



Beverly Hills Cultural Plan

March 2009

**City of Beverly Hills
Community Services Department
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Beverly Hills Cultural Plan

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I. ACKNOWLEDGMENTS

The Beverly Hills Cultural Plan is the result of more than a year-long process of cultural assessment, research, community engagement, multiple cultural planning meetings and other outreach activities. On this page we wish to recognize the work of the Beverly Hills Cultural Planning Committee and acknowledge their generous time, assistance, and guidance throughout this process.

Nancy Hunt-Coffey, Assistant Director, Beverly Hills Library/Community Services Department
Craig Donahue, Rodeo Drive Committee

Rebecca Faez, Director of Administration & External Relations, Paley Center for Media
Dana Findley, Visual & Performing Arts Coordinator, Beverly Hills Unified School District
Peter Garland, Owner, Porta Via Restaurant

Honorable MeraLee Goldman, City of Beverly Hills Cultural Ambassador, Former Mayor of
Beverly Hills

Brooke Kanter, Chairperson, Beverly Hills Fine Art Commission

Laurel Karabian, Commissioner, Los Angeles County Arts Commission/Business Owner
Bettina Korek, Founder, ForYourArt

Alison Maxwell, City of Beverly Hills, Director of Economic Development and Marketing

Brad Meyerowitz, City of Beverly Hills, Recreation Services Manager

Lou Moore, Executive Director, Annenberg Center for the Performing Arts

Stephanie Nakasone, Business Development Director, Beverly Hills Conference & Visitors Bureau

Honorable Vicki Reynolds, Former Mayor of Beverly Hills

Richard Rosenzweig, Executive Vice President, Director, Playboy Enterprises, Inc.

Kathi Rothner, Chairperson, Beverly Hills Recreation and Parks Commission

Kathy Smits, Executive Director, Beverly Hills Conference & Visitors Bureau

David Hunt Stafford, Artistic Managing Director, Theatre 40

David Streets, David W. Streets, Beverly Hills Fine Arts

II. INTRODUCTION

Beverly Hills Cultural Planning Initiative

In the spring of 2008, the Los Angeles County Arts Commission (Arts Commission) selected the City of Beverly Hills to participate in the County's Municipal Cultural Planning Initiative, funded by the National Endowment of the Arts and the Los Angeles County Productivity Investment Fund. The County supports cultural planning for municipalities in order to build community consensus, maximize cultural assets, and resolve cultural/neighborhood development issues. A key priority for this initiative is to build upon work the Arts Commission has already undertaken with select County municipalities and school districts through its Arts for All Blueprint for Arts Education, which is restoring sequential K-12 arts education in all public schools.

Beverly Hills was selected for this Cultural Planning Initiative as it has an "Arts for All" school district within its municipal borders and was committed to the opportunity to strengthen their city's ability to offer rich arts programming. The Arts Commission hired Allison Sampson Management Consultants to facilitate and support Beverly Hills' cultural planning process.

To provide stewardship for the plan, in fall 2008, City staff assembled a Cultural Planning Steering Committee (Planning Committee) representing some of the following perspectives: former city mayors, representatives from the Fine Arts and Recreation and Parks Commissions, senior level city staff from its Library, Recreation and Economic Development departments. Nonprofit performing arts and media organizations were also represented along with business membership ranging from retail to entertainment, to gallery to restaurant. A complete membership roster is found in Appendix A.

The Beverly Hills cultural planning took place over nine months, with six formal meetings and two public meetings concluding in March 2009. The Planning Committee self-determined that its first Cultural Plan would be proactive and forward-thinking including setting clear accountability for the Plan's implementation.

One of the first benefits realized through the Plan process was the identification of a multitude of cultural assets in Beverly Hills, ranging from venues to arts programs. Never before assembled into one comprehensive record, the Planning Committee – over the course of its work together – created the City's first extensive Cultural Inventory Asset List [See Appendix B]. The list also denotes current and possible new venues for the visual and the performing arts. Within the Plan itself, the new Cultural Inventory Asset List will have a variety of future uses.

Additional momentum and attributes also positively propelled the planning process and will aid in the implementation of the Cultural Plan. For example: Beverly Hills benefits from its school district being an Arts for All education district partner; Beverly Hills' name recognition is enjoyed worldwide; the City's small-town qualities and being a safe, walk-able city draws residents and businesses; it is geographically well-positioned to serve as a regional hub for arts and culture; and a large visitor base – regionally, nationally, and internationally – is interested in experiencing culture and entertainment. Beverly Hills will also be the future home of the Wallis Annenberg Cultural Center of Beverly Hills (target opening date 2011–2012), and the Broad Foundation is currently considering establishing a new contemporary arts museum within the City's business district.

Cultural Plan's Goals

As a result of its work together, the Planning Committee identified its four goals as follows:

- Cultural Leadership – to implement, advocate, and increase cultural participation and to provide stewardship of the plan
- Enhance and Expand the Arts
- Raise Awareness of and Participation in the Arts
- Expand and Develop Arts Education

Background on Cultural Services Today

Through its Community Services Department, Beverly Hills provides arts and cultural services to residents, businesses, and visitors. These services are overseen by its Recreation and Parks Division and the Library Division. The Recreation and Parks Division has oversight of city parks, and recreation and camp programs, as well as arts and cultural programs. The Library Division also offers arts and cultural programs through its diverse programming. Further, the City has two advisory committees for this Department, including the Recreation and Parks Commission, which oversees policies and programming in the recreation and parks arena; and the Fine Art Commission, which oversees public art commissions, purchases, and the City's public art collection.

Along with city arts services, about a dozen performing arts and entertainment-related nonprofits based in Beverly Hills also provide cultural programming to area residents, businesses, and visitors. Commercial arts businesses are also an important part of the Beverly Hills' creative community. For example, for-profit art galleries and auction houses are located mainly in the business triangle of Beverly Hills.

Current Planning Climate/Plan Context

A basic SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, led by the consultants at the conclusion of the planning process, helped to document and address opportunities and challenges that the future Plan may encounter. Taking into account the economic realities of 2008/2009, this Plan focuses on leveraging new partnerships to support and boost the creative economy and arts and culture in Beverly Hills. The Planning Committee viewed these recessionary times as an opportune moment to heighten awareness of its arts offerings and to encourage new future programming. The Planning Committee believes the Cultural Plan will provide new ways for its community to rally around, and to build upon, its cultural identity and its sense of place. Further, strategies such as creating a new marketing campaign to raise awareness of arts offerings for residents and visitors may also yield other benefits such as encouraging more nonprofit and for-profit arts organizations to locate and/or perform in Beverly Hills.

Another leveraging point for the Cultural Plan was the Planning Committee's dedication to ensure the Plan's implementation. The implementation of the Cultural Plan will require a broad base of future support and a coalition of "champions" who are active and influential in all of the City's sectors. To that end, working with city staff, the future Cultural Advisory Committee will need to reach out more to all stakeholders in Beverly Hills and reach deeply into the residential and business community to promote arts and culture. It is important to have an expanded group of stakeholders, such as residents, educators, seniors, hotels, more galleries, artists and arts patrons, involved to ensure goals and strategies throughout the Plan are realized.

See Appendix A: Participants, Stakeholders, Meetings

See Appendix B: Cultural Inventory List

III. VISION STATEMENT

The Beverly Hills Cultural Plan will expand the vision of Beverly Hills from a city known as being on the forefront of fame and style, to also a vibrant cultural “hub” for the region. The Plan will inform Beverly Hills residents, the Southern California region, as well as domestic and international visitors of the variety of cultural assets here and that culture is fully integrated into all City activities.

Through the development of cultural leadership and a deepening understanding of its cultural assets, Beverly Hills will increase participation, enjoyment, and engagement in the arts by the broadest cultural spectrum of people – representing our whole community.

The vision is to enrich the quality of life in our city, for residents and visitors, by fostering our commitment to arts education, improving the quality of arts and expanding the arts citywide.

In support of this vision, new collaborations will be created with various sectors including: arts and cultural, international, government, retail businesses, entertainment and tourism industries, and education, to position Beverly Hills as a contemporary, dynamic cultural city. The enhanced levels of arts participants coming to Beverly Hills will serve as a stimulus for the City’s economic environment. This plan will also serve as a tool to advocate and promote the arts in Beverly Hills.

IV. EXECUTIVE SUMMARY

The following is an executive summary of major proceedings of the Planning Committee and its resulting goals. In the Appendix sections of the Cultural Plan, more detailed information is provided including Beverly Hills’ first Cultural Inventory Asset List; data collection background, as well as a work plan for next three years to implement the recommended strategies along with parties responsible and milestones.

Survey Discussion & Data Collection

As part of the planning process, the Committee conducted an assessment and data collection phase to learn more about Beverly Hills’ arts and cultural ecosystem. This included:

- Compiling data from existing resources; and
- Analyzing this information using quantitative and qualitative analysis

Through its City Office of Economic Development, Beverly Hills actively and regularly collects data about demographics, industry clusters, larger employers, visitor data, etc. Beverly Hills' Chamber of Commerce and the Beverly Hills Conference and Visitors Bureau also collect business and visitor data. With this wealth of accessible information already available, the Committee decided to utilize these existing assessments and surveys during this phase of planning. Data and audience participation information was also shared by community-based arts nonprofits.

Survey Highlights

Beverly Hills & Creative Sector

A key driver of the Los Angeles region's diverse economy base is commonly now referred to as the "creative economy." While there are a number of specific activities that could be cited to describe this broad cluster, "creativity" is the core factor. Specific sectors within the creative economy include: fashion, digital media, communications arts, architecture and interior design, arts galleries, fine and performing arts, and entertainment.

Often, cultural tourism is linked to creative centers, bringing these geographical areas further economic development benefits through new visitors to its arts and cultural organizations, retail establishments, and hotels. Creative economies also help create and support more vibrant and diverse communities.

Beverly Hills' economic base includes several significant creative sectors including:

- Entertainment
 - Talent Agents and Managers
 - Sound Recording Industries
 - Independent Artists, Writers, and Performers
- Information Technology
 - Internet Publishing and Broadcasting
- Retail Clusters
 - Art Galleries

Further, the fashion industry and culinary arts are also very important within Beverly Hills. Many key designers and retail outlets (large department store retailers and boutiques) host special events and present exclusive fashion designs in their Beverly Hills stores – further enhancing the City's creative economy. Some of the region's leading restaurants and chefs make their home in Beverly Hills – attracting culinary arts visitors from throughout the world.

See Appendix C for more information.

New Survey Data & Participation

The Committee determined that new research might be conducted once the Cultural Plan is adopted and during the implementation phase after goals and strategies are finalized. The Committee also spent time discussing increasing residents' participation in various arts activities and on growing nighttime activities (e.g., jazz, film festivals, etc.) in the Beverly Hills Business Districts, including along the eastern end of Wilshire Boulevard and in the Beverly Hills Business Triangle.

The Committee also reviewed and discussed other cities' cultural plans and assessment techniques, including work conducted in Santa Monica, Culver City, Pasadena, and Los Angeles.

Arts & Culture in Beverly Hills

The Committee defined arts and culture in the City of Beverly Hills as follows:

- Architecture
- Arts Education
- Beverly Hills Celluloid History
- Car Culture/Antique Car Shows
- Community Arts
- Craft Arts/Decorative Arts
- Culinary Arts
- Cultural Tourism
- Fashion
- Festivals
- Film Festivals
- Galleries
- Gardens
- Historic Preservation
- Library
- Performing Arts
- Public Arts
- Visual Arts

Cultural Inventory

As part of the planning process, the Committee identified arts and cultural assets within the City of Beverly Hills. This collaborative initiative resulted in the creation of the City's first comprehensive Cultural Inventory List, which includes public and private arts and cultural organizations and programs ranging from Greystone Mansion's Garden and Design Showcase to the identification of area nonprofits including Theatre 40, Annenberg Center for the Performing Arts, and Paley Center for Media. Arts-related for-profit businesses, such as the areas' arts galleries and auction houses, are also listed within the List.

See Appendix B for complete Cultural Inventory List.

The creation of this Cultural Inventory List serves a variety of functions including:

- New assessment and survey tool for the planning process
- Future content for a directory of arts and cultural organizations, programs, and venues available in Beverly Hills
- Highlights needs and services
- Ongoing new cultural resource for the City, community, and visitors

For example, during the building phase of the Cultural Inventory List, the Committee identified the lack of larger venues for the arts as something they wanted to address. The Cultural Inventory List also identifies cultural and City sites that are possible current or future arts venues.

Some of the attractions highlighted in the Cultural Inventory List include:

- Affaire in the Gardens Art Show
- City Holiday Programs
- City Parks' Public Art Inventory
- Farmers' Market
- Greystone Mansion
- Rodeo Drive
- Trolley Tours

V. THE PLAN & IMPLEMENTATION

The Planning Committee defined its vision, priorities, and assets and then proceeded to articulate specific goals for the plan. These four goals below incorporate the combined theme of civic leadership and improved communications in all forms, as the fundamental platform upon which more arts activity can take place in Beverly Hills. The goals are:

Goal#1

To create a Cultural Advisory Committee to implement, advocate, and increase all forms of cultural participation, to integrate the Cultural Plan throughout Beverly Hills, and to oversee the Plan's implementation.

Goal #2

To enhance and expand arts programming in Beverly Hills.

Goal #3

To raise awareness of, and participation in, the arts in Beverly Hills.

Goal #4

To expand and develop arts education, from early childhood to adult lifelong learners.

Specific implementation strategies, parties responsible, timeline, and milestones that support these four goals are found in Appendix D, called **Goals and Strategies Work Plan**, which is designed as an external document to be circulated among all stakeholders and to be utilized by the future Cultural Leadership Advisory Taskforce, which will provide stewardship for the plan. The work plan also serves as tasks reminders, a benchmarking tool, and tracking mechanism. The document also provides specific directions on future external milestone reporting annually to the appropriate governmental bodies.

See Appendix D: Goals and Strategies Work Plan for complete goals, strategies, and work plan.

VI. CONCLUSION

With a strong cultural roadmap, the Planning Committee persisted alongside a deepening recession. This fiscal challenge clearly creates a shortage of staff and resources for the Plan's implementation. Additionally, an overarching issue is the challenge of making the case that the arts are crucial in this tight economic climate and, in fact, are essential to preserving and enhancing the quality of life in this region, in which Beverly Hills is a central hub for tourism. Considering the financial situation impacting residents and businesses as well as the fiscal constraints on city budgets across the nation, today's cultural plan is a balance between optimism and realism, using creative solutions with few direct budget consequences.

VII. APPENDIX

Appendix A: Participants, Stakeholders, Meetings

Appendix B: Cultural Inventory List

Appendix C: Data Collection

Appendix D: Goals and Strategies Work Plan

Appendix E: Beverly Hills Municipal Cultural Planning Initiative Process Calendar

Appendix A: Participants, Stakeholders, Meetings

Beverly Hills Cultural Planning Committee

Nancy Hunt-Coffey, Assistant Director, Beverly Hills Library/Community Services Department
Craig Donahue, Rodeo Drive Committee
Rebecca Faez, Director of Administration & External Relations, Paley Center for Media
Dana Findley, Visual & Performing Arts Coordinator, Beverly Hills Unified School District
Peter Garland, Owner, Porta Via Restaurant
Honorable MeraLee Goldman, City of Beverly Hills Cultural Ambassador, Former Mayor of Beverly Hills
Brooke Kanter, Chairperson, Beverly Hills Fine Art Commission
Laurel Karabian, Commissioner, Los Angeles County Arts Commission/ Business Owner
Bettina Korek, Founder, ForYourArt
Alison Maxwell, City of Beverly Hills, Director of Economic Development and Marketing
Brad Meyerowitz, City of Beverly Hills, Recreation Services Manager
Lou Moore, Executive Director, Annenberg Center for the Performing Arts
Stephanie Nakasone, Business Development Director, Beverly Hills Conference & Visitors Bureau [Replaced Kathy Smits, Executive Director]
Honorable Vicki Reynolds, Former Mayor of Beverly Hills
Richard Rosenzweig, Executive Vice President, Director, Playboy Enterprises, Inc.
Kathi Rothner, Chairperson, Beverly Hills Recreation and Parks Commission
Kathy Smits, Executive Director, Beverly Hills Conference & Visitors Bureau
David Hunt Stafford, Artistic Managing Director, Theatre Forty
David Streets, David W. Streets, Beverly Hills Fine Arts

Guests

Cheryl Burnett, City of Beverly Hills, Public Relations Manager
Crystal Diaz, Los Angeles County Arts Commission
Sofia Klatzker, Los Angeles County Arts Commission
Emiko Ono, Los Angeles County Arts Commission
Rachel Price, Emerging Arts Leader Member/Claremont College, Student
Ronald D. Rosen, Los Angeles County Arts Commission
Steve Zoet, City of Beverly Hills, Recreation and Parks/Community Services Department
Lugene Whitely, Arts Council for Long Beach

Staff to the Committee

Brad Meyerowitz, Recreation Services Manager*
* Also Committee members

Allison Sampson Management Consultants

Allison Sampson
Karen Constine

Stakeholders in Our Plan

- Residents
- Businesses
- Chamber of Commerce
- Entertainment Industry
- Faith-based/Religious Community
- Fashion Community
- Financial Sector
- Gay Community
- Homeowners' Associations
- Iranian Community
- Lawyers Association(s)
- Media
- Private Galleries
- Restaurants
- Senior Community
- Service Clubs (e.g., Rotary Club)
- Students
- Tourism & Hotel Industry
- Visitors

Beverly Hills Cultural Planning Committee Meetings

Meetings were held in Beverly Hills City Hall Municipal Gallery and in the Library.

2008

Meeting 1 – September 10, 2008

Meeting 2 – October 10, 2008

Meeting 3 – December 10, 2008

2009

Meeting 4 – January 29, 2009

Meeting 5 – February 26, 2009

Meeting 6 – March 26, 2009

Public Meetings

February 24, 2009
City of Beverly Hills Recreation and Parks Commission
Beverly Hills City Hall – Room 280-A

March 19, 2009
City of Beverly Hills Fine Art Commission
Beverly Hills City Hall – Room 280-A

Appendix B: Beverly Hills Cultural Inventory List

Beverly Hills Independent & Nonprofit Groups

[Nonprofits denoted by* / Venues also noted]

- Academy of Motion Picture Art & Sciences Wilshire Building & Exhibition Space [also a venue]*
- Academy of Motion Picture Arts & Sciences Library (La Cienega Boulevard location)*
- Beverly Hills Historical Society*
- Beverly Hills Symphony*
- Beverly Hills Theater Guild*
- Beverly Hills Women’s Club [also a venue]*
- Paley Center for Media [also a venue]*
- Robinson Gardens [operated by the County of Los Angeles]
- Sister Cities
- Theatre 40 [also a venue]*
- Wallis Annenberg Center of the Performing Arts [also a venue]*
- William O. Douglas Outdoor Classroom (Franklin Canyon)*
- Writers Guild Theatre [also a venue]*
- Young Musicians Foundation*

Beverly Hills Nonprofits – Incorporated with Beverly Hills Address [Nonprofits denoted*]

- Jazz Bakery Performance Space*
- Pan African Film Festival*
- Playwrights 6 Inc.*
- Ziggurate Theatre Company*

City of Beverly Hills' Sponsored Cultural Events/Programs

- Affaire in the Gardens Art Show (Beverly Gardens Park) – May & October
- Beverly Hills Farmers' Market (Civic Center Drive), Sundays Year-Round
- Beverly Hills Forum Lecture Series (City Council Chambers), Year-Round
- BHUSD Student Art Exhibitions (Municipal Gallery), March and May
- Classics in the Park (Greystone Estate), August
- Garden and Design Showcase (Greystone Estate), October – November
- Holiday Program
- Inside Tours of Greystone Mansion (facilitated by Park Rangers), Monthly
- Jazz at the House Concert Series (Greystone Estate), July – September
- Music in the Mansion Classical Concert Series (Greystone Estate), January – May
- Storyhours and programming for children (Library), Year-Round
- Summer Nights in the Plaza Concert Series (Civic Center Plaza), July – August
- Teas on the Terrace (Greystone Estate), May – August
- Theatre 40's production of "The Manor" (Greystone Estate), Year-Round

City of Beverly Hills-Owned Assets – Directly Connected to the City

- Beverly Hills Art Collection also known as Public Art Collection
- Beverly Hills Cable TV
 - Classic Arts Station on City Cable TV and/or BHUSD Cable Channel
 - Cultural Programming
- Beverly Hills City Hall architecture [the original City Hall]
 - Municipal Gallery
- Beverly Hills Library and its Gallery and Bookstore. Selected art specific collections include:
 - Dorathi Bock Pierre Dance Archive & Collection of Dance Books
 - 1,500 Music Scores
 - 200 Artist Books in Art Special Collection
 - Musical Scores
 - Screenplays
 - Electronic Subscription Databases including art price, art sales, etc.
 - American Film Institute's Catalog
- Beverly Hills Recreation & Parks Department Gifting program (e.g., public art might be donated; funding for an arts-related program might be donated, etc.)
- Beverly Hills Sign
 - Beverly Gardens Park
- Beverly Hills Recreation and Parks
 - All and other arts and cultural programming
- Beverly Hills trolley tour (provides an opportunity for visitors to see the City and some of its cultural assets)

- City Joint Powers Agreement (JPA) to use BHUSD facilities (Their facilities can be utilized for cultural programming.)
- Civic Center Plaza – “Boat Court”
- Friends of Greystone (nonprofit support group)
- Friends of Public Library (nonprofit support group)
- Fine Arts Commission and their programs (This is the Advisory Board for Fine Arts/Public Art.) Program includes:
 - Art Walks Publication/Cell Phone Audio Tour (starting in summer 2009)
 - Art and Architecture Trolley Tours
 - Loaned art exhibitions
- Greystone Mansion

City of Beverly Hills-Owned Venues:

- Coldwater Canyon Park
- La Cienega Park
- Roxbury Memorial Park
- Will Rogers Park
- Beverly Gardens Park (along Santa Monica and Wilshire Boulevard)
- Beverly Canon Gardens (adjacent to Montage Hotel)
- Reeves Mini Park
- Public Works Building (Water Treatment Plant)

Beverly Hills Unified School [BHUSD] District – (Related to Arts & Culture):

- All schools have choral music and instrumental music concerts as well as All-District Band, Strings, and Choral Festivals.
- Arts for All District with Arts Advisory Committee
- Arts in Beverly Hills Adult Education School
- Beverly Hills Education Foundation raises money for the arts and serves on the Arts Advisory Committee.
- Choral music in all elementary schools
- Concert Choir, Minnesingers, and Madrigals at BHHS
- Dance classes as well as the Dance Company at BHHS
- Dance unit within PE program at all elementary schools
- District Honor Choir
- Instrumental music including strings program in all elementary schools
- Introduction to Theatre Arts, Drama lab, Theatre Arts Workshop, Stage Design/Production, and Film at BHHS
- Musicals at two of the elementary schools
- Piano lab, Band, Orchestra, Jazz Band, and Drumline at BHHS
- PTAs provide opportunities for different programs to come to the schools (i.e., Music Center)

- Schools also have venues for arts activities
- Summer Arts Academy (instruction in all four arts disciplines for students 1st–8th grade)
- The K-8s' visual art department and the high school's visual art department each have art shows at the Beverly Hills Municipal Gallery.
- Theatre 40 resides at BHHS.
- Three plays and the musical yearly at BHHS
- Visual arts in all elementary schools
- Visual arts including Drawing and Painting, Ceramics, Studio Art, Photography, Graphic Design, Architecture, Commercial Building at BHHS

Faith-Based Cultural Asset

- Church/Synagogue/other religious programs – cultural, arts, and holiday programming

Cultural Community Assets – For-Profits and Others' Resources

For-Profit

- **Art Auction Houses [also venues]**
 - Christie's
 - Sotheby's
 - I.M. Chait Gallery/Auctioneers
- **Art Movie Houses [also venues]**
 - Music Hall
 - Fine Arts
- **Bookstores [also a venue]**
 - Taschen
- **Culinary & Art event Openings** – special relationship between two
- **Culinary Arts** – fine dining, farmers' markets, eateries, special events
- **Entertainment companies** based here and their events here
- **Galleries [also venues]**
 - ACE – www.acegallery.net
 - [Andrew Weiss Gallery](http://www.andrewweiss.com) – www.andrewweiss.com
 - Celebrity Vault – www.thecelebrityvault.com
 - [Gagosian Gallery](http://www.gagosian.com) – www.gagosian.com

- Galerie Michael – www.galeriemichael.com
- **Wilshire Theater** [also a venue for traveling performing arts shows]

Additional Cultural Assets

- **Architecture**
 - Civic Center (Charles Moore design)
 - Major architects represented here
 - Richard Meier
 - Frank Gehry
 - Wallace Neff
 - Paul Williams
 - Charles Moore
 - Retail architecture
- **Artisan/craftsman demonstrations**
- **Hotel cultural events**
- **Rodeo Drive Committee**
 - Holiday Decorations
 - Car Show
 - Walk of Style
- **Other**
 - Chamber of Commerce
 - Grammy participation (at future events)
 - Rotary
 - South Beverly Drive Committee
 - Conference and Visitors Bureau

Film/Celluloid History, Creative Industry & Other Cultural Iconography

- **Celebrity/Film History**
 - Films and Television Shows highlighting Beverly Hills
 - 90210 TV Show
 - Beverly Hills Cop
 - Entourage

- **Creative Community working and residing in Beverly Hills**
 - Actors
 - Agents
 - Artists
 - Chefs
 - Fashion Designers
 - Production
 - Writers

- **Rodeo Drive and its:**
 - Art galleries
 - Fashion apparel stores
 - Restaurants, specialty stores, walking tours, bus tours, etc.

- **Stars/Celebrity Homes**

Appendix C: Data Collection

This section of the appendix lists selected data collection that was reviewed by the Committee.

Demographics - Economic Summary of Beverly Hills 2008 Demographics **Provided by the City of Beverly Hills 2008**

Population

Male 45.50%

Female 54.50%

Total Residential Population (2007 estimate) 35,813

2000 – 2007 change in population 6.00%

Age

0-19 years 22.00%

20-44 years 33.60%

45-64 years 26.80%

65+ years 17.60%

Median Age 41.3

Race/Ethnicity

White 85.10%

Asian 7.10%

Two or more races 4.50%
African American 1.80%
Other 1.50%
Total 100.00%

Educational Attainment

High School Graduate or higher: 90.80%
Bachelor's Degree or higher: 54.50%

Households

Total Households 15,035
Average Household Size 2.24

Workforce (2007)

Total Workforce 19,900
Total Employed 19,200
Percent Unemployment 3.00%
Mean Travel Time to Work (min.) 23.9
Income & Sales Tax Per Capita
Average Household Income (2006) \$185,274
Per Capita Average Income (2006)* \$50,218
Sales Tax Per Capita (2007) \$62,825
2000 Census unless noted otherwise

* Ranked 6th in LA County – LA County Average \$17,413

2000 Census unless noted otherwise

Major Businesses

Provided by the City of Beverly Hills 2008

Entertainment Services, Finance, Professional Services, Luxury Retail, Tourism/Luxury Services, and Information Technology are among Beverly Hills' core business clusters. The City's major businesses are the cornerstone of our diverse local economy. The City's major businesses define Beverly Hills' world-class image and contribute to a quality of life and level of services unparalleled in other communities.

Top Employers

The City of Beverly Hills
Beverly Hills Unified School District
Beverly Wilshire, A Four Seasons Hotel
Saks Fifth Avenue
Nelson Shelton & Associates
Advance Building Maintenance
Beverly Hills Hotel

Fox Interactive Media
Beverly Hilton Hotel
William Morris Agency
Shapell Industries, Inc.
Neiman Marcus
Barneys New York
Peninsula Beverly Hills

Top Overall Taxpayers

Canyon Partners
Beverly Wilshire, A Four Seasons Hotel
Ogara Coach Company
Spago Restaurant
Barneys New York
Beverly Hills Mercedes Benz
Saks Fifth Avenue
Beverly Hilton Hotel
Beverly Hills Hotel
Douglas Emmett Company
Neiman Marcus
Specialty Surgical Center

Top Sales Tax Generators

Saks Fifth Avenue
Barneys New York
William Morris Agency
Beverly Hills Mercedes Benz
Peninsula Beverly Hills
Beverly Hills Porsche Audi
Beverly Hills BMW
Neiman Marcus
Beverly Wilshire, A Four Season Hotel
Beverly Hilton Hotel
Beverly Hills Hotel
Jim Falk Lexus
Ogara Coach Company
Tiffany & Co
Cartier, Inc.
Gucci

Source: MuniServices LLC

INDUSTRIES CLUSTERED IN BEVERLY HILLS – 2006

Industry	Jobs	Employers	Average Size	Average Pay
ENTERTAINMENT SERVICE CLUSTER				
Talent Agents and Managers	2,672	93	29	\$198,532
Sound Recording Industries	399	23	17	\$110,266
Public Relations Agencies	236	28	8	\$83,212
Independent Artists/Writers/Performers	539	420	1	\$527,698
INFORMATION/TECHNOLOGY CLUSTER				
Internet Publishing and Broadcasting	184	12	15	\$139,215
FINANCE CLUSTER				
Investment Banking	529	18	29	\$195,164
Securities Brokerage	638	20	32	\$225,748
Other Financial Investment Activities	437	107	4	\$186,021
PROFESSIONAL CLUSTER				
Legal Services	1,818	454	4	\$109,514
Ambulatory Health Care Services	5,017	904	6	\$66,733
Certified Public Accountants	455	69	7	\$77,489
RETAIL CLUSTER				
Luggage and Leather Goods Stores	123	9	14	\$62,956
Jewelry Stores	304	34	9	\$61,578
Art Dealers	54	16	3	\$75,873
Clothing Stores	1,735	104	17	\$41,640
Home Furnishings Stores	263	17	15	\$27,300
Shoe Stores	186	13	14	\$36,869
New Automobile Dealers	726	8	91	\$68,560
TOURISM/LUXURY SERVICE CLUSTER				
Hotels and Motels	3,030	17	178	\$34,711
Personal Care Services	720	99	7	\$29,496
Full-Service Restaurants	3,131	94	33	\$25,227
REAL ESTATE CLUSTER				
Land Subdivision	126	27	5	\$85,556
Parking Lots and Garages	543	73	7	\$21,899
Offices of Real Estate Agents & Brokers	619	149	4	\$91,162

City of Beverly Hills
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March 2009

Activities Related to Real Estate	980	154	6	\$52,112
Lessors of Residential Buildings	359	85	4	\$42,731
Lessors of Non-Residential Real Estate	126	38	3	\$73,260
Residential Building Construction	625	32	20	\$130,995

Source: Burr Consulting computations based on 2006 QCEW data

Appendix D: Goals and Strategy Work Plan Implementation Table

IMPLEMENTATION PLAN

Goal #1

To create a Cultural Advisory Committee to implement, advocate, and increase all forms of cultural participation, to integrate the Cultural Plan throughout Beverly Hills, and to oversee the Plan’s implementation

Strategies	Actions	Resources	Lead	Milestones/ Start Year
1. Create Cultural Advisory Committee to steward + implement goals of plan – starting with monthly meetings of the existing Cultural Planning Committee to provide continuity of planning to implementation and to formalize and encourage ongoing information sharing/partnership opportunities/etc. amongst all involved in cultural leadership.	a) City authorities create guidelines to form Cultural Advisory Committee.	Staff time	Brad Nancy Steve Zoet	<u>Milestone:</u> Committee in place <u>Start Year:</u> 2009
	b) Members to have broad-base of arts knowledge, dedication and demonstrated interest in arts.			----- Related to Action (e) Begin addressing priorities, etc., by 2009
	c) Develop presentation to Mayor/Council.			
	d) Committee to have active liaisons with Parks & Rec + Fine Arts Commissions.			<u>Milestone:</u> Global review + annual update to Council
	e) Address priorities – goals of plan + implementation.			<u>Timeline:</u> Ongoing In second year, consider updating plan & evaluate to be ready with new plan in year 3

Goal #2

To enhance and expand arts programming in Beverly Hills

Strategies	Actions	Resources	Lead	Milestones/ Start Year
1. Provide more venues and improve existing venues to encourage more arts providers to program and rent facilities and venues in Beverly Hills.	a) By using new Cultural Inventory List that includes venues, create programs to communicate available private + public venues/facilities to art providers + identify costs for simple, web-based format.	Staff time or consultant time Eventual printing of specs of all spaces in directory or website	City (lead) BH School District's Business Office (HS space) Film Division of City	<i>Related to #1a</i> <u>Milestone:</u> City facilities w/specs on City website <u>Start Year:</u> 2009 Ongoing Private facilities w/specs 2010 Revise list as needed -----
	b) Develop + cultivate prospect list to market available spaces	-0-		<i>Related to #1b</i> <u>Milestone:</u> Prospect list meets in city for tour <u>Timeline:</u> 2010 -----
	c) This also includes improving use of the Municipal Gallery and encouraging partnerships to leverage space use.			<u>Milestone:</u> Cultural Advisory Committee continues stewardship and growing of venue lists and reviews annually; leverages Municipal Gallery use <u>Timeline:</u> Ongoing

Strategies	Actions	Resources	Lead	Milestones/ Start Year
2) Programming improvements (Festival packages, themed events in business triangle, open houses, first Fridays, jazz, film, public art, etc.)	a) With City hosting, convene a "think tank" of Visitor CB, Chamber and Cultural Advisory Committee to jump-start research for new programs and what other cities have.	-0- for convening Determine Budget + Assess Sponsorship opportunity	City Conference & Visitors Bureau Chamber Cultural Leadership Advisory Committee City as supportive host for convening	Begin getting Chamber involved in 2010 Form initial working group to form meeting agenda/research questions 2010 <u>Milestone:</u> Convene "think tank" 2010

Goal #3

To raise awareness of, and participation in, the arts in Beverly Hills

Strategies	Actions	Resources	Lead	Milestones/ Start Year
<p>1. Implement marketing / communications plan for tourists, businesses, residents, non-residents, to improve attendance at all Beverly Hills art events/programs; be inclusive of arts organizations within the communication process.</p>	<p>a) Involve Chamber Conference & Visitors Bureau/others to achieve well-attended arts-related programming & partnership on marketing efforts</p>	<p>Staff time in year one and/or the hiring of an arts marketing consultant</p>	<p>City Partners: Chamber Conference & Visitors Bureau</p>	<p><u>Milestone:</u> Chamber Conference & Visitors Bureau as lead partners in initiative</p> <p><u>Timeline:</u> 2010</p> <p>-----</p>
	<p>b) With a Cultural Advisory Committee in place, determine compilation of current mix of arts programming, how it is communicated, what works, who is target audience now + target audience.</p>	<p>Not sure in future years cost of plan or implementation of plan</p>		<p><u>Milestone:</u> Marketing assessment completed</p> <p><u>Timeline:</u> 2010</p> <p>-----</p>
	<p>c) Create a working group to develop/help lead an effective marketing/communication plan (focus on cultural moments, experiences, nighttime events)</p>			<p><u>Milestone:</u> New communication plan with multiple partners</p> <p><u>Timeline:</u> 2010</p> <p>-----</p>
				<p><u>Milestone:</u> New plan methods executed w/core group agreement on measurement of activity levels sourced to new methods</p> <p><u>Timeline:</u> 2010 Ongoing</p>

Strategies	Actions	Resources	Lead	Milestones/ Start Year
2) Enhance existing city website to include all available arts + education offerings.	Meet w/City webmaster to load in all calendar info and create links to arts provider sites.	Staff time to create and maintain site	City w/ County partner (e.g., "Experience LA.com")	<u>Milestone:</u> 1 stop click for arts <u>Timeline:</u> 2009
3) Outreach , including through website; create model to execute e-mail blast across city in partnership w/schools, Annenberg, T-40, utility/tax bills, banners, courier, chamber links, visitor site at Paley, Cable TV, BH arts station, etc.	City convenes meeting to explain/ brainstorm this initiative. Design process to provide info to webmaster to load/create site.	Staff time and webmaster time	City webmaster Possible offsite locations include: Paley Center	<u>Milestone:</u> All links/lists in place and utilized <u>Timeline:</u> 2010

Marketing Notes:

- Marketing Plan referenced in goals should capture the following elements: “cultural moments” or “cultural experiences”;
- In all outreach, strong encouragement of utilization of web-based tools for marketing;
- Reach out to all arts organizations + others to participate in cultural marketing;
- In all outreach, integration of all community groups/stakeholder groups;
- Consider marketing partnerships w/hotels, restaurants, retail and others;
- Consider plan to develop regional partnerships w/other cultural centers;
- Use 100th BH anniversary as a cultural marketing opportunity; and
- Consider revisiting “Cultural Coach” idea that previously created and led art tours in Beverly Hills area and to nearby arts institutions.

Goal #4

To expand and develop arts education, from early childhood to adult lifelong learners

Strategies	Actions	Resources	Lead	Milestones/ Start Year
1. Create apprentice + internship programs in the arts by connecting w/arts providers (Paley, T-40, stars living in BH, etc.)	a) Open dialogue w/existing summer programs, pairing up teachers/disciplines/program providers, in meeting forum for all ages (Allen Dance Co – elementary to Career Arts Day – High School).	Staff time City hosts meeting	BHUSD Coordinator w/teachers BHUSD Arts Advisory Committee Chamber Arts for All Theatre 40 City	<u>Milestone:</u> Pilot programs articulated + embraced by all <u>Timeline:</u> Summer opening dialogue, Fall pairing process, and implementation by 2010 -----
	b) Continue to build out partnerships.			<u>Milestone:</u> Students + business in active partnerships. Report to School/Council. <u>Timeline:</u> 2011
2. As a resource, produce directory of possible arts education presenters, performer, + partners.	Convene arts providers to create/support ongoing program.	Staff time	BHUSD Coordinator with Cultural Advisory Committee	<u>Milestone:</u> Yearly List <u>Timeline:</u> Ongoing

Appendix E: Beverly Hills Cultural Planning Initiative Process Calendar

The Beverly Hills Cultural Planning Committee followed this general cultural planning process over the course of their six meetings and in addition held subcommittee meetings and/or worked with their consultants' in-between meetings. The consultants also worked closely with City staff involved in the process.

CULTURAL PLANNING MEETINGS

MEETING 1 – PRE-PLANNING

- Introduction and welcome to Cultural Planning Committee
- Overview of cultural planning field
- Overview of the proposed process – municipal adoption of the plan
- Presentation by City Representative or other(s) regarding municipality's current programs(s); city structure as it relates to the arts and culture; and/or introduction of City staff
- Developing a proposed timeline
- Discussion of overall goals and process for baseline data collection
- Envisioning process – (exercise: thinking about the future)
- Assignments

MEETING 2 – PLANNING AND NEEDS ASSESSMENT

- Reporting back on assignments
- Determine best methods of data collection for the cultural plan
 - What information is needed?
 - Compile data from existing resources
 - Identifying/collecting new information via various sources (focus groups, public meetings, surveys, etc.)
- Assign members/working groups to collect data (around issues/goals)
- Assignments

MEETING 3 – DATA COLLECTION, GOAL FORMATION AND ACTION PLAN

- Reporting back on assignments
- Begin to identify key issues, organize findings, and produce interim assessment report – working group committees might be formed around key issues; encourage public engagement through hearings, working group, etc.
- Analyze and organize Information
- Solidify potential goals and actionable future steps – plan formation begins
- Identify monitoring and evaluation needs

- Assignments

MEETING 4 & 5 – GOAL SETTING

- Reporting back on assignments
- Sharing the results – evaluate the potential solutions to key issues, including goals, objectives, and action steps.
- Cultural Planning Committee drafts a plan and circulates plan. Plan includes monitoring and evaluation criteria such as periodic monitoring and annual or bi-annual progress reports.
- Identifying funding/resources to implement the plan or programs
- Convene public hearing(s) to review plan; obtain public feedback
- Finalize goals, key responsibilities, timelines, and funding
- Assignments

MEETING 6 – FINAL PLAN ADOPTION BY COMMITTEE

- Reporting back on assignments
- Write a final plan for public distribution with executive summary
- Cultural Planning Committee adoption
- Assignments

OTHER STEPS

- Communication is encouraged throughout the whole process (e.g., website, meeting postings, flyers, outreach, etc.)
- Cultural Planning Committee presents final plan for acceptance and implementation to the municipality
- Plan is adopted by municipality
- Implement the Plan