



Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210

Thursday, December 14, 2017
4:00 PM

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Present Plans and Funding Request for Rodeo Drive Concours d'Elegance
- 3) Continuation of Bistro Seating Timeline
- 4) Continuation of Temporary Seating Amenities on Rodeo Drive through June 30, 2018
- 5) Adjournment

for 
Byron Pope, City Clerk

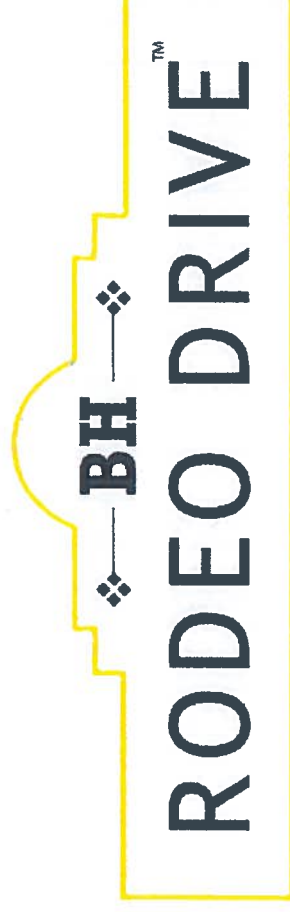
Posted: December 13, 2017

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE
LIBRARY AND CITY CLERK'S OFFICE**



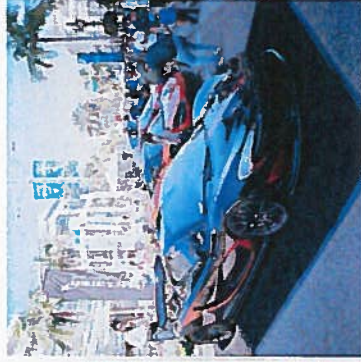
In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.

Item 2



PRESENTATION TO CITY COUNCIL LIAISON
MEMBER - RODEO DRIVE COMMITTEE / SPECIAL
EVENTS COMMITTEE
December 14, 2017

CONCOURS D'ELEGANCE 2018 | PROPOSED EVENT DETAILS



Proposed event details

- Father's day, Sunday June 17, 2018
- Rodeo Drive (Full street closure)
- 10am - 4pm
- Hallmark 25TH ANNIVERSARY
- The 2018 Concours D'Elegance event will be produced in a similar manner to the 2017 event.

25th Anniversary

The RDC includes a brief presentation to City Council Liaison Member for the RDC / Special Events Committee of an overview of the 2017 Concours D'Elegance event, including its successes, and proposed details for the 2018 event.

CONCOURS D'ELEGANCE 2017 | OVERVIEW

EVENT OVERVIEW

- The 24th annual Rodeo Drive Concours d'Elegance broke ALL records, and was the largest public event in Southern California spanning over 6 city blocks!
- There were reported **50,000 Attendees** including Mayor of Beverly Hills, Lili Bosse, city residents and visitors, car aficionados, digital influencers and celebrity attendees including Caitlyn, Kylie and Kendall Jenner and Jay Leno.
- **130** luxury collectible automobiles lined along Rodeo Drive
- For the #OnlyOnRodeo hashtag, we earned over **7.3M impressions** and reached over **4.7M users via Instagram**, with a Total Number of **701 Posts of earned media over a 2 day period**. Secured approximately **620M impressions** including coverage from **CBS/KCAL, NBC, KTLA, Ei, Harper's Bazaar, US Weekly, People, Beverly Hills Magazine, Beverly Hills Courier and more!**
- Created an elevated overall live experience featuring a VIP Checkered Flag 200 Lounge hosted by Brooks Brothers, enhanced stage design, upgraded audio system, and designed new custom artwork in-house used for city banners, marketing collateral and branding moments for the beloved event.

SPONSORSHIP

The 2017 Concours D'Elegance created a special virtual reality activation promoting Jay Leno's garage, along with a surrounding influence partnership with Christine and Cody Andrew who shared their #OnlyOnRodeo experience with their millions of followers to further the overall footprint of Rodeo Drive! Premier sponsors included **GEARYS Beverly Hills** and **Mercedes-Benz**. Additional sponsors include **The Auto Gallery, O'Gara, Ferarri Beverly Hills, RM Sotheby's, P ZERO World, Two Rodeo, Brooks Brothers, What Goes Around Comes Around, Fusion Motor Company, Tesla, Sprinkles, Laduree, Lacoste, Beverly Wilshire Hotel, CVB and Beverly Hills Courier.**

The RDC will be approaching similar sponsors for the 2018 Concours D'Elegance.



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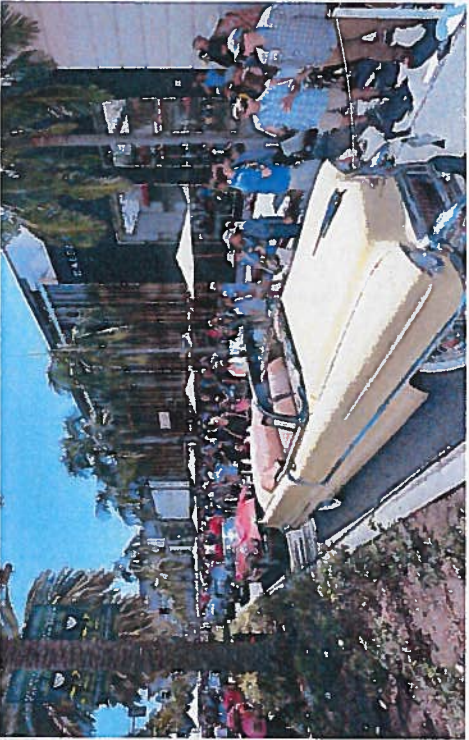
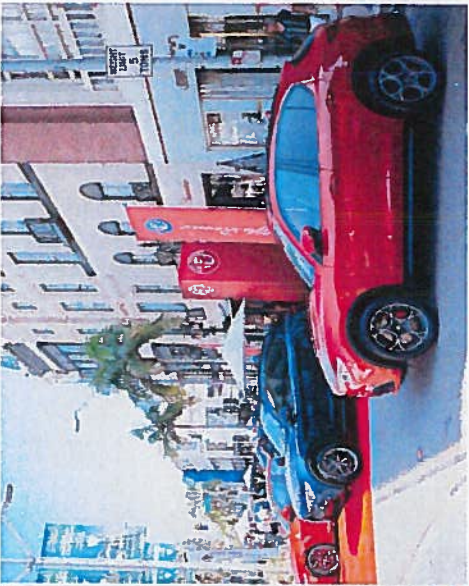
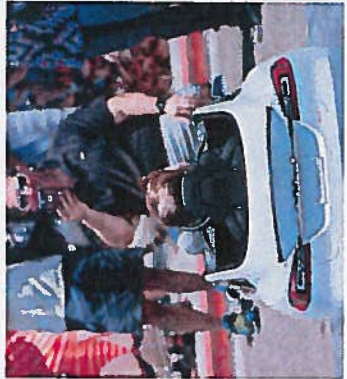
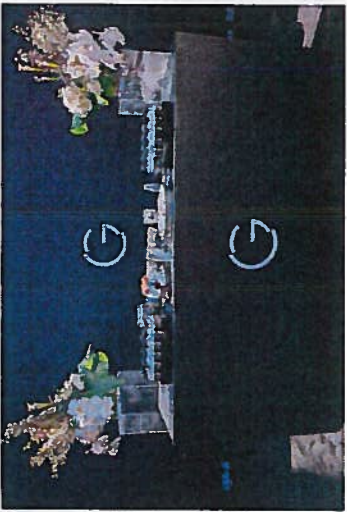
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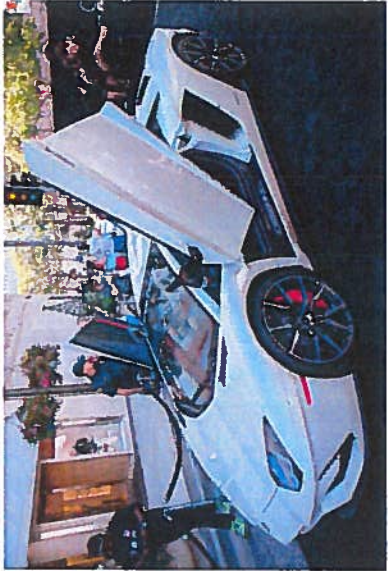
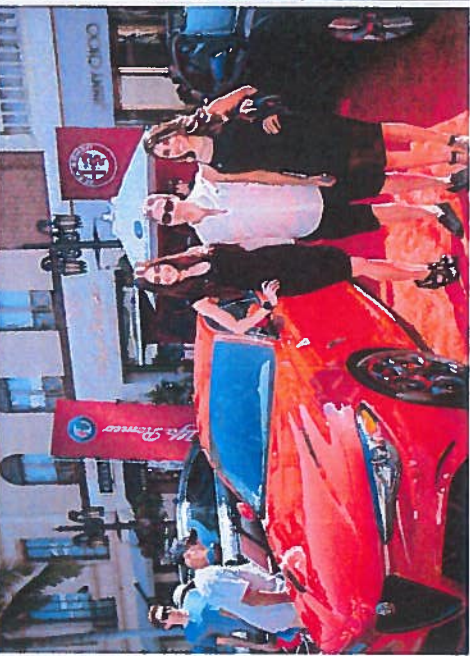
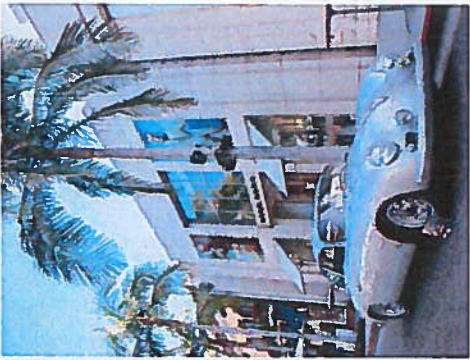


MASERATI

GEARYS
BEVERLY HILLS
SINCE 1930







DIGITAL CAMPAIGN



Digital Campaign | Hashtag Performance

June 17th - June 19th

Reach: 4.7 Million

Impressions: 7.3 Million

Posts: 701

Users: 283

Sentiment Value: 99

701
POSTS

283
USERS

4,749,774
REACH

7,270,236
IMPRESSIONS

THE RDC WILL BE IMPLEMENTING A SIMILAR DIGITAL MEDIA CAMPAIGN FOR THE 2018 CONCOURS D'ELEGANCE CAMPAIGN.

TRADITIONAL PRESS & MEDIA | 2017 HIGHLIGHTS



The 2017 Rodeo Drive Concours D'Elegance garnered over 620 million media impressions from publications and media outlets such as:

- CBS Los Angeles/KCAL 9
- NBC Los Angeles
- The Hollywood Reporter
- Autoweek
- Harper's Bazaar
- People Magazine
- Beverly Hills Magazine
- Beverly Press
- AOL
- Discover LA
- KTLA
- 360 Magazine
- Luxury Standard

2018 CONCOURS D'ELEGANCE | REQUEST FOR FUNDING

The Rodeo Drive Committee (RDC) requests that, subject to City approval, for the 2017 Concours D'Elegance, the City of Beverly Hills (City) allocate a total of \$150,000 of funding for the 2018 Concours D'Elegance.

In 2017, the City provided \$125,000 in funding to the RDC to produce the event. As the 2018 event is the hallmark 25th anniversary of the Concours D'Elegance event on Rodeo Drive, if the City wishes to produce a larger-scale event for the 25th anniversary, there will be additional costs associate to create, develop and produce a uniquely special event for its 25th year.

The RDC is confident that it will obtain the same, if not increased, level of sponsorship funding for the 2018 event. An increase in funding of \$25,000 (to total \$150,000) provided by the City will ensure that the RDC is able to achieve all of its deliverables, in the event that the same level of sponsorship is not reached for 2018.

FUNDING FOR THE 2018 CONCOURS D'ELEGANCE PROGRAMME

The total cost for the 2017 event was \$266,481.80 (which saw the overall production come to \$2,761.18 under proposed budget). Below is a comparison of the budget and source of sponsorship income for the 2017 Rodeo Drive Concours D'Elegance event, as well as an indication of projected income and funding for the 2018 event.

	2017	2018
EVENT COSTS	\$266,481.80	\$270,000
EVENT FUNDING		
Exhibitor Fees	\$ 8,768.00	\$ 8,800
Sponsor Income	\$ 135,475.00	\$135,500
RDC Funding	\$ 125,000.00	\$150,000
TOTAL CONTINGENCY FUNDING	\$ 2,761.18	\$ 24,300.00

Item 3



CITY OF BEVERLY HILLS

POLICY AND MANAGEMENT

TO: Beverly Hills City Council Liaison/Rodeo Drive/Special Events/Holiday Program Committee

FROM: Mandana Motahari, City Architect

DATE: December 12, 2017

SUBJECT: Continuation of Bistro Seating Timeline

ATTACHMENT: None

Verbal report to be given by Mandana Motahari.

Item 4



CITY OF BEVERLY HILLS
PUBLIC WORKS DEPARTMENT
MEMORANDUM

TO: Rodeo Drive Committee/Special Events Liaisons

FROM: Shana Epstein, Director of Public Works
Trish Rhay, Assistant Director of Public Works
Derek Nguyen, Project Manager

DATE: December 14, 2017

SUBJECT: Continuation of Temporary Seating Amenities on Rodeo Drive through June 30, 2018

ATTACHMENT: None

RECOMMENDATION

Staff recommends that the Rodeo Drive Committee/Special Events Liaisons review the details provided in this report and provide feedback for further direction.

BACKGROUND

As part of the City's Businesses Open Later Days (B.O.L.D.) program, additional amenities were provided in the City's Business Triangle to attract and accommodate visitors throughout the Business District. At its August 22, 2017, meeting, City Council approved the continuation of existing amenities in the Business Triangle through December 31, 2017. On December 5, 2017, City Council further approved the continued maintenance of temporary audio and lighting systems in the Business Triangle through June 30, 2018 under the City Manager's authority of \$48,620.

This report provides the estimated costs associated with continuing the existing temporary seating amenities on Rodeo Drive through June 30, 2018.

DISCUSSION

At its August 22, 2017, meeting, City Council approved the continuation of existing amenities provided in the City's Business District through December 31, 2017. Additionally, City Council directed staff to develop conceptual layouts of permanent seating amenities on Rodeo Drive. Public Works staff is currently developing conceptual design plans for the permanent Rodeo Drive seating arrangement. Design plans are anticipated to be completed by the second quarter of 2018 and will be presented to City Council for review and approval for construction.

Rodeo Drive Amenities

Existing services and amenities on Rodeo Drive include cleaning and janitorial services for 48 bistro tables and 192 chairs, K-Rails protection, rental and landscape maintenance services of 96 planters with hedges. The bistro tables, chairs and K-Rail barricades were previously purchased by Public Works. Janitorial services for Rodeo Drive are included as a line item in the recently approved custodial contract managed by Public Works with a discretionary start and stop service.

Contracts for landscape maintenance and rental service of the planter with hedges are set to expire on December 31, 2017. Funds are required to continue these services. The estimated cost to maintain the services and amenities on Rodeo Drive are shown as follows:

Items	Estimated Cost from January 1 - June 30, 2018
¹ Janitorial Services	\$39,000
Rental of Planters with Hedges	\$50,000
Landscape Maintenance Services	\$50,000
Subtotal Cost of Services	\$139,000
Included in Public Works Custodial Contract	-\$39,000
²Cost Required to Continue Maintenance Services	\$100,000

¹Janitorial services are already included as a line item in the recently approved custodial contract managed by Public Works. No additional fund is needed at this time.

²The cost indicated above is for contract agreements. Actual spending may be less than the total contracted amounts.

Next Steps

Once reviewed by the Rodeo Drive Committee/Special Events Liaisons, staff will incorporate any feedback received and will proceed accordingly.