

**CITY OF BEVERLY HILLS**

Beverly Hills Police Department  
Charitable Solicitations Commission  
464 North Rexford Drive  
Beverly Hills, CA 90210



**Permit Number: 2023-147**

**\* NOT AN ENDORSEMENT BUT FOR INFORMATION ONLY \***

**PERMIT TO SOLICIT**

**PERFORMING ARTS CENTER DBA THE MUSIC CENTER**

Federal Tax ID #: 95-2217011

135 North Grand Avenue, Los Angeles, CA 90012

Phone: 213.972.7516

Fax: 213.972.4301

**EFFECTIVE DATE:** 07/01/2023

**EXPIRATION DATE:** 06/30/2024

**PERMIT TYPE:** Monetary Drive

**ACTIVITY:** Solicitations via mail, phone, online and personal contact.

**PURPOSE:** Funds raised through this activity will accrue to The Music Center fund for the Performing Arts. Monies of this fund are user to support The Music Center's annual as well as capital projects.

**ANTICIPATED GROSS:** \$16,098,022

**PREVIOUS FUND-RAISING EVENT GROSS:** \$14,975,306

**ANTICIPATED EXPENSES:** \$4,703,603

**PREVIOUS FUNDRAISING EVENT EXPENSES:** \$3,868,002

**CONTACT NAME:** Michelle Alfonso

  
\_\_\_\_\_  
For Public Welfare Director

11/03/2023

Date

COMPLIANCE WITH OTHER APPLICABLE LAWS IS NOT WAIVED BY ISSUANCE OF THIS PERMIT.  
A FINANCIAL STATEMENT CONCERNING THIS EVENT IS DUE 60 DAYS AFTER CONCLUSION OF SOLICITATION.  
**RECOMMENDED HOURS OF SOLICITATION: 9 A.M. - 6 P.M.**

**Relevant Beverly Hills Municipal Code Requirements Regarding Charitable Solicitations (BHMC 4-3-811)**

All solicitations made by mail shall include a copy of the solicitation permit.  
Charitable events shall have a copy of the permit prominently displayed on the premises.  
Solicitors shall have a copy of this permit in their possession at all times when engaged in solicitation activities.

## **RESTRICTIONS AND PROHIBITIONS:**

Any solicitation regulated by this article shall comply with the following provisions:

- A. Solicitation upon private residential premises is prohibited at premises that contain a conspicuously posted sign stating "no solicitation" or "do not disturb", unless the solicitor has been invited to the premises by the owner or occupant thereof.
- B. Solicitation by means of a box or other receptacle shall be prohibited in, upon or adjacent to any street, alley, sidewalk, park, or other public place; or in or upon any place of business or other place open and accessible to the public; unless the permit specifically authorizes this type of solicitation.
- C. Solicitation of funds for a purpose other than designated in the permit shall be prohibited.
- D. Solicitors shall not misrepresent their physical or mental health, or make other false or misleading representations.
- E. Solicitors shall not touch, come into physical contact with, or affix any object to the person of any member of the public, without first receiving express permission therefor from such member of the public.
- F. Solicitors shall not persistently and importunately solicit any member of the public after such member of the public expresses a desire not to be solicited.
- G. Solicitors shall not solicit from persons who are standing in lines, seated in public areas, waiting at bus stops or similarly stationary for a specific purpose that would not allow evasion of the solicitation.
- H. Solicitors shall not intentionally or deliberately obstruct the free movement of any member of the public on any street, sidewalk, or other place, or in any place open to the public generally.
- I. All solicitations made by mail shall include a copy of the solicitation permit.
- J. Charitable events involving solicitations of funds shall have a copy of the permit prominently displayed on the premises.
- K. Solicitors shall have in their possession at all times, when engaged in the activity regulated by this article, a copy of the solicitation permit, and shall display said copy upon request of any person being solicited.

(Ord. 07-O-2526, eff. 9-21-2007)

**NOTICE:** Violations of these restrictions and prohibitions may result in the revocation of this permit and/or denial of future permits and could subject the violator to administrative fines or criminal prosecution.

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To: Performing Arts Center dba The Music Center  
Attention: Michelle Alfonso

Attached is the City of Beverly Hills Solicitations **2023-147** and Financial Statement of Solicitation Activity. The Charitable Solicitations Commission requests that a copy of the permit be included with all invitations and any printed material associated with your event. Pursuant to Beverly Hills Municipal Code Section 4-3.808 that permits issued for charitable solicitations shall be valid for a period not to exceed one hundred and eighty (180) days from the date of issue, provided further, such permit may be extended for an additional period not exceeding an additional thirty (30) days upon filing a renewal application and demonstrating good cause for such extension. **The financial statement form must be filled out completely and returned to our office either by mail, email, or fax no later than sixty (60) days after the permit expiration date. Failure to do so may result in fines or the denial of future permit requests.** The signatory of the Financial Statement shall be either an Officer of the Organization, Executive Director or a member of the Board of Directors. ***Please note that your financial statement is due before 8/29/24.***

In addition, a copy of your completed financial statement of this permit number must be submitted with your next permit application. The Charitable Solicitations Commission has established a non-binding guideline that at least 50% of the gross receipts derived from a charitable solicitations event should be devoted to the charitable purpose. Compliance with this guideline is not mandatory. However, failure to satisfy this guideline may be disclosed by the City to the public so that donors can make informed choices about their charitable contributions.

Please note the following policy:

- Organization's name will be placed on the Failure to File List on City of Beverly Hills' website for non-receipt of financial statement ninety (90) days after the permit expiration date.
- Organization's name will be placed on City of Beverly Hills' website if less than 50% of the gross receipts derived from the solicitation event are devoted to the charitable purpose. The organization's name will be removed from the list when a financial statement of a future event meets the 50% guideline. However, after a full year has elapsed and if the organization remains on the 50% list, then the parent organization will be evaluated and if the parent organization meets the criteria, the organization will be removed from the list.
- The Charitable Solicitations Commission will notify the California Attorney General and the Internal Revenue Service regarding Organizations that conduct charitable fundraisers that net less than 30% of their revenue two or more times during a calendar year.

Should you have any further questions, please contact the undersigned at (310) 285-2109.

Sincerely,

A handwritten signature in black ink, appearing to read "Rocio Kershenbaum".

Rocio Kershenbaum, Secretary  
Charitable Solicitations Commission  
[solicitationpermits@beverlyhills.org](mailto:solicitationpermits@beverlyhills.org)