation for “Shakespeare 400 Day,” to recognize the anniversary of the playwright's death.

Mr. Lythgoe has support from the Wallis, and will be working with the Beverly Hills Chamber of Commerce (“Chamber”) and the Conference and Beverly Hills Conference & Visitors Bureau (“CVB”) to ask for their support. Mr. Lythgoe will be appearing before a board meeting for the Chamber on Tuesday, October 23 requesting their support.

The car rally as proposed would include a 30-40 luxury car group drive: according to the Police Department, the rally's traffic control plan would be similar to what is done for a Presidential visit or funeral procession. The rally would require two blocks of intersections and street closure would require the use of both traffic control officers (“TCO”) and Police Officers. The Police Department has stated that a rolling street closure would be used. While a car rally map has yet to be finalized initial consultation with the division of transportation, and police department several routes have been suggested.

City Partnership vs. City Sponsorship

City Partnership is considered when an outside group or organization is requesting the City's support in the form of in-kind and/or free use of facilities. Events are still independently managed by the outside group and the City is not the lead organizer, i.e. Mazon, Farhang Foundation, etc.

Requests for City Sponsorship may incorporate elements of a partnership along with the following; direct City involvement in the project through funding and personnel allocated to the project, and can also include minimal or no compensation from the outside organization or group. In many cases (not all) the City is the lead event manager for the project, i.e., Israel Independence Day, Richard M. Sherman 90th Birthday Tribute etc.

Regardless of whether it is a partnership or sponsorship, the City's practice has been to review requests from individuals, local organizations and/or groups deemed as providing programs that are considered a public benefit.

FISCAL IMPACT

BritWeek has requested a sponsorship of all City fees associated with the event, inclusive of permits, street closure fees and staff time. BritWeek will seek out sponsors for this event and asks that City fees be waived in the event sponsorship funding is not available. Sponsorship status is pending the liaison's approval of the event to move forward.

The following chart is a cost estimate:

One-Day Use of the Wallis	TBD
*One-Day (6-24 Hours) Crescent Dr. Street Closure/Car Show and Rally	Estimated \$20,000-\$25,000
British and American Flags on City Hall	2,000

*Includes fees for a special event permit, public assembly permit, street closures, sanitation signage, TCOs, and police officers does not include in-kind planning, and event staff. This is not reflective of a final event plan.

Marketing for the event will be handled by BritWeek and in collaboration with the British Academy Film and Television Awards ("BAFTA") through their websites, other programs, and celebrity television appearances leading up to the proposed car rally and show. The City can also promote the event through its normal channels as well, but most of the marketing will be managed by BritWeek.

RECOMMENDATION

Staff is requesting City Council liaison direction, feedback and support regarding the proposed event. If approved, then the item would be presented at a future Council meeting as an informational (C) item.

We promote creativity, excellence and innovation

 britweek.org/our-mission/

Our Mission

BritWeek is a non-profit organization, established in Los Angeles in 2007 by Nigel Lythgoe OBE and the former Consul General Bob Peirce, to highlight the creative fusion between the United Kingdom and California.

BritWeek's mission is to create greater awareness of the many ways in which Britain and the US work closely together, and further build this relationship to advance business, the arts, and philanthropy in both of these thriving regions of the world.

Every Spring, BritWeek hosts a program of events that promotes British creativity, innovation and excellence in California across multiple categories including, film & television, music, art, fashion, design, retail, sport, philanthropy, business, and more.

The events take place across Greater Los Angeles and attracts support from thousands of people, including international celebrities, business and political leaders.

BritWeek's philanthropic contributions have included fundraising for numerous charities, including Malaria No More, Save the Children, LA's BEST, Children's Hospital Los Angeles, Big Brothers - Big Sisters, and programs promoting children's sports, children's literacy and international professional internships.

Dr. Nigel Lythgoe OBE
Chairman, Founder

Chairman Nigel Lythgoe OBE with Music Manager Simon Fuller



The board — BritWeek

 britweek.org/theboard/

Meet the BritWeek founders and board of directors

Founders

BritWeek was founded in Los Angeles in 2007 by Nigel Lythgoe OBE and the then Consul General Bob Peirce, to highlight the creative fusion between the United Kingdom and California.

[Watch the BritWeek Video→](#)

Dr. Nigel Lythgoe OBE | Chairman

Co-Founder of BritWeek and Executive Producer of "Pop Idol" and "American Idol". He also created "So You Think You Can Dance" and "National Dance Day".

Bob Peirce | Co-Founder

A former British Consul General to Los Angeles from 2005-09. Now a Senior Executive with a Los Angeles based corporation.

Sharon H. - Peirce | Co-Founder

Sharon works extensively with business development, leadership education, event management, fundraising and international humanitarian organizations.

Executive Board of Directors

Michael Howells | British Consul General to Los Angeles

Senior representative of the UK government in Southern California, Arizona, Nevada, Utah and Hawaii.

Lance O'Connor | CEO of Minted Content - Partner at American Rogue and Parachute VFX

Lance attended the Royal college of Art, London. He is the founder and owner of Minted Content. Also on the Cinemagic Board and member of YPO.

Nigel Daly OBE | Co- Founder and Artistic Director of The Laboratory Arts Collective

Vice President - Screen International. Former Chairman - The British Academy of Film & Television Arts, Los Angeles.

Dan Rutstein |
Regional Director, Department for International Trade

Supporting British business to export to West Coast USA and US businesses to invest in the UK.

Christopher Guy -Harrison | Designer

An internationally renowned furnishings designer & manufacturer who was born in Britain.

Michael J. Krycler |
Board of British American Business Council

Serves on Board of British American Business Council LA & Partner with Krycler, Ervin, Taubman & Walheim.

Ellis O'Connor |
MSD Hospitality Team

Mr. O'Connor works as Asset Manager & Owner Representative for a prominent portfolio of luxury hotels in Hawaii and Southern California.

Megan Phillips |
Owner Sur Le Mur Gallery

Sur le Mur Fine Art and graffiti, founder and owner, Megan J. Phillips develops emerging artists to an international level. She has worked with Shepard Fairey, Banksy, and Blek Le Rat.

Paul J. Wright, Esq. OBE | Attorney

English Barrister & California attorney with an international law practice specializing in entertainment litigation.

Fiona Francois |
Chief of Staff at InvestCloud

President of the British American Business Council

Francis O'Toole |
CEO & Founder of Mercury Pictures

Born into an acting family, his career spans almost every facet of arts and entertainment. O'Toole is CEO & Founder of Mercury Pictures, a Hollywood movie production studio in the classic mold, built for the digital age.

Sarah Robarts |
Founder and President of Ballantines PR

Sarah Robarts is the President and founder of BPR (Ballantines Public Relations). Sarah, has worked with numerous internationally renowned companies and corporations over the past 16 years in Los Angeles. Prior to that, she worked with highly distinguished British companies in London.

BritWeek Numbers — BritWeek

 britweek.org/bwbythenumbers/

Our media data and website hits

BritWeek attendees each year include Los Angeles locals, anglophiles and fans of British culture / brands and British Ex-Pats.

There are currently over 200,000 British expats based in Los Angeles, a strong community comprising many Britons at the top of their fields, particularly in Business, Tech & the Entertainment industries.

Celebrating its 10th Anniversary in 2016 by highlighting the rich relationships and many talents from across the pond, 20,000 people attended various 2016 events held from Santa Monica to Orange County, with the majority in Los Angeles and Beverly Hills.

60,000

Britweek magazines

inserted in the LA times

30 plus co-branded events were created and produced under the auspices of BritWeek at impressive venues; the British Consul General's residence, The Getty Museum, The Wallis, City Hall, the Hammer, LACMA , etc.

The demographics across the various events.

Business Innovation Awards saw attendees including CEO, CMOs and high level executives from technology and entertainment-related businesses.

Shakespeare at The Wallis Annenberg saw an audience of 500 theater enthusiasts with a stellar cast of 32 well know actors.

The Tenth Anniversary Gala saw attendance from red carpet guests, creative arts celebrities, supporters and corporate sponsors. 50% of attendees at this event were British.

800,000,000

media impressions

| "Want to get involved as a Sponsor?"

[Get in touch](#)

Our Media Support over the past 10 years.





BritWeek is a 501 (C) 3
Non-Profit Organization
Federal Tax ID #33-1206239
15303 Ventura Blvd, Suite 1040,
Sherman Oaks, CA 91403
britweek@britweek.org
www.britweek.org

October 16, 2018

Dear Beverly Hills Mayor and City Council,

BRITWEEK EXECUTIVE BOARD

Nigel Lythgoe, OBE (Chairman)
Paul Crewes
Nigel Daly, OBE
Fiona Francois
Christopher Guy Harrison
The Honorable Michael Howells
Michael Kryder
Ellis O'Connor
Lance O'Connor
Francis O'Toole
Megan Phillips
Chantal Rickards
Sarah Roberts
Dan Rutstein
Paul Wright, OBE

As the Chairman and creator of BritWeek, a 501(c)(3) charity, I am writing to propose an event we would like to produce in Beverly Hills next year. BritWeek was set up in order to celebrate the creativity and innovation between the UK and the US. Britain and America enjoy a unique union and special relationship characterized by decades of shared values and leadership on the world stage. It is more than just celebrating brilliant Brits or amazing Americans, it's about what happens when we come together. Our mission is to create greater awareness of the many ways in which Britain and the US can work closely together and further build our relationship to advance business, the arts, and philanthropy in Los Angeles. Our philanthropic contributions have included fundraising for numerous charities here in LA. and programs promoting children's sports, literacy, health as well as international professional internships.

The event we would like to propose is a British car rally through Beverly Hills on Sunday, 28th April 2019. It would begin and end in the forecourt of the Wallis Annenberg Theater and in the upper area of N. Crescent Drive next to the Wallis which we hope would be blocked off. I have been in touch with Rachel Fine at the Wallis and she is fully aware of our proposed event. The Wallis forecourt is available on that day.

Only British cars from Rolls Royce, Bentley, Jaguar, Range Rover, Mini, Morgan both old and new vehicles would participate. Especially the new electric models driven by their owners with British celebrity passengers.

It is anticipated that the cars would meet in the forecourt of the Wallis and at the top of Crescent at around 9:30 am. They would then drive around Beverly Hills on a route dictated by the Police Department between 10:15 and 11:00 am returning to a presentation parking situation on the forecourt and Crescent.

I believe that we can park 42 cars facing each other across Crescent Drive. I'm not sure how many would face each other on the Wallis forecourt but as soon as we can get that information that is what we would adhere to.

We don't want to get in the way of the Farmers Market so I would like to be completely parked up by 11:15 am. Naturally we want to take advantage of the public visiting the market and then joining us to look around these amazing vehicles. I believe the event would close at 3:00 pm and we would be out of the area by 3:30 pm. These are the initial plans but naturally we would work to your specs at the end of the day?

BritWeek is a 501 (C) 3
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BRITWEEK EXECUTIVE BOARD

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Paul Crewes
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Fiona Francois
Christopher Guy Harrison
The Honorable Michael Howells
Michael Krycier
Ellis O'Connor
Lance O'Connor
Francis O'Toole
Megan Phillips
Chantal Rickards
Sarah Robarts
Dan Rutstein
Paul Wright, OBE

We don't have any idea of funding at this stage all the vehicles will be there at the owners expense. We have no way of making any money and it's purely for fun for the public but if given permission the British Consul-General, Michael Howells, who is incidentally on our board, will immediately make contact with the car manufacturers to see if we can get some sponsorship.

It is difficult to estimate the number of attendees. We will use the BAFTA website along with our BritWeek Website to push the event along with our other proposed programs, our Creative and Innovation Awards in Santa Monica, a Brit fashion show at the Getty Villa and a 60's British Invasion Music night at the Wallis with Peter Noone and Herman's Hermits, Eric Burden and the Animals, Peter Asher and more Californian Brits. We generally get a large following and myself and other celebrities appear on local breakfast TV shows to promote the hell out of everything.

At this stage we would like to ask the Council to waive all fees. We believe that we will produce a wonderful program that both the local residents of Beverly Hills will enjoy along with shoppers at the Farmers Market and of course the tourists. It certainly provides an opportunity for community engagement and promotes in a positive manner the image of the city.

If any further information is required or if I can be of any further help please don't fail to contact me.

Best,

Nigel Lythgoe O.B.E.

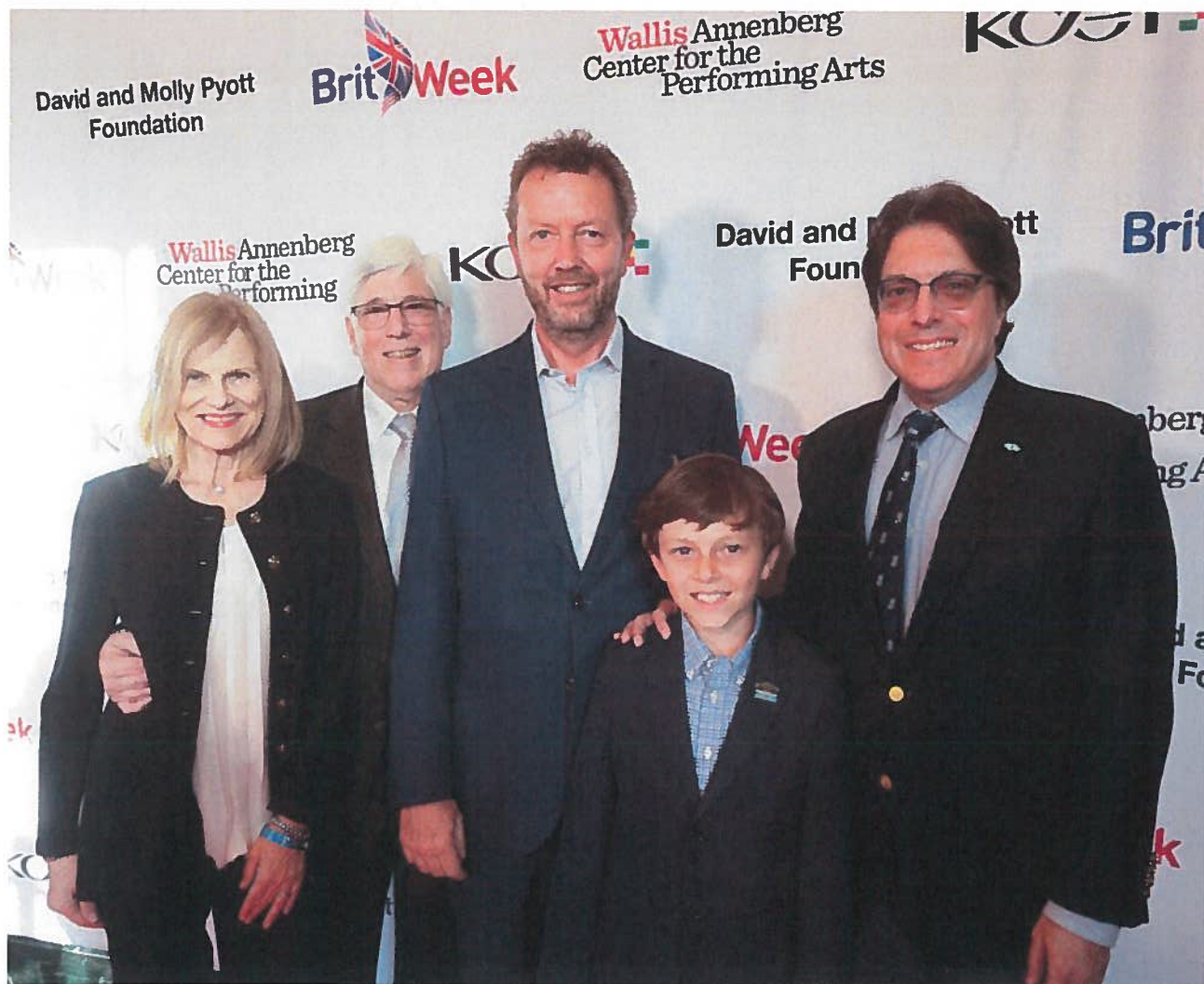
The Gallery — BritWeek

 britweek.org/the-gallery-1/

The Gallery of Events | 2018

SHAKESPEARE JUBILEE 2018

BRITWEEK PRESENTED A NIGHT OF SHAKESPEARE PERFORMED BY SOME OF THE FINEST ACTORS IN LOS ANGELES







CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

Memorandum

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

FROM: Magdalena Davis, Special Events & Filming Coordinator

DATE: October 24, 2018

SUBJECT: Bram Goldsmith Way Dedication and Monument Ceremony on Wednesday, November 7, 2018

ATTACHMENT:

1. Traffic Control Plan for Street Closure
2. Layout of Rededication and Monument Ceremony Event
3. Design Rendering and Fabrication of Bram Goldsmith Way Monument
4. Letters of Support

INTRODUCTION

This report provides information regarding a special event (Bram Goldsmith Way Dedication and Monument Ceremony) which includes a one-day road closure of Brighton Way. This event is scheduled for **Wednesday, November 7, 2018**.

This report serves as an informational item, and unless directed otherwise by the Council Liaisons, staff intends to proceed with the necessary permitting and notifications, as the City Council approved the dedication of Bram Goldsmith Way on October 17, 2017, as well as the design of the monument on December 12, 2017, as described in this report.

DISCUSSION

The City Council has previously approved a change in name to the alleyway between Brighton Way and S. Santa Monica Blvd to Bram Goldsmith Way on October 17, 2017. Bram Goldsmith was a builder, banker, philanthropist and long-time Beverly Hills resident. He played a leading role in the growth of the City, erecting 30 buildings with his partner. From 1975-1995, Bram served as CEO and Chairman of City National Bank. He continued as Chairman until 2015.

City National Bank is requesting a closure of Brighton Way from Bedford Drive to N. Roxbury Drive, as well as the alley itself from Bedford Drive to S. Santa Monica Blvd, to accommodate the dedication of the alley and an unveiling of a monument adjacent to the alleyway and City National Bank branch. The design of the monument was previously approved on December 12, 2017.

City National Bank and CEO Russell Goldsmith would like to host their event with a street closure on the following:

- **Wednesday, November 7, 2018 from 12PM to 7PM**
- **Brighton Way from Bedford Drive to N. Roxbury Drive**
- **Bram Goldsmith Way from Bedford Drive to S. Santa Monica Blvd**

The street closure as proposed would take place from 12pm until 7pm on Wednesday, November 7, 2018. City National Bank will have a vendor place the appropriate k-rail barricades and event equipment, including a stage, and the new street sign. The bank anticipated 100 invite-only attendees to the reception and unveiling. The reception portion of the event will take place inside the City National Bank branch, with the unveiling ceremony outside at about 5:15pm. The Beverly Hills Police Department has advised a street closure for life safety and traffic control.

Adjacent streets would be impacted for the duration, however no business or private garage will be closed to through traffic. City National Bank has secured 100% approval of its neighboring businesses in support of the closure for this special event for the proposed dates in written form.

Additionally, the office garage located in the alley would be open to exit and travel Northbound only in the alleyway. Their office has given written endorsement of the closure.

City National Bank will provide the necessary street closure and equipment, and provide for guests and speakers catering, stage, the unveiling materials and security. They would also issue the require notifications for every business and resident within 1,000 feet of the closure, and secure the proper permits, at their expense.

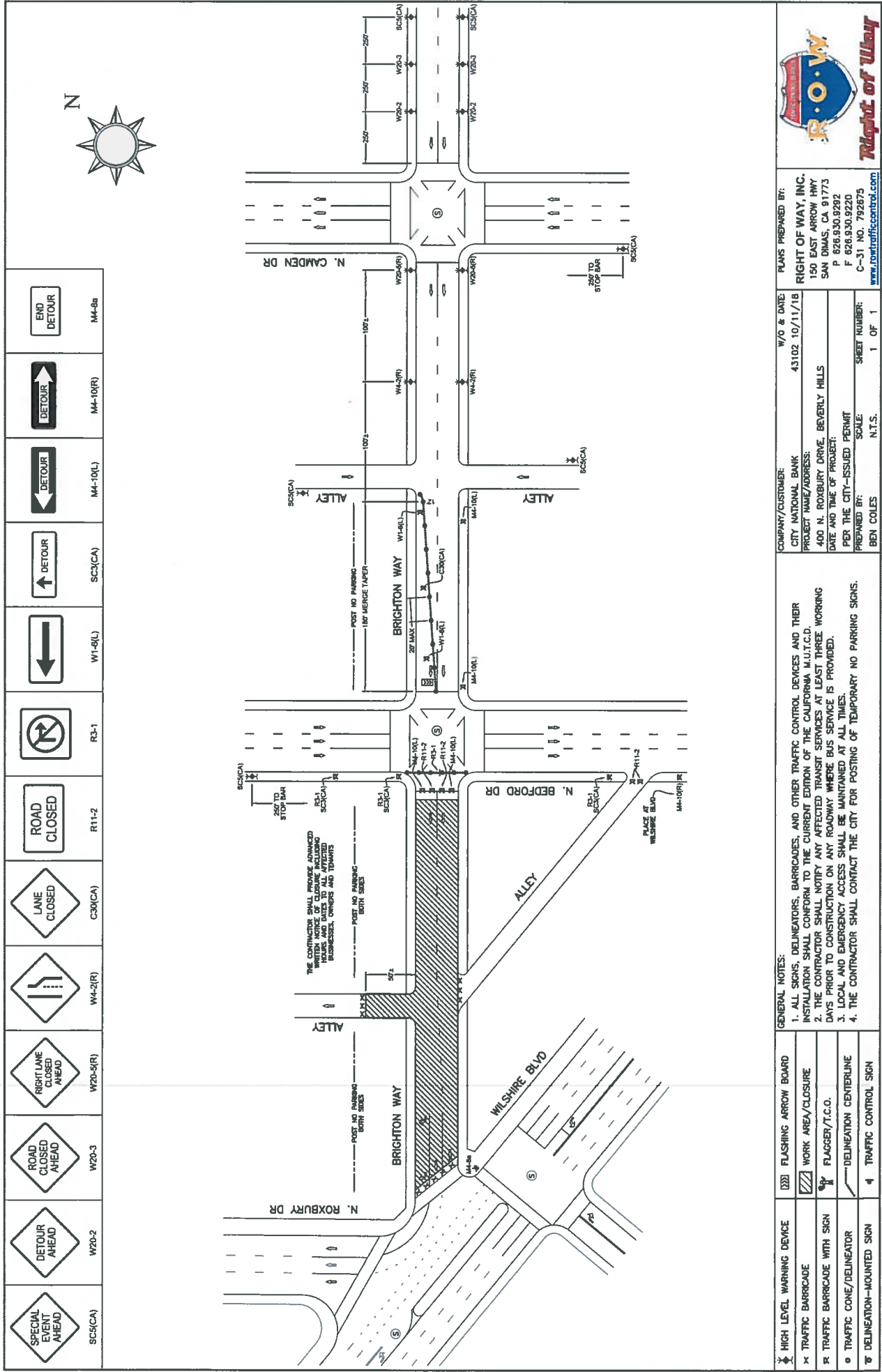
City staff has reviewed the letters of support, the traffic control plan and event layout, and has found no complaints from businesses in the surrounding area.

FISCAL IMPACT

All expenses related to this event are the responsibility of City National Bank, including, but not limited to, City permits, street closure and/or use fees, City personnel, equipment and any other associated costs related to the event.

RECOMMENDATION

As the City Council has formally approved this event, the report inclusive of liaison feedback will be presented as an information (C) item to the City Council at the November 6, 2018 meeting.



ROXBURY DRIVE

STODOLKA

ALLEY

ALLEY

ALLEY

Tent for caterer to prep here

Customer Parking

Reception inside branch

Valet parking

DSR design inc.
400 N. ROXBURY RETAIL BANK
RENOVATION AND FLOOR RENOVATION
MOBILE: 773.241.1400
FAX: 773.241.1400
WWW.DSRDESIGN.COM

CITY NATIONAL BANK

Monument Riser
for remarks
Attendees gather here

BRAM GOLDSMITH WAY

Monument

DESIGN DEVELOPMENT

June 14, 2018

JOHNSON FAIN



selbert perkins design collaborative

432 Culver Boulevard, Playa Del Rey, CA 90293

T 310 822 5223 **www** selbertperkins.com

CONTENTS

2 CONTENTS

PROJECT GOALS & OBJECTIVES

- 4 PROJECT GOALS & OBJECTIVES
- 5 DESIGN PROPOSAL APPROVED BY CITY MOTION 12/5/17
- 5 APPROVED PRELIMINARY SIGN DETAILS
- 6 FONTS AND MATERIALS

DESIGN DEVELOPMENT MONUMENT SIGN

- 8/10 MONUMENT
- 9/11 RENDER DAY AND NIGHT

DESIGN DEVELOPMENT OPTIONS STREET SIGN

- 13 STREET SIGN OPTIONS
- 14 WALL SIGN

PRELIMINARY FABRICATION

- 15 PRELIMINARY FABRICATION
- 16 PRELIMINARY FABRICATION



JOHNSON FAIN

PROJECT

BRAM GOLDSMITH
MONUMENT + STREET SIGN

PHASE

DESIGN DEVELOPMENT
JUNE 14, 2018

DESCRIPTION

CONTENTS

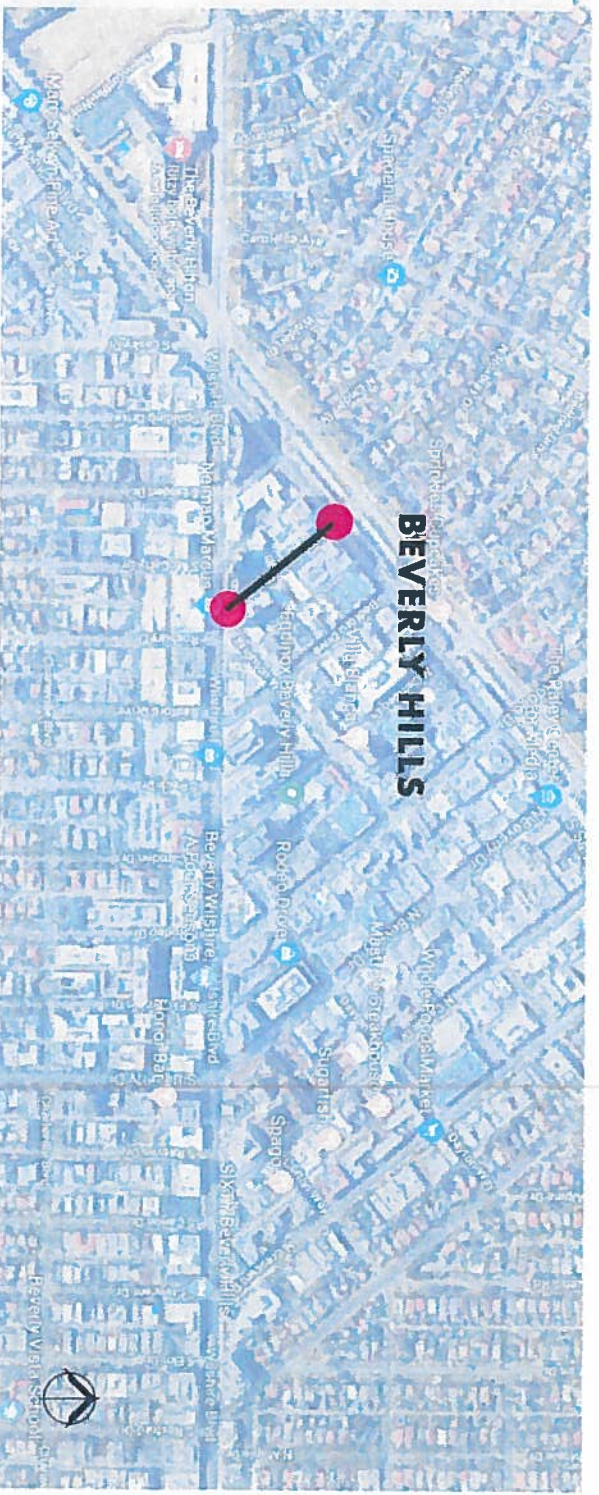
PROJECT GOALS & OBJECTIVES

Overview

The purpose of the Bram Goldsmith Monument and Street sign is to create a placemaking experience to honor Bram Goldsmith as a civic contributor to the City of Beverly Hills.

Project Goals

- Refine the unique design for Bram Goldsmith monument created by Johnson Fain.
- Solve aesthetic technical challenges of mounting and location.



Original Copy
From CNB 3/13/18 Draft 4

Bram Goldsmith was a builder, banker, philanthropist and long-time Beverly Hills resident who played a leading role in the growth of this city.

He and his business partner built more than 30 office and apartment buildings in Beverly Hills, where their company -- Buckeye Construction -- was headquartered.

From 1975 to 2015, Bram served as Chairman of City National Bank and was its CEO for the first 20 years and a director for over 50 years. He had his office here at 400 Roxbury Drive.

From 2000 to 2013, Bram was the founding chair of the Wallis Annenberg Cultural Center Foundation, which restored and converted the Beverly Hills Post Office and constructed its 500-seat Bram Goldsmith Theater.

Proposed Copy*

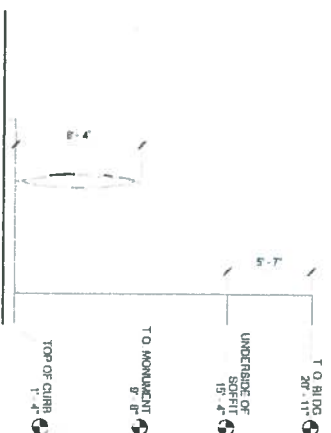
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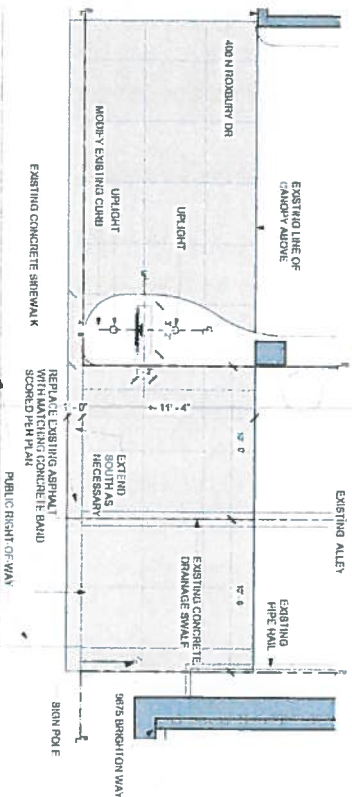
From 2000 to 2013, Bram was instrumental in the construction of the Wallis Annenberg Center for the Performing Arts, which includes the Bram Goldsmith Theatre.

***FOR READABILITY AND SPACE CONSIDERATIONS**

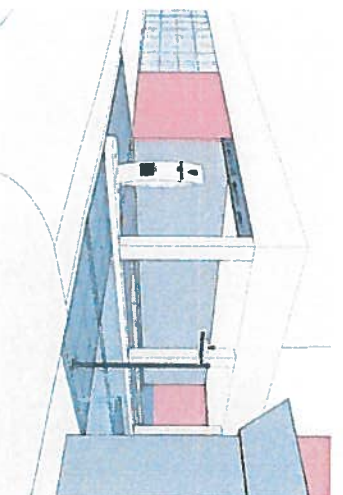
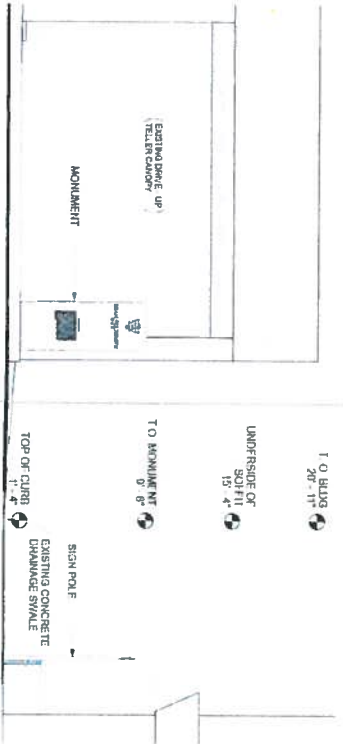
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 SCALE 1/4" = 1'-0"



3 PLAN MONUMENT MONUMENT SANTA MONICA BLVD -A1
 SCALE 1/4" = 1'-0"



2 SOUTH ELEVATION - MONUMENT SANTA MONICA BLVD -A1
 SCALE 1/4" = 1'-0"



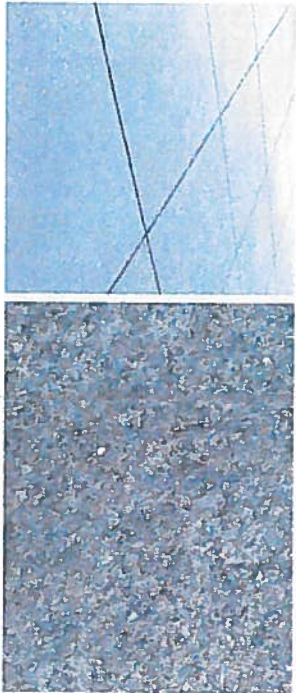
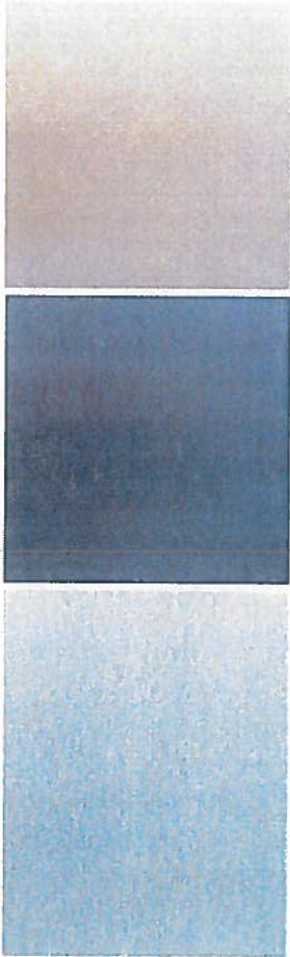
DESIGN PROPOSAL APPROVED BY CITY MOTION 12/5/17

Gotham Condensed Medium

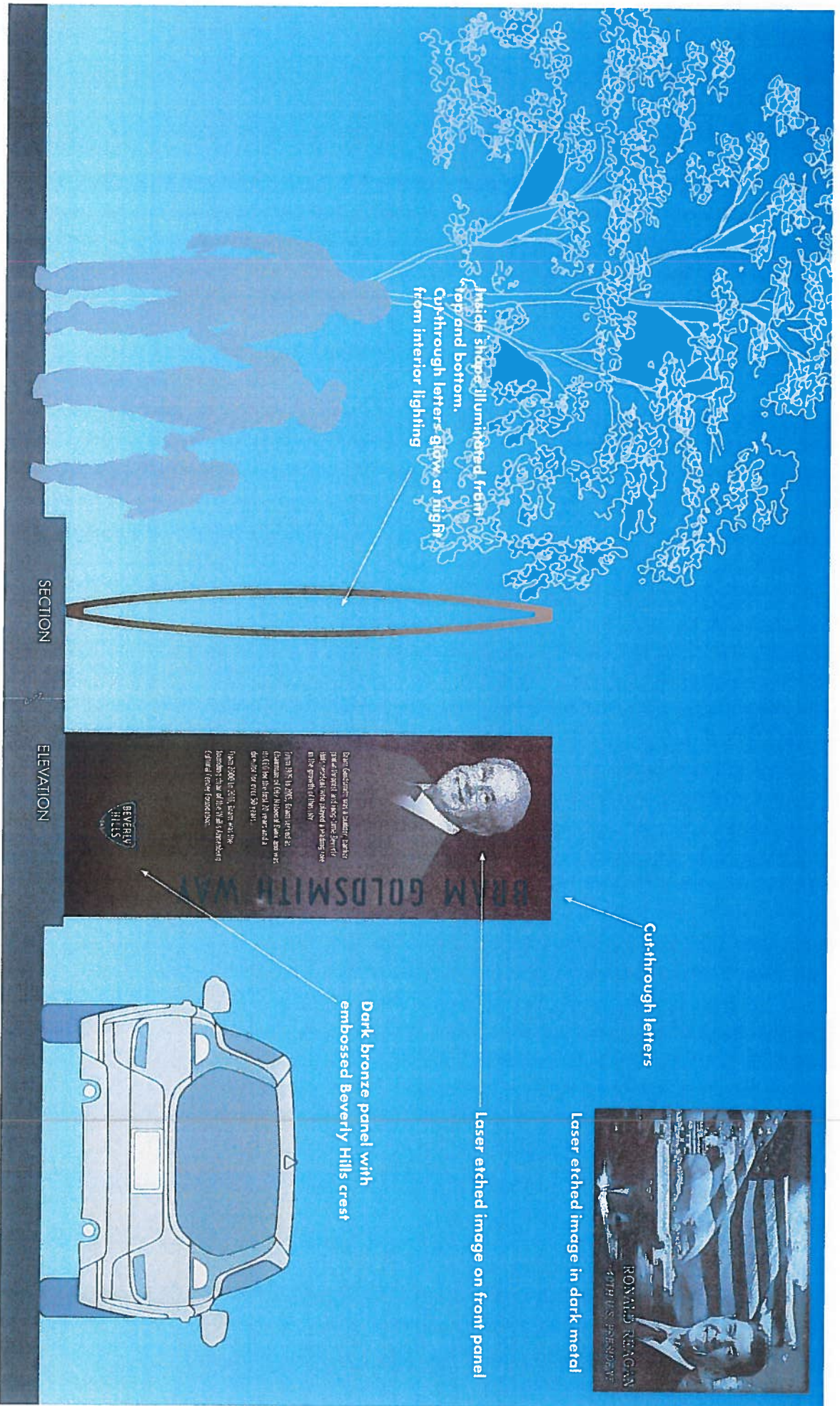
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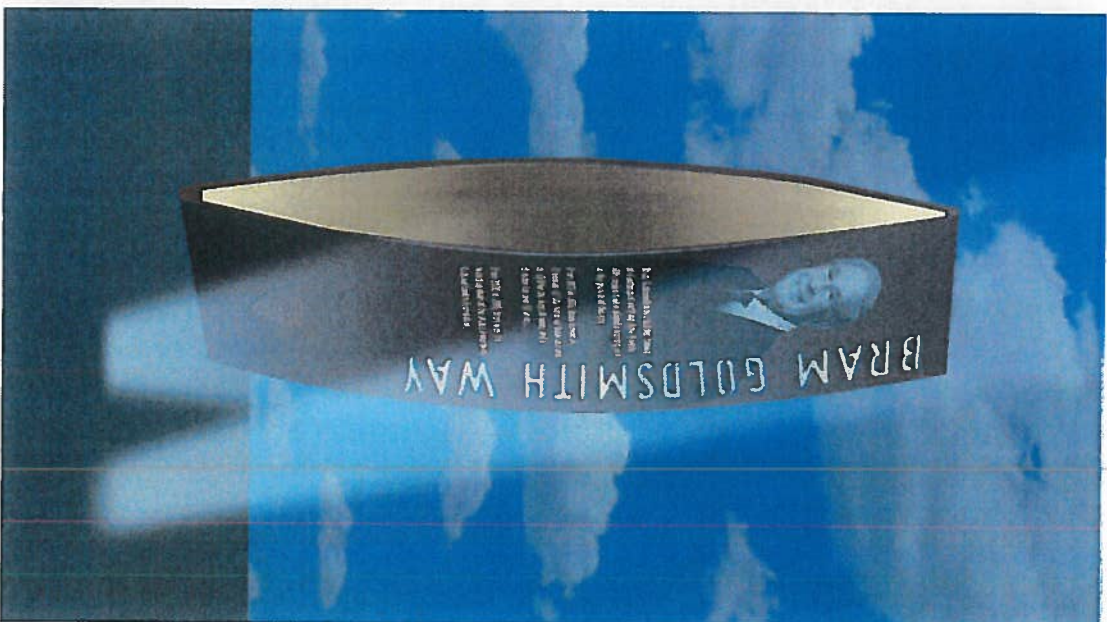
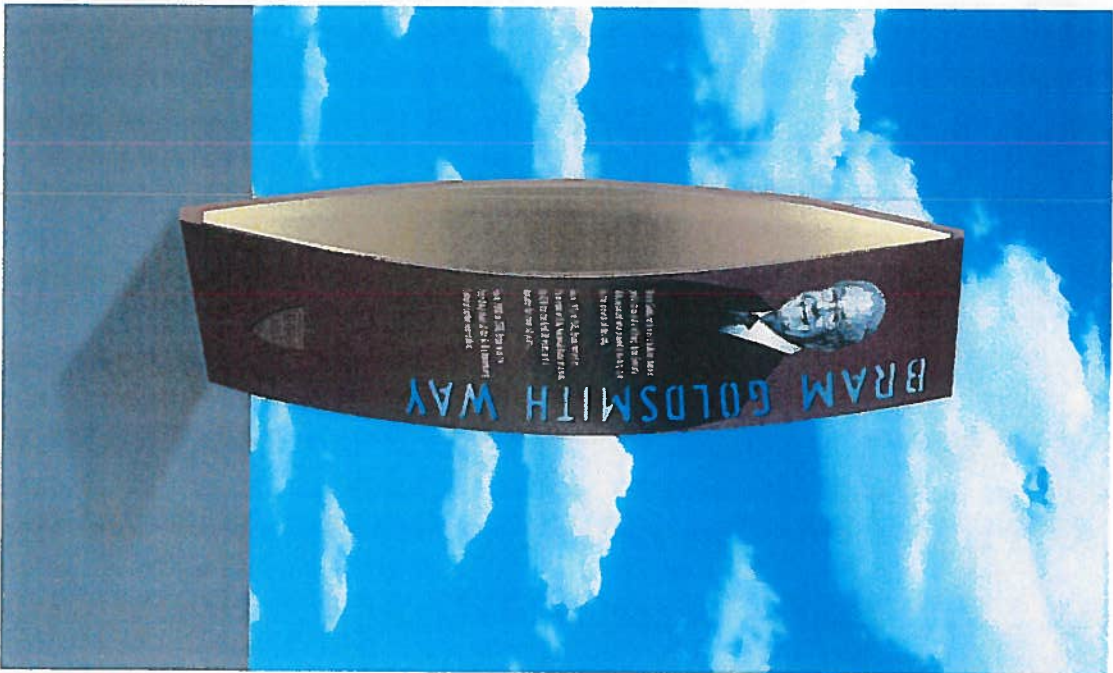
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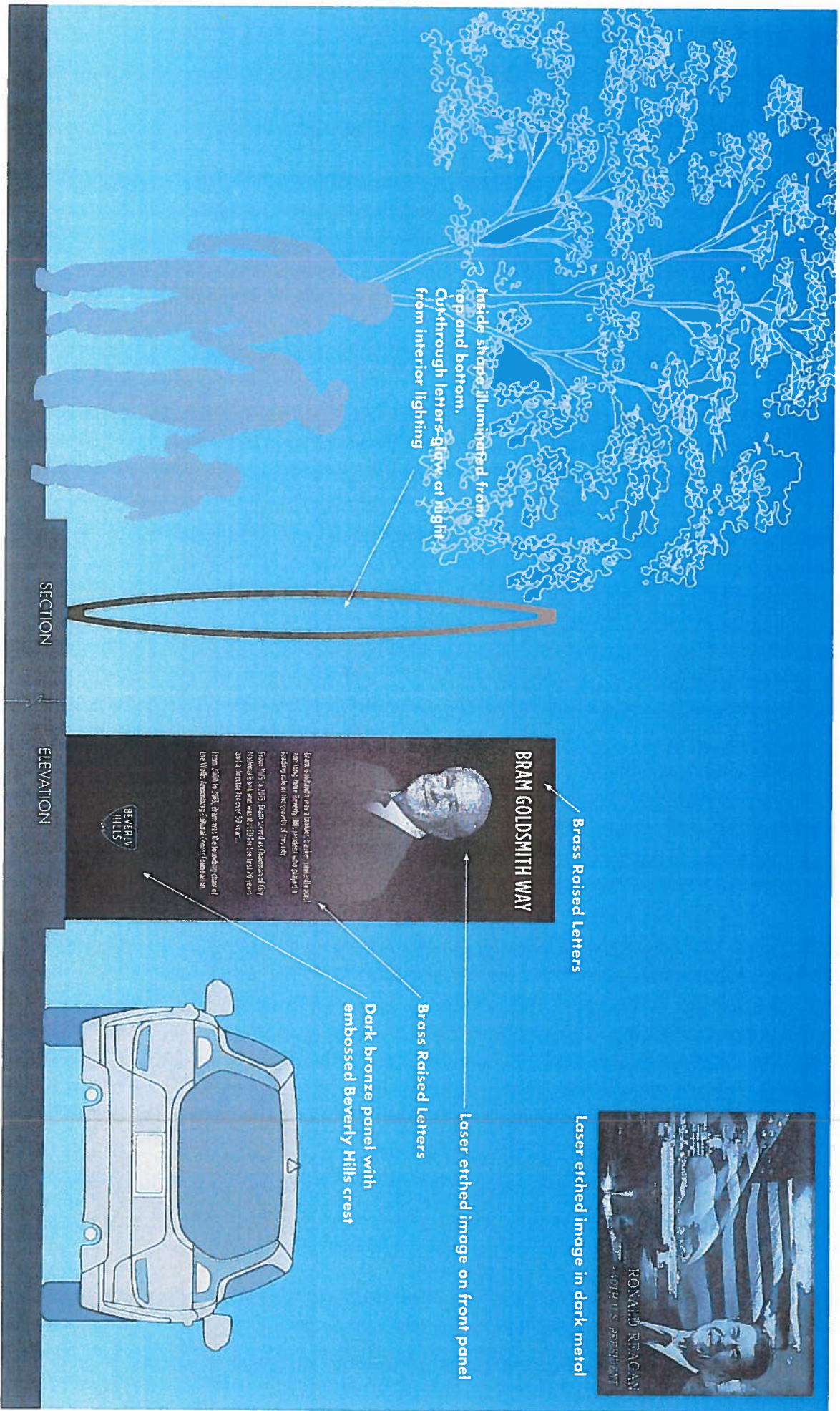
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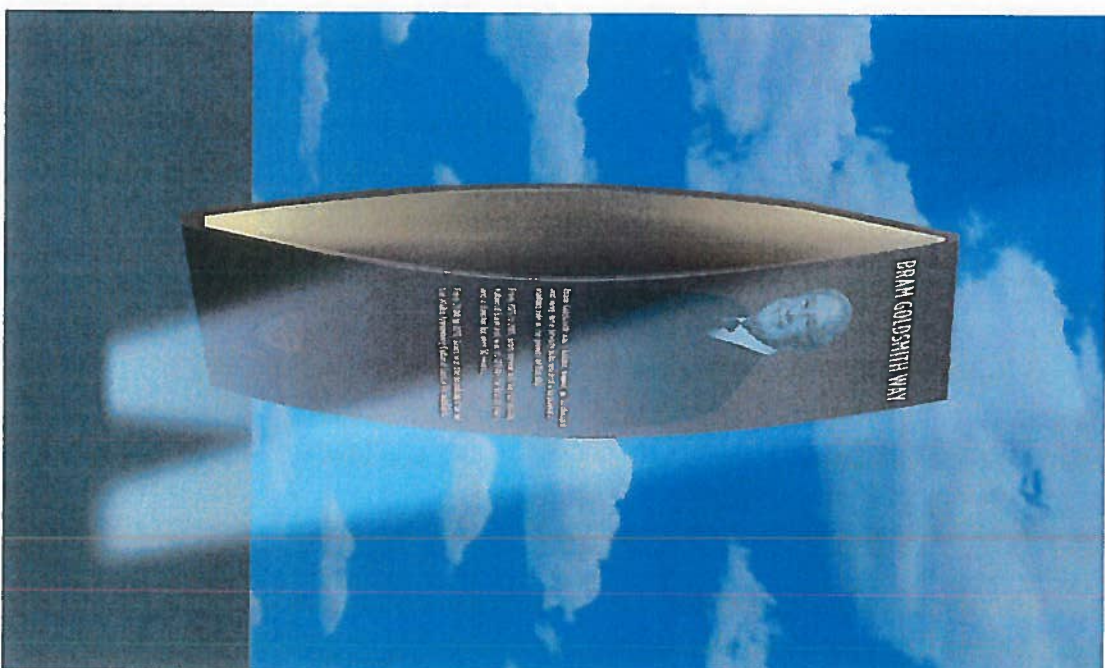
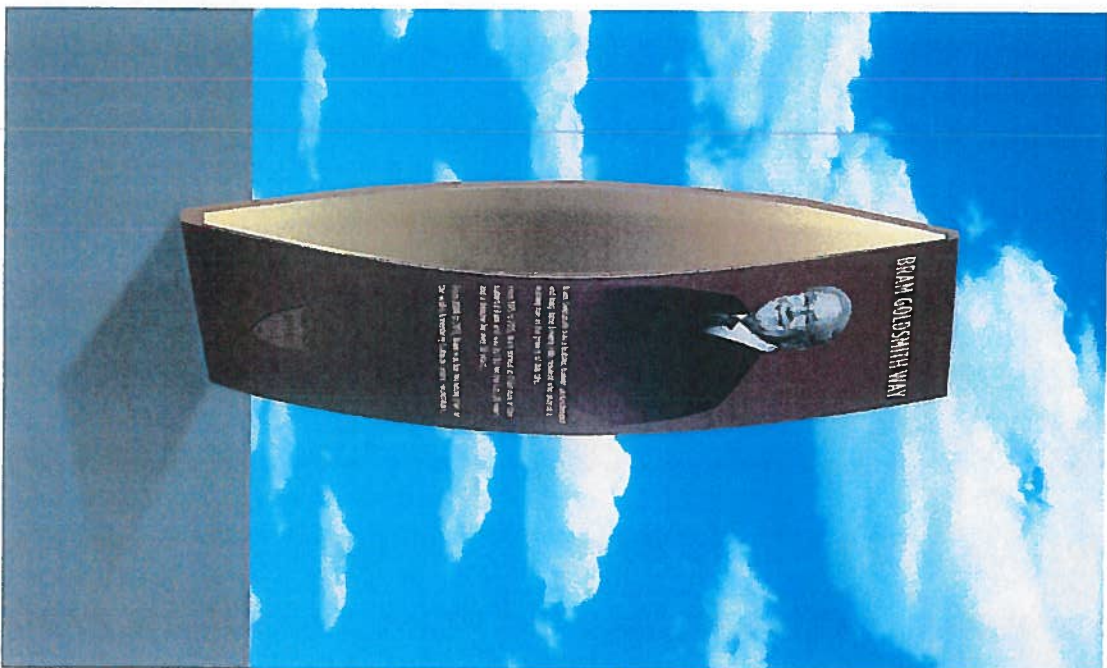


DESIGN DEVELOPMENT MONUMENT SIGN

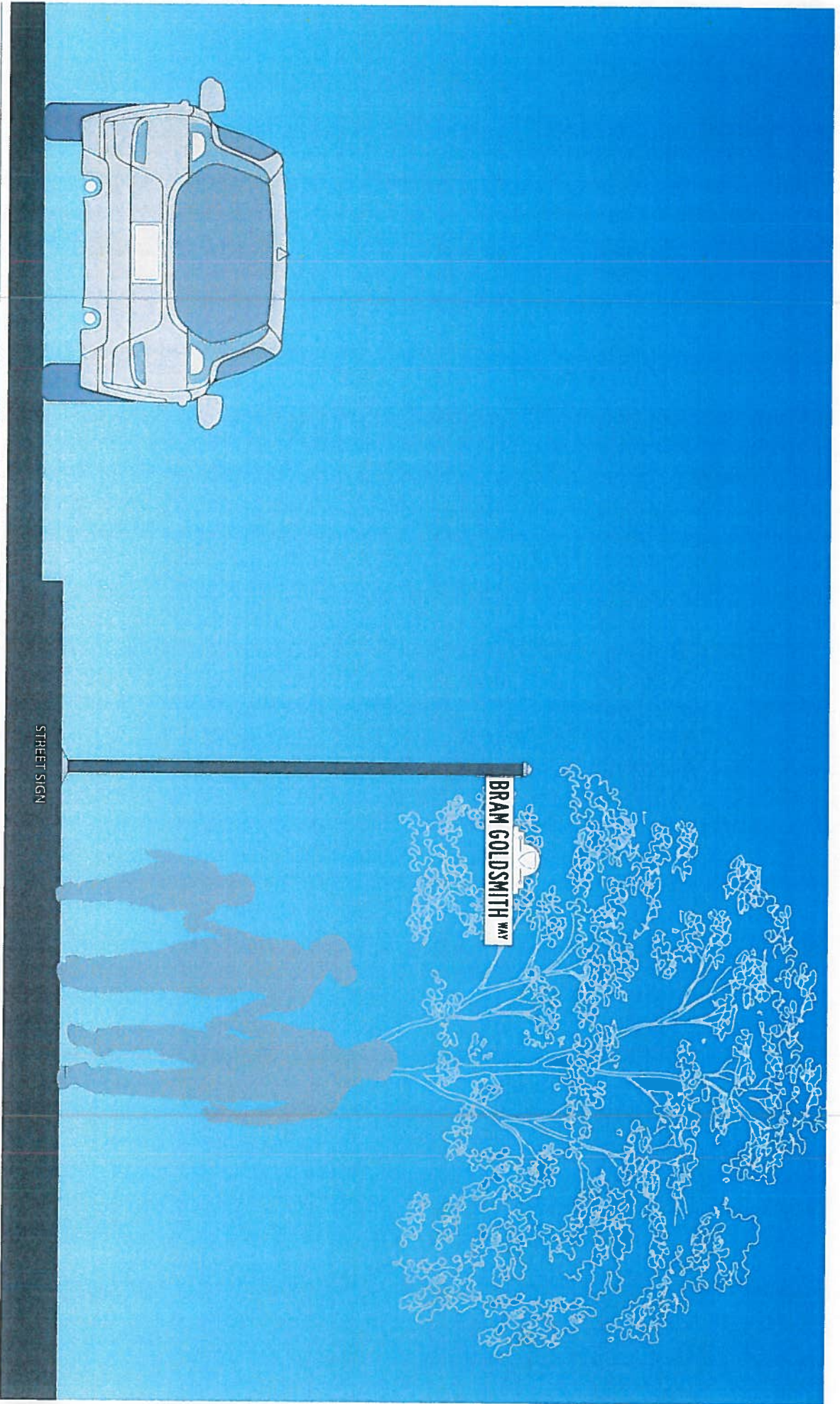






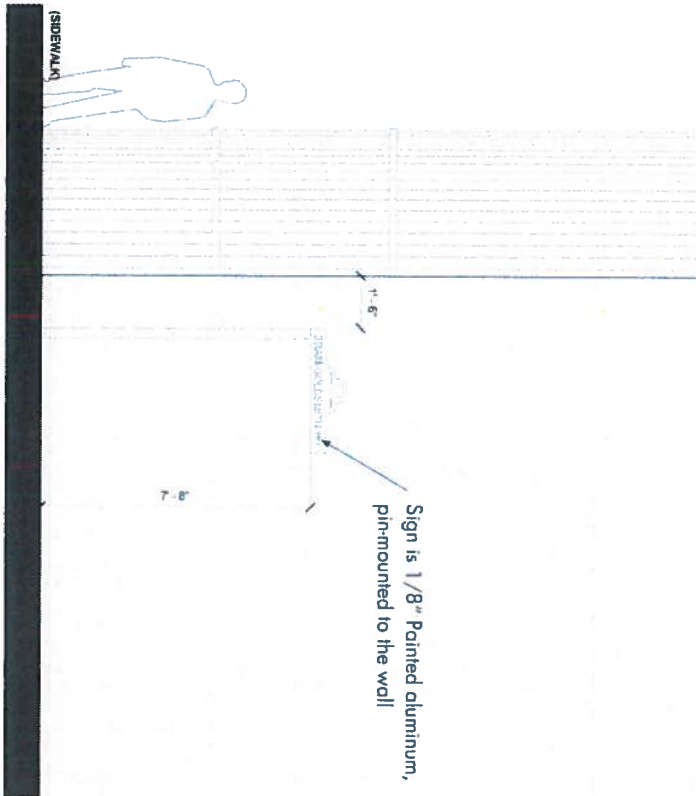


DESIGN DEVELOPMENT STREET SIGNS

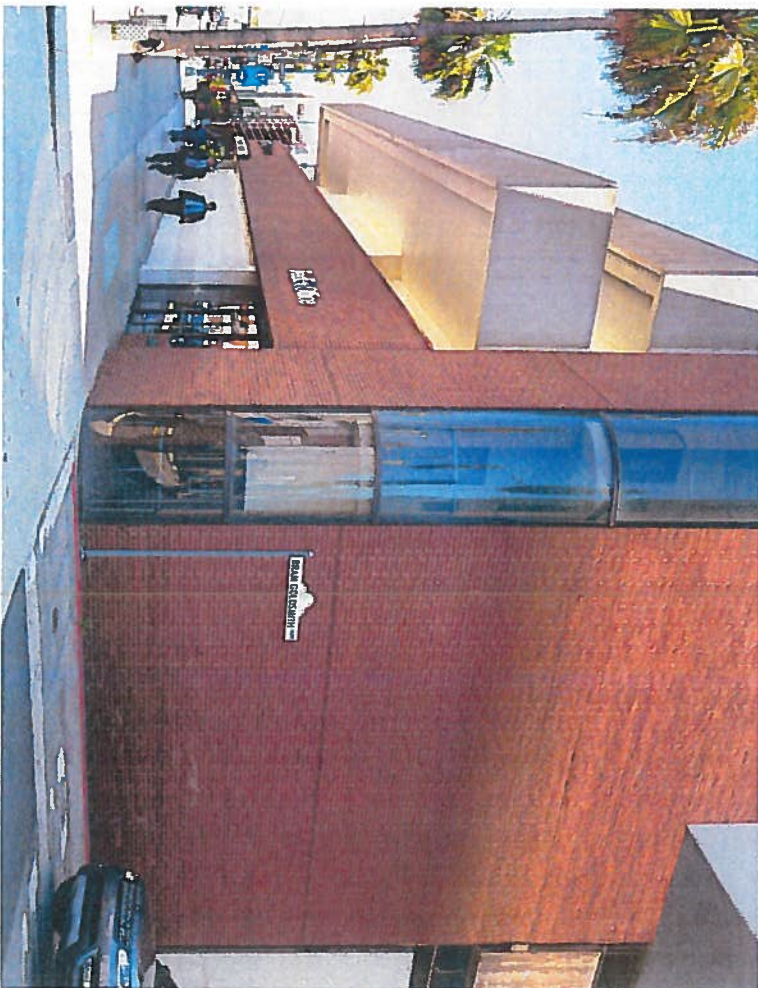


1 ALLEY MONUMENT 2-ELEVATION

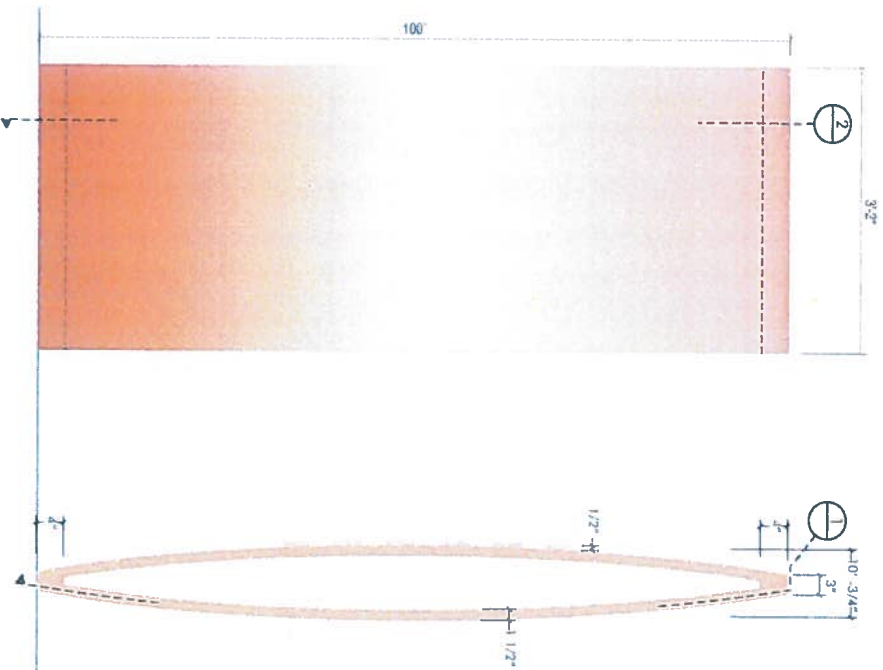
SCALE: 1/2" = 1'-0"



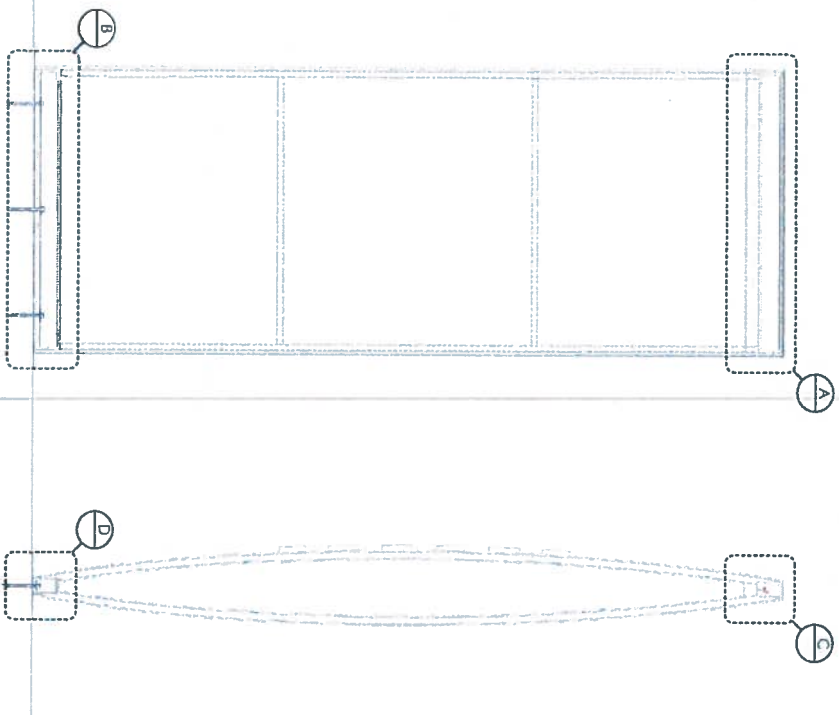
2 SIGN RENDER



PRELIMINARY FABRICATION



A FRONT & SIDE ELEVATION VIEWS:
SCALE: 3/4" = 1'-0"



1 SECTION VIEW
3/4" = 1'-0"

2 SECTION VIEW
3/4" = 1'-0"

A SECTION DETAIL:
1 1/2" = 1'-0"

- Chromalux laminate over thin gauge aluminum paneling (typ. thru-out)
- 1 5/8" x 2 5/8" tube steel structural frame
- Access panel secured w/ SS countersink machine screws painted to match Chromalux laminate; access panels to be used for electrical connections, installation, & service (typ. of 4)
- Mid-volt power supply
- Provide electrical connection wiring from top located power supply to primary electrical connection at base & base set of LED light strips
- Acrylic panel w/ vinyl diffuser, clips & set screws
- LED lighting strip

C SECTION DETAIL:
3" = 1'-0"

- Chromalux laminate over thin gauge aluminum paneling (typ. thru-out)
- Mid-volt slim profile power supply
- Provide electrical connection wiring from top located power supply to primary electrical connection at base & base set of LED light strips
- Provide disconnect switch at back of sign
- 1 5/8" x 2 5/8" tube steel structural frame
- LED lighting strip
- Acrylic panel w/ vinyl diffuser, clips & set screws
- 3/8" flex conduit with primary power connection to sign base

B SECTION DETAIL:
1 1/2" = 1'-0"

- 1" tube steel vertical structural framing members
- Access cutouts at top of tube steel to secure sign to anchor bolts; spaced LED modules to allow for access
- Access panel secured w/ SS countersink machine screws
- Access panel secured w/ SS countersink machine screws painted to match Chromalux laminate; access panels to be used for electrical connections, installation, & service (typ. of 4)
- Provide electrical connection wiring from top located power supply to primary electrical connection at base & base set of LED light strips
- Primary electrical power to be provided by client to proposed sign base
- Steel anchor bolts per engineering (typ. of 3)
- 1/2" Steel plate pre-drilled for anchor bolt connection (typ. of 3)
- 1 5/8" x 2 5/8" tube steel structural frame

D SECTION DETAIL:
3" = 1'-0"

- Acrylic panel w/ vinyl diffuser, clips & set screws
- Access panel secured w/ SS countersink machine screws
- LED lighting strip
- Access cutouts at top of tube steel to secure sign to anchor bolts
- Provide electrical connection wiring from top located power supply to primary electrical connection at base & base set of LED light strips
- 1 5/8" x 2 5/8" tube steel structural frame
- Provide weep holes at rear base for drainage (typ. of 3)
- 1/2" Steel plate pre-drilled for anchor bolt connection (typ. of 3)
- Steel anchor bolts per engineering (typ. of 3)
- Primary electrical power to be provided by client to proposed sign base



Letters of Support from Neighboring Businesses:

From: "Beth Burns" < >
Date: Friday, October 12, 2018 at 5:46:30 PM
To: "Luc, Connie" < >
Subject: closure letter

Dear City National Bank,

As your neighbor in the city of Beverly Hills, Bedford & Burns is happy to support the closure of Brighton Way (between Bedford and Roxbury) needed for your upcoming event on Nov. 7 or Nov. 13 of 2018 from 5:00-6:00pm.

We appreciate you informing us in advance of this event. If we have any questions at a later time, we have your contact info and will be sure to reach out.

Kind regards,
Beth Hine
Bedford & Burns
369 N. Bedford Drive, Beverly Hills, CA 90210

From: Ki
Sent: Thursday, October 11, 2018 10:55 PM
To: Luc, Connie
Subject: Closure of Brighton Way

Dear City National Bank,

As your neighbor in the city of Beverly Hills, theCafé Modigliani is happy to support the closure of Brighton Way (between Bedford and Roxbury) needed for your upcoming event on Nov. 7 or Nov. 13 of 2018 from 5:00-6:00pm.

We appreciate you informing us in advance of this event. If we have any questions at a later time, we have your contact info and will be sure to reach out.

Kind regards,
Ki Kim
Café Modigliani
430 N. Roxbury Drive, Beverly Hills, CA 90210

From: gavert atelier <gavert@atelier.com>
Sent: Thursday, October 11, 2018 11:47 AM
To: Luc, Connie <luc@atelier.com>
Subject: Re: City National Bank - Letter of Support (Closure of Brighton Way)

Dear City National Bank,

As your neighbor in the city of Beverly Hills, Gavert Atelier is happy to support the closure of Brighton Way (between Bedford and Roxbury) needed for your upcoming event on Nov. 7 or Nov. 13 of 2018 from 5:00-6:00pm.

We appreciate you informing us in advance of this event. If we have any questions at a later time, we have your contact info and will be sure to reach out.

Kind regards,

Yuki

Gavert Atelier

9666 Brighton Way, Beverly Hills, CA 90210

Gavert Atelier

9666 Brighton Way
Beverly Hills, CA 90210
P: (310) 858-7898
www.gavertatelier.com

From: Rideau, Priya S. | naitr@PR
Sent: Thursday, October 11, 2018 12:11 PM
To: Luc, Connie | luc@entb.com
Subject: CNB

Dear City National Bank,

As your neighbor in the city of Beverly Hills, UCLA Health Beverly Hills is happy to support the closure of Brighton Way (between Bedford and Roxbury) needed for your upcoming event on Nov. 7 or Nov. 13 of 2018 from 5:00-6:00pm considering there will be a "loading zone" for our patients with physical limitations to be dropped off in front of our building.

We appreciate you informing us in advance of this event. If we have any questions at a later time, we have your contact info and will be sure to reach out.

Kind regards,

Priya S. Rideau, MPH | Practice Manager

Beverly Hills - Primary & Specialty Care
9675 Brighton Way Suite 100
Beverly Hills, CA 90210

UCLA Health

Letters of Support from Neighboring Businesses:

From: "Beth Burns" < >
Date: Friday, October 12, 2018 at 5:46:30 PM
To: "Luc, Connie" <
Subject: closure letter

Dear City National Bank,

As your neighbor in the city of Beverly Hills, Bedford & Burns is happy to support the closure of Brighton Way (between Bedford and Roxbury) needed for your upcoming event on Nov. 7 or Nov. 13 of 2018 from 5:00-6:00pm.

We appreciate you informing us in advance of this event. If we have any questions at a later time, we have your contact info and will be sure to reach out.

Kind regards,
Beth Hine
Bedford & Burns
369 N. Bedford Drive, Beverly Hills, CA 90210

From: Ki
Sent: Thursday, October 11, 2018 10:55 PM
To: Luc, Connie
Subject: Closure of Brighton Way

Dear City National Bank,

As your neighbor in the city of Beverly Hills, theCafé Modigliani is happy to support the closure of Brighton Way (between Bedford and Roxbury) needed for your upcoming event [on Nov. 7](#) or [Nov. 13](#) of 2018 [from 5:00-6:00pm](#).

We appreciate you informing us in advance of this event. If we have any questions at a later time, we have your contact info and will be sure to reach out.

Kind regards,
Ki Kim
Café Modigliani
[430 N. Roxbury Drive, Beverly Hills, CA 90210](#)

From: Rideau, Priya S. [mailto:PRideau@mednet.ucla.edu]
Sent: Thursday, October 11, 2018 12:11 PM
To: Luc, Connie [mailto:connie.luc@citynabank.com]
Subject: CNB

Dear City National Bank,

As your neighbor in the city of Beverly Hills, UCLA Health Beverly Hills is happy to support the closure of Brighton Way (between Bedford and Roxbury) needed for your upcoming event on Nov. 7 or Nov. 13 of 2018 from 5:00-6:00pm considering there will be a "loading zone" for our patients with physical limitations to be dropped off in front of our building.

We appreciate you informing us in advance of this event. If we have any questions at a later time, we have your contact info and will be sure to reach out.

Kind regards,

Priya S. Rideau, MPH | Practice Manager

Beverly Hills - Primary & Specialty Care
9675 Brighton Way Suite 100
Beverly Hills, CA 90210

UCLA Health



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

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

FROM: Huma Ahmed, Community Outreach Manager 

DATE: October 24, 2018

SUBJECT: Updated proposal for BHEF to Host an Annual Beverly Hills 5K-10K Walk/Run & Fitness Blast with All Seasons Fitness Media

ATTACHMENT:

1. Revised Projected Costs from BHEF
2. Staff Report from July 18, 2018 Liaison Meeting

INTRODUCTION

On July 18, 2018, the City Council liaisons reviewed a proposal from the Beverly Hills Education Foundation (BHEF) to host a 5K-10K Walk/Run event. At the meeting, the City Council liaisons directed additional information be provided, along with a revised budget to include a plan for a larger donation to BHEF than what had been proposed.

BHEF has submitted a revised budget and would like the City Council liaisons to review their updated budget proposal which include:

- Approval to make this an annual BHEF event,
- Permission to continue to use the City logo for marketing materials,
- Permission to use the City logo on participant awards and medals, and
- Permission to use the \$25,000 in-kind funding designated for BHEF.

DISCUSSION

Last year, BHEF along with All Season Fitness received City Council approval to host their event on January 28, 2018. The event was to commemorate the City's birthday, provide a health and wellness program, with a fundraising element to the BHEF.

This year, organizers are seeking approval for an ongoing BHEF annual event as a way to continue the program. At this time, the request does only includes in-kind support. Should there be an interest to incorporate this event as part of the City's ongoing programming on an annual basis, then the City Council liaison and City Council will need to review and provide formal direction.

As proposed, BHEF is requesting City approval to host this event with the use of the annual City Community Assistance Grant of \$25,000. They have selected All Seasons

Fitness Media to manage event logistics and sponsorship for the program. Proceeds after costs, will go to the BHEF as a fundraising program.

Per the City's fundraising policies, BHEF submitted their 2019 proposal to the City's Solicitations Commission, which has since been approved.

As designed, the route will begin and end on North Crescent Drive adjacent to City Hall. There will be a street closure of the 400 block of North Crescent Drive between North and South Santa Monica Boulevards. The 5K-10K Walk/Run segment is expected to begin at 7:00AM and conclude by 10:00AM (approximately). After which, the program will continue to include fitness related activities such as a yoga, dance, pilates and kick-boxing, etc.) on North Crescent Drive. Street level tenting will be placed on the hardscape and the outdoor City Hall area.

Due to their nonprofit status, BHEF qualifies to receive the City's the Community Assistance Grant to cover their City hard costs such as staffing, fees, permits, etc. They may choose to use all or partial funding for this program. BHEF has indicated that they would like to use all \$25,000 for the 5K-10K event.

Programming elements as provided, are similar to last year, in which All Seasons Fitness Media will provide a resident rate for participants, focus on seeking local Beverly Hills sponsors (wherever possible) and promote the event with City approvals.

While All Seasons Fitness Media is a for-profit organization, they have agreed to manage and promote this 5K-10K event as a Beverly Hills health/wellness program which is sponsored by the BHEF.

FISCAL IMPACT

Final City costs from last year are includes included with the previous staff report (see attached). This year event organizers plan on having sponsorship at various levels, and are working with local Beverly Hills businesses to be included. Additionally, BHEF has requested an increase in grant funding – for a total of \$25,000, which is available through the Department of Community Services. Any additional funding beyond that amount is the responsibility of BHEF and All Seasons Fitness Media.

RECOMMENDATION

Should the item meet liaison approval, then staff will submit an informational 'C' item at a future City Council meeting.

PROPOSED BUDGET FOR 2019 - R3
October 4, 2018

BHEF Hosts:
THE BEVERLY HILLS 5K/10K RUN/WALK FITNESS BLAST
powered by:
All Seasons Fitness Media

		2018 ACTUAL	2019 PROJECTED	2019 PROJECTED R3
INCOME				
	Sponsorships	\$ 66,500.00	\$ 70,000.00	\$ 95,000.00
	Race Registrations	\$ 15,387.00	\$ 15,500.00	\$ 15,500.00
	City of Beverly Hills Grant	\$ 20,000.00	\$ 25,000.00	\$ -
		\$ 101,887.00	\$ 110,500.00	\$ 110,500.00
MARKETING/DEVELOPMENT				
	Event Banners	\$ 1,472.63	\$ 1,500.00	\$ 1,500.00
	Event Consultant	\$ 6,000.00	\$ 1,500.00	\$ 1,500.00
	Creative, Branding	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
	Commission on Sponsors	\$ 6,000.00	\$ 21,000.00	\$ 10,000.00
	Video/Photography	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00
	Flyers, Facebook, Promotional Materials	\$ 3,201.55	\$ 3,200.00	\$ 3,200.00
	Check Presentation	\$ 71.80	\$ 70.00	\$ 70.00
	Meeting Expense	\$ 78.55	\$ 100.00	\$ 100.00
		\$ 19,524.53	\$ 30,070.00	\$ 19,070.00
COURSE COSTS				
	Traffic Control/Street Closure Equipment	\$ 4,562.00	\$ 4,500.00	\$ 4,500.00
	City of Beverly Hills - Permits	\$ 1,036.11	\$ 1,000.00	\$ 1,000.00
	City of Beverly Hills/BHPD	\$ 5,940.50	\$ 6,000.00	\$ 6,000.00
	City of Beverly Hills/TCOs/Reserve/PEO	\$ 4,796.50	\$ 4,800.00	\$ 4,800.00
	City of Beverly Hills - Street Use Permit	\$ 147.00	\$ 150.00	\$ 150.00
	City of Beverly Hills - No Parking Signs	\$ 98.00	\$ 100.00	\$ 100.00
	City of Beverly Hills - Special Event Permit	\$ 2,939.00	\$ 3,000.00	\$ 3,000.00
	City of Beverly Hills - Facilities/Staff	\$ 900.00	\$ 900.00	\$ 900.00
	City of Beverly Hills - Public Works Personnel	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
	City of Beverly Hills - Street Sweeper	\$ 232.00	\$ 200.00	\$ 200.00
	City of Beverly Hills - Parking Supervisor	\$ 360.00	\$ 360.00	\$ 360.00
	City of Beverly Hills Street Closure	\$ 3,372.00	\$ 3,400.00	\$ 3,400.00
		\$ 26,783.11	\$ 26,810.00	\$ 26,810.00
RUN RACING MANAGEMENT				
	Marketing, pre/pst race emails, social media	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
	Management Fee	\$ 3,945.00	\$ 4,000.00	\$ 4,000.00
	Timing Fee	\$ 1,578.00	\$ 1,600.00	\$ 1,600.00
	Equipment Rental	\$ 3,365.00	\$ 3,400.00	\$ 3,400.00
	Event Supplies	\$ 200.00	\$ 200.00	\$ 200.00
		\$ 11,088.00	\$ 11,200.00	\$ 11,200.00
PARTICIPANT COST				
	T Shirts - Participants	\$ 4,430.56	\$ 4,500.00	\$ 4,500.00
	Recovery Food	\$ 786.83	\$ 500.00	\$ 500.00
	Race Bibs	\$ 215.00	\$ 220.00	\$ 220.00
	BH5K Medals (adult and kid)	\$ 2,264.00	\$ 2,300.00	\$ 2,300.00
		\$ 7,696.39	\$ 7,520.00	\$ 7,520.00
OTHER EVENT COSTS				
	BH5K Announcer	\$ 800.00	\$ 800.00	\$ 800.00
	Security for BH5K	\$ 240.00	\$ 240.00	\$ 240.00
	BH5K Emergency Medical Tent	\$ 400.00	\$ 400.00	\$ 400.00
	Emcee/Stage Manager	\$ 500.00	\$ 500.00	\$ 500.00
	Tents/tables/chairs	\$ 1,391.85	\$ 1,400.00	\$ 1,400.00
	BearCom Radio Rental	\$ 150.00	\$ 150.00	\$ 150.00
	Andy Gump Bathrooms	\$ 1,352.33	\$ 1,350.00	\$ 1,350.00
	City of Beverly Hills - Waste Disposal	\$ 135.80	\$ 150.00	\$ 150.00
	Insurance	\$ 581.25	\$ 600.00	\$ 600.00
		\$ 5,551.23	\$ 5,590.00	\$ 5,590.00
	POTENTIAL INCOME	\$ 101,887.00	\$ 110,500.00	\$ 110,500.00
	EXPENSES	\$ 70,643.26	\$ 81,190.00	\$ 70,190.00
	DONATION TO BHEF*	\$ 31,243.74	\$ 29,310.00	\$ 40,310.00


*2018 Donation to BHEF funded new programs: PBIS Coordinator (Positive Behavioral Interventions & Supports Coordinator) and The Pase Program: Program for Academic and Social Excellence.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

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

FROM: Huma Ahmed, Community Outreach Manager 

DATE: July 18, 2018

SUBJECT: Proposal for BHEF to Host an Annual Beverly Hills 5K-10K Walk/Run & Fitness Blast with All Seasons Fitness Media

ATTACHMENT:

1. Sponsorship Information from All Seasons Fitness Media
2. Final City Costs from 2018
3. Letter of Support from the Beverly Hills Education Foundation
4. Letter of Support from the Rodeo Drive Committee
5. Letter of Support from the Beverly Hills Chamber of Commerce

INTRODUCTION

The City has received a request from All Seasons Fitness Media to host an annual Beverly Hills 5K-10K Walk/Run & Fitness Blast. Last year, the event took place for the first time on Sunday, January 28, 2018. Crescent Drive was closed for the duration of the program, and the event route was within the business triangle.

This year, as proposed, the event will be on **Sunday, January 27, 2019** from approximately 6:30AM – 12:00PM. The route, logistics and details are similar to last year, with the exception of adding a 10K element to the event.

DISCUSSION

On September 19, 2017, staff provided the initial proposal to the City Council which was approved at that time.

As designed, the route will begin and end on North Crescent Drive adjacent to City Hall. There will be a street closure of the 400 block of North Crescent Drive between North and South Santa Monica Boulevards. The 5K-10K Walk/Run segment is expected to begin at 7:00AM and conclude by 10:00AM (approximately). After which, the program will continue to include fitness related activities such as a yoga, dance, pilates and kick-boxing, etc.) on North Crescent Drive. Street level tenting will be placed on the hardscape and the outdoor City Hall area.

The event last year was approved as part of a Mayoral BH Healthy City initiative. The event was supported by the Beverly Hills Education Foundation (BHEF), but was

managed by All Seasons Fitness Media along with celebrity fitness trainer Dion Jackson.

This year, organizers are seeking approval for an ongoing BHEF annual event as a way to promote good health in the City, fundraise for the Beverly Hills Education Foundation and also commemorate the City's birthday (January 28, 1914). Should there be an interest to incorporate this event as part of the City's ongoing programming then the City Council liaison and City Council will need to approve the event.

This report requests City Council Liaison approval and/or direction on the following:

- Approval to make this an annual BHEF event
- Permission to continue to use the City logo for the event/promotions, and
- Permission to use the \$25,000 in-kind funding designated for BHEF towards this program.

The Community Assistance Grant is a City funded grant that is annually allocated to BHEF to cover their City hard costs such as staffing, fees, permits, etc. They may choose to use all or partial funding for this program. The BHEF has indicated that they would like to use all \$25,000 for the 5K-10K event.

Programming elements as provided, are similar to last year, in which All Seasons Fitness Media will provide a resident rate for participants, focus on seeking local Beverly Hills sponsors (wherever possible) and promote the event with City approvals.

The Rodeo Drive Committee, the Beverly Hills Chamber of Commerce and the Beverly Hills Education Foundation have all indicated their support of the program. This item had a very quick turnaround due to the request from All Seasons Fitness Media to open registration for the event. The 2019 proposal that includes budget, sponsors and other details were not available in time for this report, but will be provided at a future City Council meeting, should the liaisons approve this item move forward.

While All Seasons Fitness Media is a for-profit organization, they manage and promote this 5K-10K event as a Beverly Hills health/wellness program which is sponsored by the BHEF.

FISCAL IMPACT

Final City costs from last year were \$21,185 (see attached), with a Community Assistance Grant of \$20,000. After all expenses from the program were paid, BHEF received a donation of \$30,000 from All Seasons Fitness Media for the 2018 event.

This year event organizers plan on having sponsorship at various levels, and are working with local Beverly Hills businesses to be included. Additionally, BHEF has requested an increase in grant funding – for a total of \$25,000, which has been approved. The grant is managed by the Department of Community Services. Any

additional funding beyond that amount is the responsibility of All Seasons Fitness Media and the BHEF.

RECOMMENDATION

Should the item meet liaison approval, then staff will return to the City Council for formal review and consideration of this proposal.



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 Events & Filming Coordinator

DATE: October 24, 2018

SUBJECT: Proposal to Request City Partnership of Inner Voices: Career Summit

ATTACHMENT:

1. Letter to Mayor and City Council from Resident Yasmine Campbell
2. Program Overview of Agenda and Budget Proposal for Inner Voices
3. Event Invitation
4. Letter of Support from the Wallis Annenberg Center for the Performing Arts
5. Letter of Support from Barry Katz Entertainment
6. Letter of Support from Creating Creators
7. Email of Support from Twenty-First Century Fox
8. Confirmation Email from LA Promise Charter High School
9. Confirmation Email from University High School

INTRODUCTION

Staff has received a request from Beverly Hills resident Yasmine Campbell, for City partnership of a proposed career event for high school students from underserved areas. Yasmine Campbell has partnered with the LA Promise Fund, a 501c3 non-profit, and Twenty-First Century Fox, Inc, and has proposed the *Inner Voices: Career Summit*. As proposed, *Inner Voices: Career Summit* would be a one-day educational program for career tracked students interested in entertainment from both the public and private sectors. The program is developed to provide underrepresented students, teachers, and parents the opportunity to learn about the careers available in the entertainment industry. (See Attachment)

Ms. Campbell is requesting to use City facilities as a venue for this event. Staff is requesting City Council Liaison direction on the following:

- Approval to use City facilities to have the event using Cable to film a portion, and other staff to speak on careers in film and television at the municipal level.

- Approval to waive City costs/fees for use of the Municipal Gallery, Conference Rooms A and B (adjacent to the City Council Chambers) and the outdoor area adjacent to the Police Department.
- Waiver of City fees associated with parking in the Crescent parking structure, and the reservation of parking meters on the West Side of City Hall.

DISCUSSION

Inner Voices is a career summit developed by Yasmine Campbell to provide resources and information to underrepresented students, parents and teachers alike about the different opportunities in the fields of entertainment, arts and media.

This event will bring together various media companies to provide career and college counseling to students who are interested in film and television careers. Throughout the event, industry professionals will go over topics such as how to find internships, jobs, and what it is like to work in entertainment industry. Invited speakers will be from private entertainment companies, along with public and non-profit organizations (See Attachment)

Ms. Campbell has provided letters of support from a variety of individuals and organizations (See Attachment).

This event is in collaboration with the *LA Promise Fund*, a non-profit organization that partners with Los Angeles Unified School District ("LAUSD") and operates their own charter schools. Their mission statement is as follows:

"Preparing Los Angeles students for success in college, career, and life. Working through a network of high-performing, community-based schools and a portfolio of programs that reach students throughout LA County, the LA Promise Fund creates vibrant community hubs and partnerships that foster motivated, engaged, and directed students poised for academic, professional, and personal success."

Their vision statement is as follows:

"to radically improve the future of LA communities by increasing educational equity and ultimately closing the opportunity gap."

The *Inner Voices: Career Summit* would serve as one of the programs developed to help students be successful. Additional information can be found at lapromisefund.org.

As proposed this program would serve 56 students from two high schools, the LAUSD operated *University High School* and the LA Promise Fund operated *LA Promise Charter High School* along with four teachers and some parents (See Attachments). The students would be transported via buses and the schools would act as chaperones responsible for their students. The use of a step and repeat will be placed on the

Crescent Drive side of City Hall (next to the entrance of the Municipal Gallery) and will be used to give students the opportunity to be photographed as they exit the school bus. The Municipal Gallery would be used to host the initial reception, and a roundtable discussions where industry professionals will attend; presenting and answering questions about their respective careers. The use of conference room A and B would host different workshops throughout the day (See Attachment). The outdoor area adjacent to the Police Department would serve as the designated eating area for lunch, no staffing or set-up is needed other than the placement of trash bins.

The event is tentatively scheduled for Friday, November 9, 2018, from 9:00 a.m. to 2:00 p.m. The venue requested would be the Municipal Gallery, Conference Rooms A and B, and the outdoor area adjacent to the Police Department. A ranger will be assigned to the area.

As proposed, the organizer of this program would like the City to provide in-kind support through a waiver of staff/direct costs and a free use waiver of the costs for use of the afore mentioned City facilities, parking and staff time only.

City Partnership vs. City Sponsorship

City Partnership is considered when an outside group or organization is requesting the City's support in the form of in-kind and/or free use of facilities. Events are still independently managed by the outside group and the City is not the lead organizer, i.e. Mazon, Farhang Foundation, etc.

Requests for City Sponsorship may incorporate elements of a partnership along with the following; direct City involvement in the project through funding and personnel allocated to the project, and can also include minimal or no compensation from the outside organization or group. In many cases (not all) the City is the lead event manager for the project, i.e., Israel Independence Day, Richard M. Sherman 90th Birthday Tribute etc.

Regardless of whether it is a partnership or sponsorship, the City's practice has been to review requests from individuals, local organizations and/or groups deemed as providing programs that are considered a public benefit.

FISCAL IMPACT

Although fees have been waived for local nonprofits, art related events, and homeowner groups, event-related approvals have not been common.

This event will be hosted by Yasmine Campbell in partnership with LA Promise Fund and Twenty-First Century Fox who have promised in-kind support (See Attachments). If approved, the City will only be providing in-kind services as outlined below.

The current estimate is \$3,510 based on Beverly Hills resident rates:

Municipal Gallery	\$141/hour for 7 hours	\$987
Staff (Ranger/Facility/Cable)	\$60/hour of 3 staff for 7 hours	\$1,302
Parking Validations	\$5/car for 30 guests	\$150
(3) Meter Reservations North Crescent Drive	\$7/ per sign per meter \$150/per hour per meter for 7 hours	\$1,071
Total Estimated Costs		\$3,510

These costs do not reflect other charges such as additional staffing to record, speak at the event, and other possible staffing requests. All costs such as food, transportation, and signage will be paid for by donations provided by the LA Promise Fund and Twenty-First Century Fox.

RECOMMENDATION

Staff is seeking City Council Liaison direction on the approval of this request. If approved, this item will be placed as an informational (C) item on the November 6 City Council Meeting.

Attachment 1



**INNER
VOICES**
REAL POWER EMPOWERS

October 19, 2018

Dear Esteemed Council Members,

I am a proud, long-time resident of Beverly Hills. However, my beginnings are a far cry from our terrific town. I grew up in New York City during a rough era. I often found myself running off to museums where art soothed me. Museums were a haven and an escape into the open arms of the arts and sciences. I put myself through graduate school teaching grades K-12 at inner cities and suburban schools. They have much in common. Including the desire to want to thrive in our own expression.

When I came to Los Angeles, I had a lot to learn and for a hard-working young person like myself, people were willing to teach.

As a writer, it has taken an extraordinary amount of effort to get through the industry's very flawed pipeline. As someone connected in the worlds of education, museum curation and our own industry, it is evident that the intersection of these worlds, will create a flow for more inclusion and diversity in the pipeline. I created INNER VOICES so that inner city students, via education will gain an access point into the business. To have a voice and see themselves in the media.

To promote diversity and inclusion within the ranks of the entertainment industry, we will provide resources to students, teachers and parents alike, on how to obtain work in the arts. The entertainment business currently is suffering from a lack of diversity in many areas. Speaker invitees are friends and colleagues from the industry to help the conversation along.

Beverly Hills is a renowned, world famous arts hub. From hosting the Beverly Hills Art Show to festive town events like BOLD and bringing special guests like Dr. Chopra and more. People all over the world associate Beverly Hills with a rich, cultural history. It is no coincidence that the town would also host an event which offers career training in the arts such as INNER VOICES. Beverly Hills to host its inception event will set the tone. Along with our mutual

friends from esteemed surrounding arts organizations, together we will offer a unique and special opportunity to students that would never have thus level of access. What better location than the world-famous Beverly Hills.

Thank you for your support and care.

Yasmine Campbell

Attachment 2



OVERVIEW: We will be hosting a “Career Summit” called INNER VOICES which will serve to provide students, teachers and some parents information on how to plausibly obtain a job in the entertainment industry. This will help to fix some of the ‘kinks’ in the pipeline. Vendors will be present giving away information and/or merchandise as well as familiarizing students with professional grade products. Likewise, peer organizations which work in this space; providing access/ tools to students will be in attendance.

GOAL: The overall goal is to provide resources to students, teachers and parents alike on how to obtain work in the arts. The entertainment business currently is suffering from a lack of diversity in many areas. Speaker invitees are friends and colleagues from the industry to help the conversation along.

DATE: Friday, November 9th 2018

ADDRESS:

Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

PARKING:

Will be free and easy at the Beverly Hills Municipal Building.

EXPECTED TURN OUT:

This first one will be relatively small and intimate. We plan on inviting 60 LAUSD junior/senior Students. 30 industry peers, speakers. 10 Organizations/colleges/Museums. 15 teachers/parents. 5 Vendors.

AGENDA: NOT FINALIZED

9:00 –9:45am	PRESS/ RED CARPET ARRIVALS Photo and quotable moment opportunities.
9:00 –9:45am	INDUSTRY MIXER Light breakfast, refreshments with industry peers and Beverly Hills Council members.
9:30 –9:45am	STUDENT LOAD IN/ STUDENT SWAG BAGS/ NAME TAGS/ AGENDAS
9:45-10:00am	GREETINGS AND SALUTATIONS by Dr. Julian Gold with an INTRODUCTION from Yasmine Campbell
10:00 – 11:00am	ACTION! ROUNDTABLES (Five, 10-minute sessions. Industry persons rotate out to other tables) PARTICIPANTS: Two Industry Professionals (Exec., talent writer, manager, etc.), ONE Industry Moderator EIGHT High School junior/seniors WHAT: <i>Have a <u>focused</u> discussion about industry topics:</i> <ol style="list-style-type: none">1. WHAT I DO FOR A LIVING AND HOW YOU CAN DO IT TOO.2. THE IMPORTANCE OF MENTORING PEERS a.k.a. MY FRIENDS GET ME GIGS.3. INTERNSHIPS ARE KEY4. Q&A/ COMMENTS5. TABLE SELFIE – FOR SOCIAL MEDIA

PART A

11-11:30am	MUSEUMS/ COLLEGES/ ORGANIZATIONS PRESENTATIONS “PEER SHARING” An opportunity for students to stretch their legs, mingle in the rotunda with organizations, vendors and schools. So that they may share what they’ve learned as well as form their own thoughts.
11-11:30am	PARENT/TEACHER HUDDLE <i>Presented by THE ACADEMY NALIP and WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS</i> Parents, Teachers and esteemed Industry organizations in conversation: <ul style="list-style-type: none">• How to be supportive of a creative career• Internships (Resources provided)Where to find jobs (Resources provided)



PART B

- 11:30 -12 Noon **THE TOOLS OF THE TRADE:** (Final Draft/ Avid will present their products and conduct giveaways) The Hollywood Reporter and Variety are presented as tools also.
- HERE FOR YOU: THE ACADEMY – NALIP – GHETTO FILM SCHOOL – WGA INCLUSION & DIVERSITY – CBS INCLUSION – FOX INCLUSION – BLCKLIST –** These top organizations as resource, present.
- 11:30- 12 Noon **MUSEUMS/ COLLEGES/ ORGANIZATIONS PRESENTATIONS “PARENT/ TEACHER HUDDLE”**
Parents and educators get the opportunity to speak with organizations, vendors and schools.
- Gain knowledge of organizations that support and offer careers
 - Interface with a college recruiter and develop a rapport
- Noon-12:45PM **LUNCH** *Food and beverages will be provided.*
- 12:45-1:45PM **A REAL CONVERSATION: (SPECIAL GUEST ORGANIZATION), Yasmine Campbell with industry guests.**
GUILDS, AGENCIES, STUDIOS, NETWORKS, RECORD LABEL
- What is the difference?
 - Who hires?
 - Can I really make money as a creative person?
 - Gotta make a living: the inevitable “side-gig.”
- 1:45-2:00PM Closing Remarks and gratitude.

SPEAKERS/ ORGANIZATIONS - List may evolve to accommodate shifting schedules

We are still finalizing our speakers and organizations list but these are the people confirmed to date:

AT THE ROUNDTABLES

Mrs. Nancy Utley – Chairman Fox Searchlight Pictures
Mr. Carmi Zlotnik – President, STARZ
Mr. Mike Farah – C.E.O./ Producer, Funny or Die
Mr. David Sears – Composer/ Executive Education Director/ The Grammy Foundation
Mr. Mark Slavkin – Director of Education, Wallis Annenberg Center for the Performing Arts
Mrs. Stephanie Allain – CEO/Producer, Homegrown Pictures
Ms. Mel Jones – Director of Development, Homegrown Pictures
Mr. Jason Young – SVP, Production, MPD Feature Production
Mr. Billy Ray – Writer, Director, Showrunner/ *Latest credit: OVERLORD*
Mr. E. Brian Dobbins – Manager, Producer/ Artists First Inc.
Mr. Spencer Paysinger – Writer/Producer, former NFL player/ *Latest credit: ALL AMERICAN*
Mrs. Evette Vargas – Writer/Creator/Producer of Television, Immersive and Multi-platform Storytelling
Ms. Emily Gipson – VP of Development and Production/ I Can and I Will Productions
Mr. Farhoud Meybodi – Head of Creative/Co-owner, Wayfarer Entertainment
Mr. Devon Byers – Talent & Literary Manager/ First Friday Entertainment
Ms. Krista Sipp – Talent & Literary Manager/ First Friday Entertainment
Ms. Tery Lopez – Director/ WGA Inclusion and Equity
Ms. Kate Hagen – Director/ The Blacklist
Mr. Barry Katz – Manager/Producer, Barry Katz Entertainment
Mr. John Wiseman – Director, Post Production, Netflix

SPEAKERS REPRESENTING THEIR ORGANIZATION

Mrs. Veronica Melvin – President and CEO, L.A. Promise Fund (Partner)
Mrs. Meia Johnson, M.P.A. – Arts Education Program Manager/ LA County Arts Commission
Mrs. Keishia Gu – Head of Education/ J. Paul Getty Museum
Ms. Mariel Rowland – Associate Education Specialist/ J. Paul Getty Museum
Ms. Montea Robinson – Managing Director of Ghetto Film School Los Angeles



Mr. Salvador Carrasco – Head of SMC Film Production/DGA Film Director
Mr. Alex Nogales – President & CEO, co-founder, National Hispanic Media Coalition (NHMC)
Mrs. Danielle Green – National Association for Multi-ethnicity in Communications (NAMIC)
Mrs. Bettina Fisher, Director of Educational Initiatives, The Academy of Motion Picture Arts and Sciences
Mrs. Jannet Lucente –Senior Manager, Talent Acquisition ABC Studios
Ms. Taryana Gilbeau - Learning & Development and college partnerships, UTA Foundation
Mr. Alejandro Seri –Director of Educational Relations & Marketing, FinalDraft
Ms. Lilliana Espinoza - Production and Development Manager –The National Association of Latino Independent Producers (NALIP)
Ms. Jessica Just and Mr. Polo Munoz – Founders, Creating Creators LLC
Mr. Richard Mckernan – Professional Console Sales Manager, AVID Technology

MODERATORS/ CO-HOSTS

Ms. Robyn Altman – Producer
Mr. Luke Campbell – Writer/Performer
Mr. Blake Pickens – Writer/Performer
Ms. Luciana Faulhaber – Director/ Actor
Mr. Sky Patterson –Writer/ Actor/ Martial Artist
Ms. Francesca Ricagni – Producer
Ms. Hannah Baker – Agency Trainee
Ms. Natalie Francis – Director/ Actor
Ms. Evelyn Martinez –Publicist
Sir. Kyra Brito-James –Director/ Artist
Ms. Crystal Zhang –Producer

***Beverly Hills City Council**

CAA Foundation– (Invited)
21 Century Fox Global Inclusion – (Invited)
Global Talent Development & Inclusion Universal Pictures – (Invited)
CBS Diversity and Inclusion – (Invited)
The George Lucas Museum – (Special Guests)
Will and Jada Smith Foundation/Careers in Entertainment – (Invited)
Emma Bowen Foundation – (Invited)
Skirball Cultural Arts Center – (Booth)

EVENT BUDGET (INNER VOICES)

Expenses	Estimated Cost
VENUE	
Art Gallery	In-kind (City of BH)
Room A	In-kind (City of BH)
Room B	In-kind (City of BH)
Parking passes (50) approx.	In-kind (City of BH)
REFRESHMENTS	
Breakfast + Lunch	2,500 / 21CF
LIFEWTR	In-kind
PROGRAM	
Speakers	In-kind
Moderators	In-kind
Educational organizations	In-kind
Special offers, giveaways	In-kind
PROMOTION	
Gift bags	In-kind/ 21CF
Swag	In-kind/ 21CF
Publicist	In-kind/ 21 CF
Step and Repeat + Red carpet rental + Posters	250 /21CF
Name Tags	In-house/ 21CF
Printed Agendas	In-house/ 21CF
MISCELLANEOUS	
2 Buses to and from venue (may be one).	960 (469)/ 21CF
Crystal Award to City of Beverly Hills/Dr. Gold	40 / 21CF
Audio/Video recording	In-kind (City of BH)
(Cable to record portions of event)	

Attachment 3



INNER VOICES

REAL POWER EMPOWERS

INNER VOICES CAREER SUMMIT

YASMINE CAMPBELL IN PARTNERSHIP WITH 21 CENTURY FOX AND THE LA PROMISE FUND,
CORDIALLY INVITE YOU TO SHARE ALONG WITH SOME OF OUR ENTERTAINMENT INDUSTRY FRIENDS
ON A CAREER SUMMIT DAY FOR LAUSD STUDENTS.

FRIDAY, NOVEMBER 9TH

9AM-2PM

BEVERLY HILLS CITY HALL

455 N. REXFORD DRIVE

BEVERLY HILLS, CA 90210

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PLEASE CONTACT: YASMINE.CAMPBELL@FOX.COM & YASMINE33CAMPBELL@GMAIL.COM

Attachment 4

Wallis Annenberg
Center for the
Performing Arts
THE ARTS DELIVERED. IN BEVERLY HILLS.

October 5, 2018

Ms. Yasmine Campbell

Dear Yasmine,

This letter is to express my support for the Inner Voices Career Summit planned for November 9 at Beverly Hills City Hall.

Arts and entertainment are vital parts of the Creative Economy that help define Beverly Hills and the Los Angeles region. Yet the diversity we see among our youth is not always reflected in the workforce. We need to strengthen the "pipeline" to increase awareness and career readiness among our young people. They know the star performers they see on stage and screen. But many students are not aware of the wide range of job opportunities "behind the scenes."

I applaud your efforts to produce this event help more young people imagine a future for themselves in our Creative Economy.

Sincerely,



Mark Slavkin
Director of Education

Attachment 5



To: The City of Beverly Hills
Re: Career Summit/Inner Voices
From: Barry Katz
Date: October 3, 2018

Thank you for your support.

This summit will provide a much-needed access point for youth considering a career in the entertainment industry, but with no apparent or immediate connection to it. As an entertainment industry professional, these are the types of programs needed to help build a more diverse population within our business.

I myself am looking forward to imparting my knowledge to young people willing to be engaged and learn on how they might benefit from such. Thank you for your time and consideration.

All the best,

Barry Katz
TV-Film Producer/Manager/Podcast Host

Attachment 6



Creating Creators LLC
122 West 62nd St,
Los Angeles, CA 90003
Email: polo@thecinemaproject.com
Phone: 213-605-0324

October 5, 2018

To whom it may concern:

One of the major challenges faced by educators is that some students do not feel or see the connection between what they learn in school and the industry they feel they want to be a part of as professionals.

Creating Creators collaborates with several school districts, including LAUSD and Duarte Unified School District to help develop film pathways and this initiative would be an asset to them.

The program being designed by Ms Yasmine Campbell, especially for such an elusive industry as the entertainment industry, is critical in creating a much needed bridge to professionals that allows students to understand the process and develop a strategy and a much needed network for them clarify and advance their goals.

Sincerely,

Hipolito Munoz Navarrete
Co-Founder and Chief Creative Officer
Creating Creators
(213) 605 0324
www.CreatingCreators.net



Attachment 7

Luis Gonzalez

From: Luis Gonzalez
Sent: Monday, October 22, 2018 11:58 AM
To: Luis Gonzalez
Subject: FW: Note from 21CF

----- Original message -----

From: Yasmine Campbell <Yasmine.Campbell@fox.com>
Date: 10/20/18 5:19 PM (GMT-08:00)
To: Pamela Mottice-Muller <pmottice@beverlyhills.org>
Cc: Huma Ahmed <hahmed@beverlyhills.org>, Magdalena Davis <mdavis@beverlyhills.org>, Yasmine Campbell <yasmine33campbell@gmail.com>
Subject: Note from 21CF

Hi Yasmine,

I can put in writing here in this email for you to share with BH today is this: 21CF will make a contribution of \$5,000 to LA Promise Fund designated for use by Inner Voices.

Thank you, and have a lovely weekend!

Yours,
Liba

Liba Wenig Rubenstein
SVP | Social Impact | 21st Century Fox
<https://impact.21cf.com>

Attachment 8

Luis Gonzalez

Subject: FW: LA PROMISE CHARTER HIGH SCHOOL

From: Yasmine Campbell [REDACTED]
Sent: Friday, October 19, 2018 4:08 PM
To: Pamela Mottice-Muller [REDACTED] Luis Gonzalez [REDACTED]
Cc: Huma Ahmed [REDACTED] Magdalena Davis [REDACTED]
Subject: LA PROMISE CHARTER HIGH SCHOOL

The LA Promise Fund is a unique hybrid, operating programs in partnership with Los Angeles Unified School District at two traditional, comprehensive high schools and a middle school, as well as operating two charter schools in South LA. Further amplifying its impact, the LA Promise Fund runs high profile, far-reaching programs and engagement opportunities available to students and teachers across Los Angeles County. This structure allows for both high touch, intensive supports on school sites, inside and outside of the traditional district system, while also serving students through high profile, innovative programs that are available to students countywide.

From: Mia Henley
Sent: Friday, October 19, 2018 11:18 AM
To: Yasmine Campbell [REDACTED]
Cc: Veronica Melvin [REDACTED] Emma Brownell [REDACTED] Donna Jacobson [REDACTED]
Subject: Re: Invites/ Agenda

Hi Yasmine,

All 30 attendees will be coming on the school bus together.

Thank you,
Mia

From: Yasmine Campbell
Sent: Friday, October 19, 2018 11:16:35 AM
To: Mia Henley
Cc: Veronica Melvin; Emma Brownell; Donna Jacobson
Subject: RE: Invites/ Agenda

Thank you. Do we know how many parents and teachers?

Trying to figure out if they are driving in or taking the bus.

I have to give a bus count by today at 3pm, please.

From: Mia Henley
Sent: Friday, October 19, 2018 10:33 AM
To: Yasmine Campbell
Cc: Veronica Melvin
Subject: Re: Invites/ Agenda

Hi Yasmine,

The total head count from LA Promise Charter High School (including students and teachers) is 30.

Thank you,
Mia

Attachment 9

Luis Gonzalez

Subject: FW: LA PROMISE CHARTER HIGH SCHOOL

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To: Pamela Mottice-Muller <pmottice@beverlyhills.org>; Luis Gonzalez <luisgonzalez@beverlyhills.org>
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