



BEVERLY HILLS

IN FOCUS

An Official Publication of the City of Beverly Hills

February 2011

BEVERLY HILLS - IS VOTING



Beverly Hills Measures on the Ballot

Like many California cities, the City of Beverly Hills has had to implement significant cuts due to state financial takeaways and the economy. The \$32.5 million in cuts that have been made since 2008 include the loss of 10 positions in the Beverly Hills Police Department, reduced grants to senior programs and a significant reduction in library hours.

The City has a projected \$2 million budget deficit in the next fiscal year, which will result in additional cuts to services, unless a funding solution is

Manager Jeff Kolin stated. "Our City Council and staff are absolutely committed to maintaining and protecting as many essential services as we can, with the least possible impact on our residents and business community."

One potential revenue source is Measure O on the March 8 ballot. If adopted, the measure would generate over \$1,000,000 annually by increasing the existing oil extraction tax that is specifically imposed on oil companies who extract oil and natural gas from the City. It does not however affect



fully due to the City of Beverly Hills and its residents, are not instead paid to the City of Los Angeles or other neighboring jurisdictions.

Also on the ballot is Measure 3P, which would provide three hours of free parking and discounted evening parking to Beverly Hills residents in City owned parking facilities. Measure 3P provides new, free parking privileges to

The City has a projected \$2 million budget deficit in the next fiscal year, which will result in additional cuts to services, unless a funding solution is identified.

identified. "We continue to work diligently to provide the services our residents depend on in the most efficient, fiscally prudent manner," City

individual lease arrangements residents may have with oil companies. Measure O also updates the existing ordinance so that funds that are right-

(continued on back page)

BEVERLY HILLS - IS PARTICIPATING

Marathoners Make Tracks in Beverly Hills



For the second straight year, one of the largest organized races in the region will be routed through Beverly Hills. Nearly 30,000 runners will sprint by City Hall, the Beverly Wilshire Hotel and along Rodeo Drive on their way to the finish line.

The 26th annual Honda Los Angeles Marathon presented by K-Swiss – nicknamed Stadium to the Sea – will be on **Sunday, March 20** and is expected to draw a sell-out field, along with 5,000 volunteers and 500,000 spectators. The race begins at Dodger Stadium and ends just steps from the Santa Monica Pier, passing through four cities along the way.

City Block Parties will take place along the route during the marathon. The Beverly Hills Block Party will be located on Dayton Way and Rodeo Drive and will feature food and merchandise sales, music and a special cheering section. To volunteer or learn more about the marathon including Farmers' Market access and street closures, go to www.beverlyhills.org/marathon.

BEVERLY HILLS - IS VISIONARY

Crescent Parking Garage on Track

The largest construction project tackled by the City in years is now about 40 percent complete – and it's proceeding on schedule and under budget.

Designed to be built entirely underground, the Crescent Street Parking Garage is expected to open in Fall 2011. The three-level structure will provide nearly 500 parking spaces in the City. It will serve both the public and patrons of the new Wallis Annenberg Center for the Performing Arts, due to be completed by late 2012.

During construction, businesses south of Crescent Drive remain open.

With the garage well underway, crews have already begun the work of transforming Beverly Hills' historic Post Office into a state-of-the-art cultural center for theater, dance and music. As this landmark project proceeds, the City will continue making every effort to minimize construction impacts on residents and visitors.

For building updates, visit www.beverlyhills.org/crescent; for questions call the City's 24-hour hotline at (800) 658-4002.



City of Beverly Hills
Communications Office
455 North Rexford Drive
Beverly Hills, CA 90210-4817

PRSRT STD
U.S. Postage
PAID
Beverly Hills, CA
Permit No. 295

POSTMASTER: TIME SENSITIVE MATERIAL

♻️ Printed on recycled paper
© City of Beverly Hills 2011

BEVERLY HILLS - IS VOTING

Beverly Hills Measures on the Ballot

(continued from cover)

residents without changing the existing longstanding tradition of providing two-hours free and reduced cost parking.

The City's last newsletter provided information about Measure 2P which will be on the March 8 ballot. Measure 2P directs the City to provide two-hours free parking to residents and visitors. An appellate court is currently reviewing a lower court's decision to invalidate

Measure 2P for representing an improper use of the initiative process.

Election Day is March 8, polls will be open from 7:00 a.m until 8:00 p.m. To learn more about the ballot measures or the upcoming election please call the City Clerk's Office at 310-285-2400 or go to www.beverlyhills.org/ballotmeasures.



City of Beverly Hills
Communications Office
455 North Rexford Drive
Beverly Hills, CA 90210-4817

PRSRT STD
U.S. Postage
PAID
Beverly Hills, CA
Permit No. 295

POSTMASTER: TIME SENSITIVE MATERIAL

♻️ Printed on recycled paper
© City of Beverly Hills 2011

BEVERLY HILLS - IS VOTING

Beverly Hills Measures on the Ballot

(continued from cover)

residents without changing the existing longstanding tradition of providing two-hours free and reduced cost parking.

The City's last newsletter provided information about Measure 2P which will be on the March 8 ballot. Measure 2P directs the City to provide two-hours free parking to residents and visitors. An appellate court is currently reviewing a lower court's decision to invalidate

Measure 2P for representing an improper use of the initiative process.

Election Day is March 8, polls will be open from 7:00 a.m until 8:00 p.m. To learn more about the ballot measures or the upcoming election please call the City Clerk's Office at 310-285-2400 or go to www.beverlyhills.org/ballotmeasures.

