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 4A
Beverly Hills, CA 90210

Monday, August 12, 2019
3:30 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) Programming and Décor for Winter BOLD 2019
   a. Proposal from the Rodeo Drive Committee
   b. Proposal from the Conference and Visitors Bureau
   c. Citywide Décor and Programming
   d. Joy to the Holidays

3) Update on Next Night 2019 – The BOLD Finale

4) Discussion Regarding Summer BOLD 2019 Mr. Brainwash Sculputures

5) Adjournment

Huma Ahmed, City Clerk

Posted: August 9, 2019

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

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including Conference Room 4A, is wheelchair accessible.
Item 2
CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

Memorandum

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

FROM: Laura Biery, Marketing and Economic Sustainability Manager
       Cynthia Owens, Policy and Management Analyst

DATE: August 12, 2019

SUBJECT: Programming and Décor for Winter BOLD 2019

ATTACHMENT: 1. Proposal from the Rodeo Drive Committee
               2. Proposal from the Conference and Visitors Bureau
               3. Citywide Décor and Programming
               4. Joy to the Holidays

INTRODUCTION

This report provides the City Council Liaison /Rodeo Drive/Special Events Holiday Program Committee (Mayor Mirisch and Councilmember Bosse) with an overview of the proposed holiday programming and décor for Winter BOLD 2019 (Beverly Hills Open Later Days).

DISCUSSION

Each year the City sponsors a signature holiday program designed to celebrate the season and attract visitors from around the region to shop, dine and stay in Beverly Hills. As in years past, the holidays continue to be a coordinated partnership between the City of Beverly Hills (“City”), Beverly Hills Conference and Visitors Bureau (“CVB”), Rodeo Drive Committee (“RDC”), and Beverly Hills Chamber of Commerce (“Chamber”).

RDC Proposal

Each year, the RDC hosts the City’s annual holiday lighting celebration and provides unique décor for Rodeo Drive. For the past two years, the RDC has hosted special Winter BOLD programming for six weekends between Thanksgiving and Christmas (Friday and Saturday evenings from 5 p.m. to 8 p.m.). This year, there are only five weekends between the proposed Holiday Lighting Celebration night of Thursday, November 21, 2019 and the final weekend before Christmas. Therefore, only ten nights of programming are being presented to the Liaisons for review.

The RDC’s proposed programming elements for Winter BOLD 2019 includes:
   • Holiday Lighting Celebration – Thursday, November 21, 2019
     o Multiple Live performances
     o Appearance by Santa
     o LED Wristband Giveaways
     o Photo Activations
     o Fireworks
• Rodeo Drive décor
• Ten nights of programming - Friday and Saturday evenings beginning November 22nd and concluding December 21st

The current proposal from the RDC includes various programming elements, including a 5% contingency, for a total of $1,440,899.25. Staff has identified funding in the FY 19/20 budget for RDC programming for Winter BOLD 2019 in the amount of $1,260,400. Any items approved by the City Council above $1,260,400 for the RDC will require either a reduction in other holiday program elements or an appropriation of available general fund balance should funding be available.

CVB Proposal

The CVB has historically provided a variety of programming over the years as part of the City's Holiday Program. For the past two years, the holiday programming in the City has been elevated as part of the City's BOLD programming. The CVB’s proposed programming elements for Winter BOLD 2019 includes:

• Santa at the Paley (Approved as part of the CVB’s annual work plan for FY 19/20)
• Jolly Trolley with Mrs. Claus
• Holiday Décor at Beverly Cañon Gardens (Preapproved by City Council on May 21, 2019 – Décor will be leased)
• Marketing
• Public Relations/Media Event
• Art Walk and Trolley

Additionally, the CVB has provided 3 Options for Holiday Décor on North Beverly Drive, South Beverly Drive, and North Cañon Drive:

- Option 1 ($902,048):
  - New sidewalk décor for North Beverly Drive – Hologram Boxes
    • Additional Option of Maria Callas content
  - Full LIGHTSWITCH Holiday Lighting
    • North Cañon Drive - Obelisks
    • South Beverly Drive - Columns
    • North Beverly Drive - overhead LED Icicles
    • This will require additional funding beyond the available amount in the Tourism and Marketing budget for FY 19/20.
- Option 2 ($767,500):
  - New sidewalk décor for North Beverly Drive – Hologram Boxes
    • Additional Option of Maria Callas content
  - LIGHTSWITCH Holiday Lighting
    • North Beverly Drive - overhead LED Icicles (ONLY)
  - Does not include the columns and obelisks for South Beverly Drive and North Cañon Drive.
- Option 3 ($477,048):
  - Full LIGHTSWITCH Holiday Lighting
    • North Cañon Drive - Obelisks
    • South Beverly Drive – Columns
    • North Beverly Drive - overhead LED Icicles
As approved in 2017 by City Council for a three-year installation

The CVB’s annual work plan for FY 19/20 included some funding for Winter BOLD 2019 including Santa at the Paley. Staff has identified $522,500 in the Tourism and Marketing Budget to support the CVB for Winter BOLD 2019. Any items approved by the City Council above $522,500 for the CVB will require either a reduction in other holiday program elements or an appropriation of available general fund balance should funding be available.

City Proposal – Citywide Décor and Programming

The City holiday lighting and décor program consists of a variety of elements. This includes the ongoing and longtime installation of Santa and his Sleigh as well as an exciting and elegant purchase of six replacement holiday décor spans for Wilshire Boulevard. The new spans were approved by the City Council on August 6, 2019 and will be installed for the first time in November 2019.

The proposed City’s holiday décor and program elements include:

- Holiday lighting within the business triangle, South Beverly Drive, La Cienega Boulevard, and a portion of South Robertson Boulevard (warm white twinkle lights, colored lights, and multi-colored lights on trees)
- Holiday décor on North Cañon Drive, South Santa Monica Boulevard, South Robertson Boulevard, and La Cienega Boulevard (décor elements includes items such as garland, bows, snowflake lights, and tree ornaments)
- BOLD holiday street banners
- Audio music on City speakers throughout the business triangle either:
  - Option 1 – daily from 10 a.m. to 10 p.m.
  - Option 2 – Friday and Saturday only from 4 p.m. to 8 p.m.
- Holiday décor at the Lily Pond (Christmas Tree and Menorah only)
- Holiday décor on the west side of City Hall (Crescent street side)
- Replacement of the holiday spans on Wilshire Boulevard
- Santa and his sleigh at Beverly and Wilshire
- Extension of snowfall holiday décor lights to North Robertson – Optional (NEW)
  - Holiday décor is typically purchased for a three-year life span; however, the matching snowfall lights on South Robertson are due to be replaced in 2020 so this may be a one-year purchase.

As part of the holiday season, the City traditionally recognizes and promotes cultural programming. Programming is to be non-religious in its content so all community members may attend. Some of the programming, which will highlight Hanukkah themed cultural elements for the winter season, includes:

- The Menorah at the Lily Pond will light one candle for each of the eight nights of Hanukkah
- The new Wilshire spans have incorporated various color lights which may be activated for Hanukkah
- The City sponsored senior holiday lunch will include kosher options
- Hanukkah Sing Along (Staff is still confirming this activity)
- City to include Library holiday book display inclusive of Hanukkah
City Proposal – Joy to the Holidays at Greystone Mansion

At the June 14, 2019 City Council Liaison/Rodeo Drive Committee/Special Events meeting, City Council Liaisons Mayor Mirisch and Councilmember Bosse directed staff to run the 2019 Joy to the Holidays event as a part of Winter 2019 BOLD. This event was formerly led by the Friends of Greystone and they will continue to be a part of the event.

Staff has incorporated the Liaison Committee’s feedback into two event proposals. At the August 12, 2019 Liaison Committee meeting, staff will present two options for review and direction.

Option 1 will encompass a family-friendly approach. Option 2 will feature more BOLD elements. Both options will include the following:

- Holiday décor and lighting in both the interior and exterior of the mansion
- Holiday activities and decorations in the Living Room, North Guest Room, South Guest Room, Dining Room, Breakfast Room and Historic Kitchen
- Activities will include meeting Santa, Hanukah activities, decorating cookies, wandering carolers, arts and crafts, charity gift donation and more!
- Festive trolley, which will take guest up to the mansion
- Friends of Greystone Gift Shop

City staff has spoken to Authentic who has proposed programming for both Option 1 and Option 2. The cost for Joy to the Holidays at Greystone Mansion will range from $90,000 to $225,000 depending on the selection of décor and activities by the Liaison Committee.

Staff will finalize all holiday décor and programming elements for a future presentation to the Liaison Committee based on the direction given at the August 12th meeting. Once programming has been selected, funding for Joy to the Holidays will require an appropriation of available general fund balance.

Beverly Hills Chamber of Commerce

The Beverly Hills Chamber of Commerce (Chamber) provides outreach to the business in the City. Additionally, they support the City’s Winter BOLD programming as needed with staff. The Chamber received funding through their annual work plan agreement with the City and requires no additional funding at this time.

FISCAL IMPACT

The current funding identified for Winter BOLD 2019 is $2,774,968 as shown on the table below.

<table>
<thead>
<tr>
<th>Winter BOLD 2019 Program Funding Already Identified</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Rodeo Drive Committee (RDC)</td>
<td>$1,260,400</td>
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<tr>
<td>Beverly Hills Conference and Visitors Bureau (CVB)</td>
<td>$522,500</td>
</tr>
<tr>
<td>City – Citywide Décor and Programming</td>
<td>$450,000</td>
</tr>
<tr>
<td>City – New Holiday Spans 15 yr. life (Approved 8/6/19)</td>
<td>$533,018</td>
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<tr>
<td>Beverly Hills Chamber of Commerce</td>
<td>$9,050</td>
</tr>
<tr>
<td><strong>Total Identified Winter BOLD 2019 Funding</strong></td>
<td><strong>$2,774,968</strong></td>
</tr>
</tbody>
</table>
The Winter BOLD 2019 programming is funded by a combination of the Tourism and Marketing budget (00101311) and available general fund balance. Funding is available in this amount within the Tourism and Marketing budget for the base holiday programming for the CVB, RDC, and Citywide décor and programming ($2,774,968). No additional appropriation is required unless the additional elements from the CVB and RDC are approved by the City Council above these funding levels.

Any décor elements approved by the City Council for the CVB and/or the RDC above the existing funding levels, will require an appropriation from the City’s available general fund balance. Staff will return to the City Council on August 20, 2019 to request the appropriation.

The City’s Joy to the Holidays program at the Greystone Mansion will cost between $90,000 and $225,000. There is no funding within the Community Services Department budget for this expense; therefore, an appropriation by the City Council from the available general fund balance will be required. The appropriation will be requested at a future City Council meeting date once the holiday décor and programming elements are confirmed and a vendor located to execute the vision of the City.

The Chamber receives $9,050 from the City’s Business Development budget (00101313) for the outreach activities and support they provide. This funding has already been allocated as part of the Chamber’s FY 19/20 work plan.
Attachment 1
J. Ben Bourgeois Productions, Inc. has been in business since 1991 when founder and president, J. Ben Bourgeois, started the company and quickly found himself amongst the premiere event producers in Los Angeles. From the start, Bourgeois Productions has offered experience, style, and inventiveness, pairing elegant sophistication with event specific demands. The company prides itself on defining a vision and working diligently to fulfill it, always mindful of our clients’ goals.

Earning the reputation for being a leading expert in the field of event production, JBB has been commissioned to produce events nationally and internationally to include France, Italy, Japan, Mexico, Brazil, Morocco, and Spain. We specialize in large-scale events that require a superior level of design as well as strategic logistical planning. Bourgeois Productions shines brightest when challenged. Challenging logistics are part of our fabric and inspire us to create. We will rise to your occasion and bring with us an aesthetic that is contemporary, sophisticated, original. We don’t produce the same event twice. We imagine, invent, inspire.

The Bourgeois Productions “Team” consists of producers, project managers, technical directors, production designers, writers, entertainment directors, a line producer and an office administrator. Each division reports to the producer who is responsible for overseeing the vision and momentum of the project. The designers and technical and entertainment directors provide a thoroughly researched and creative plan for executing their part of the overall production. A production schedule is prepared and distributed prior to the event, avoiding any conflicts during installation, event scheduling and strike.

Our experience in live event production ranges from award shows to premiere and launch events, sporting events to live concerts; art & cultural galas to fund-raisers; JBB prefers the challenge to the mundane and continually pushes the boundaries of what is considered “doable.” The “Moment” –that unexpected and thrilling instant that anyone familiar with a JBB production has come to expect –is our trademark.
Partial Client Listing:

20th Century Fox
The Accessories Council
Activision
American Express
American Friends of the Louvre
American Honda Motors Co., Inc.
AmFar
The Annenberg Foundation
AOL/Time Warner
Artisan Entertainment
Barney's New York
The Broad Foundation
Bvlgari
Cannes Film Festival
Cartier International
Children's Hospital of Orange County
Columbia Tristar
Democratic National Convention Committee
DreamWorks SKG
Dom Perignon
ELF – Stand Up 2 Cancer
Entertainment Weekly
Ferrari
Fine Line Features
Fire & Ice Ball
Frederick R. Weisman Art Foundation
The Getty Foundation
Giorgio Armani
Hearts of Los Angeles
The Hollywood Reporter
IBM
InStyle Magazine
International Watch Company
Schaffhausen
Jaeger-LeCoultre
Jumex – Mexico
Katy Perry
King World International
Lexus
Los Angeles Convention and Visitors Bureau
Los Angeles County Museum of Art
Louis Vuitton
Mazda Corporation
Maserati
Microsoft
Momentum
Mont Blanc
Museum of Contemporary Art
NetJets
New Line Cinema
Panerai
Paramount Pictures
People Magazine
Pepsi Cola
PRADA
QVC, Inc.
SAP
Salvatore Ferragamo
Siebel Systems, Inc.
Sony Corporation
Sony Pictures Studios
The Tartikoff Foundation
Time, Inc.
Toyota Motor Sales
Universal Studies
Venice Film Festival
Versace
Wallis Annenberg Center for the Performing Arts
Walt Disney Studios
Warner Bros.
Wasserman Foundation
Whole Child International
William Morris Endeavor
Xprize Foundation
Sound in Focus Summer Concert Series

J. Ben Bourgeois Productions, Inc.
The Broad Museum Opening Gala Events
LACMA – Broad Contemporary Art Museum (BCAM) Grand Opening Gala
The Getty Center: Pacific Standard Time & The Getty Medal Dinner

J. Ben Bourgeois Productions, Inc.
Museum of Contemporary Art (MOCA) Annual Gala
Rodeo Drive Events
BOLD Holidays
For this year’s BOLD Holidays we are proposing a design that encompass Holiday Tradition with a Contemporary Vision.
SIGNAGE
Banner and press wall design pending artistic collaboration and direction.
Directional signage design pending artistic collaboration and direction.
MEDIAN DESIGN & TREE LIGHTING
As a nod to shopping on Rodeo Drive, dramatic, oversized stilettos and dress mannequins, accented by ornamental shapes, will illuminate the median of Rodeo Drive. Palm trees dripping with snowflake lights will feature brilliant white wraps around their bases.
There are three creative concepts to follow...
There are three creative concepts to follow
There are three creative concepts to follow.
There are three creative concepts to follow

J. Ben Bourgeois Productions, Inc.

MEDIAN DESIGN – HOLIDAY CLASSICS

Colorful accents enhance the median design, creating interest and texture.
The famed palm trees of Rodeo Drive would be embellished with dropping lights to mimic falling snowflakes. The tree bases, wrapped with sparkling white lights create a brilliant backdrop to the median décor.
STAGE DESIGN & HOLIDAY LIGHTING CELEBRATION
STAGE BACKDROP OPTIONS (Overall Stage Design in Progress)

**Option 1** - For the Holiday Lighting Celebration, we suggest a main stage with an upstage video wall to run custom holiday content, branding, and can also be used for IMAG during the program. This gives the City of Beverly Hills a bold platform to showcase what to expect throughout BOLD programming, and to communicate relevant messaging through custom content.

**Option 2** - As a second stage backdrop option, we would utilize the snowflake lights to mirror the palm tree lighting. The lights move, giving the appearance of falling snowflakes, and give depth and texture to the stage for an eye-catching backdrop to the evening’s programming.
SUGGESTED EVENING PROGRAM

5:30PM – 7:00PM  
Guest Arrival DJ CoryLive! – Main Stage
Ancillary Acts on Rodeo Drive - Holiday Stilt Ladies, Sway Poles, Hip-Hop Nutcrackers

7:00PM  
The Cufflinks (Male Vocal Group) – Main Stage, Holiday Song Medley

7:20PM  
Hip-Hop Nutcracker Dancers (Featured) – Main Stage

7:25PM  
LED Holiday CYR Wheel – Main Stage

7:30PM  
“Holiday Shoppers Delight” (Featured Opening Number) – Main Stage

7:35PM  
Welcome by Rodeo Drive Committee Board Member (TBD) – Main Stage

7:40PM  
Surprise Celebrity Performer with LED Snowflake Dancers – Main Stage
“Holiday Song”
“Pure Imagination” w/SURPRISE LED Wrist Band Activation (Red & Green)

7:50PM  
Introduction of City of Beverly Hills Mayor John Mirisch

7:55PM  
Tree & Street Illumination – Mayor “Pushes the Button”
Center street median comes alive, palm trees illuminate and
LED Wrist Bands (White) are activated
Santa Claus Arrives on City of Beverly Hills Trolley
Marching Band leads the way down Rodeo Drive toward main stage

8:00PM  
FIREWORKS Grand Finale – Pyro Spectaculars by Souza (2-3 min)

8:30PM  
End of Night!
Upon arrival, guests would be given a branded, light up wristband by holiday performers. The wristbands would be used to unite the crowd and create an interactive experience. As acts and music on the main stage morph throughout the evening, so will the color of the LED light on the wristband, allowing the guests to “participate” in the show and lighting ceremony. Rodeo Drive will be completely illuminated!
There are three creative concepts to follow

PROGRAM ELEMENTS - ENTERTAINMENT

While DJ CoryLive! spins at the mainstage, ancillary entertainers will greet guests to the celebration. Bell stilt walkers, Nutcracker hip-hop dancers and holiday sway pole performers will perform throughout Rodeo Drive spreading holiday fun and engaging guests.

DJ CoryLive! will spin live and be our emcee for the evening. As warmup host and DJ for The Voice and American Idol he is seasoned in energizing and pumping up a crowd. He will bring the perfect energy to keep the Holiday Lighting Ceremony lively and fun!
Kicking off the performances, The Cufflinks male vocal group sing a holiday medley. Next up, the hip-hop nutcrackers thrill with an energetic performance followed by a color changing LED Cyr Wheel. Finally, dancers with shopping bags from the stores of Rodeo Drive will perform a fantastic “Holiday Shoppers Delight” number.
After welcome remarks, we love the idea of a Surprise Celebrity Performer, to headline the evening, accompanied by LED snowflake tutu ballerinas, and cheered on by a crowd of thousands. During this performance, a sea of LED-wristbands would be illuminated for the first time, creating excitement and surprise from the crowd!
TREE LIGHTING & SANTA MOMENT

The lighting ceremony would follow Headliner’s performance. Mayor John Mirisch. Pushes the “button” to activate the center median. The trees light up and the LED wristbands morph to white light to create an abundance of sparkle on Rodeo Drive. Led by a commanding marching band, Santa Claus arrives atop a Beverly Hills trolley car joined by our holiday revelers and performers for one final performance, followed by a dramatic firework show to close the evening.
There are three creative concepts to follow.

INTERACTIVE PHOTO OPPORTUNITY - ONE WORLD WISH TREE

The One World Wish Tree makes its debut on Opening Night and remains in place throughout all BOLD programming weekends. Guests of Rodeo Drive are invited to write their holiday wishes on white, plastic "ornaments" and attach them to the Wish Tree, creating an interactive moment for guests and a perfect social media sharing opportunity.
ONGOING BOLD PROGRAMMING
Michelle Pesce is an internationally acclaimed DJ, Founder/CEO of the artist agency, nona entertainment and a Co-Founder of woman.collective. Michelle will curate custom playlists for each BOLD Friday and Saturday night. These playlists will be programmed with the proposed performances for each night.

Rodeo Drive will be the only place in town with these exclusive playlists by one of the city’s favorite DJ’s!
HOLIDAY THEMED CROSSWALK MUSICALS

For each night of BOLD, a series of live crosswalk performances would be specially curated. Performances would occur every 15 minutes between 6:00 and 8:00 PM at alternating intersections. In between crosswalk musicals, performers will engage and interact with Rodeo Drive visitors to create additional entertainment and social media moments. The goal is to keep Rodeo Drive lively and activated every weekend!
To enhance the crosswalk musicals, we would fold in additional acts to 6 special BOLD nights. On Candy Night, we suggest adding contemporary carolers, stilt bell performers, candy stripe cyr wheel and a holiday dance couple.
On LED Night, we suggest adding neon carolers, LED stilt reindeer, LED cyr wheel and an LED tutu trio.
HIP-HOP NIGHT

On Hip-Hop Night, we would add beat box carolers, elf stilt walkers, duet cyr wheels and hip-hop nutcrackers.
HOLIDAY CELEBRATION
ADDITIONAL TALENT OPTIONS
ANCILLARY ACTS

On a small piece of faux ice, this ice-skating couple will wow the crowd with their performance.

Using two portable rigs flanking the stage, holiday themed aerialists will perform throughout the night.

The Skating Aratas will bring excitement to any event with their acrobatic and unique performance!

J. Ben Bourgeois Productions, Inc.
A hip-hop violinist who also incorporates pop, classical and jazz into his performances, Josh Vietti’s first break was in 2010, when he was hired to play a violin street performer in the subway in the NBA All-Star Game Commercial, narrated by actor/rapper Common, showing NBA players LeBron James and Dwayne Wade dunking while Vietti played an uplifting string anthem on his violin. Then in 2011, Vietti had his second break - appearing on the Ellen DeGeneres Show. Immediately following Ellen, Las Vegas called Josh and he opened up for several artists, such as Ne-Yo, Earth Wind & Fire, Fabolous and also performed for and met Michael Jordan at his Celebrity Invitational at the ARIA Resort & Casino.

Carrying on the tradition of being hired at sporting events, Vietti has performed LIVE at Dodger Stadium several times, including the National Anthem and most recently a Pre-Game Show at the World Series. He also performed a fifteen minute half time show at Roger Federer and Bill Gates’s “Match For Africa 4” tournament at Seattle’s Key Arena as well as the recent “Match For Africa 5 Silicon Valley” at the SAP Center in San Jose, CA in front of 17,000 people, which raised millions of dollars for children’s education in Africa.

Josh currently tours the United States performing at private and corporate events, colleges, sports arenas and jazz festivals.
HEADLINER - RED HOT BAND

As a fixture in the LA music scene, with their clever arrangements and stylized choreography, The Red Hot Band has been raising the roof with the most current Top 40 Hits, making them one of LA’s hottest bands!

This High-Energy Band is so incredibly diverse. They will blow you away with their vast repertoire and their amazing Hype DJ, Cory Live!. What truly sets them apart are their twists and new interpretations of your favorite tunes, plus energy that cannot be compared. Whether they are entertaining the crowds of the US or Internationally, audiences from all over have appreciated their incredible energy. Performing for the Primetime Emmys Governor’s Ball for the last 3 years, Pirates of the Caribbean: On Stranger Tides World Premiere, Dancing With The Stars Wrap Party and 300th Episode Party and the Biggest NYE party of Las Vegas at ARIA for the past 5 years.
MO5AIC is a 5-man vocal supernova that will leave you scratching your head wondering where "the band" is. Having worked with the likes of Jay Leno, Prince and Tony Bennett, MO5AIC's interactive and finely tuned performance is great for all ages and demographics.
ESTIMATED BUDGET
# ESTIMATED BUDGET

## City of Beverly Hills: Rodeo Drive BOLD Holiday 2019

**OPENING CELEBRATION & TREE LIGHTING**

Thursday, November 21, 2019

**BOLD EVENT NIGHTS**

November 22 & 23, 29 & 30, December 6 & 7, 13 & 14, and 20 & 21

<table>
<thead>
<tr>
<th>Item</th>
<th>Estimated Costs</th>
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<tbody>
<tr>
<td><strong>OPENING NIGHT CELEBRATION - Thursday, November 21, 2019</strong></td>
<td>$319,117.00</td>
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<tr>
<td>Staging, Technical &amp; Production Elements</td>
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<td><strong>OPENING NIGHT CELEBRATION - Specialty Elements</strong></td>
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<td>Photo Activations, Fireworks, Santa Moment &amp; LED Wristbands</td>
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<td><strong>OPENING NIGHT CELEBRATION - Entertainment Elements</strong></td>
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<td>Holiday Opening Night Talent, Specialty Acts &amp; Headliner</td>
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<td><strong>BOLD NIGHTS PROGRAMMING - Entertainment Elements</strong></td>
<td>$221,400.00</td>
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<td>Friday &amp; Saturday Night Entertainment (10 Nights)</td>
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<td><strong>RODEO DRIVE CENTER MEDIAN HOLIDAY DÉCOR ELEMENTS</strong></td>
<td>$258,270.00</td>
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<td>Décor Elements for Center Median</td>
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<tr>
<td><strong>RODEO DRIVE CENTER MEDIAN HOLIDAY TREE LIGHTING</strong></td>
<td>$170,820.00</td>
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<td>Palm Tree Lights wrapped on trees and dripping lights</td>
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<td><strong>SECURITY, PRINTING, PERMITS &amp; MISCELLANEOUS EXPENSES</strong></td>
<td>$111,360.00</td>
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<tr>
<td>Event, Overnight Security, Permits and Miscellaneous Expenses</td>
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<td><strong>POWER AND ELECTRICAL DISTRIBUTION</strong></td>
<td>TBD</td>
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<td>Determined once final plan is in place &amp; meeting w/City of Beverly Hills</td>
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<td><strong>SUBTOTAL</strong></td>
<td>$1,372,285.00</td>
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<td><strong>5% CONTINGENCY</strong></td>
<td>$68,614.25</td>
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<td><strong>GRAND TOTAL</strong></td>
<td>$1,440,899.25</td>
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J. Ben Bourgeois Productions, Inc.
BE AMAZING!
Attachment 2
BOLD Holidays 2019
BHCVB Proposed Programming & Decor

Liaison Meeting | August 12, 2019
BOLD Holiday Direction to BHCVB from the City

Direction:
• Flat budget, if possible
• Fresh content
• Marketing, utilizing the FY 2017/18 creative

Additional considerations:
• Beverly Cañon Garden elements previously approved by Council – costs included in presentation
• Three (3) proposed options for review
• Assumes Thursday, November 21 RDC kick-off through Saturday, December 23, 2019; Friday & Saturday programming only
Items to be included in all proposed options
Marketing Program
BHCVB BOLD Holidays Marketing

• BHCVB will continue to promote BOLD Holidays via the following marketing channels:
  • Campaign microsite
  • Digital Advertising
  • Social Media
  • Print Advertising
  • Radio
  • Postcard

• Budget: $125,000
BOLD Holidays Street Banners

No design changes; for reference only.
Activities
The Jolly Trolley with Mrs. Claus

• Welcome aboard the BOLD Holidays Jolly Trolley with Mrs. Claus for a complimentary tour of Beverly Hills' holiday lights and entertainment from Mrs. Claus herself.

• Proposed Five (5) Nights: Friday, November 22 & 29 and Saturdays, December 7, 14 & 21, 2019 (dates can be revised to accommodate other City programming).

• Cost includes talent (two characters), trolley, candy canes for children and light décor.
**Art Walk & Trolley**

- Curate one (1) art walk with curator, Kate Stern, and the Beverly Hills Trolley to cover longer distances between galleries and installations. Attendees will assemble at the first location where tour will commence.

- Proposed Art Walk date: Saturday, December 7, 2019.

- Cost to cover art curator fee and Beverly Hills Trolley.
BHCVB Holiday Lighting
Beverly Cañon Gardens
Beverly Cañon Gardens – Lawn

Site 1 - Willow Tree in gold with Jardin decor
Beverly Canon Gardens
Beverly Cañon Gardens – Patio
BHCVB BOLD Holiday Décor Costs

- Beverly Cañon Gardens décor for BOLD Holidays 2019 from Artistic Holiday Designs was submitted with BOLD Summer 2019 proposal due to significant lead time.

- Items selected:
  - Willow Tree in Gold with Jardin Décor for Cañon Drive side / lawn area
  - Walk Thru Gift Box for Beverly Drive side / patio area

- Cost includes $65,000 for leased décor, installation and maintenance, plus $19,000 for BCG lawn replacement following installation removal.
Proposed Programming Option 1
BOLD Holidays Proposed Programming Option 1

- Marketing
  - Campaign microsite
  - Digital advertising
  - Social media
  - Print advertising
  - Radio
- Public Relations / Media Event
- BHCVB Staffing
- Activities
  - The Jolly Trolley with Mrs. Claus
  - Art Walk & Trolley
- Beverly Cañon Gardens AHD Décor (previously approved)
- Option 1
  - Hologram Programming & Content
    - Additional option of Maria Callas content
  - Full LIGHTSWITCH Holiday Lighting
    - LED Icicles over North Beverly Drive only, Obelisks on North Cañon Drive and Columns on South Beverly Drive
Beverly Hills Hologram Programming & Content

• Collaborating with Portl Hologram Company, Beverly Hills will curate, create and display BOLD Holidays content via life-size holoportation installations placed in the Golden Triangle. Content will originate from the local Beverly Hills community – residents, workers and those with an affinity for Beverly Hills.
Beverly Hills Hologram Programming & Content
Beverly Hills Hologram Programming & Content

PORTL

SPECIFICATIONS

SPECIFICATIONS:

Holo Display Cabinet: PORTL Company
Application: Indoor
Viewing angle: 178 degrees
Resolution: 4K
Contrast ratio: 3000:1
Brightness: 500cd/m2
Touch function: Optional
Input: USB/HDMI/
Transparency: 85%
Exterior color: White
Custom options: Custom colors, vinyl wrapping, wheels
Interior Color: LED backlit white display
Cabinet security: Backdoor lock and key
Material: 2mm steel plate white sheet metal
Viewing position options: Landscape or vertical
Input voltage: 110V
Weight: 400 lbs
After sales service provided: Video tech support, spare parts, field installation, training, maintenance and repair, online support, 1-year warranty
Beverly Hills Hologram Programming & Content

• BHCVB would host auditions of performers with holiday acts. Talent pool would come from the local community. Auditions would be marketed through digital efforts, and a panel (comprised of Council members, BHCVB Executive Committee, engaged residents and/or stakeholders, etc.) would select top 50 to film. Film would be used to create content for the hologram boxes.

Types of Talent & Storytellers
• Musicians
• Singers
• Actors
• Painters
• Poets
• Mayor Mirisch and Council members wishing everyone Happy Holidays
• Children singing a holiday carol
• Local Beverly Hills School Choir Performers
• A resident with their pets in holiday attire
• A couple sharing a story of their first holiday in Beverly Hills
• NEXT Gen participants

Tentative Schedule to Implement
• August 20: Green light
• August 21 – September 13: Marketing
• September 13 – 15: Casting
• September 16 – 18: Final pre-production for shoot
• September 19 – 22: Talent shoot
• September 23 – November 10: Post Production
• November 11: Final delivery
• November 12 – 17: Final testing & programming
• November 18: PORTL hologram machines installed and programming goes live
Beverly Hills Hologram Programming & Content

Cost
• Casting / auditions = $5,000
• Eight (8) units @ $30,000 per unit = $240,000
• Wrapping units in BOLD colors / logos = $12,000
• Professional filming of fifty (50) “acts” or performers / storytellers = $150,000
• Marketing = $18,000
• Total: $425,000

Optional Base Hologram: Maria Callas Content
• $120,000
Beverly Hills Hologram Programming & Content
LIGHTSWITCH Holiday Lighting

- Return full LIGHTSWITCH lighting: LED icicles over North Beverly Drive, Obelisks on North Cañon Drive and Columns on South Beverly Drive.
Proposed Programming
Option 2
BOLD Holidays Proposed Programming Option 2

• Marketing
  • Campaign microsite
  • Digital advertising
  • Social media
  • Print advertising
  • Radio
• Public Relations / Media Event
• BHCVB Staffing
• Activities
  • The Jolly Trolley with Mrs. Claus
  • Art Walk & Trolley
• Beverly Cañon Gardens AHD Décor (previously approved)
• Option 2
  • Hologram Programming & Content
    • Additional option of Maria Callas content
  • LIGHTSWITCH Holiday Lighting
    • LED Icicles over North Beverly Drive only; no Obelisks or Columns
Proposed Programming
Option 3
BOLD Holidays Proposed Programming Option 3

- Marketing
  - Campaign microsite
  - Digital advertising
  - Social media
  - Print advertising
  - Radio
- Public Relations / Media Event
- BHCVB Staffing
- Activities
  - The Jolly Trolley with Mrs. Claus
  - Art Walk & Trolley
- Beverly Cañon Gardens AHD Décor (previously approved)
- **Option 3**
  - Full LIGHTSWITCH Holiday Lighting
    - LED Icicles over North Beverly Drive, Obelisks on North Canon Drive and Columns on South Beverly Drive
BHCVB
BOLD Holidays 2018 Budget
## 2018 BOLD Holidays Expense

<table>
<thead>
<tr>
<th>2018 Programming</th>
<th>Actual Cost</th>
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<tr>
<td>Alexa Meade</td>
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<tr>
<td>BOLD Rides with Midway Car Rental</td>
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<td>Holiday Music in Beverly Cañon Gardens</td>
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<td>Art Walks &amp; Trolley</td>
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<td>LIGHTSWITCH Holiday Lighting</td>
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<td>AHD Décor in BCG + BOLD Sign &amp; Lotus Flowers</td>
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<td>Marketing</td>
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<tr>
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<tr>
<td>Transformit Site Visit Fee</td>
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<td><strong>2018 Grand Total</strong></td>
<td><strong>$735,885.89</strong></td>
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BHCVB
BOLD Holidays 2019
Budget Options
## BHCVB BOLD Holidays Proposed Budget Option 1

<table>
<thead>
<tr>
<th>Marketing, PR &amp; Administration</th>
<th>2019 Budget</th>
<th>Notes</th>
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<td>Marketing</td>
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<td>Art Walk &amp; Trolley</td>
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<td>Artistic Holiday Designs in BCG + Sod Replacement</td>
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<td>Full LIGHTSWITCH Holiday Lighting</td>
<td>$234,548</td>
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<td><strong>Grand Total</strong></td>
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<td>Marketing, PR &amp; Administration</td>
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<tr>
<td>Art Walk &amp; Trolley</td>
<td>$750.00</td>
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<tr>
<td>Artistic Holiday Designs in BCG + Sod Replacement</td>
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<tr>
<td>LIGHTSWITCH LED Icicles Only (Utopia)</td>
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<td>LED icicles only on North Beverly Drive</td>
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BHCVB BOLD Holidays Proposed Budget Option 3

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<tr>
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<td>CVB Hours &amp; Overtime</td>
<td>$10,000.00</td>
<td></td>
</tr>
</tbody>
</table>

Subtotal $150,000.00

| Programming Option 3                           |            |                                                                     |
| Pramik Entertainment | Jolly Trolley with Mrs. Claus                     | $7,750.00 | Five (5) nights in 2019 vs. three (3) in 2018                      |
| Art Walk & Trolley                               | $750.00    |                                                                        |
| Artistic Holiday Designs in BCG + Sod Replacement | $84,000.00 |                                                                       |
| Full LIGHTSWITCH Holiday Lighting               | $234,548   |                                                                        |

Subtotal Programming Option 3 $327,048.00

Grand Total $477,048.00
## BHCVB BOLD Holidays Proposals Comparison

<table>
<thead>
<tr>
<th>Marketing, PR &amp; Administration</th>
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<th>Option 2</th>
<th>Option 3</th>
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<tbody>
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<tr>
<td><strong>Subtotal</strong></td>
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### Programming Options

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<th>Option 2</th>
<th>Option 3</th>
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</thead>
<tbody>
<tr>
<td>Hologram Programming &amp; Content</td>
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<td>$425,000</td>
<td>$0</td>
</tr>
<tr>
<td>Pramik Entertainment</td>
<td>Jolly Trolley with Mrs. Claus</td>
<td>$7,750</td>
<td>$7,750</td>
</tr>
<tr>
<td>Art Walk &amp; Trolley</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>Artistic Holiday Designs in BCG + Sod Replacement</td>
<td>$84,000</td>
<td>$84,000</td>
<td>$84,000</td>
</tr>
<tr>
<td>LIGHTSWITCH Holiday Lighting (Utopia)</td>
<td>$234,548</td>
<td>$100,000</td>
<td>$234,548</td>
</tr>
<tr>
<td><strong>Subtotal Programming</strong></td>
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<td><strong>$617,500</strong></td>
<td><strong>$327,048</strong></td>
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</tbody>
</table>

### Grand Total

<table>
<thead>
<tr>
<th>Grand Total</th>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
</tr>
</thead>
<tbody>
<tr>
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<td><strong>$767,500</strong></td>
<td><strong>$477,048</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Additional Elements for Consideration

<table>
<thead>
<tr>
<th>Additional Elements for Consideration</th>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Hologram: Maria Callas Content</td>
<td>$120,000</td>
<td>$120,000</td>
<td>$0</td>
</tr>
<tr>
<td>BOLD Sign &amp; Lotus Flowers @ Beverly Gardens Park</td>
<td>$16,000</td>
<td>$16,000</td>
<td>$16,000</td>
</tr>
</tbody>
</table>
Thank You
BOLD Holidays 2019
BOLD Sign & Lotus Flowers for Consideration
Beverly Gardens Park – BOLD Sign & Lotus Flowers

• The lighted BOLD Sign and four (4) lotus flowers can return at a cost of $16,000 for new “O”, installation and maintenance.
Attachment 3
### Scope of Service and Budget - Beverly Hills Holiday

**2019 Holiday Décor Estimate**

*Created by: Norman Kahn - Utopia Worldwide Inc.  
August 8, 2019*

<table>
<thead>
<tr>
<th>Item Description</th>
<th>2019 Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Canon Drive Décor</strong> - Garland and Bows (qty 53 poles) Includes, installation, maintenance, removal, transport, storage &amp; temporary power runs. Refurbishment of power runs.</td>
<td>$39,310</td>
</tr>
<tr>
<td><strong>Banner Installation</strong>: Includes 4 separate banner installation, maintenance, removal, storage of qty. 435 sidewalk banners.</td>
<td>$23,925</td>
</tr>
<tr>
<td><strong>Banner Lights</strong> - replace non-functioning bulbs, installation, maintenance, removal, transport, storage (Qty 480). Qty. 2 banner lights per pole for approximately 240 poles w/ some spares. Includes 100 new bulbs.</td>
<td>$30,000</td>
</tr>
<tr>
<td><strong>Santa at Wilshire/Beverly</strong> - NEW PAINTING OF Santa, Sleigh and Reindeer, rigging hardware, installation, maintenance, removal, transport, storage. Includes side lighting and light fixture refurbishment.</td>
<td>$42,500</td>
</tr>
<tr>
<td><strong>SSM West of Wilshire</strong> - Décor on Ficus trees (qty 15) similar to last year. Includes cleaning and testing of décor elements, installation, maintenance, removal, transport, storage.</td>
<td>$32,000</td>
</tr>
<tr>
<td><strong>SSM Garland, Lights and Bows on Street Pole</strong>: Install, maintain, removal and storage of street pole decor elements. QTY 23: Street Pole Décor Sets consist of 1 Red and Gold Bow and Garland lit with warm LED mini lights from the ground up to 12ft.</td>
<td>$16,000</td>
</tr>
<tr>
<td><strong>SSM Hanging Snowflake Lights</strong>: Purchase replacement Warm White Snowflake Lights, install, maintain, removal and storage of decor elements. Warm white LED 2ft snowflake lights for 42 Santa Monica Ficus trees. Average of 7 per tree.</td>
<td>$33,500</td>
</tr>
<tr>
<td><strong>City Hall West Side Décor</strong>: Refurbishment of WARM WHITE LED twinkle lights, install, maintain, remove, storage of qty 5 center planter medium palms, qty 6 sidewalk planter deciduous trees.</td>
<td>$6,500</td>
</tr>
<tr>
<td><strong>Menorah &amp; Xmas Tree</strong> - Menorah and Christmas Tree with NEW Base for Menorah. Menorah has programmable 'candle' lights and Christmas Tree lighted with programmable mini-lights &amp; NEW DESIGN decor Includes purchase, shipping, installation, maintenance, removal, transport &amp; storage. Menorah to begin lighting program on Monday December 23 through December 30.</td>
<td>$26,000</td>
</tr>
<tr>
<td><strong>Holiday Tree Lighting Change Out - So. Bev, Robertson, LaCienega</strong> repeat exact installation as last years program. Includes prep, installation, replacement allowance, maintenance, removal, storage</td>
<td>$45,000</td>
</tr>
<tr>
<td><strong>North Robertson Holiday Décor</strong> - (Qty 33 Ficus Trees) - Purchase, installation, maintenance, inspection, removal, transport, storage. Multi-colored LEDs wrapped on larger interior branches &amp; trunks. Wraps extend up major branches from 5 ft. - 8 ft. Trunks are wrapped starting at 1-2 ft. A.G.L. (Above Ground Level) Includes purchase of additional multi-colored LED mini-lights. includes 30 snowfall tube lights per tree with half of the tubes at 24” in length and half of the tubes at 36”in length</td>
<td>$87,727</td>
</tr>
<tr>
<td><strong>Gobos on City Hall - 2 Custom Gobos</strong> - installation, maintenance, removal, storage</td>
<td>$1,750</td>
</tr>
<tr>
<td><strong>Sales tax allowance, reimbursable, shipping</strong></td>
<td>$15,000</td>
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<tr>
<td><strong>Liability Insurance</strong></td>
<td>$6,950</td>
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<tr>
<td><strong>Project Management, Technical Direction, Maintenance Coordinator</strong></td>
<td>$37,500</td>
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<tr>
<td>GRAND TOTAL</td>
<td>$443,662</td>
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Attachment 4
Joy to the Holidays
Greystone Mansion

December 7th & December 8th
2019
Holiday Event Overview

Open House 12-5pm, Saturday and Sunday

Decorated exterior & interior of Greystone Mansion
Trolley from Rodeo to Greystone
With Mrs. Claus & Elves
Roaming Carolers
Themed rooms throughout the Mansion with Activities
Friends of Greystone Gift Shop
Holiday Vendors

*Photos shown throughout are examples
Holiday Event Activities

- VISIT WITH SANTA & PHOTO BOOTH
- COOKIE DECORATING
- HOLIDAY MOVIE ROOM

- HANUKAH GAMES
- ARTS & CRAFTS
  - Felt Holiday Wreaths
  - Floral Arrangements
  - Various children’s crafts
Elves Toy Workshop...Partner with Beverly Hills Fire Department for “Spark of Love”

Community involvement to give back for the holidays. Bring an unwrapped toy to donate to Spark of Love.
Holiday Concert & Sing-A-Long
Saturday Evening 5pm-7pm

Hot Chocolate
Cookies
Festive Holiday Drinks

Holiday Shopping with Vendors
More Sunday Holiday Fun...

Featuring a Holiday Concert with BHUSD choirs From 1-2:30pm
Bold Options

Roaming Holiday Ushers  Wishing Tree  Dance Floor with DJ
Bold Options (continued)...

Roaming holiday characters could include magicians, caricature artists, elves and/or ballerinas
Bold Options (continued)...

Light installations, oversized installations and social art installations
Budget

• City Staff working with Authentic
• Budget not to exceed $225K
• Budget is flexible depending on preferences
Item 3
TO: City Council Liaison / Rodeo Drive/Special Event/Holiday Program Committee

FROM: Laura Biery, Marketing & Economic Sustainability Manager

DATE: August 12, 2019

SUBJECT: Update on Next Night 2019 – The BOLD Finale

ATTACHMENT: 1. Next Night 2019 – The BOLD Finale Update

INTRODUCTION
This item provides an update to the City Council Liaisons regarding the programming for Next Night 2019 – The BOLD Finale (Next Night). The Next Beverly Hills Committee will provide an update at the meeting regarding programming for the August 24, 2019 Next Night event. The City Council Liaisons reviewed the Next Night initial proposal on April 18, 2019. The City Council reviewed the Next Night proposal on May 7, 2019 and approved the funding request on June 18, 2019.

DISCUSSION
For the past two years, the City has hosted BOLD (Beverly Hills Open Later Days), a City-funded business marketing initiative developed to attract visitors to shop, dine and stay in Beverly Hills. The initiative is a cooperative partnership between the City, the Rodeo Drive Committee, Beverly Hills Conference and Visitors Bureau, Chamber of Commerce, and Next Beverly Hills Committee.

The Next Beverly Hills Committee was established in 2015 by then-Mayor Gold to engage the 25-45 yearold demographic in the Beverly Hills community. In August of 2016, the Committee hosted its first Next Night event on South Beverly Drive as a local outdoor block-party festival. The event attracted support from several Beverly Hills businesses and residents, while delivering an entertaining community experience for approximately 2,000 attendees. In 2017, the event grew to 3,000 attendees and in 2018, event attendance was estimated at 5,000 attendees.

The City has contracted with an event production company to complete the event design development and production for the Next Night event since its inception in 2016. For the past three years, Utopia Worldwide, Inc. has been the event production company for Next Night.

For 2019, the Next Beverly Hills Committee requested to explore working with a new event production company. The Next Beverly Hill Committee and City staff identified Authentic as the preferred event production vendor from a list of potential event management vendors. Authentic has provided event production services to the City of Beverly Hills for the Beverly Hills Art Show, Mayoral Sing Along Concerts, Concerts on Canon, and the Beverly Hills Proms.

The Next Beverly Hills Committee will present an update regarding the programming and marketing for Next Night 2019 – The BOLD Finale. The event is scheduled for Saturday,
August 24, 2019 on South Beverly Drive from 6pm-10pm. It will include a road closure of South Beverly from midnight on August 24th and will re-open by 3am on August 25th. The event will include live music, Instagrammable activations, food trucks, beer/wine garden, vendors, a grand entrance, as well as local business participation.

**FISCAL IMPACT**

As the Next Night 2019 event is considered the Summer BOLD Finale for 2019, the below table provides the total approved program budget for Summer BOLD 2019 inclusive of the $130,000 Next Night 2019 appropriation. The City’s expenditures related to each organization is detailed in the table below as approved by City Council.

<table>
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<tr>
<th>Description</th>
<th>Budget</th>
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<td>Beverly Hills Conference and Visitors Bureau</td>
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<td>City Social Art Installation</td>
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<td>Rodeo Drive Committee</td>
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<tr>
<td>Next Night 2019</td>
<td>$130,000</td>
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<tr>
<td>Beverly Hills Chamber of Commerce</td>
<td>$9,050</td>
</tr>
<tr>
<td><strong>BOLD Summer 2019 Budget</strong></td>
<td><strong>$1,673,204</strong></td>
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</tbody>
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**RECOMMENDATION**

This item provides an update regarding programming and marketing for Next Night 2019 – The BOLD Finale.
Attachment 1
Overview

4th Annual Next Night
The BOLD Finale

August 24, 2019
6-10 PM
Marketing

Print:

Next Night 2019: The Bold Finale
August 24th • 6-10 PM
200 Block of South Beverly Drive

Join Us!
August 24th • 6-10 PM
200 Block of South Beverly Drive

Free to attend
bit.ly/nextnight2019

Live Entertainment
Beer & Wine Garden
Interactive Art
Photo Booths

Digital:

The Bold Finale
August 24th • 6-10 PM
200 Block of South Beverly Drive

Next Beverly Hills

Free to attend
bit.ly/nextnight2019
The Experience
About

Liam Lynch - CEO
Gina D'Acciaro - Lead Producer
Teia Meigneux - Producer

Experiential Events Including:

- Beverly Hills Art Show
- Wallis Annenberg Sing-alongs
- Beverly Garden Park Grand Re-opening
- Beverly Hills Proms
Step and Repeat

- Truss Framed Step & Repeat
- Hot Pink Carpet
- Gumball filled stanchions
Grand Entrance

- Inner Tube Igloo Tunnel Photo Op
- Long/Thin - 20 ft long
- “People Counter” for attendance metrics
- Neon Colored Luxury Car Photo Op
The Talent

- DJ Miss Ninja
- Co-hosts Rob Valletta and Crystal Lee
- Leandro Lavoz – Latin Singer
- UMPO: A League of Their Own--Performing Queen Medley
- West Coast Music Band
- Neon Pony
Vendors

- RWall | Painting Experience
- Photo Booth Fleet | Complimentary Printed Pics
- Paulie’s Art installation | Custom Shoes, Hats, Etc.
- Aradome | Aura Portraiture
- Santosha Aesthetics | Giveaways, Beauty Raffles
- Amanda Foundation | Dog/Cat Adoption
The Instagram Area

Aerial View

Shag Rug
Mod Chair

Piano

Bench
Shag Rug
Instagram Moment #1

- Hot Pink Backdrop
- Hot Pink Shag Carpet
- Hot Pink "Lips" Bench
- Bench approx 9ft long
Instagram Moment #2

Let's dance the (next) night away!

#BoldBH

- Purple Backdrop
- Designer “Mod” chair
- Neon Shag Carpet
Instagram Moment #3

- Multi-Bannered/Layered Backdrops
- Inspiration “Moroccan style doorways”
- Patterns/Cutouts to be added for more exotic feel
- Stencil “graffiti” B&W backdrop with hot pink text
- Upright piano with matching bench, painted Gold
- Piano to be played and/or simply for photo-op
Activations
Beer & Wine Garden + Food

- Look and feel
- Salt Catering
SEE YOU THERE!
Item 4
INTRODUCTION
This item requests direction from the City Council Liaison / Rodeo Drive/Special Event/Holiday Program Committee regarding relocation of the Summer BOLD 2019 Mr. Brainwash sculptures after the conclusion of Summer BOLD 2019. The City Council Liaisons reviewed the initial proposal regarding the artist, Mr. Brainwash, designing sculptures as part of the Summer BOLD 2019 program on April 18, 2019. The City Council reviewed the Mr. Brainwash sculptures on May 7, 2019 and approved the funding for the sculptures on May 21, 2019.

DISCUSSION
As part of the Summer BOLD 2019 programming budget, the City of Beverly Hills now owns three sculptures by renowned street artist, Mr. Brainwash. Two of the pieces were curated specifically for Beverly Hills as part of the Social Media Art Installation program of Summer BOLD 2019: Beverly Hills is Beautiful and Beverly Hills is Life. A third piece, was selected from the collection, Life is Beautiful with a Camera Boy, as part of the Rodeo Drive Committee Summer BOLD 2019 programming. Summer BOLD programming runs from August 1-24, 2019. The Social Media Art Installation contract covers installation, maintenance, and limited security for 8-weeks from August 1, 2019 through September 26, 2019.

Staff is requesting direction from the City Council Liaisons regarding the relocation of the Mr. Brainwash sculptures after the conclusion of BOLD (August 24, 2019) and/or the Social Media Art Installation contract term (September 26, 2019). Staff will present various options for relocation of the sculptures to City Council at the Liaison Meeting.

Photos of the sculptures, the current location, and dimensions are included below:

*Beverly Hills Is Beautiful*
Current Location: Beverly Canon Gardens
Dimensions: 13.5’L x 8’H x 2.5’D
**Beverly Hills Is Life**  
Current Location: Camden and S. Santa Monica Boulevard  
Dimensions: 11'L x 8'H x 4'D

**Life Is Beautiful**  
Current Location: 200 Block of Rodeo Drive  
Dimensions: 10'L x 5.6'H x 1'D (Sign) and 5'H x 2'W (Camera Boy)

**FISCAL IMPACT**

The Mr. Brainwash sculptures were part of the total approved program budget for Summer BOLD 2019. The Social Media Art Installation contract with AgenC included the purchase of the artwork along with installation costs and 8-weeks of maintenance and limited security costs. The Rodeo Drive Committee Summer BOLD 2019 contract included a bundled cost for the Mr.
Brainwash sculpture placed on Rodeo Drive. All three sculptures are owned by the City of Beverly Hills as part of the Summer BOLD 2019 program. The costs related to the sculpture artwork are included in the table below:

<table>
<thead>
<tr>
<th>Description</th>
<th>Artwork Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverly Hills is Beautiful</td>
<td>$ 45,000*</td>
</tr>
<tr>
<td>Beverly Hills is Life</td>
<td>$ 45,000*</td>
</tr>
<tr>
<td>Life is Beautiful with Camera Boy</td>
<td>$ 20,000**</td>
</tr>
</tbody>
</table>

*Note: Artwork budget does not include the installation, maintenance, limited security for 2 months at a cost of $12,400 each.

**Note: This is a bundled cost that included the artist appearance at BOLD Kickoff, the banner art, and the Life is Beautiful with Camera Boy sculpture.

Recommendations on the future locations, as well as ongoing costs associated with maintenance and relocation of the sculptures, will be brought forward to the full City Council pending City Council Liaison direction.

**RECOMMENDATION**

This item requests direction from the City Council Liaison / Rodeo Drive/Special Event/Holiday Program Committee regarding the relocation of the Summer BOLD 2019 Mr. Brainwash sculptures after the conclusion of Summer BOLD (August 24, 2019) and/or the Social Media Art Installation contract term (September 26, 2019).