



Beverly Hills City Council Liaison / Arts & Culture 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
Room 280A
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

**Beverly Hills Liaison Meeting
www.beverlyhills.org/MyCommittee
Meeting ID: 516 191 2424
Passcode: 90210**

**You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)**

**One tap mobile
+16699009128,,5161912424# US
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**Tuesday, January 30, 2024
4:00 PM**

Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

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 or Channel 35 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 and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Arts and Culture Commission Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

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) Recommendation by the Arts and Culture Commission for the second annual Festival Beverly Hills

3) Adjournment



Huma Ahmed
City Clerk

Posted: January 26, 2024

**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 twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including Room 280A is wheelchair accessible.



STAFF REPORT

Meeting Date: January 30, 2024

To: Arts and Culture Council Liaisons Mayor Dr. Julian Gold, MD &
Councilmember Lili Bosse

From: Matthew Brown, Recreation Services Manager
Corrina Lesser, Recreation Supervisor

Subject: Recommendation by the Arts and Culture Commission for the second annual Festival Beverly Hills

Attachments: None

INTRODUCTION

The inaugural Festival Beverly Hills event was held on Sunday, March 12, 2023, at the Beverly Hills Farmers Market, and included performances and hands-on family friendly activities from more than 15 artists and organizations including:

- Cultural performances and tutorials from organizations like the Asian Arts Dance Team, Blue13, Cortines High School, Self Help Graphics & Art, and Southern California Marimba
- Culinary programs with a teen cooking competition and an Iranian spice-making workshop
- Iconic Southern California-based organizations like Bob Baker Marionette Theatre, dublab Community Radio, LA Carnivale, and LA Commons
- Performances by Beverly Hills Unified School District music production and dance students

Festival Beverly Hills aims to celebrate and showcase the cultural diversity of the City of Beverly Hills and Southern California. Through a range of performances, family-friendly workshops, activities, and culinary offerings, Festival Beverly Hills exemplifies the City as a world-class arts and cultural destination. The objective of the Arts and Culture Commission and Community Services Department staff for the second annual Festival Beverly Hills, is to build upon the success of the inaugural festival and continue to elevate Festival Beverly Hills as a cultural destination for both the Beverly Hills community and the Greater Southern California region.

DISCUSSION

Although the Beverly Hills Farmers Market was a successful venue for the inaugural festival, in an effort to give the event space a larger and more distinctive footprint, the Arts and Culture Commission recommend relocating the festival to Roxbury Park in 2024 and beyond. Roxbury Park, which also plays host to other popular Community Services Department events like Beverly Hills Doggy Daze 90210 and the Beverly Hills Day of Wellness, provides a more flexible and dynamic venue, allowing for continued expansion and elevation as a world-class cultural event. Additional parking can be provided for attendees at nearby Beverly Hills High School.

The inaugural Festival Beverly Hills event was scheduled for early spring in 2023 and experienced several scheduling obstacles. Obstacles and considerations to continue Festival Beverly Hills as a recurring spring event, include increased chances of inclement spring weather, the number of seasonal holiday dates, and several ongoing Community Services Department and City-wide programs activities, and events. Specifically, some of the logistical challenges in the spring include the ongoing need to plan for a date not in conflict with the Los Angeles marathon, the Vanity Fair party, and the Easter holidays. Planning for a mid-summer event aligns in the calendar roughly midway between the fall and spring art shows, which is optimal from an event production and overall event calendar perspective. The Arts and Culture Commission propose that Festival Beverly Hills be moved to a summer event, and scheduled to occur either Sunday, July 21 or Sunday, July 28 in 2024.

These dates and placement on the summer calendar will help avoid the spring season scheduling challenges and provide an opportunity to engage a wider audience demographic of residents and visitors to the region alike. The summer season festival date also provides an increased opportunity to secure featured talent and deploy a more robust festival marketing and promotional strategy.

Staff are seeking approval, on recommendation from the Arts & Culture Commission, to schedule the second annual Festival Beverly Hills on either Sunday July 21, 2024, or Sunday, July 28, 2024, and approve the recommendation to relocate the event from the Beverly Hills Farmer’s Market to Roxbury Park.

FISCAL IMPACT

The costs for the 2024 Festival Beverly Hills will be absorbed within the current Community Services Department budget.

RECOMMENDATION

The Arts and Culture Commission and staff recommend the Arts and Culture Council Liaisons support the proposed scheduling of Festival Beverly Hills as a summer event at Roxbury Park, to occur in July 2024.

Stephanie Harris,
Director of Community Services

Approved By