Beverly Hills City Council Liaison / Rodeo Drive Committee/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
Video Teleconference
Call in: (916) 235-1420 or (888) 468-1195
Participant Pin: 872120
Beverly Hills City Hall
Beverly Hills, CA 90210

Wednesday, May 27, 2020
4:00 PM

TELEPHONIC/VIDEO CONFERENCE MEETING

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can participate by listening to the Special Meeting at (916) 235-1420 or (888) 468-1195 (participant code 872120) and offer comment through email at mayorandcitycouncil@beverlyhills.org

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) Rodeo Drive Committee Social Media and Website Presentation for Fiscal Year 2020-2021

3) Adjournment

George Chavez
City Manager

Posted: May 22, 2020

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 4th Floor Conference Room A, is wheelchair accessible.
INTRODUCTION
This item provides the City Council Liaisons with information about the Rodeo Drive Committee’s current social media and website company, BOLD LA, reviews their milestones since October 2019 and shares their approach for the coming Fiscal Year 2020-21.

DISCUSSION
The Rodeo Drive Committee has three active and robust social media sites; Instagram, Facebook and Pinterest. BOLD LA has tailored each site towards various target groups to virtually bring the iconic street to life. The social media sites also provide timely information about Rodeo Drive brands and Rodeo Drive specific experiences. BOLD LA’s efforts have increased followers and engagement numbers across all platforms.

The Rodeo Drive Committee’s website, http://rodeodrive-bh.com, is the digital doorstep of Rodeo Drive. BOLD LA has redesigned the website with a more modern, minimalistic and sophisticated aesthetic.

In the current COVID-19 economic landscape, a virtual presence in the marketplace is essential. Businesses are looking for opportunities to prepare strategic post-COVID planning. Social media and web platforms are integral towards that effort. As Rodeo Drive re-opens for in-store business, BOLD LA is able to position Rodeo brands on all virtual platforms to bring in new interest and customers to the stores and the City.

FISCAL IMPACT
The total cost for social media and website work for Fiscal Year 2020-21 is $148,332. This is the only request being made by the Rodeo Drive Committee for Fiscal Year 2020-21. Should the City Council approve the Fiscal Year 2020/21 budget, staff has identified funds in the Policy & Management Tourism and Marketing budget (00101311) for this item.

RECOMMENDATION
Staff requests the City Council Liaisons review the information, provide feedback and consider the associated funding request.
Attachment 1
SOCIAL MEDIA & WEBSITE
ACHIEVEMENTS
October 2019 - April 2020
BOLD
TABLE OF CONTENTS

1. Social Media
   • Instagram
   • Facebook
   • Pinterest
2. Website
3. Our approach for the next year
Rodeo Drive’s social media channels bring the iconic street digitally to life while inviting new and existing customers around the world to be part of it. Our channels of focus include Instagram, Facebook and Pinterest, as they reflect our target groups best. Rodeo Drive’s social media platforms are used to communicate and engage with followers on a daily basis and to share engaging, inspiring and informative content.

The strategy we implemented last year has proven to be very successful. We have been analyzing the data on a regular basis in order to adjust the content accordingly, if needed. An example of this is when we had to adjust our tone and content to the current crisis to show the community we are still here, are aware of the current situation and that we care about them.

The Rodeo Drive community members and their business are another important factor to us. We have stayed in touch with them and have been posting brand updates on a regular basis. This success of our strategy is further supported by the numbers, which show that the follower count and the engagement rates have continued to increase.
INSTAGRAM
Overview

Instagram is the primary social media channel we use to engage and build relationships with the followers on a daily basis for Rodeo Drive.

Content we share on the platform include cultural highlights, community news, beautiful images of the street, its merchants and restaurants, celebrities and influencers shopping and important updates from the Rodeo Drive committee and its city. Due to the complex Instagram algorithm, we upload 3-5 Instagram Stories every 2 hours on the weekdays to ensure the account is always visible at the top of the Instagram feed for our international audience in different time zones. We also created new Instagram Highlight covers to ensure the account maintains a cohesive and polished aesthetic.

We have provided additional engaging content during the stay-at-home order such as "Ten Iconic Fashion Movies to Keep You Connected and Inspired In The Age of Social Distancing" and an exclusive interview with Anthony Hernandez on his inspiring photo collection "Rodeo Drive 1984." Additionally, we have kept followers informed on the current COVID-19 protective measurements, have been answering their questions and kept them aware that we are here with them during this difficult time.

Posting schedule:
• One Instagram grid post at 12 P.M. every weekday
• Instagram Stories every 2 hours max. 2-5 each day
INSTAGRAM

Content categories

Street
Brand Promo
Influencer
Brand’s COVID-19 Support
Celebrities
Seasonal
Editorial
Official
INSTAGRAM
Follower Growth

October  | November  | December | January | February | March | April
---      | ---       | ---      | ---     | ---      | ---   | ---
43,052   | 44,120    | 44,629   | 45,237  | 46,178   | 47,157| 48,000
INSTAGRAM

Results from Oct ’19 - Apr ’20

- **Likes**
  - October: 6,211
  - April: 15,406

- **Impressions**
  - October: 262,695
  - April: 901,321

- **Reach**
  - October: 145,410
  - April: 590,614

- **Engagement Rate**
  - October: 0.82%
  - April: 1.51%

- **Avg. Eg. On Reach**
  - October: 4.4%
  - April: 5.95%

Oct 9, 2019 - April 30, 2020
INSTAGRAM

Results from Oct ’19 - Apr ’20

Total Posts: 153
Total Followers: 48,000
  Increased: 4,947
Total Likes: 88,447
Total Comments: 3,021

Total Impressions: 4.7M
Total Reach: 2.9M

Engagement Rate: 1.37%
Average Engagement Rate on Reach per Post: 4.73%
Facebook is Rodeo Drive’s secondary social media channel for engaging with the community; we interact with the followers on this platform from Monday to Friday.

We have aligned the content found on Instagram to appear on the Facebook channel in order to give the two different groups the same digitally enticing experiences, regardless of platform preference, and to strengthen Rodeo Drive’s online presence. Other content we share include any earned media placements, as well as BOLD holiday events. Since sharing the events we have noticed a significant increase on the number of followers, impressions and engagement.

Lastly, we make sure to take advantage of Facebook’s built-in promotional functions to reach a potential demographic that we have not tapped into yet to grow Rodeo Drive’s following.

Posting schedule:
- Reposting of posts and stories from Instagram on the weekdays.
FACEBOOK

Follower Growth

Oct 9, 2019 - April 30, 2020
FACEBOOK
Results from Oct ’19 - Apr ’20

Followers
- October: 71,588
- April: 72,919

Reach
- October: 1,200,000
- April: 1,400,000

Engagement Rate
- October: 0.11%
- April: 0.88%

Avg. Eg. On Reach
- October: 3.27%
- April: 6.72%

Oct 9, 2019 - April 30, 2020
FACEBOOK
Results from Oct ’19 - Apr ’20

Total Fans: 72,928
Fan Increase: 1,410

Posts: 147

Reach: 13M

Total Reactions: 14,724
Engagement Rate: 0.31%
Engagement Rate on Reach: 6.02%
PINTEREST
Pinterest is our tertiary social channel of preference to help further promote the Rodeo Drive brand.

We frequently share the latest brand updates (i.e. campaigns, fashion week events, celebrity endorsements) as well as beautiful images that promote the Rodeo Drive community and its businesses (i.e. arts and culture events, high street fashion shots, fan art, etc.) to name a few.

Knowing more than 70% of the 355 million+ users on Pinterest are women, we tend to prioritize the content on this platform according to their interest. The Rodeo Drive Pinterest profile is managed as a digital inspiration board and this strategy has enabled us to increase our brand awareness, hyper-target our female demographic and attract new followers. Thanks to our consistent and detailed management, the Pinterest channel has now garnered a whopping 18K monthly viewers.

Posting schedule:
- One to three updates per week, and more during the time of fashion weeks and award season
PINTEREST
Content examples

Hype
42 Pins - 248 followers
Add dates

COVID Relief
17 Pins - 248 followers
Add dates

At Home Fashion
58 Pins - 248 followers
Add dates

Solitaire Pendant,est $299.00
Login

Salvation Ferragamo on Instagram: "Salvation Ferragamo..."

Rodeo Drive's Instagram profile post: "A Big shoutout to..."
PINTEREST

Content examples

Rodeo Dr.
62 Pins - 248 followers

Craftsmanship
36 Pins - 164 followers
PINTEREST

Results from Oct ’19 - Apr ’20

Audience

- October: 2,490
- April: 17,890

Impressions

- October: 4,000
- April: 20,850

Engagement Rate

- October: 4.5%
- April: 6.88%

Engaged Audience

- October: 80
- April: 1,080

Oct 9, 2019 - April 30, 2020
PINTEREST
Results from Oct ’19 - Apr ’20

Total Audience: 66.49K
Total Impressions: 87.2K
Engagement Rate: 5.32%
Engaged Audience: 2,930
The newly designed Rodeo Drive website was launched by us at the end of 2019 with a more modern, minimalistic and sophisticated aesthetic.

Since then, we’ve worked closely with Lyn Winters’ team to create new beautiful images and engaging editorial pieces and we’ve exchanged with merchants of Rodeo Drive Committee to share their promotions, events and campaigns under the Calendar section.

When the pandemic began, we reacted swiftly and shared updates right away on the homepage, e.g. Rodeo Drive temporarily closing, the postponed Concours d’elegances, etc.

We swiftly strategized alongside Lyn Winters team and put together *Rodeo Drive Recommends, a new* editorial series to bring optimism and arts & cultural content during this unprecedented time of uncertainty.

Since the relaunch, we have attracted over 19,000 visitors to the website and reduced the bounce rate to an excellent 35.5%. That data tells us that the visitors are having a positive experience on the site and are in no rush to leave it.
WEBSITE
Results from Oct ’19 - Apr ’20

Page impressions: 72,502
Pages / session 3.16
Average session duration: 1 min 56 sec

Language:
- English US - 71.68%
- Chinese - 4.68%
- GB En - 4.10%

Acquisition:
- Direct - 10,019
- Organic - 8,343
- Referral - 1,153
- Social - 543
- Other - 8

Total Number of Visitors 19,990
BOLD set up four official Rodeo Drive Committee email accounts for the RDC leadership team and the website.

The hello@rodeodrive-bh.com account is linked to the contact form on the website. BOLD has been monitoring all inquiries and is replying to incoming emails or forwarding them to the person responsible.

This email address has also been used for sending out general RDC info & updates to members and partners.
OUR APPROACH FOR THE NEXT YEAR

BOLD recommends to continue following last year's successful strategy of using Rodeo Drive’s social media channels and website as a digital window to the world where existing and new customers can be a part of one of the world’s most luxurious and iconic streets.

We have been using our digital channels to provide RDC members and customers with all information they need in regards to COVID-19. It is not only about keeping them updated but also about showing them that we are one community and we are all in this together. These communication updates will continue to be an important part in the upcoming months as well.

Supporting Rodeo Drive members and businesses will be also more crucial than ever due to the existing crisis. We want to continue giving members and local stores a platform to share brand updates, promotions and to help drive their business.

As mentioned already, data is an important factor to see we are on the right path – BOLD will continue analyzing and using monthly reports to be able to react to any changes quickly and directly.
THANK YOU

Legal Claim: These presented ideas, concepts and ambassadors are intellectual property of the BOLD Marketing & Communication GmbH. They were compiled for your eyes only. They shall not be executed without BOLD or presented to others. Thank you for your understanding and compliance with this policy.
Attachment 2
Rodeo Drive Committee
Nicola Cagliata
nicola.cagliata@jaeger-lecoultre.com

Kathy Davoudi-Gohari
Kathy.Gohari@valentino.com

Date: 5/8/20
Client: Rodeo Drive Committee
Retainer & Projects: Website & Digital Management & Content Creation/ Curation
Period: July 1st 2020 - June 30th 2021
Location: Los Angeles

### Proposal for Agency Retainer and Project Fees

<table>
<thead>
<tr>
<th>BOLD Retainer</th>
<th>Tasks</th>
<th>TOTAL 12 months</th>
<th>Monthly fee</th>
</tr>
</thead>
</table>
| Website Updates & Management / Content Curation / Emails | - Updating of website on a regular basis  
- Implementation of new sections as required and content curation  
- Sending out of emails via hello@rodeodrive-bh.com  
- Maintaining of RD email account (replying & forwarding) | USD 38,928 | USD 3,244 |
| Social Media Management/ Content Curation | Management of Instagram, Facebook and Pinterest.  
- Re-posting of existing content & engaging with follower every weekday  
- Setting up of weekly content calendar with a mix of street, brand, influencer, informative and editorial content  
- Additional content can be included in the mix as required  
- Screening of city and brand channels to see if there is anything for reposting  
- Paid media posts on a regular basis  
- Capturing of content on main events such as BOLD holidays  
- 1 Grid-posts + max. 5 stories per day (Monday - Friday)  
- Facebook (Secondary channel):  
  - Resposting of Instagram content  
  - Paid media posts  
  - 1 Grid-posts + max. 5 stories per day  
  - Pinterest (Secondary channel):  
    - Setting up and updating of Rodeo Drive, fashion and brand boards  
    - Monthly reports:  
      - Monthly reports to track success and to adjust content if needed | USD 80,004 | USD 6,667 |
| General topics & Maintenance | Regular check ins with RDC members to see if they have content to share  
- Preparing and providing of updates at monthly RDC meeting  
- Weekly update call and regular check ins with PR team to streamline content and messaging | USD 14,400 | USD 1,200 |
| Total / agency & project fee | | USD 133,332 |

### 3rd party costs

<table>
<thead>
<tr>
<th>Task</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Social Advertisement</td>
<td>USD 12,000</td>
</tr>
<tr>
<td>Website Template updates, Hosting of website &amp; emails</td>
<td>USD 2,000</td>
</tr>
<tr>
<td>Out of pocket costs</td>
<td>USD 1,000</td>
</tr>
<tr>
<td>Total / 3rd party costs</td>
<td>USD 15,000</td>
</tr>
</tbody>
</table>

### Grand Total

USD 148,332

### Payment Terms

BOLD agency fees are to be paid against invoice with payment terms of net 15 days. All third party costs are to be paid against invoice within 15 days after receipt of invoice. Please note: failure to pay the invoices on time will result in a 5% delinquency fee.

Important: The agency fee is based on the scope of work. Budget is subject to change and does not guarantee final costs should client request any additions or changes to what is outlined above. If changes are made within 2 weeks of the date of delivery, client may be subject to rush fees. In the event of job cancellation by client, all incurred expenses will be reimbursed in full.

Thank you for your interest.

Therewith accept this offer and the General Terms and Conditions of BOLD.