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, July 22, 2019
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) Update on BOLD Summer 2019

3) Discussion Regarding Holiday Décor Spans on Wilshire Boulevard

4) Proposal from NJoy for Beverly Hills Shopper Mobile App

5) Adjournment

Huma Ahmed, City Clerk

Posted: July 19, 2019

A DETAIL 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
TO: City Council Liaison \ Rodeo Drive/Special Event/Holiday Program Committee

FROM: Laura Biery, Marketing & Economic Sustainability Manager

DATE: July 22, 2019

SUBJECT: Update on BOLD Summer 2019

ATTACHMENT: 1. BOLD Summer 2019 Update from the Rodeo Drive Committee

INTRODUCTION

This item provides an update to the City Council Liaisons regarding the programming for BOLD Summer 2019. Attached is the complete updated deck from the Rodeo Drive Committee. The City Council Liaisons reviewed the BOLD Summer 2019 program elements on April 18, 2019. The City Council reviewed the BOLD Summer 2019 programming on May 7, 2019 and approved the BOLD Summer 2019 funding agreements on May 21, 2019.

DISCUSSION

For the past two years, the City has hosted BOLD, 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 attached presentation (Attachment 1) provides an update on the programming that the Rodeo Drive Committee will be providing for BOLD Summer 2019. The launch night is scheduled for Thursday, August 1, 2019 on Rodeo Drive and the closing finale will be on Saturday, August 24, 2019 on South Beverly Drive. The launch night will include musical entertainment and fireworks as a highlight. Additionally, art exhibit-styled installations will be on the street throughout the BOLD Summer season. Programming would be for Thursday, Friday and Saturday evenings from 5:00PM-8:00PM throughout the month of August.

FISCAL IMPACT

The BOLD Summer 2019 program for the CVB, RDC, Next Night, and City Social Art Installations is $1,664,154. The City’s expenditures related to each organization is detailed in the table shown on the next page as approved by City Council.

<table>
<thead>
<tr>
<th>Description</th>
<th>Approved Budget</th>
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<tr>
<td>Beverly Hills Conference and Visitors Bureau</td>
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<td>City Social Art Installation</td>
<td>$ 341,600</td>
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<td>Rodeo Drive Committee</td>
<td>$ 765,054</td>
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<tr>
<td>Next Beverly Hills – Next Night 2019</td>
<td>$ 130,000</td>
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<td><strong>Total Budget</strong></td>
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RECOMMENDATION
This item is a receive and file regarding the BOLD Summer 2019 programming.
Attachment 1
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BOLD Summer 2019

03 The Look
05 The Signage + Campaign
15 Beverly Hills Social Art Installations
19 BOLD Summer Floor Plans
23 Kickoff Night
25 Kickoff Entertainment
33 Stage Concept
35 BOLD Summer Programming
Mr. Brainwash’s is best known for his groundbreaking exhibit and Oscar nominated documentary ‘Exit Through the Gift Shop’.

- Mr. Brainwash has close to 1 million followers on Instagram
- His art can be seen all over Los Angeles
The SIGNAGE + CAMPAIGN
SIGNAGE + CAMPAIGN

BEVERLY HILLS COURIER AD (10" W x 14" H)

BOLD Summer kicks off August 1 from 5PM - 9PM on Rodeo Drive featuring performances by Cristina Ramos from America's Got Talent: The Champions, dueling pianos, MISS DJ BLISS and an incredible fireworks show!

Stop by the Champagne Garden, presented by 208 Rodeo, take a picture with the brand new Mr. Brainwash sculpture and grab a bite at one of your favorite food trucks.

Then, join us every Thursday, Friday and Saturday from August 2 - 24 from 5PM - 8PM on Rodeo Drive and throughout the City of Beverly Hills for evening shopping, exciting activations, art experiences and much more!

Visit lovebeverlyhills.com/boldbh for detailed information.

DETAIL VIEW
ARCHITECTURAL TOUR MAP (8" W x 10" H)
SIGNAGE + CAMPAIGN

KICKOFF NIGHT S&R (8" W x 8" H)
SIGNAGE + CAMPAIGN

DIRECTIONAL SIGNAGE (22” x 69”)

- Champagne Garden
- Restroom
- Food Trucks
- Video Photo Booth
SIGNAGE + CAMPAIGN

DIRECTIONAL SIGNAGE (22” x 69”)

SUMMER LOUNGE

LUXURY ON DISPLAY

HASHTAG MOSAIC

LIVE MANNEQUINS

ARCHITECTURAL TOURS
SIGNAGE + CAMPAIGN

DJ BOOTH DECAL

BOLD SUMMER

#BOLD8H #ONLYONRODEO RODEODRIVE-BH.COM
SIGNAGE + CAMPAIGN

SUMME LOUNGE

SUMMER LOUNGE

BOLD

SUMMER LOUNGE
Beverly Hills Social Art
INSTALLATIONS
SOCIAL ART INSTALLATION

BIG BAGS, LITTLE DOGS

When guests step into the ‘Big Bags, Little Dogs’ installation, they are immediately apart of a luxurious narrative; Shopping bags and dog leash in hand.

- **Dimensions:** 11’L x 8’H x 11’D
- **Location:** CHIN CHIN on S. Beverly
SOCIAL ART INSTALLATION

BEVERLY HILLS IS BEAUTIFUL

Mr. Brainwash Sculpture #1. A spin on the world renowned art piece Life is Beautiful.

- **Dimensions:** 13.5’L x 8’H x 2.5’D
- **Location:** Beverly Cañon Gardens
SOCIAL ART INSTALLATION

BEVERLY HILLS IS LIFE

Mr. Brainwash Sculpture #2. The nostalgic building blocks say BELIEVE across the top and DREAM/SMILE on the sides for multiple photo opportunities.

- **Dimensions:** 11′W x 8′H x 4′D
- **Location:** Wells Fargo on S. Santa Monica Blvd.
BOLD SUMMER KICKOFF FLOOR PLANS

OVERALL VIEW
BOLD SUMMER KICKOFF FLOOR PLANS

300 BLOCK - CHAMPAGNE GARDEN & FOOD TRUCKS
Kickoff NIGHT
Date: Thursday, August 1st
Time: 5:00pm to 9:00pm
Location: 200 and 300 Block of Rodeo Drive
Kickoff
ENTERTAINMENT
Mr. Brainwash uses elements from pop art’s past and the raw components of his street art beginnings to create larger than life exhibitions and collaborations.

Unveiling live on site, paired with a meet and greet opportunity.

- **Dimensions:** 10’L x 5.6’H x 1’D
  5’H x 2’W (Camera Boy)
- **Location:** Louis Vuitton
KICKOFF ENTERTAINMENT

BOLD SUMMER KICKOFF HOST

Ian Ziering
Actor and Local Resident

Known For:
Beverly Hills 90210

Instagram:
@ianziering 448.3k

Twitter:
@ianziering 99.5k
Spanish opera and rock singer whose performance in America’s Got Talent created a viral phenomenon of more than 100 million views in just one week.

- Winner of Spain’s Got Talent and Top 5 on America’s Got Talent: The Champions
- Performance will be approx. 45 minutes
OPENING ACT - DJ

A DJ set will begin the evening as people are arriving to BOLD Kickoff.

MISS DJ BLISS | Website

Key Clients:
Henri Bendel | Sony
Michael Kors | Jimmy Choo
KICKOFF ENTERTAINMENT

OPENING ACT - DUELING PIANOS

A custom setlist with two grand pianos and professional pianists will begin to duel with upbeat classic and current music.

- Pianists will be in tuxedos
- Performance will be approx. 60 minutes
KICKOFF ENTERTAINMENT

CHAMPAGNE GARDEN

A champagne garden presented by 208 Rodeo, a luxurious social evening where guests can enjoy refreshments and elevated plush furniture that creates stylish seating and photo opportunities.

- Utilize one of the hedged walls as a photo moment
- **Location:** Rodeo Drive and Dayton Way
Beautifully curated fireworks over Rodeo Drive to round out a fantastic evening kicking off the 3rd annual BOLD Summer.

- An 8 minute firework display coordinated to upbeat dance music, creating a stunning visual atmosphere
- Colors will match the chosen palette to keep in theme
BOLD SUMMER

STAGE CONCEPT

- 20’x25’ stage with deck risers to accommodate a five-piece band
- Solid fabricated panels will be rigged from the roof and sides to allow for additional branding and design elements
- A large dimensional BOLD Summer logo will be hanging to create the stage backdrop
BOLD SUMMER PROGRAMMING

**SUMMER LOUNGE**

Playing off of the success of the BOLD Winter Lounge, Rodeo Drive will have a space for guests to sit, have a sweet treat and enjoy themselves.

- Summer-y, bold prints
- Interesting furniture pieces
- Ice cream of different flavors available for purchase
- **Location:** Cartier

**WEEK 1 PROGRAMMING:**

- (2 NIGHTS 8/2, 8/3)
Highly curated, luxury clothing pieces from FIDM designers (NIKOLAKI and Duston Jasso) will be showcased within gorgeous cases around Rodeo Drive. Vitrines will be monitored with overnight security upon install.

- **Timing:** This activation would live for one BOLD weekend and have security onsite during that time (5-8pm).
- **Locations:** Harry Winston, Dior, Rolex (300) Guess, Giorgio Armani, Brioni (400)

**WEEK 2 PROGRAMMING:**
- (3 NIGHTS 8/8, 8/9, 8/10)
BOLD SUMMER PROGRAMMING

HASHTAG MOSAIC

Photos that have the #BOLDsummer are automatically printed and allow guests to match the number on the back of their photo with the corresponding number seen on the mosaic wall.

- **Throughput:** Less than 60 seconds
- **Potential Photo Ideas:** BOLD logo on gradient background
- **Size:** 8’H x 7’H
- **Location:** Dolce and Gabbana

WEEK 3 PROGRAMMING:
- (3 NIGHTS 8/15, 8/16, 8/17)
BOLD SUMMER PROGRAMMING

LIVING MANNEQUINS

You can look but you can’t touch! Live actors and actresses will captivate guests on Rodeo through theatrical, voyeuristic sets.

- Sets containing stunning live actors with couture outfits will be built on Rodeo Drive
- Actors will interact with both the set and guests
- **Themes will be:** Fairy Tales and Chic Monochromatic
- **Location:** Chanel and Salvatore Ferragamo

WEEK 4 PROGRAMMING:

- (3 NIGHTS 8/22, 8/23, 8/24)
Public tours along Rodeo Drive highlighting a selection of unique buildings and the history behind them.

- Guided tours highlighting the beautiful architecture seen on all three blocks
- Led by Beverly Hills resident and President of the Beverly Hills Historical Society, Phil Savenick
- **Starting Location**: Two Rodeo

**ONGOING PROGRAMMING:**
- (4 NIGHTS 8/2, 8/9, 8/16, 8/23 at 6PM and 7PM)
Enhanced audio installed in the median for four weeks.

- Curated playlists to debut every Thursday, Friday and Saturday evening from 5-8pm
Thank You!
Item 3
INTRODUCTION

For the last three years, Utopia has advised staff the holiday décor spans displayed along Wilshire Boulevard were nearing the end of their useful life. This year, after reviewing the current state of the spans, it is severely doubtful that when the spans are installed that the quality the City expects from its holiday décor will be at an acceptable standard. Therefore, staff is requesting the City Council Liaison \ Rodeo Drive/Special Event/Holiday Program Committee (Liaisons) review the potential designs for new spans and provide direction to staff.

DISCUSSION

The development, execution, and promotion of a cohesive holiday program is a key goal of the City Council and its partner organizations, including the Beverly Hills Chamber of Commerce (Chamber), Conference and Visitors Bureau (CVB), and Rodeo Drive Committee (RDC). Each year the City sponsors a signature holiday program designed to celebrate the season and attract visitors from around the region to visit, shop, and dine in Beverly Hills.

As part of this program, the City is responsible for installing holiday décor throughout Beverly Hills. This décor includes, but is not limited to:

- Holiday spans across Wilshire Boulevard
- Santa and his reindeer installed at the intersection of Beverly Drive and Wilshire Boulevard
- Holiday décor on Canon Drive, South Santa Monica Boulevard, La Cienega Boulevard, and Robertson Boulevard
- Menorah and Christmas Tree on display at Beverly Gardens Park
- Holiday décor for the west side of City Hall
- Holiday banners installed throughout the City

The holiday décor spans installed on Wilshire Boulevard each year as part of the City’s holiday décor program are nearly 15 years old. The original design for the holiday décor spans was created by Dekra-Lite. Over the last 14 years, these spans have been maintained and refurbished through the City’s Agreement with Utopia Worldwide Inc.
Utopia contacted City staff in July of this year to advise them the holiday décor spans over Wilshire Boulevard needed to be replaced as they are at the end of their useful life span.

Dekra-Lite is well known throughout the industry for producing high quality and unique designs. Given previous experience with the City, and the known quality of work produced by Dekra-Lite, staff contacted them to develop new designs for the Wilshire holiday décor spans. Dekra-Lite provided the examples in Attachment 1 for the Liaisons to review.

Should the Liaisons recommend fabrication of the holiday décor spans for this year, a Study Session report will appear on the August 6, 2019 agenda with a Formal Session report to award a contract to Dekra-Lite that evening.

**FISCAL IMPACT**

The holiday décor spans proposed by Dekra-Lite range in cost from $51,054.08 to $84,506.40 per span depending on the design. According to Utopia, the spans are installed in 6 locations along Wilshire Boulevard during the holiday season. Staff had allocated $93,725 for the installation, maintenance, removal, and storage for the holiday décor spans this year if the current spans were not replaced.

If new designs are selected, staff will request an appropriation from the City Council from the available General Fund balance should this move forward to City Council for approval on August 6th.

**RECOMMENDATION**

Staff is seeking direction from the City Council Liaison \ Rodeo Drive/Special Event/Holiday Program Committee on replacing the holiday décor spans on Wilshire Boulevard.
Attachment 1
The season just got brighter!

We’re proud to announce a partnership with the premier providers of Christmas Decor and Illumination in the US and Europe!
About Us: At a Glance

- **Globall concept is Celebrating 21 Years in Business**
- Corporate Office in Nivelles, Belgium
- Office in Hong-Kong & Shanghai
- Active in More than 40 Countries
- 50 Full-Time Employees
- Leader in the European Holiday Industry

- **Dekra-Lite is Celebrating 32 Years in Business**
- Employee-Owned Company
- Offices Throughout Santa Ana, California
- Thousands of Successful Customers Nationwide
- 70 Full-Time Employees
- Leader in the US Holiday Industry
2019 Holiday Planning

Each skyline concept was thoughtfully created with the City’s “Bold Holidays” initiative in mind: impressive elegance that’s full of color and designs that will stand the test of time. The skylines can easily be enhanced and altered from year to year so residents and visitors alike will be amazed and delighted by something new.
Skyline Option 1: A Retro Christmas

- Panels are made of boxwood with RGB lighting and outlined in neon flex lighting
- Cool white light curtain behind for contrast
- Chandelier is similar to the landscape elements they used last year
Skyline Option 2: **Merry and Bright**

- Diamonds are a colored mesh with warm white lighting.
- Each shape is outlined in neon flex lighting including the center chandelier.
- Includes Brighton Sparkles from our Globall concept.
Skyline Option 3: **Triple Ornament Swags**

- Top solid panel is a mesh with warm white lighting followed by warm white swags
- Chandeliers are 3D Waterloo Rings hung horizontally with colorful ornaments
Skyline Option 4: **Brighton Chandelier**

- Boxwood scrolls with warm white mini lights
- Colorful ornamentation
- Brighton Chandelier with pops of color from Globall Concept
- Warm white mini light swags
Panels are made of boxwood with RGB lighting and outlined in neon flex lighting. For contrast, cool white light curtains are draped behind. The shag-like chandelier is similar to the landscape elements used last year.

The diamonds are colored mesh with warm white mini lights. Each shape is outlined in coordinating neon flex colors. The chandelier is a gold painted metal frame and outlined with warm white neon flex. The smaller gold starbursts are the Brighton Sparkles from Global Concept.

The top swags are solid panels of mesh with warm white lighting. Draped underneath, are warm white mini light swags. The chandeliers are 3D Waterloo Rings hung horizontally with colorful ornaments.

Mirroring one another are boxwood scrolls with warm white mini lights and colorful ornamentation. Centered is the Brighton Chandelier from Global Concept with pops of color. Warm white mini light swags are draped.
For Our Partners: Support

- Dedicated Project Coordination Teams
- Highly Effective Scopes of Work
- Detailed Product and Display Specifications and Installation Information
- 24/7 Online & Phone Troubleshooting Support
Our Partnership: The Advantages

- **Full coordination and turn-key services**: we take care of the design, manufacturing, installation, maintenance and storage.

- All the elements are **compatible** with each other which allows for an efficient and seamless implementation.

- All the elements are **cost-effective** in terms of transportation, installation/dismantling and storage.

- There are floor standing compositions and selfie attractions for visitors in order to increase **social media engagement**.

- All the luminous decorations are equipped with the **best LEDS** on the market to be energy saving, environmentally sustainable and of long duration.

- The décor has **daytime and evening appeal**, allowing visitors to experience the magic at any time of day!
About Our Company
Item 4
TO: City Council Liaison\ Rodeo Drive/Special Events/Holiday Program
FROM: Laura Biery, Marketing and Economic Sustainability Manager
DATE: July 22, 2019
SUBJECT: Proposal from NJoy for Beverly Hills Shopper Mobile App
ATTACHMENT: 1. Proposal Deck from NJoy for Beverly Hills Shopper Mobile App

INTRODUCTION
This item transmits a proposal and funding request from NJoy for the creation of a Beverly Hills Shopper Mobile App. NJoy approached the City of Beverly Hills with an unsolicited proposal for a mobile app that caters to the Beverly Hills shopping audience.

The City Council Liaisons review proposals for co-sponsorship of events, projects, or programs. Attachment 1 to this report includes the complete proposal submitted by NJoy. A funding request of $50,000 is identified on Page 14 of the attachment.

DISCUSSION
Currently, the City of Beverly Hills maintains the following two mobile apps that are free to download for both residents and visitors:

- “Mobile Beverly Hills” (City App) – can be used for service requests, calendar, news, videos, parking facilities, public art, historic walking tour, and parks.
- “Beverly Hills Police” (BHPD App) – can be used for neighborhood watch, vacation watch, crime map, filing online police reports, and complaints.

In addition, the Beverly Hills Conference and Visitors Bureau maintains the following mobile app that is free to download for both residents and visitors:

- “Explore Beverly Hills” (CVB App) – can be used for public art, historic walking tour, parks, hotels, public parking, restaurants, shopping, and things to do.

FISCAL IMPACT
NJoy is requesting a $50,000 pilot project license fee investment from the City of Beverly Hills. NJoy states that the $50,000 license fee investment would be used to waive the account fees paid by Beverly Hills businesses for the 6-month term of the pilot program. After the pilot period concludes, revenue generation would occur through ongoing license fees paid by Beverly Hills businesses.
RECOMMENDATION
Staff requests the City Council provide direction on the discussion item in this report. Should the item meet liaison approval, then staff will return to the City Council for formal review and consideration of this proposal at a future date.
Attachment 1
BEVERLY HILLS SHOPPER

BEVERLY HILLS
RESIDENTS
VISITORS
BUSINESSES
COMMUNITY
TODAY’S CHALLENGE

CONSUMER EXPECTATIONS HAVE DISRUPTED THE FOUNDATION OF HOW RESIDENTS AND VISITORS DISCOVER AND SHOP FOR BRICK & MORTAR RETAIL, DINING AND ARTS & ENTERTAINMENT.

BEVERLY HILLS FACES INCREASING COMPETITION FROM ADJACENT MALLS AND ONLINE RETAILERS, WHO HAVE SEIZED ADVANTAGE OF THIS.
THE ADJACENT CHALLENGE

WESTFIELD CENTURY CITY INVESTED ~$1B RENOVATING ITS CENTURY CITY MALL, AND IS ACTIVELY TARGETING BEVERLY HILLS BUSINESSES, RESIDENTS AND VISITORS.

TAUBMAN BEVERLY CENTER SPENT ~.5B.
WESTFIELD:
“WE BELIEVE THE WAY FORWARD FOR OUR BUSINESS IS TO EMBRACE OUR ROLE AS A MATCHMAKER, CREATING A PLATFORM THAT CONNECTS OUR RETAILERS, BRANDS, AND CUSTOMERS ACROSS ALL OF OUR PROPERTIES.”

MCKINSEY & COMPANY:
“DRIVEN BY THE KNOWLEDGE THAT 60% OF THE 1.1 BILLION ANNUAL SHOPPERS IN ITS MALLS USE MOBILE DEVICES, WESTFIELD CREATED A RESEARCH LAB ... WITH THE MISSION OF FINDING TECHNOLOGY APPLICATIONS AND SERVICES THAT CAN FURTHER ENHANCE THE RETAIL EXPERIENCE FOR BOTH SHOPPERS AND RETAILERS.”
THE OBJECTIVE

TO PROVIDE BEVERLY HILLS RESIDENTS AND VISITORS A POWERFUL, MODERN DIGITAL INTEGRATION INTO ITS SHOPPING, DINING AND ARTS & ENTERTAINMENT EXPERIENCE.
NJOY IS A COMMUNITY INFRASTRUCTURE COMPANY.

OUR MISSION IS TO BUILD THE DIGITAL INFRASTRUCTURE THAT BONDS RESIDENTS, VISITORS AND LOCAL BUSINESSES INTO A THRIVING COMMUNITY.

BEVERLY HILLS IS OUR COMMUNITY - WE ARE LONG TERM RESIDENTS.
A MOBILE CITY SHOPPING, DINING AND ARTS & ENTERTAINMENT PLATFORM CONNECTING ALL BEVERLY HILLS MERCHANTS, RESIDENTS, VISITORS AND HOTELS.

SHOPPERS REQUEST ITEMS, AND LOCAL MERCHANTS OFFER ITEMS, CONVERSATIONALLY, THAT ARE THEN PURCHASED IN-MESSAGE.

MERCHANTS HAVE PURCHASES AVAILABLE FOR PICK-UP OR DELIVER SAME-DAY IN BEVERLY HILLS TO OUTPERFORM MALLS AND ONLINE RETAIL.
BEVERLY HILLS SHOPPER MAKES IT EASY TO BROWSE, PURCHASE, SELL AND PROVIDE UNMATCHED SERVICE IN THE MODERN BEVERLY HILLS
BEVERLY HILLS SAMPLE STATIONS

FASHION
GOURMET
RODEO DRIVE
SAKS
SHOES
HANDBAGS
CHANEL
MANI/PEDI
MEN’S FASHION
JEWELRY
HARDWARE
STATION FOR WOMEN’S SHOES AT A DEPARTMENT STORE
CASUAL WEAR
THE WALLIS BEVERLY HILLS
WINE
OPEN SUNDAY

OPEN LATE
KIDS
BEAUTY
SUNDAY FARMER’S MARKET
GEARYS
PERSONAL SHOPPING WITH...
PETS
ACCESSORIES
GLASSES
LUGGAGE & TRAVEL
BATH AND BODY
BEVERLY HILLS BOLD
WATCHES
TOYS
OFFICE SUPPLIES
CANON CARDEN CONCERTS
WHY BEVERLY HILLS SHOPPER NOW

63% OF MILLENNIALS SHOP ON THEIR PHONES EVERY DAY.

84% USE PHONES IN STORES TO ASSIST WITH SHOPPING.

76% OF SMARTPHONE USERS RELY ON THEIR HANDSET TO FIND A STORE TO MAKE A LOCAL PURCHASE.

96% OF MILLENNIALS MAKE PURCHASES AT STORES AT WHICH THEY USED PHONES TO SHOP.

ALLIANCE DATA, HUFFINGTON POST, INTERNATIONAL COUNCIL OF SHOPPING CENTERS
WHY FOR VISITORS NOW

TRAVELERS ACCOUNT FOR > 40% OF GLOBAL SPENDING ON LUXURY BRANDS. MEDIA IQ 2016

51% OF LUXURY PURCHASES MADE BY MILLENNIALS WERE MADE DURING TRAVEL. DELOITTE, 2017

83% OF TRAVELERS CONSIDER SHOPPING AN IMPORTANT PART OF THEIR TRIP. MEDIA IQ 2016

MILLENNIALS OVERWHELMINGLY USE MOBILE AS A SHOPPING COMPANION WHEN TRAVELING AND AT HOME.

INTERNATIONAL COUNCIL OF SHOPPING CENTERS 2017
COMMUNITY SUPPORT

NJOY SHOPPER IS SUPPORTED BY:

THE BEVERLY HILLS CHAMBER OF COMMERCE

BEVERLY HILLS MERCHANTS ACROSS CATEGORIES

RESIDENTS THROUGHOUT THE COMMUNITY
THE PILOT PROGRAM

THE BEVERLY HILLS SHOPPER PILOT PROGRAM WILL RUN 6 MONTHS FROM PROGRAM COMMENCEMENT DATE.

THIS WILL EMPOWER LOCAL BUSINESSES, RESIDENTS AND VISITORS TO BENEFIT FROM THE PLATFORM DURING THE KEY 2019 FALL AND HOLIDAY SHOPPING AND TRAVEL SEASON.
BEVERLY HILLS INVESTMENT

PILOT PROJECT LICENSE FEE INVESTMENT: $50,000

Digital integrating residents and visitors into the Beverly Hills shopping, dining and arts & entertainment experience is a key component of our city’s future success.

The license fee investment is designed to create the digital infrastructure that caters to today’s consumer expectations and connects Beverly Hills residents, visitors, retailers, brands, arts & entertainment and local businesses across our entire city.

The license fee investment pays to waive the account fees paid by every Beverly Hills business for the term of the pilot program and ensure Beverly Hills businesses of every size have free access to the platform to provide the very finest experience for residents and visitors, and have the opportunity to begin generating revenues that will in turn support the platform.
BEVERLY HILLS SHOPPER

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BEVERLY HILLS FACES INCREASING COMPETITION FROM ADJACENT MALLS AND ONLINE RETAILERS, WHO HAVE SEIZED ADVANTAGE OF THIS.
THE ADJACENT CHALLENGE

WESTFIELD CENTURY CITY INVESTED ~$1B RENOVATING ITS CENTURY CITY MALL TO BE COMPETITIVE IN THIS CHANGING LANDSCAPE, AND IS ACTIVELY TARGETING BEVERLY HILLS BUSINESSES, RESIDENTS AND VISITORS.

TAUBMAN BEVERLY CENTER HAS SPENT ~.5B TO ACCOMPLISH THE SAME.
THE DIGITAL CHALLENGE

As shopping center groups increasingly target the wealthiest areas, like Beverly Hills, they are spending sizably on digital initiatives to succeed in capturing customers.

Westfield’s Digital Strategy Partner, Cuker: “Westfield’s goal is to build the ultimate luxury-shopping destination. The company’s leadership sees that digital integration to their shopping experience is a key component of their future success.”
THE MOBILE CHALLENGE

MCKINSEY & COMPANY:

“DRIVEN BY THE KNOWLEDGE THAT 60% OF THE 1.1 BILLION ANNUAL SHOPPERS IN ITS MALLS USE MOBILE DEVICES, WESTFIELD CREATED A RESEARCH LAB ... WITH THE MISSION OF FINDING TECHNOLOGY APPLICATIONS AND SERVICES THAT CAN FURTHER ENHANCE THE RETAIL EXPERIENCE FOR BOTH SHOPPERS AND RETAILERS.”
"I THINK WESTFIELD IS FOCUSED ON THE RIGHT THINGS: HELPING RETAILERS REACH THEIR FULL POTENTIAL. ESPECIALLY AS A DESTINATION."

PETER NORDSTROM
PRESIDENT, NORDSTROM

NORDSTROM’S “SUCCESS IS ENABLED BY TECHNOLOGY THAT INVIGORATES SALES ... AND KEEPS THE FOCUS ON CUSTOMER SERVICE.”

FORBES MAGAZINE
CITY PLANNING HELPS

CITIES CAN SUCCESSFULLY ADDRESS THE THREAT OF ONLINE RETAIL AND WELL FUNDED MALLS TO ITS BUSINESSES, VISITORS AND RESIDENTS’ QUALITY OF LIFE

BY TAKING AN ACTIVE ROLE INTEGRATING RESIDENTS AND VISITORS INTO THEIR COMMUNITY’S SHOPPING, ENTERTAINMENT AND DINING EXPERIENCE

“BRICKS-AND-MORTAR RETAIL IS SHRINKING SO SWIFTLY AND ON SUCH A WIDE SCALE, IT’S GOING TO REQUIRE BIG CHANGES IN HOW WE PLAN OUR CITIES – ALTHOUGH NOBODY WANTS TO ADMIT IT.”

NEW YORK POST, APRIL 7, 2018
THE OBJECTIVE

TO PROVIDE BEVERLY HILLS RESIDENTS AND VISITORS A POWERFUL, MODERN DIGITAL INTEGRATION INTO ITS SHOPPING, DINING AND ARTS & ENTERTAINMENT EXPERIENCE.
COMMUNITY INFRASTRUCTURE

A COMMUNITY’S INFRASTRUCTURE IS THE BACKBONE OF ECONOMIC GROWTH

NJOY IS A COMMUNITY INFRASTRUCTURE COMPANY.

OUR MISSION IS TO BUILD THE DIGITAL INFRASTRUCTURE THAT BONDS RESIDENTS, VISITORS AND LOCAL BUSINESSES INTO COMMUNITY.
ABOUT NJOY

FOUNDED IN 2016
WE ARE A BEVERLY HILLS BUSINESS
WE ARE BEVERLY HILLS RESIDENTS
WE CARE ABOUT OUR COMMUNITY

NJOY FOUNDER, ANDREW SIPES,
IS A 45+ YEAR BEVERLY HILLS RESIDENT, WITH TWO SONS IN THE BEVERLY HILLS SCHOOL SYSTEM

YES, THAT’S ANDREW IN HAWTHORNE’S GRADUATION PHOTO, 1977. IN 2019, CONTINUES TO ADORN THE WALLS OF HAWTHORNE.
NJOY SHOPPER SUITE OF PRODUCTS

3 YEARS OF ENGINEERING TO BUILD A SUITE OF MESSAGING-FIRST PRODUCTS THAT RESIDENTS, VISITORS AND BUSINESSES USE TO CONNECT INTO COMMUNITY

1. A CONSUMER APP FOR RESIDENTS & VISITORS
2. A BUSINESS APP FOR SMB
3. A WEB-BASED ENTERPRISE PORTAL FOR LARGE BUSINESSES
4. A WEB-BASED HOSPITALITY PORTAL FOR HOTEL PROPERTIES

CONSUMER APP USED BY HAWTHORNE SCHOOL & TEMPLE EMANUAL PARENTS FOR > 1 YEAR
“IT’S NOT A MATTER OF ‘IF’ BUT ‘WHEN’ EMAIL LISTS AND STATIC FORMS GET REPLACED WITH A MORE PERSONALIZED AND CONVERSATIONAL APPROACH TO CUSTOMER ENGAGEMENT.”

ETHAN KURZWEIL, BESSEMER VENTURE CAPITAL
NJOY THE SOLUTION

BEVERLY HILLS SHOPPER IS A MOBILE CITY SHOPPING, DINING AND ARTS & ENTERTAINMENT PLATFORM DELIVERED BY NJOY WORLDWIDE, CONNECTING ALL BEVERLY HILLS MERCHANTS, RESIDENTS, VISITORS AND HOTELS.

SHOPPERS REQUEST ITEMS, AND MERCHANTS OFFER ITEMS, CONVERSATIONALLY, THAT ARE THEN PURCHASED IN-MESSAGE.

MERCHANTS HAVE PURCHASES AVAILABLE FOR PICK-UP OR DELIVER SAME-DAY IN BEVERLY HILLS TO OUTPERFORM MALLS AND ONLINE RETAIL.

BEVERLY HILLS SHOPPER

MERCHANTS
- Connect with local customers right on their phones, and sell conversationally in-message

RESIDENTS
- Enjoy easy and fun shopping with Beverly Hills merchants across the city, building community

HOTELS
- Promote local merchants, offer guests valuable local experiences and extended shopping hours

VISITORS
- Buy in Beverly Hills, and receive a dynamic, model travel shopping experience they easily share

BEVERLY HILLS
- Supplies a best-of-class shopping platform empowering local merchants of every size to beat online retailers and adjacent malls
EXPERIENCE BEVERLY HILLS SHOPPER

BEVERLY HILLS SHOPPER EMPOWERS BEVERLY HILLS BUSINESSES TO BE FRONT AND CENTER ON RESIDENTS’ AND VISITORS’ PHONES WHEN THEY ARE IN THE PURCHASING MINDSET.

VISITORS CAN ACCESS BEVERLY HILLS SHOPPER DIRECTLY ON THEIR PHONES, OR THROUGH THEIR HOTEL’S OWN IMPLEMENTATION OF BEVERLY HILLS SHOPPER, FEATURING THEIR PREFERRED VENDORS - WHICH CAN GENERATE NEW REVENUES FOR THE HOTEL.
BEVERLY HILLS SHOPPER CONNECTS BEVERLY HILLS BUSINESSES DIRECTLY WITH RESIDENTS AND VISITORS IN COMMUNITY AND PRIVATE MESSAGING STATIONS - MAKING IT EASY TO PURCHASE, SELL AND PROVIDE CUSTOMER SERVICE
“STORES THAT HAVE LEARNED HOW TO MATCH THE EASE AND INSTANT GRATIFICATION OF E-COMMERCE SHOPPING ARE FLOURISHING, WHILE THOSE THAT HAVE FAILED TO EVOLVE ARE IN BANKRUPTCY OR ON THE BRINK.”

NEW YORK TIMES, SEPTEMBER 5 2018

“SALES BALLOON IN STORES THAT EASE SHOPPING”
THIS SUMMER, JOAN TAPS INTO BEVERLY HILLS FASHION, CONCERTS ON CANON, NEIMAN MARCUS, AND THE WALLIS STATIONS.

SHE MIGHT MESSAGE INTO THE FASHION STATION, SEARCHING FOR THE PERFECT SUMMER DRESS AND SANDALS.

SALEPEOPLE ACROSS BEVERLY HILLS ANSWER CONVERSATIONALLY WITH PRODUCTS AND ADVICE.
LANDING ON ONE SHE LOVES, SHE SIMPLY CLICKS TO BUY.

WEARING IT TO TONIGHT’S CONCERT ON CANON, SHE CLICKS TO ORDER A FOOD TRAY FROM THE CHEESE STORE OF BEVERLY HILLS.

WHICH IS DELIVERED RIGHT TO THE TABLE HER FRIENDS ARE HOSTING. DURING INTERMISSION, THEY MESSAGE TO HAVE WINE DELIVERED FROM A SHOP NEARBY.
SCROLLING THROUGH HER GROUP MESSAGING STATIONS, SHE DISCOVERS THE MONTAGE NEXT DOOR HAS ANNOUNCED THEIR NEWEST COCKTAILS.

SHE SHOWS HER FRIENDS.

WHEN THEY PLEASANTLY FIND THEY HAVE BEEN INVITED INTO THEIR EARLIER SALESPERSON’S PERSONAL SHOPPER STATION - STUFFED WITH THE LATEST BAGS THEY CAN’T RESIST.

ALL OF WHICH THEY ENJOY SHARING ON THEIR SOCIAL NETWORKS OF CHOICE.
**EXTENDED SHOPPING HOURS**

WITH BEVERLY HILLS SHOPPER LOCALS AND VISITORS CAN ENJOY SHOPPING IN BEVERLY HILLS ANY HOUR THEY LIKE 24/7.

WITHOUT NEEDING TO BE IN-STORE, SALES PROFESSIONALS CAN OFFER GOODS AND SERVICES FOR INSTANT PURCHASE, ANSWER QUESTIONS, SET UP APPOINTMENTS - EVEN RECOMMEND BEVERLY HILLS ENTERTAINMENT AND DINING.
STATIONS CAN GO LIVE FOR BOLD EVENTS IN BEVERLY HILLS.

STATIONS CAN HIGHLIGHT EACH DAY’S NEW SHOPPING AND ENTERTAINMENT EXPERIENCES DURING BOLD 2019.

STATIONS CAN SOLICIT USER GENERATED CONTENT FOR SHARING ON SOCIAL MEDIA.

STATIONS CAN INCLUDE INVITATIONS TO SPECIAL EXPERIENCES SUCH AS CHAMPAGNE RECEPTIONS ON BOUTIQUES’ OUTDOOR DECKS PREVIEWING NEW FALL LINES.

STATIONS CAN CONNECT SALES PROFESSIONALS IN-STORE WITH BOLD ATTENDEES OUTDOORS.

BEVERLY HILLS OPEN LATER DAYS
SHOPPERS INCREASINGLY DESIRE SHOPPING EXPERIENCE THAT INTEGRATES WITH THEIR SOCIAL LIFE.

SHOPPERS CAN SHARE THEIR EXPERIENCES AND PURCHASES, BRANDED TO BEVERLY HILLS, RIGHT FROM BEVERLY HILLS SHOPPER ONTO THEIR SOCIAL NETWORKS OF CHOICE - POPULARIZING THEIR BEVERLY HILLS EXPERIENCES.

55% OF SHOPPERS SHARE PURCHASES ON SOCIAL NETWORKS IF EASY TO DO SO. FEDELTÀ
BENEFIT BEVERLY HILLS VISITORS

NJOY HELPS BEVERLY HILLS HOTELS MOBILIZE UNFORGETTABLE EXPERIENCES INTO VISITORS’ HANDS, AND CUSTOMERS TO BEVERLY HILLS BUSINESSES

83% OF TRAVELERS CONSIDER SHOPPING AN IMPORTANT PART OF THEIR TRIP. MEDIA IQ 2016
BEVERLY HILLS SAMPLE STATIONS

FASHION
GOURMET
RODEO DRIVE
SAKS
SHOES
HANDBAGS
CHANEL
MANI/PEDI
MEN’S FASHION
JEWELRY
HARDWARE

STATION FOR WOMEN’S SHOES AT A DEPARTMENT STORE
CASUAL WEAR
THE WALLIS BEVERLY HILLS
WINE
OPEN SUNDAY

OPEN LATE
KIDS
BEAUTY
SUNDAY FARMER’S MARKET
GEARYS
PERSONAL SHOPPING WITH...
PETS
ACCESSORIES
GLASSES
LUGGAGE & TRAVEL
BATH AND BODY
BEVERLY HILLS BOLD
WATCHES
TOYS
OFFICE SUPPLIES
CANON CARDEN CONCERTS
WHY BEVERLY HILLS SHOPPER NOW

63% OF MILLENNIALS SHOP ON THEIR PHONES EVERY DAY.

84% USE PHONES IN STORES TO ASSIST WITH SHOPPING.

76% OF SMARTPHONE USERS RELY ON THEIR HANDSET TO FIND A STORE TO MAKE A LOCAL PURCHASE.

96% OF MILLENNIALS MAKE PURCHASES AT STORES AT WHICH THEY USED PHONES TO SHOP.

ALLIANCE DATA, HUFFINGTON POST, INTERNATIONAL COUNCIL OF SHOPPING CENTERS
FROM GOURMET TO SHOPPING, FROM SALONS TO PHARMACIES, FROM JEWLERS TO RESTAURANTS, FROM ART GALLERIES TO EYEWEAR, FROM NAILS TO SPECIALTY FOOD, BEVERLY HILLS BUSINESSES ARE EXCITED TO SIGN UP FOR THE PLATFORM THAT CONNECTS THEM WITH RESIDENTS AND VISITORS RIGHT ON THEIR MOBILE DEVICES.
WHY FOR VISITORS NOW

TRAVELERS ACCOUNT FOR > 40% OF GLOBAL SPENDING ON LUXURY BRANDS. MEDIA IQ 2016

83% OF TRAVELERS CONSIDER SHOPPING AN IMPORTANT PART OF THEIR TRIP. MEDIA IQ 2016

51% OF LUXURY PURCHASES MADE BY MILLENNIALS WERE MADE DURING TRAVEL. DELIITTE, 2017

MILLENNIALS OVERWHELMINGLY USE MOBILE AS A SHOPPING COMPANION WHEN TRAVELING AND AT HOME.

INTERNATIONAL COUNCIL OF SHOPPING CENTERS 2017
COMMUNITY SUPPORT

NJOY SHOPPER IS SUPPORTED BY:

THE BEVERLY HILLS CHAMBER OF COMMERCE

BEVERLY HILLS MERCHANTS ACROSS CATEGORIES

RESIDENTS THROUGHOUT THE COMMUNITY
WHY MOBILE DELIVERS SUCCESS

MILLENIALS TOUCH THEIR SMARTPHONES 45 TIMES PER DAY. SDL, 2017

63% OF MILLENNIALS SHOP ON THEIR PHONES EVERY DAY. ALLIANCE DATA, 2016

84% USE PHONES IN STORES TO ASSIST WITH SHOPPING. ALLIANCE DATA, 2016

76% OF SMARTPHONE USERS RELY ON THEIR HANDSET TO FIND A STORE TO MAKE A LOCAL PURCHASE. HUFFINGTON POST, 2017

37% OF U.S. CONSUMERS ARE WILLING TO PAY MORE FOR A PRODUCT OR SERVICE IF THEY GET A SUPERIOR SHOPPING EXPERIENCE WITH MOBILE. WORLDPLAY, 2018

> 50% OF SMARTPHONE SHOPPERS SAY THEY WILL RELY ON A DIGITAL WALLET TO MAKE PURCHASES THIS YEAR. HUFFINGTON POST, 2017

MILLENIALS “PREFER TEXT MESSAGES FOR THEIR MASS-MESSAGING CAPABILITIES.” FORBES, 2017
EMPOWERING OUR LOCAL COMMUNITY

LOCAL BUSINESSES OFFER PRODUCTS AND SERVICES DIRECTLY IN THE CONVERSATION, TO BE PURCHASED WITH A CLICK.

DELIVERED LOCALLY WITHIN A SEC.*

BACKED UP BY CONTINUED CHAT.

NOTHING BEATS A PAT ON THE BACK FROM HAPPY CUSTOMERS.

*OR TWO HOURS MAYBE
THE PILOT PROGRAM

THE BEVERLY HILLS SHOPPER PILOT PROGRAM WILL RUN 6 MONTHS FROM PROGRAM COMMENCEMENT DATE.

THIS WILL EMPOWER LOCAL BUSINESSES, RESIDENTS AND VISITORS TO BENEFIT FROM THE PLATFORM DURING THE KEY 2019 FALL AND HOLIDAY SHOPPING AND TRAVEL SEASON.
BEVERLY HILLS INVESTMENT

PILOT PROJECT LICENSE FEE INVESTMENT: $50,000

Digital integrating residents and visitors into the Beverly Hills shopping, dining and arts & entertainment experience is a key component of our city’s future success.

The license fee investment is designed to create the digital infrastructure that caters to today’s consumer expectations and connects Beverly Hills residents, visitors, retailers, brands, arts & entertainment and local businesses across our entire city.

The license fee investment pays to waive the account fees paid by every Beverly Hills business for the term of the pilot program and ensure Beverly Hills businesses of every size have free access to the platform to provide the very finest experience for residents and visitors, and have the opportunity to begin generating revenues that will in turn support the platform.
Via Email Only

July 2, 2019

Beverly Hills City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Mirisch and Members of the Beverly Hills City Council:

The Beverly Hills Chamber of Commerce writes to you in support of nloy, a member of our Chamber.

nloy and its President, Andrew Sipes, recently presented to our Chamber a Beverly Hills Shopper Program to help local businesses compete against online sales. We think such a program could be a good way to help support our local economy.

We request you to fully evaluate such a program and ask that you give nloy and its founder, Andrew Sipes, your full consideration.

Thank you.

[Signature]

Todd Johnson
President and CEO
Beverly Hills Chamber of Commerce