



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
Municipal Gallery
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
<https://beverlyhills-org.zoom.us/my/bhliaison>
Meeting ID: 312 522 4461
Passcode: 90210

You can also dial in by phone:
+1 669 900 9128 US
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+16699009128,,3125224461#,,,,*90210# US
+18887880099,,3125224461#,,,,*90210# Toll-Free

Thursday, May 12, 2022
3:00 PM

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 & Culture Commission Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

AGENDA

1. Arts and Culture Budget Enhancement Funding Request
 - a. Proposed Arts and Culture Budget Enhancement Spreadsheet
 - b. Art in Public Places Framework and Temporary Public Art Policy

2. Proposed Beverly Hills Pride 2022 as part of the City's Embrace & Celebrate Culture Initiative

3. Adjournment

Raymond B. Taylor (for)

Huma Ahmed
City Clerk

Posted: May 10, 2022

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



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CITY OF BEVERLY HILLS

MEMORANDUM

MEETING DATE: May 12, 2022

TO: City Council Arts and Culture Liaisons Council Members Lili Bosse and John Mirisch

FROM: Jenny Rogers, Director of Community Services

SUBJECT: Arts and Culture Budget Enhancement Funding Request

ATTACHMENT:

1. Proposed Arts and Culture Budget Enhancement Spreadsheet
2. Art in Public Places Framework and Temporary Public Art Policy

INTRODUCTION

Staff will present the Arts and Culture Budget Enhancement Funding (BEF) request related to proposed Arts and Culture programming for FY 2022/23, including Community Services, Arts and Culture and Human Relation Commission requests for the *Embrace & Celebrate Culture Initiative*, Citywide Community Services and Greystone (Theatre, Mansion and Grounds).

HISTORY

In 2019, City Council authorized the expansion of the City's Fine Art Commission to include cultural arts under their purview. Council renamed the Fine Art Commission to the Arts and Culture Commission. As part of the City's arts and culture expansion, Karen R. Constine Public Affairs & Arts/Culture Management Consulting, was contracted by the City to provide specialized cultural arts consulting. Karen and her colleague Jessica Cusick have helped the City throughout this arts and culture expansion and development of the Work Plan for the new Arts and Culture Commission which was approved shortly thereafter (June 2019) by City Council to help guide the work and priorities for the following two years. The newly established commission expanded its framework to provide enhanced citywide support for arts and culture programs and events and to help identify and foster new partnerships as part of greater engagement with the arts community and continued support of a thriving arts and culture community here in Beverly Hills.

Since July 2019, the Commission has been engaged with implementation of the Arts and Culture Work Plan and completion of its priorities and goals. Most recently, consultants have worked with City staff and Arts and Culture Commissioners to finalize the City's Art in Public Places Framework and Temporary Public Art Policy (see Attachment 2), and are currently working with staff and Commission to further develop the programmatic aspects of the City's *Arts in Public Places Program*. We look forward to presenting this comprehensive City Arts & Culture Program with the various program elements connected under a single unified umbrella plan along with funding strategies to help support its growth, sustainability and ensure high quality service delivery to the community, our residents and visitors for years to come.

DISCUSSION

Promotion of Arts and Culture was first identified as a top Council Priority assigned to the Community Services Department in FY 2019/20 and continues to be a major area of Council, commission, community and staff focus for next year (FY 2022/23). Despite the impacts from

the global pandemic, the Community Services Department in collaboration with the Arts and Culture and Human Relations Commissions, the Next Beverly Hills Committee, the business community (including City partners at the Chamber, CVB and RDC) and our amazing local community partners (the Wallis Annenberg Center for the Performing Arts, the Beverly Hills Historical Society, Theatre 40, etc.) have made great strides in the development and delivery of unique City arts and culture programs, events and services over the last two years. These collaborative efforts have enabled us to create pilot programs, expanding our individual capacities, and we now hope to solidify the City's Arts & Culture Program as a recurring offering with a proposed dedicated budget allocation for FY 2022/23. This Arts and Culture BEF would create a modest base budget from which the Commission and staff could operate and build upon as we explore additional funding strategies and solutions. Staff will continue to leverage our network of local arts organizations, community partners and seek out available resources to support arts and culture in Beverly Hills through grants, alliances, partnerships and sponsorships.

There are three major program and event categories for consideration in the proposed City Arts and Culture Program for the next fiscal year: the *Embrace & Celebrate Culture Initiative*, Citywide Community Services and Greystone, both indoors and outdoors. In April, Mayor Bosse asked that Commission, community partners and city staff to work together in the development of budget proposals for summer arts and culture programming and for year-round community-based programming. This report provides a brief overview of the proposed City Arts & Culture Program and specific activities and events which would require Council funding support and collaborative efforts by those involved in partnership on its program delivery. In the future, we hope to work more closely together in development of these program partnerships and provide a presentation of the City's Arts & Culture Program as a unified, comprehensive approach to the City's annual budget process and Council deliberation.

Embrace & Celebrate Culture – A Citywide Inter-Commission Initiative supported by the Arts and Culture Commission (ACC), the Human Relations Commission (HRC), and the Next Beverly Hills Committee (Next BH). *This innovative program initiative was approved by City Council in September 2020.* Commission and staff are requesting \$155K in this category to cover the following ongoing and new events and activities:

- **Art Activations** – site-specific public art installations and public receptions including upcoming celebrations of Ai Weiwei's *Iron Root*, the new Yayoi Kusama's *Hymn of Life: Tulips*, and summer & winter BOLD activities and events (i.e. Windows on the Wallis);
- **Sing for Hope Beverly Hills 2022** – month-long celebration of music & music making in the summer of 2022 in collaboration with the Wallis and Sing for Hope;
- **NEW Beverly Hills Cultural Festival** – Proposed new signature community event for the Arts & Culture Commission. Development of this event came out of the City's expansion of Arts & Culture including feedback from the community survey where creation of a Cultural Festival was identified as the community's top priority.
- **Classical Music Showcase** – activations of classical music performances in the winter and spring 2023 in collaboration with the Wallis and community partners;
- **Critical Conversations** - Speaker series initiated by the Human Relations Commission to provide community forums on topics related to equity, diversity and inclusion, in collaboration with the City and the Beverly Hills Public Library;
- **Visions of the Future** – citywide exhibition program to activate public spaces including empty and transitioning storefronts and other open spaces.

Citywide Community Services – Community Services Department programs and events, these proposed activities expand upon existing citywide programming or introduce new celebration events based upon special anniversaries. Commission and staff are requesting \$60K in this category to cover the following events & activities:

- ***Beverly Hills Art Now*** - Citywide program to activate storefronts through select designs on vinyl clings to bring vibrancy, design and color to those commercial spaces that are temporarily empty or undergoing renovation. A Call for Designs for this new program would be conducted by the Arts and Culture Commission with support from Community Services staff. Local businesses and property owners could then select from an array of approved City designs to decorate their storefronts. This program is in collaboration with our business community, the Small Property Owners Task Force, the Chamber, CVB and RDC.
- ***Beverly Hills Art Show*** – 2023 will mark the 50th Anniversary of the Beverly Hills Art Show. Commission and staff are proposing some special activities and extensive public outreach and communication to commemorate this special occasion and market the events in collaboration with our business community, the Chamber, CVB and RDC.
- ***Summer Concert Series*** – Expanding on the success of our *Summer Concerts on Canon Music Series*, staff are proposing some special pop up music performances at select locations in the City during the summer (and fall) of 2022.

Greystone (Theatre, Mansion & Grounds) – The renovation of the Greystone Theatre was completed in late winter / early spring 2020 with an initial soft open staged reading of *Twelfth Night* by Louis Fantasia on February 1st 2020. With this important capital improvement, the Greystone Theatre has been restored to operation and will become a facility for the presentation of the performing and cinematic arts.

Now that we have reopened Greystone to the public, staff and commissioners look forward to activating the beautifully renovated theater and many lovely indoor and outdoor spaces with live performance events for the community to enjoy like our recent site-specific dance performances of the *Gatsby Redux* sponsored by the City's Community Services, Director/Choreographer Janet Rolston & Mixed eMotion Theatrix.

- ***Greystone Theatre Programming***
- ***Greystone Mansion & Grounds (indoors and outdoors)*** – site-specific visual art activations and artmaking workshops, live performance (dance, music, theater and literary arts), film screenings and other community arts and culture events and activities in the Mansion and Grounds of Greystone.

FISCAL IMPACT

Staff request Council Liaison approval of the recommended budget proposal as outlined. The Arts and Culture BEF would then require full Council approval as part of the City Budget FY 22/23. Please note: individual events may also require waiver of permit and rental fees for use of a City-owned space (TBD) for the City's *Visions of the Future* art exhibitions. Staff will bring waiver requests as space becomes available and projects develop for Council consideration.

RECOMMENDATION

Staff recommend approval of the proposed Arts and Culture Budget Enhancement Request for FY 2022/23.

Arts & Culture BEF - Proposed Arts & Culture Events & Activities

Cultural Events & Activities	Approximate Hard Cost	Vendors	Dates	Frequency	Notes	Presenters
				Annual/One-of		
CS & Citywide Programming						
Beverly Hills Art Now - Citywide Vinyl Clings. Program in Storefronts (Bring vibrancy, design & color to those commercial spaces that are temporarily empty or undergoing renovation)	\$ 15,000	Community Outreach, promotions & marketing, banners / print ads / vinyl clings	year round	Ongoing	Funding needed	Council / Commission / Partner / Staff
Beverly Hills Art Show - 50th Anniversary - 2023 Spring May 20 & 21	\$ 25,000	Rentals, security, promotion, marketing, restrooms	May 20 & 21, 2023	Bi-annual	Funding needed	Commission / Staff
Summer Concert Series - Pop up music performances at select locations in the City	\$ 20,000	Entertainment, rentals, community outreach, promotions & marketing, banners / print ads / vinyl clings, Public Receptions	Summer 2022	TBD	Funding needed	Council / Commission / Partner / Staff
	\$ 60,000					
CS & Commissions						
Embrace & Celebrate Culture - Inter-Commission Initiative w/ ACC, HRC & Next BH						
Art Activations -Site-Specific Public Art Events (Celebrate Kusama, & Ai Weiwei artworks and community special events like Windows on the Wallis, etc.)	\$ 20,000	Community Outreach, promotions & marketing, banners / print ads / vinyl clings, Public Receptions	year round	ongoing	Funding needed	Commission / Partner / Staff
<i>Beverly Hills Sing for Hope 2022</i> - month long celebration of music & music making in collaboration with the Wallis and Sing for Hope	\$ 70,000	Pianos, entertainment, marketing, supplies	August / Sept, 2022	annually	Funding needed	Council / Commission / Partner / Staff
<i>Beverly Hills Cultural Festival</i> - ACC Signature Community Event - development of this event came out of the City's expansion of Arts & Culture including the community survey where a Cultural Festival was identified as the community's top request	\$ 30,000	Rentals, security, entertainment, audio / visual equipment, community outreach, promotions & marketing, banners / print ads public receptions, restrooms	Fall 2022 / Spring 2023	annually	Funding needed	Commission / Partner / Staff
<i>Classical Music Showcase</i>	\$ 25,000	In collaboration with Wallis and community partners	Spring 2023	annually	Funding needed	Council / Commission / Partner / Staff
<i>Critical Conversations</i> - speaker series in collaboration with BHPL, ACC & HRC	\$ 5,000	Community Outreach, promotions & marketing, banners / print ads, banners / print ads / vinyl clings	year round	quarterly	Funding needed	Commission / Partner / Staff
<i>Visions of the Future</i> - citywide art exhibitions with ACC & Next BH	\$ 5,000	Community Outreach, promotions & marketing, banners / print ads / vinyl clings	year round	6 x year	Funding needed	Commission / Partner / Staff
	\$ 155,000					
CS Greystone - Inside & Outside						
Greystone						
Greystone Theatre Programming	\$ 100,000	Entertainment, rentals, audio / visual equipment, community outreach, public receptions, promotions & marketing, banners / print ads / vinyl clings	year round	Ongoing	Funding needed	Council / Partner / Staff
Greystone Mansion Indoor & Outdoor Performing Arts Events (live dance & theater events in the Mansion and on the grounds like Gatsby Redux)	\$ 50,000	Entertainment, audio / visual equipment, community outreach, public receptions, promotions & marketing, banners / print ads	year round	Ongoing	Funding needed	Council / Partner / Staff
	\$ 150,000					
GRAND TOTAL BUDGET OF ARTS & CULTURE EVENTS	\$ 365,000					

CITY OF BEVERLY HILLS ART IN PUBLIC PLACES FRAMEWORK

SECTION ONE – OVERVIEW

FRAMEWORK CONTEXT AND GOALS

With the establishment of the Beverly Hills Arts and Culture Commission, the City embarked on an initiative to expand arts and culture opportunities in Beverly Hills. As part of that process, the Arts and Culture Commission worked with staff to undertake a comprehensive review of the City's policies and procedures in regard to art in public places, including the City's Fine Art Requirement, the Fine Art Collection, temporary public art installations, as well as other works of art owned by the City, such as the art displayed in City Hall or other City offices.

The City of Beverly Hills recognizes the value of public art to its residents and visitors. The City wishes to expand upon its world-renown Fine Art Collection by providing options for temporary public art, with varied and changing art installations and performances to take place citywide.

Public art enlivens and informs, delights and challenges, inspires, and engenders dialogue. By offering artists and creative partners opportunities to enhance and activate Beverly Hills' public spaces, the City and its Arts and Culture Commission hope to provide residents and visitors with opportunities to interact with a wide range of cultural experiences within the community.

VISION FOR THE FRAMEWORK

The Art in Public Places Framework gathers existing City ordinances, policies, and administrative regulations regarding works of art owned by the City and/or displayed in public places; proposes updates to some policies, and additional supplemental policies to cover new priorities and initiatives, as well as respond to the expanded duties of the Arts and Culture Commission and its programs. As well as a list of priority locations for public art.

ARTS AND CULTURE COMMISSION ROLE

The Arts and Culture Commission (ACC) was established by the City Council to *"act in an advisory capacity to the City Council on matters pertaining to the enrichment of the community through fine arts, visual arts, performing arts, digital and media arts, arts education, and community cultural activities, education and events"* and as such has a responsibility to develop clear procedures to review all works of art to be acquired by or displayed within the City.

CATEGORIES OF ART IN PUBLIC PLACES IN BEVERLY HILLS

For ease of use in managing the wide range of artworks, projects, and initiatives that fall under the rubric of 'public art,' the Arts and Culture Commission and its programs wish to develop three broad categories for public art in Beverly Hills. These include:

- ✦ Fine Art, as defined by the current Fine Art Ordinance.
- ✦ Temporary Public Art, as defined by the proposed Temporary Public Art Policy. In addition, mural art or other wall treatments developed by an artist are also covered by the Temporary Public Art Policy.
- ✦ Civic Art Collection, all other works in the City's collections, such as 2-D works often displayed in City buildings, the works of art acquired through the Mayor's Purchase Award, and other objects that are not Fine Art, or Temporary Public Art.

Please see the illustration below.

		
<p style="text-align: center;">Fine Art Collection</p> <p style="text-align: center;">(as defined in the Fine Art ordinance)</p>	<p style="text-align: center;">Temporary Public Art</p> <p style="text-align: center;">(as defined in the proposed policy under consideration)</p>	<p style="text-align: center;">Civic Art Collection</p> <p style="text-align: center;">(as defined in the proposed policy under consideration)</p>

SECTION TWO – FINE ART COLLECTION

FINE ART COLLECTION

The City of Beverly Hills has developed a world-renowned collection of works of art on display throughout the City. These works include sculptures acquired by the City directly and works acquired and displayed by businesses and property owners in response to the City's requirement. The policy framework for this program is well established and is contained in two ordinances, administrative regulations, and a developer hand-out.

- ✦ Fine Art Ordinance # 15-O-2672
 - https://codelibrary.amlegal.com/codes/beverlyhillscalatest/beverlyhills_ca/0-0-0-1994
- ✦ Establishment of the Arts and Culture Commission - Ordinance # 19-O-2781
 - https://codelibrary.amlegal.com/codes/beverlyhillscalatest/beverlyhills_ca/0-0-0-808
- ✦ Administrative regulations and guidelines
 - Administrative regulation (AR) #4A.3
 - Administrative regulation (AR) #4A.10
- ✦ City of Beverly Hills Fine Art Obligation for Commercial Development (brochure)
- ✦ Review and Approval Process for Developers seeking to meet the Fine Art Obligation
 - Eligibility and Criteria
 - Staff will review all applications to ensure that the proposed artist and artwork meet the requirements and criteria set forth in the Fine Art Ordinance.
 - Staff will provide feedback and present qualified proposals to the ACC in a two-step process.
 - Review and Approval
 - Review by the ACC's Fine Art/Public Art Committee, who will forward a recommendation to the full ACC for consideration.
 - Review and action by the ACC.
- ✦ Review and Approval Process for new acquisitions of Fine Art by the City

Periodically the ACC will go through a Fine Art Priority Exercise to acquire new works with funding from the Fine Art Fund.

 - Eligibility and Criteria
 - Each Arts and Culture Commissioner can send up to 2 submissions for inclusion in that year's Priority Exercise.
 - All submissions must qualify as Fine Art per the BH Fine Art Ordinance definition.
 - All submissions must be received 15 days prior to the Arts and Culture Special Meeting – Priority Exercise date.

- In addition to the Commissioners' Fine Art submissions, the Priority Exercise will also include for consideration all independent submissions that have been brought forth to staff between the last Priority Exercise to date.
- Review and Approval
 - Review and action by the ACC.
 - Review and action by the Council Liaisons.
 - Review and action by the City Council.

✚ Locations for Fine Art Collection

Locations are governed in part by Administrative Regulation #4A.10. Current and potential locations for Fine Art purchased, commissioned, or donated to the City include:

- City Hall Campus
- Beverly Garden Park (note: any art installation at a park requires the Recreation and Parks Commission's approval)
- Public property within the City of Beverly Hills, including 'welcome' points into the City
- Medians
- Public squares, and other City-owned parcels and sites

✚ Agreements

The City will enter into a written agreement for each work of Fine Art acquired.

SECTION THREE – TEMPORARY PUBLIC ART

TEMPORARY PUBLIC ART

The temporary public art policy focuses on temporary art activations of public space(s), including installations, projections, site-specific performances, artist-generated engagements, mural arts, street furniture, etc. Within the context of this policy, all these types of arts activities shall be grouped under the term 'temporary public art project.'

Temporary public art projects in Beverly Hills will take place within the context of a City-sponsored cultural program or initiative or in partnership with a private property owner. To ensure compliance with the City's principles and applicable legal considerations, all requests for temporary art installations, events, and exhibitions in public spaces will be submitted to the City for review following the application process outlined in the policy.

One City resolution currently affects the siting of temporary public art in Beverly Hills, City Council Resolution 05-R-12010.

TEMPORARY PUBLIC ART POLICY

(see detailed attachment)

- ✦ Purpose and goals
- ✦ City programs and sponsorships
- ✦ Application review and approval process
 - Eligibility and criteria
 - Site selection
 - Review and approval
- ✦ Funding
- ✦ Contract and key obligations
- ✦ Definitions

SECTION FOUR – CIVIC ART COLLECTION

CIVIC ART COLLECTION

The goal of the Civic Art Collection is to promote and champion the cultural image of the City of Beverly Hills, reflecting a diversity of artists and works of art to enhance the everyday experiences of its citizens and visitors and to assure its accessibility to everyone.

The City of Beverly Hills has acquired a wide range of works of art over the years through gifts, bequests, and purchases. These include works such as the prints, paintings, and drawings, displayed in City offices and buildings, as well as the works of art acquired through the Mayor's Purchase Award, as well as other art objects. The Civic Art Collection policies cover all works acquired by the City, through all means, which are not covered by the Fine Art or Temporary Public Art policies.

CIVIC ART COLLECTION POLICIES

GIFTS AND BEQUESTS

Members of the public may donate artwork at no cost and without conditions to the City, and the City may accept artwork at its discretion based on the outcomes of a review and approval process. An extensive review process is conducted before any work is accepted. Considerations include the artwork being appropriate in scale, media, and imagery within its proposed display location and being relevant within the cultural, historical, and environmental context of its location within the community. For works in the Civic Art Collection, there is a preference for 2-Dimensional or smaller 3-Dimensional objects that can be readily displayed in an interior setting as the majority of works, when displayed, are on view in City facilities, including administrative offices.

Application Review and Approval Process

- Eligibility and Criteria
 - Staff will review all gift applications to ensure that the proposed gift meets the minimum requirements set forth in either the Temporary Public Art Policy or the Fine Art Ordinance. 3-D gifts being proposed for permanent display on public land will be required to meet the more stringent criteria set forth in the Fine Art Ordinance.
 - Staff will also assess the cost of maintaining the gift, and if any funds are being proposed for the artwork's maintenance.
- Review and Approval
 - Proposed additions to the Civic Art Collection will be reviewed according to the criteria outlined above and will be approved or denied by the Community Services Department Director.
 - The Community Services Department Director will inform the ACC of the action taken in regard to any proposed additions to the Civic Art Collection via an update at a regularly scheduled ACC meeting.

✚ Site Selection

The City will not accept any gift that includes any stipulations regarding location or permanent display. If a gift is accepted, City staff and the ACC will work to identify an appropriate location.

Potential locations include:

- Buildings owned or leased by the City of Beverly Hills that the public or employees utilize and/or places where City business is conducted.
- Other public property owned by the City of Beverly Hills that the public or employees utilize, places where City business is conducted, or outdoor spaces.
 - This may include Beverly Hill Recreation and Park properties with the approval of the Recreation and Parks Commission.

✚ Agreements

The City will enter into a written agreement with the donor of any gift or bequest. In part, the agreement will specify the City's right to periodically review works in its Civic Art Collection and consider them for sale (deaccession) due to both space constraints and the cost of maintaining the Collection.

MAYOR'S PURCHASE AWARD

The Mayor's Purchase Award program has been in place since at least 1980. The Mayor of Beverly Hills has traditionally identified one artwork, such as a painting or sculpture from the Beverly Hills Art Show, to be purchased by the City of Beverly Hills. Informally, this Mayor's Purchase Award may also be known as the 'Mayor's Choice Award.'

✚ Funds

Per the Beverly Hills City Council (1/28/2020), the Mayor's Purchase Awards allowance is \$5,000 for 2-dimensional (2-D) art pieces such as paintings and \$5,000 for 3-dimensional (3-D) art pieces such as sculptures. As 3-D works usually incur installation costs of approximately \$3,000, a total of \$8,000 (per purchase) is set aside for items such as sculptures. All Mayor's Purchase Awards are not intended to exceed \$10,000 inclusive of installation. Community Services may work with the City Council from time to time to adjust these amounts as needed.

✚ Frequency

The Beverly Hills Art Show usually takes twice a year in the spring and fall. As part of the Mayor's Purchase Award program, the Mayor of Beverly Hills, at the time of the spring Art Show, selects a piece of art to be added to the City's collection.

✚ Preference

Due to space and siting considerations, there is a preference for the Mayor's Purchase Award to be 2-D, such as a painting or photography, or a smaller 3-D object, which could be displayed in an interior setting.

✚ Site Selection

Potential locations include:

- Buildings owned or leased by the City of Beverly Hills that the public or employees utilize and/or places where City business is conducted.

- Other public property owned by the City of Beverly Hills that the public or employees utilize, places where City business is conducted, or outdoor spaces.
 - This may include Beverly Hill Recreation and Park properties with the approval of the Recreation and Parks Commission.

I. BEVERLY HILLS TEMPORARY PUBLIC ART POLICY

The focus of this policy and program is on temporary art activations of public space(s), including installations, projections, virtual reality/new media, site-specific performances, artist-generated engagements, mural art, street furniture, festivals, etc. Within the context of this policy, all these types of arts activities shall be grouped under the term 'temporary public art project.'

II. PURPOSE AND GOALS

The City of Beverly Hills recognizes the value of public art to its residents and visitors. The City wishes to expand upon its world-renown Fine Art Collection by providing options for ongoing and seasonal temporary public art, with varied and changing art installations and performances to take place citywide.

Temporary public art projects in Beverly Hills will take place within the context of a City cultural program or initiative or in partnership with a private property owner.

Goals:

Public art enlivens and informs, delights and challenges, inspires and engenders dialogue. By offering opportunities for artists and creative partners to enhance and activate Beverly Hills' public spaces, the City, and its Arts and Culture Commission hope to:

- Support the City in the creation of a culture of equity, inclusion, and belonging in the City of Beverly Hills through expansion of arts and culture offerings;
- Provide residents and visitors with opportunities to interact with a wide range of cultural experiences within the community;
- Showcase the rich and unique cultural diversity of our community as a global city;
- Celebrate the City's rich history and artistic heritage and legacy as an important center for creatives since its inception;
- Find creative ways to better prepare for, and showcase, global arts and cultural artforms from around the world, support local artists, arts serving organizations, and enrich the lives of our residents, visitors, and workforce through various forms of artistic expression.

III. CITY PROGRAMS AND PARTNERSHIPS

City Programs:

Supporting the mission of the Arts and Culture Commission to promote and nurture the arts and cultural life of the City of Beverly Hills, the Community Services Department and ACC may create and administer other Temporary Art Initiatives, including their own programs and events. This may include but not be limited to:

- Artist Residencies – Development and Research
- Festivals
- Grants
- Partnerships
- Curator/Presenter

Partnerships:

For the City to consider partnering on a temporary public art project, applicants need to be able to demonstrate a compelling reason for the project to be sited on public land and a clear public benefit.

To ensure compliance with the City's principles and applicable legal considerations, all requests for temporary art installations, events, and exhibitions in public spaces shall be submitted to the City for review following the application process outlined in this policy.

IV. APPLICATION, REVIEW & APPROVAL PROCESS**A. ELIGIBILITY AND CRITERIA**

Temporary public art projects will generally be original works commissioned for the City. Projects will take place for a specific duration and in a specific location, and within the context of City cultural partnerships and initiatives. In addition, projects may take place in partnership with a private property owner.

To be considered, projects must meet the following minimum criteria:

- **Duration** - Most temporary art projects will be of short duration and will be on display for a few days or weeks, depending on the location, the nature of the project, the budget, and the location.
 - In occasional instances, some temporary art projects may be approved as long-term temporary installations (i.e., 1-3 years; or up to 10 years), depending on the nature of the project, the budget, and the location.
- **Eligibility** - The program is open to artists in all media and mediums, including emerging, mid-career, and established, as well as artist collectives and collaborations of artists with other creative professionals.
- **Experiential** – Projects must be intended to invite public engagement so that the community can directly interact with and experience the work.
- **Appropriate** – Projects must be conceived for, and appropriate for, display in a community setting.
- **Materials** - Projects must be designed for display in a public space, using appropriate materials. Projects should be safe for public display, be securely installed, require limited maintenance and be vandal and graffiti resistant.
- **Exclusions** – The following types of projects will not be considered for this program:
 - Projects that have a substantial impact or interfere with the use of the space by the public.
 - Projects where the primary purpose is for sale or other commercial purposes.

Additional criteria for ACC consideration:

- There should be a compelling reason to site the temporary art project on City property.
- The project should have merit as a work(s) of art, independent of other considerations.
- The temporary art project should be judged to enhance the public's experience of the site and appropriate for display in a community setting for the general public.
- The project should be an opportunity to encourage artistic diversity and to expose the public to diverse artists and artistic styles.
- Projects should be appropriate in scale, media, and context with the intended display location.
- Projects must not present a safety hazard. In addition, it must comply with all applicable building codes.
- The proposed project must be evaluated to be feasible, with convincing evidence of the sponsor's ability to complete the project as proposed. Factors to be considered include, but are not limited to, project budget, timeline, the artist(s)' experience, and the appropriateness of materials.
- Projects must demonstrate sound fiscal practices, planning timelines, outreach, and marketing support.
- The proposed project supports a specific City Council priority or initiative.
- The proposed project meets the specific objectives of a City cultural initiative, such as another festival or program.

B. SITE SELECTION

Siting is a critical aspect of public art and can contribute significantly to a work's success. While temporary public art projects are encouraged citywide, projects should be sited to maximize the intended interaction with the public. In addition to meeting all the review criteria related to the site, proposers should keep in mind how and where the public will best be able to experience the proposed work as the Artist intends; for example, if an artist wants the public to be photographed with or touch the work, it should be in a location with a great deal of pedestrian activity.

Considerations:

- Proximity to Beverly Hills' business districts, including Civic Center, Santa Monica Blvd., Wilshire Blvd., South Beverly Drive, Robertson Blvd., and La Cienega Blvd., are desirable locations for installations, engagements, and activations.
- Proximity to arts and cultural assets are desirable locations for installations, engagements, and activations.
- Potential locations for temporary public art include:
 - City Hall Campus

- Beverly Garden Park (note: any art installation at a park requires the Recreation and Parks Commission's approval)
- City-owned fountains
- Buildings owned by the City of Beverly Hills, with the tenant's cooperation, such as the library or fire stations, or The Wallis
- Parking structures and parking lots
- Other site-specific locations based on City's initiatives or programs

C. REVIEW AND APPROVAL PROCESS

Overview: Proposals will be reviewed twice a year in January and June. Staff will review proposals to ensure the submission is complete, feasible, and meets the minimum eligibility requirements. City staff will provide feedback and present qualified proposals to the Fine Art/Public Art Subcommittee. Qualified submissions will be brought before the ACC for its consideration. Depending on the nature of the proposal, other City entities may also provide feedback and review the proposal.

Consideration - All art installations on public property within the City of Beverly Hills, including proposals initiated or funded by other City Departments and public entities, must be reviewed by designated staff, and approved by the Beverly Hills Arts and Culture Commission.

Submission Requirements - All projects wishing to be considered must complete the online written proposal form, along with all applicable attachments. The proposal form is available on the City's website.

Staff & ACC review – Staff will review each proposal for merit and completeness, including facilitating review by staff from affected departments, i.e., if on the parking structure, including staff who oversee structure. Those meeting the minimum criteria will be brought to the ACC for review and consideration.

The review process will generally take place in three steps:

- Review and verification by staff that the project proposal meets the minimum criteria.
- Review by the ACC's Fine Art/Public Art Committee, who will forward a recommendation to the full ACC for consideration.
- Review and action by the ACC.

City Council review – If the project is new and not part of an established City program or initiative, it may also be brought to the Council Liaisons and to City Council as appropriate.

Stakeholders – as part of this process, stakeholders and other interested parties are encouraged and invited to speak at ACC meetings/s.

Timing - Prospective projects are encouraged to submit proposals a minimum of six months before the desired project or event date.

V. FUNDING

Project funding - Projects seeking approval under this program are strongly encouraged to have secured funding for the project from non-City donors and sponsors.

City staff costs – The City will cover the initial staff review. Depending on the nature of the project, additional staff costs, such as engineering, may be required and would need to be covered by the project budget.

City partnership - Occasionally, the City may choose to partner with a project applicant on a project and, in which case, may decide to provide partial funding or to cover the City staff and other City costs associated with the project.

City temporary public art program funding – It is the goal of the Community Services Department, the ACC, and the City to develop and fund a periodic (annual or bi-annual) public art installation program, with multiple projects that will take place at locations throughout the City.

VI. CONTRACT AND KEY OBLIGATIONS

Contract - All project sponsors will be required to enter into a standard agreement with the City of Beverly Hills.

Insurance - All project sponsors will be required to provide evidence of insurance in the required amounts.

Maintenance, repair, or removal - The Artist, Producer, Arts Organization, or sponsor is responsible for the maintenance of the work and must periodically inspect the project for required maintenance or repair. Damage to the site or the artwork, including vandalism and graffiti, must be repaired, or removed within 72 hours following notification by the City. If an installation becomes a safety hazard, it must be repaired or removed as soon as possible, but no more than 48 hours following notification by the City. This also includes the proper planning, insurances and expertise supporting maintaining proper permits, production requirements, visas, travel, technical expertise, sanitation, security, contracting, volunteers, artist services, audience amenities and event support.

VII. DEFINITIONS

Artist: An individual generally recognized by critics and peers as a professional practitioner of the visual, performing, or literary arts, as judged by the quality of that professional practitioner's body of work, educational background, experience, public

performances, past public commissions, sale of works, exhibition record, publications, and production of artwork.

Beverly Hills Arts and Culture Commission: A five-member body appointed by the Beverly Hills City Council (Ord. 19-O-2781, eff. 6-7-2019) whose mission is to promote and nurture the arts and cultural life of the City of Beverly Hills.

Civic Art Collection: The collection of works of art, including but not limited to paintings, sculptures, photographs, engravings, and textile works that have been acquired by the City by purchase or gift, and accepted into the City Collection.

Community Services Department: The Community Services Department of the City of Beverly Hills oversees city services in the following areas: arts and culture, human services, library services, and parks and recreation.

Eligible Public Space: Locations within the City of Beverly Hills as defined within this policy.

Eligible Artist for temporary projects: Artists working in all media, including emerging, mid-career, and established, as well as artist collectives and collaborations of artists with other creative professionals

Fine Art: Art produced primarily for beauty rather than utility. Fine art includes, but is not limited to, sculpture, photography, drawing, multimedia art, and painting. Fine art shall not include the following: a) decorative, ornamental, or functional elements designed by the architect or other design consultant retained for the design and construction of the subject building; b) art objects that are mass-produced with a standard design such as fountains and statuary objects; c) an artistic or architectural element that is a structural part of the building; or d) decorative art.¹

Fine Art Collection: The collection of works of Fine Art located in the City of Beverly Hills, either on private property as a result of the City's Fine Art Ordinance or acquired by the City, through gifts and purchases, for the Fine Art Collection.

Mural art: A hand-painted, hand-tiled, or digitally printed image created by an artist as defined herein that does not contain a commercial message. Mural art may be located on a wall, ceiling, or other permanent substrate.

Public Art: Artwork produced by an artist, as defined herein, or team of artists, which is freely accessible on private property or on land or in buildings owned by the City or another governmental agency.

Temporary Art Activations of Public Spaces (projects): Artwork, events, and temporary installations created by an artist or team of artists, as defined herein, for a specific location and/or multiple locations and for a specific time duration, which can range from a few hours to days or months.

¹ Definition of Fine Art per the Beverly Hills Fine Art Ordinance.



CITY OF BEVERLY HILLS

MEMORANDUM

MEETING DATE: May 12, 2022

TO: City Council Arts and Culture Liaisons Council Members Lili Bosse and John Mirisch

FROM: Jenny Rogers, Director of Community Services
Benjamin Johnson, Arts & Culture Manager

SUBJECT: Proposed Beverly Hills Pride 2022, as part of the City's Embrace & Celebrate Culture Initiative

ATTACHMENT: 1. Proposed Beverly Hills Pride 2022 Power Point Presentation

INTRODUCTION

Staff will present a proposal for the inaugural *Beverly Hills Pride 2022*, a festive celebration of Pride Month in the City, with events and activities launching in early June and spanning the first two weeks of the month (June 1-12, 2022).

HISTORY

In June 2021, former Human Relations Commissioner Annette Saleh brought forward the idea of lighting City Hall with a Pride gobo as part of the Embrace & Celebrate Culture Initiative. This idea in recognition and celebration of Pride month in the City was first suggested by local entrepreneur, business and property owner and arts lover Shawn Farr with whom the City, its Community Services Department, the Arts and Culture and Human Relations Commissions have collaborated on previous special events. Most recently Mr. Farr generously donated the use of his building at 499 N. Canon Drive, Beverly Hills (a.k.a. the Courier Building) for the City's inaugural *Sing for Hope Beverly Hills* program last summer. The ground floor of the Courier Building acted as a central and highly visible location for our Piano Studio in which the public could watch real-time creation of these one-of-kind piano designs during the month of July, 2021. With the Council's approval, the Arts and Culture and Human Relations Commissions, would now like to expand upon this initial effort to bring festive pride activities to the City. *Beverly Hills Pride 2022* would be a natural progression of the City's commitment to, and support for, embracing cultural diversity, equity, inclusion and provide greater visibility and recognition of LBGTA+ community members and visitors as part of this celebration.

DISCUSSION

There are several special events proposed to take place in the City in early June to help kickoff Pride Month in Beverly Hills. Regionally, surrounding communities are scheduled to host their community celebrations later in June. The proposed *Beverly Hills Pride 2022* would again include gobo lighting on the side of City Hall with an upgrade gobo design, and expand the special event décor to include celebratory tree lighting of the Civic Center and two unique public performances – a concert event in collaboration with the Wallis Annenberg Center for the Performing Arts, hosted outdoors on the Wallis patio, and a Greystone Theatre event showcasing a gender diverse roster of female-identified performers, musicians and comedians.

The proposed roster of Pride events represents a unique alignment between the City and Mayor Bosse's Healthy City Initiatives, the Embrace and Celebrate Culture (ECC) Initiative, the Diversity, Inclusion and Belonging (DIB) Initiative, and the City & its Community Services' commitment to provide greater diversity, equity and inclusion in our arts and culture offerings.

If approved, the *Beverly Hills Pride Night* on Thursday, June 2, would become the City's inaugural Pride event and the first Pride event in the region to kick off Pride month. The City of West Hollywood Pride is scheduled for June 3, 4, 5, and City of Los Angeles Pride is June 10, 11, 12. Both city agencies are aware of the City's proposed Pride programming and have pledged to assist in cross promotional efforts.

Proposed Beverly Hills Pride Events and Activities

This report provides a brief outline of proposed events and activities which have garnered Citywide Inter-Departmental and Inter-Commission support:

Embrace & Celebrate Culture: Beverly Hills Pride – As a project of the City's Citywide ECC Initiative, the proposed *Beverly Hills Pride* activation was a project update at meetings of the Arts and Culture Commission (April 19 & May 10, 2022), the Arts and Culture and Human Relations Commission Ad Hoc (ACC Cultural Events & HRC DEI Ad Hoc in April & May) and the Next Beverly Hills Committee (March 17 & April 12, 2022). These proposed activities also have the support of our business community including City partners in the Beverly Hills Chamber of Commerce, the Conference and Visitor's Bureau and the Rodeo Drive Committee (RDC Committee meeting on April 13, 2022). The Community Services' Arts & Culture Division has worked in close collaboration with the City's Policy and Management and its Economic Sustainability Division (Marketing & Economic Sustainability Manager Laura Biery), Community Development's Citywide Filming and Event Permits Division (Special Events Film Coordinator Magdalena Davis) and Public Works (Associate Project Manager Teresa Revis) in the development of this proposed program and we are grateful for all the generous support from the citywide staff team.

City Hall and Palm Trees – Official Pride Lighting – Wednesday, June 1 – June 12

- Proposed Location: City Hall and trees flanking City Hall.
- Program hosts: City of Beverly Hills and its Community Services Department.
- CS staff have worked with Community Development Citywide Special Events, Policy & Management and Public Works staff on two celebratory lighting treatments to occur as part of the official launch of Pride month in the City in the first two weeks of June.
- The planning and costs of the lighting treatments were reviewed and coordinated through Public Works with the estimated costs of the tree lighting at \$7,100. Community Services will again pay for the Pride Gobo estimated at \$2,300 for one week. Costs for both will be covered through existing funds in Public Works and Community Services Department budgets.
- The tree lighting was tested and reviewed by staff on April 19, and these lights can be utilized for multiple events throughout the year as they have white and full color capability. They can be programmed for a variety of special events including BHHS Graduation, Independence Day, (among other events), and are viewed as a multi-use, long-term investment for the City.

Beverly Hills Pride Night: Pride Concert

- Event Date: Thursday, June 2, 8-10pm

- Proposed Location: Outside Plaza, Wallis Annenberg Center for the Performing Arts, corner of Santa Monica and North Canon Drive. Estimated attendance projected to be 200-300 people.
- Tickets: Free with RSVP
- Event Theme: *Beverly Hills Pride – A Celebration of Diverse Families and Communities*
- Concert Hosts: Esteemed KCRW radio host Noveena Carmel and acclaimed musician and writer Tolliver in conjunction with Community Services' Arts and Culture Division.
- Artistic Content: Artists are being proposed because of their gender diversity, unique talents, design-savvy and fashion forward style and iconic representation within the LBGTA+ community. Proposed artists have all communicated that they would feel honored to perform in Beverly Hills, and they understand that this is a celebration of the community and they are representing and uplifting the Beverly Hills brand. Each artist will perform 1-3 songs, or a set of work, and the proposed roster includes musicians, dancers, comedians and performance artists. Within the LBGTA+ artistic community, this roster of artists represents a stellar lineup!
- Proposed Artist lineup: With an eye towards diversity and inclusion, all artists were invited specifically for *Beverly Hills Pride Night* by Tolliver in conjunction with the Community Services' Arts and Culture Division:
 - musical artist Zee Machine,
 - actress Bri Giger
 - musician and performance artist Polartropica,
 - musician and soloist San Cha
 - musician and performance artist Jeshua,
 - drag artist and performer Miss Barbie Q
 - performance artist Ezra Michel
 - comedian Joel Kim Booster
 - multidisciplinary performing artist Dorian Wood
 - performance artist Celeste X
- Co-Presenters: The Wallis Annenberg Center for the Performing Arts will be official co-presenters of Beverly Hills Pride Night.
- Program hosts: Proposed program partners include the City of Beverly Hills, Community Services' Arts and Culture Division, the Arts & Culture and Human Relations Commissions, Next Beverly Hills, Outfest, KCRW 89.9 FM and businesses in Beverly Hills Golden Triangle.

Beverly Hills Pride at Greystone Theatre

- Event Date: Wednesday, June 8, 6-9pm
- Proposed Location: Greystone Theater – 70 seats available.
- Tickets: Proposed \$15 for Beverly Hills residents / \$20 for all other patrons
- Event Theme: *Beverly Hills Pride – A Celebration of Diverse Families and Communities*
- Concert Hosts: Theater artist Gina Young and musician Vanessa Wheeler in conjunction with Community Services' Arts and Culture Division.
- Artistic Content: Founded by Gina Young in 2016, SORORITY is an arts collective and regional hub for new short works by female-identified (gay, trans and queer women) performers spanning theater, music, dance and more. With the inspired location of Greystone Mansion, and the unique intimacy of Greystone Theatre, these artists embody to bygone era of Beverly Hill's Bohemian Golden Age. Gina and collaborators are inspired by the history of

- iconic LBGTA+ women performers in the City of Beverly Hills and the rich history of presenting artistic salons in people's homes here.
- Proposed Artist lineup: Artists are proposed specifically for *Beverly Hills Pride at Greystone* with an eye towards equity and female representation, diversity and inclusion. The artists are proposed based upon their gender diversity, unique talents and iconic representation within the LBGTA+ community. Like the concert listed above, the artists have all communicated that they would feel honored to perform in Beverly Hills, and they understand that this is celebration of the community and they are representing and uplifting the Beverly Hills brand. Each artist will perform 1-3 songs, or a set of work, and the proposed roster includes musicians, dancers, comedians, and performance artists. Within the LBGTA+ artistic community, this roster of artists represents a stellar lineup!
 - Proposed Artists Lineup:
 - iconic astrologer Chani Nicholas
 - bestselling author Cameron Esposito
 - Brazilian-American guitar virtuoso VAVÁ
 - dancer Maija Knapp (Art Basel)
 - songwriter Celisse (Lizzo, Melissa Etheridge)
 - writer Kamala Puligandla
 - solo performer Sundeep Morrison
 - and other guests to be announced.
 - Program Partners: Proposed program partners include the City of Beverly Hills, Community Services' Arts and Culture Division, the Arts and Culture and Human Relation Commissions and Next Beverly Hills.

FISCAL IMPACT

Available funding has been identified within the current City Budget FY 2021/22 to cover the costs of producing the proposed *Beverly Hills Pride 2022*:

- Community Services and Public Works Department budgets will cover all costs associated with the Pride lighting installations (\$7100 for tree lights and \$2300 for upgraded Pride gobo and projection);
- Community Services budget will cover all costs associated with the *Beverly Hills Pride Night Concert* (projected total budget at \$27,000).
- Community Services' Greystone funding to cover all costs associated with *Beverly Hills Pride at Greystone Theatre* (projected total budget at \$5,200).

RECOMMENDATION

Staff recommend City Council Liaison review and approval.