



BEVERLY HILLS

IN FOCUS

An Official Publication of the City of Beverly Hills

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BEVERLY HILLS - IS INVITING

Celebrate the City with the Zip!

It's not often that a town gets to celebrate its zip code on a date that perfectly matches it, so **Thursday, Sept. 2** – that's 9.02.10 – is a red-letter day in Beverly Hills.

To mark that unique date on the calendar, the City of Beverly Hills is throwing a once-in-a-lifetime celebration open to residents, visitors and all who value the extraordinary uniqueness of the City. (Due to the generosity of sponsors, the event will be at no direct cost to the City.)

Grammy nominee **Natasha Bedingfield** performing under a canopied stage on the rooftop of the former Robinsons May parking structure. Natasha Bedingfield has sold over 10 million singles and albums worldwide, including "Unwritten" and "Pocketful of Sunshine." Her music has pop rock and R&B influences. Other guest celebrities will be announced soon.

On Friday through Sunday the celebration continues, as the Wilshire Boulevard rooftop becomes the set-



The program includes featured guest international pop sensation and Grammy nominee Natasha Bedingfield

Television host Larry King opens the festival with a lineup of world-class entertainment and fine food.

The program includes featured guest international pop sensation and

ting for the "Taste of Beverly Hills," a Labor Day weekend extravaganza of gourmet food and fine wine. The "Taste of Beverly Hills," sponsored by *Food & Wine* magazine, is an epicurean

delight that includes cooking demonstrations from celebrity chefs, tastings from local restaurants and live musical entertainment. A portion of the proceeds will benefit the Beverly Hills Education Foundation (BHEF).

To learn more or purchase tickets, visit www.beverlyhills.org/90210Day.

BEVERLY HILLS - IS A LEADER

Smart City: Energy Conservation Meets Innovative Financing



Like most homeowners, you've probably long wanted to reduce your electricity consumption and save money, but the cost of installing solar panels and other improvements has stopped you cold.

This fall, Beverly Hills will put new energy into your intentions to "go

green" without breaking the bank. Beverly Hills is one of the first to take advantage of a 'smart city' program that will eliminate upfront expenses for energy-saving purchases such as solar panels, retrofitting windows or replacing old appliances.

Through the program, residents will be offered loans that can be repaid over a 15- to 20-year period, through an assessment on a resident's property tax bill. That means the financing is tied to the property, rather than to the owner, and it transfers when the property is sold.

In addition to providing low-cost, no-money-down financing, the program

will offer a one-stop shop for energy-related information on tax breaks, financial incentives and rebates. On top of its environmentally-friendly building requirements, landscaping regulations and water conservation efforts, it's one more example of Beverly Hills leading the way.

For more information on this new energy project – and what it means for you as a homeowner – please visit www.beverlyhills.org/energyupgrade.

HONORING THOSE WHO HELP US THRIVE

Here's a chance to give somebody, or some group, a pat on the back for having a major impact on the health and safety of our community. The Beverly Hills Health and Safety Commission will honor individuals, businesses and organizations that go to exceptional lengths to keep community members safe and healthy. The deadline for nominations is Sept. 30. More information about the awards and the nomination process can be found at www.beverlyhills.org.

COLDWATER CAÑON RESERVOIR AND PARK BACK IN ACTION

Following a three-year upgrade, the project now boasts a lovely public park to go along with an added 1 million gallons of water storage capacity. For more information, visit www.beverlyhills.org/coldwatercanon.

BEVERLY HILLS - IS FRIENDLY

Awards Celebrate Service with a Smile



In conjunction with Beverly Hills' Smart City initiatives, City officials have created "Friendly City Awards," designed to recognize those who provide great customer service with a warm and cheerful attitude.

Throughout the year, awards will be presented at City meetings and during special events. Nominations are now open and will be ongoing, so keep an eye out for those friendly customer service stars.

They could be anywhere – behind a cash register, waiting on a table, trimming a tree, fixing a flat or teaching a class.

A key goal of the Friendly City initiative is to provide positive, memorable experiences for visitors and residents when they shop, dine or conduct business in Beverly Hills. Nominations forms and more information are available at www.beverlyhills.org/friendlycity.

BEVERLY HILLS - IS SMART

City Launches New 'Smart' iPhone App

You see a leaking water pipe or a pothole in the street and think, "I should let someone know about this." And so you can – instantly, from your iPhone. Thanks to an app called "Ask Bev Mobile," it's easier than ever to alert City Hall to any problems you come across in your travels through Beverly Hills.

Download the free application from Apple's iPhone App Store and use it to report potholes, broken water mains and other non-emergency issues. (Call 911 for police, fire, medical and other emergencies.)

The beauty of the app is that the phone's GPS capability automatically records the location of the problem. And, you can take a photo and type a description to add to your report.

"Ask Bev Mobile" helps the City respond quickly to service requests and uses technology to promote convenient, two-way communication between City staff and residents. It's just one more example of how a "Smart City" uses its initiative!

For more information, visit www.beverlyhills.org/iphone.



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BEVERLY HILLS - IS EVENTFUL

Calendar of Events

Mark these dates! The City of Beverly Hills offers plenty of events and activities to engage its community of active, involved residents. For a complete list of City events, please visit www.beverlyhills.org/calendar.

Concerts on Cañon *Until August 26, 2010 6:30 p.m.*

Bring your picnic blankets and enjoy live music on Thursday nights at Beverly Cañon Gardens. For information, visit www.beverlyhills.org/canonconcerts.

Teas on the Terrace *Saturday, August 14, 2010 4:00 p.m. – 5:30 p.m.*

Enjoy tasty teas, great sandwiches, and an awesome view while listening to musical entertainment at Greystone Mansion (catered by Marmalade Cafe). For ticket information, call 310-285-6830 or visit www.beverlyhills.org/terraceteas.

Senior Health Education *Monday, September 13, 2010 10:00 a.m. – 2:00 p.m.*

Co-sponsored by the City of Beverly Hills and Cedars-Sinai Medical Center, seniors can learn about health and wellness by attending a health fair 'Focus on Yourself' at Roxbury Community Center. For information, call 310-285-6830 or visit www.beverlyhills.org/seniors.