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

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

Tuesday, April 17, 2018
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) Review Proposal Received from Beverly Hills Infinity Film Festival (BHIFF)

3) Request from the Consulate of Israel in Los Angeles to showcase the Israeli flag on City Hall in Honor of Israel's Independence Day on April 18

4) Adjournment

Byron Pope, City Clerk

Posted: April 16, 2018

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

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

The City has received a formal request from the Beverly Hills Infinity Film Festival (BHIFF) to consider a City Partnership in the form of permissions for use of the City logo, the installation of event-related banners, and a waiver of terms on usage days at Beverly Cañon Gardens.

DISCUSSION

The Beverly Hills Infinity Film Festival (BHIFF) has submitted a proposal to host a tech/film festival in Beverly Hills from November 1-4 (Thursday-Sunday) at various locations throughout the City. BHIFF is a for-profit, private organization, comprised of technology and film experts. The following local community members are active with the project under the Chairman’s Council and include: Karén Setian (Chair), Jeff Hyland, Marcia Hobbs, John Bendheim, Richard (Dick) Rosenzweig, Deborah Frank and Giorgio Sease. The overall festival Chairman is Roy Taylor, who is working with event producers Mark Lieber and Nick Ubrom.

BHIFF has received local business partner support from the Beverly Hills Chamber of Commerce, the Beverly Hills Conference and Visitors Bureau and the Rodeo Drive Committee (see attached).

As presented, the group plans to host several film screenings in traditional media and in augmented and virtual reality. Locations for their screenings have yet to be finalized, but the BHIFF has indicated they will host the festival at local hotels, private spaces, the Paley Center for Media (headquarters), the Montage (terrace area), Writers Guild, Academy of Motion Picture Arts and Sciences, Beverly Cañon Gardens and Greystone Mansion/Park.
**City Partnership vs. City Sponsorship**

City Partnership is considered when an outside group or organization is requesting the City’s support in the form of in-kind and/or free use of facilities. Events are still independently managed by the outside group and the City is not the lead organizer, i.e. Mazon, Farhang Foundation, etc.

Requests for City Sponsorship may incorporate elements of a partnership along with the following; direct City involvement in the project through funding and personnel allocated to the project, and can also include minimal or no compensation from the outside organization or group. In many cases the City is the lead event manager for the project, i.e., Gospel Concert, Israel Independence Day, etc.

It should be noted, that the proposal originally included a request for City and City-agreed upon free use at various venues. Historically, these requests are viewed as a ‘gift of public funds’ to nonprofit and/or local community groups in Beverly Hills. These local organizations and/or groups are deemed as providing programs that are considered a public benefit to the community. BHIFF is a for-profit organization and, under the current process, does not qualify for free use of City space.

**Use of City Logo**

BHIFF has requested use of the City logo to highlight and help showcase this festival as a Beverly Hills based program. The City’s local business partners have provided their support by permitting use of their logos on BHIFF marketing materials. Their key-sponsor will also include their logo once confirmed.

**City Banners**

The City’s Banner Policy allows for banners to be installed by the City and its approved partners the Beverly Hills Conference and Visitors Bureau (CVB), Beverly Hills Chamber of Commerce (COC) and Rodeo Drive Committee (RDC) for events in Beverly Hills. Traditionally, banners have been fabricated and installed to share information about City events and programs. While this is not a City-event, the afore mentioned business organizations have indicated a desire to partner with BHIFF for the festival (see attached).

Please note, during the requested time, Citywide Holiday banners will already be installed. Should the liaisons approve the banner request, then specific designated locations can be provided to event organizers.

**Beverly Cañon Gardens**

BHIFF has requested to use Beverly Cañon Gardens from November 1-4 (Thursday-Sunday). Per the City’s policies, Beverly Cañon Gardens cannot be used for events/programs on consecutive days. The City Council can grant a waiver of that policy, should they approve the use of the garden space for this event.
The terms of use for the garden space also includes communicating with City tenants and businesses within the park radius. It should be noted that the Metro Purple Line Project for Section 2 (Rodeo Station) will most likely be in the piling phase of construction. Staff is coordinating with Metro to better understand the timeline and mitigate possible issues.

In the promotion of this event, attendees are being directed to use ridesharing options. While specific parking needs have yet to be identified, it is anticipated that the majority of attendees will not be utilizing local parking structures. There may however, be a need to identify limited parking spaces for VIP and/or special guests of the event.

It should be noted that the Wallis Annenberg for the Performing Arts was also requested as a possible venue. Due to scheduled programming, the Bram Goldsmith Theater is not available for the requested dates. The Wallis has indicated that the following spaces may be available for event-related consideration: the GRoW Education Wing, Wells Family Education Courtyard, the Promenade Terrace and Randall Grand Hall. There is currently a tentative hold on the Lovelace Theater. However, should that space also become available, then it could possibly be added to the list. All of these locations are subject to confirmed reservations with the Wallis.

**Ongoing Citywide Programming**

The proposed event is a large-scale program at multiple venues throughout the City. BHIFF has been working with staff to revise their initial proposal to assist in minimizing the geographic footprint to a more concentrated ‘village-like’ area. The City’s Public Works, Police, Fire and Community Services departments are evaluating the allocation of possible resources which may be needed, particularly during an emergency situation.

The following events/projects are also scheduled to be taking place during that time:

- Woofstock November 4 (Roxbury Park)
- AYSO soccer at La Cienega and Roxbury parks (beginning September 9, every weekend)
- Metro Purple Line Extension (PLE) will be in piling phase for Section 2 (Rodeo Drive)

Should the liaisons, and eventually the City Council, support this program, then the organizers have indicated they will host a press conference on **Thursday, May 3** at City Hall (Crescent steps) to formally announce the event. They plan to invite celebrity spokespersons, organization representatives along with their key sponsor and the Mayor and Council of Beverly Hills to help promote the event.

Staff recommends the City develop a Memorandum of Understanding (MOU) should there be a desire to partner with BHIFF.

**FISCAL IMPACT**

BHIFF has indicated they have secured donors to cover all costs associated with this proposed festival. City costs associated with this program will include permit fees, banner fabrication/installation, facility costs and staffing/personnel. Private venue costs will be managed
directly by the BHIFF and the hosting venue. City costs have yet to be determined, as the venues have yet to be finalized.

**RECOMMENDATION**

Should the item meet liaison approval, then staff will return to the City Council for formal review and consideration of this proposal.
March 7, 2018

Hello Huma,

Thank you again for your request for a proposal for the Beverly Hills Infinity Film Festival! Please review this at your earliest convenience and let us know if there is any further information we may provide.

To date, the Beverly Hills Infinity Film Festival (BHIFF) has received strong support from key Beverly Hills stakeholders, including: Councilmember John Mirisch, Vice Mayor Julian Gold, Karén Setian, the Beverly Hills Conference and Visitors Bureau, the Beverly Hills Chamber of Commerce, The Paley Center for Media and Deborah Frank (The Friends of Beverly Gardens Park). While we are able to hold our festival events in private locations, we are asking for the City’s support to use parks and other areas of Beverly Hills that might be best supported through an endorsement from the City of Beverly Hills.

We have confirmed that Julian Gold is available for a press conference on April 4th at City Hall. We will have several stakeholders present, and we will release only as much information as all involved parties are comfortable with sharing. More details on this are included at the base of this RFP.

Who, What, When, Where, How Much (Costs)

Please see a detailed, proposed overview in the BHIFF Presentation Deck with additional, detailed information:
https://www.dropbox.com/s/hffcvcpbjyh4e8/IFFLA_Presentation_BH_Huma.pdf?dl=0

Please see our BHIFF promo video here:
https://youtu.be/PLCb7STPhEA

The original festival that was brought by Creators and Founders, Nick Urbom and Mark Lieber, to the City of Beverly Hills through John Mirisch and the Conference and Visitors Bureau was the “Infinity Film Festival.” At the request of the CVB and Chamber, we have changed the name to: Beverly Hills Infinity Film Festival (BHIFF).

We have confirmed the dates of November 1 - 4, 2018 with the Paley Center for Media. We received approval from their full Board of Directors to utilize the entire facility throughout the duration of BHIFF.

BHIFF is an opportunity to experience the future of content and technology. BHIFF will comprise of 4 days of professional conferences, keynote speaker series, panel speaker series, screenings of content (Film, TV, OTT, Social Media, Short-Form, Virtual Reality, Augmented Reality, Blockchain and much more).

Greystone Mansion will be the home of our VIP Opening Night Gala on November 1, 2018.
BHIIFF is supported by a first-class group of over 80 Advisors from the leading Hollywood and Los Angeles studios, agencies, entertainment and media companies, as well as the leading technology companies from Silicon Valley and Silicon Beach (Detailed list included in BHIIFF Presentation Deck).

BHIIFF is securing sponsor commitments to cover all event costs. We are not in need of any financial assistance from the City of Beverly Hills.

BHIIFF will be based at the Paley Center For Media, The Wallis Annenberg Center for the Performing Arts (awaiting confirmation – working with Dick Rosenzweig), Montage Beverly Hills, United Talent Agency, WGA Theater, Samuel Goldwyn Theater at the Academy of Motion Picture Arts and Sciences as well as other theaters and venues in the City of Beverly Hills. We would like to work with the City to confirm use of select portions of Beverly Gardens Park along North Santa Monica Boulevard as well as Beverly Canon Gardens outside the Montage Hotel.

Letters of Recommendation

Please see attached letters of recommendation from:

- The Paley Center for Media
- Beverly Hills Conference and Visitors Bureau
- Beverly Hills Chamber of Commerce

Beverly Hills In-Kind Services and/or Funding

While most aspects of BHIIFF will be covered through event sponsors, we would like to ask for the City's support where available.

1. Parks
As mentioned above, we would like to request use of select portions of the Beverly Gardens Park on North Santa Monica Boulevard as well as Beverly Canon Gardens outside the Montage. We would initially request use of these parks from October 30 - November 5 to allow adequate time for load-in of any production elements (pipe and drape / tenting / chairs / tables / lighting - all details to be proposed to the city for approvals as needed). We would utilize the parks for networking and meeting space, as well as appropriate exhibitions by studios and/or companies involved with BHIIFF.

We would only plan to use Beverly Gardens Park between 9AM - 6PM on any of these days.

We would request use of Beverly Canon Gardens outside the Montage until 10PM if that would be an option. We will adhere to any and all guidelines for sound restrictions and production elements.
2. Street Pole Banners
In our initial meetings with the CVB and Chamber, it was suggested that we utilize the street poles in the business areas to place banners throughout the city. We are already in discussion with the Chamber of Commerce to incorporate Augmented Reality elements to support Beverly Hills merchants and drive new business to the city.

Time Inc. in NYC will be handling our branding, logos and any and all signage so that we are on-brand with the city. This was discussed with the Chamber of Commerce Executive Committee as well. We have support from Outfront Media for additional billboard and bus stop signage in neighboring areas around Beverly Hills. Time Inc. will be overseeing all branding (in consultation with the Beverly Hills Conference and Visitors Bureau) to ensure that we are on par with the cutting-edge, tasteful and exclusive level of quality associated with the City of Beverly Hills.

3. Venue “City Use” Dates
As mentioned, we have requested use of The Wallis. We recognize that we have to go through the appropriate channels there to confirm availability around their calendar. We have met with Dick Rosenzweig, whom is supportive of BHIF as well. We are requesting up to 4 “City Use” dates of the Wallis if it should be available during November 1 - 4, 2018.

Dick also shared with us that there are “City Use” dates at the AMPAS Samuel Goldwyn Theater. We would be grateful for any or all of up to 4 days during the dates of November 1 - 4, 2018 as available.

4. Projection Mapping
At the suggestion of Councilmember John Mirisch, we have been discussing opportunities for projection mapping within the City of Beverly Hills. We have the great honor and pleasure of working with the highest-quality talent in the entire content ecosystem. We have developed custom-made content for our events such as Sotheby’s auction house in NYC and Paramount Pictures Studios. We would like to work with our partners on creating beautiful, unique video to be projected onto Beverly Hills City Hall in the evenings. You will see mock-up examples in the BHIF Presentation Deck.

We would also like to create projection mapping for the Wallis Annenberg Center for the Performing Arts because of its striking architecture. We have discussed these ideas with the other city stakeholders and the venues themselves. At this time, we would simply like to bring this to your attention. We will create a formal proposal as needed once we have a visual presentation put together of what this might look like.

Publicity
Publicity will be managed through David Shane of Shane Strategies. His Bio is included below:

David Shane, Principal, David Shane has advised some of the world’s top media, entertainment and technology companies on corporate positioning and reputation management. Most recently, Shane directed global communications strategy as Chief Communications Officer at Relativity, a media company engaged in multiple aspects of entertainment, including film production, financing and distribution; television; sports management; music publishing; and digital media. Relativity produced, distributed or
structured financing for nearly 200 motion pictures. Shane also guided all of the company’s strategic communications efforts during a complex Chapter 11 process.

Prior to Relativity, Shane founded the Los Angeles office of Hiltzik Strategies, a strategic communications firm representing influential companies and numerous high-profile individuals in media, entertainment, sports and politics. Earlier, he served as senior vice president of corporate communications at International Creative Management (ICM).

In addition to his entertainment experience, Shane has expertise in the technology sector. In Silicon Valley, he served as vice president of global external communications at Hewlett-Packard (NYSE: HPQ), the world’s largest technology company. At HP, David bolstered the company’s reputation, managed crisis communications and led M&A communications efforts for nearly $20 billion in acquisitions. During his tenure, he secured the chairman and CEO on the cover of Fortune’s “World’s Most Admired Companies” issue. Shane was also a consultant to TiVo. Earlier in his career, Shane was vice president of public relations at Comcast (NASDAQ: CMCSA). He began his career in television news at CBS.

Honored with numerous accolades for his work, Shane has won an Emmy Award and was named to PRWeek’s “40 Under 40” and “30 Under 30.” He holds a B.A. in communications and history from the University of Pennsylvania.

He is a member of the National Academy of Television Arts & Sciences, the Arthur W. Page Society and the University of Pennsylvania’s Southern California Regional Advisory Board.

Street Closure

We have received numerous requests to utilize Rodeo Drive for a festive BHiff “Block Party” on Sunday, November 4, 2018. When we receive serious interest from any sponsor, we will immediately bring a proposal with schematics to the Rodeo Drive Committee and City for consideration.

Funding

BHiff is primarily funded through corporate sponsors. Additional funding comes from private investors and event ticket sales. The Fortune 500 companies that have both supported past events and are supporting BHiff can be viewed in our list of advisors in the BHiff Presentation Deck. Major sponsors include: Dell, Intel, Nvidia and HP among others.

Attendance

Based on our past events and current interest in BHiff, we anticipate 5,000 - 10,000 attendees. As with our past events, we will communicate that there is no parking available to enforce maximum use of ride sharing services. We are in discussions with Lyft for a promotional partnership to encourage maximum use possible.
Notable Attendees

Past event attendees have included major celebrities and C-Suite corporate executives such as will.i.am, Randy Jackson, Jon Favreau, Cher Wang (CEO of HTC Vive), Tim Sarnoff (CEO of Technicolor Production) and more. Our 80 Advisors are note-worthy in their own right:

Rena Ronson - UTA
Lloyd Scott - go90 at Verizon
Vicki Dobbs Beck - ILMxLAB
Jennifer Ahn - The Film Foundation (Martin Scorsese’s non-profit)
Jon Peters - Producer
Mindy Peters - Producer
Chantel Rickards - BAFTA LA
Marcie Jastrow - Technicolor
Elie Dekel - Legendary
Jen Dennis - RSA (Ridley Scott Associates)
Chris Hercik - Time Inc.
Shannon Montoya - Time Inc.
Mia Tramz - Time Inc. + LIFE VR
Joelle Zerillo - Time Inc. + LIFE VR
Rick Hack - Intel
Ravi Velhal - Intel
David Goodman - Sotheby’s
Eric Van Speights - Sotheby’s
Alfred M.C. Illoreta, Jr., MD - Mount Sinai
Roy Taylor - AMD Studios
Rick Champagne - Nvidia
Dana Cowley - Unreal Engine
Penny Malsch - HP
Gary Radburn - Dell
Lance Klein - WME
Michael Russo - Warner Bros.
Jodi Senese - Outfront Media
Bill Apfelbaum - Max Worldwide
Kevin Conroy - MGM
Ellen Courtney - BuzzFeed
Brad Spahr - Sony Music
Madeline Warren - Chapman University
David Nelson - University of Southern California
Jules Haimovitz - TV Industry Icon
Ellen Pittleman - Hybrid Entertainment
Dane Smith - The Third Floor
Lauren Puntillo - The Third Floor
Patrick Long - Ten Nine Thirty Creative
Amber Rivera - Ten Nine Thirty Creative
Kathleen Schrötter - Fraunhofer
Joergen Geerds - Koncept
Danilo Moura - Loot Interactive
Edward Saatchi - Oculus Story Studio
Jenna Selden - HTC Vive
Diane Robina - Diane Robina Media
David Garfinkle - Renegade 83
Mimi Slavin - Hollywood Global Marketing
Jonas Hudson - CausePlay
Jeffrey Abramson - Consultant
Michael Dobak - OMM
Tony Parisi - Unity
Marcus Peterzell - Ketchum
Guy Primus - The Virtual Reality Company
Bob Read - Celebrity Talent Booker
Elijah Allan-Blitz - Director
John MacInnes - MacInnes Scott
Manny Patel - BAFTA LA
Guy Shalem - Producer
Lewis Smithingham - 30 Ninjas
Eric Shamlin - The Secret Location
Chet Faliszek - Bossa Studios
Sol Rogers - Rewind
Richard H. Lee - Salisian | Lee LLP
Marco Demiroz - The Venture Reality Fund
John Rubey - Rubey Entertainment, LLC
Lori H. Schwartz - StoryTech
Barry Stagg - Legend

Benefits to the Larger Beverly Hills Community

The opportunities and benefits for the larger Beverly Hills Community extend well beyond the economic benefits to city venues and merchants. Beverly Hills has long been the home to leading figures in Hollywood history and this is an opportunity for the community to take advantage of having the most exciting new developments in content and technology on display in their own back yard.

The app for BHIFF will be built on the blockchain. This will allow for promotional tie-ins for local merchants, including discounts, coupons and gift opportunities to be shared with residents of Beverly Hills.

We see BHIFF as a once-in-a-lifetime opportunity for the international brand of Beverly Hills to forever be associated with the world’s most cutting-edge content and technology from Hollywood, Silicon Valley, Silicon Beach and around the world!

There will be myriad opportunities for community engagement and the facilitation of new business for merchants within the city.
Admission

Attendance will be ticketed. We have discussed pricing with City stakeholders to be sure to include appropriate student, senior and community discounts. Pricing for the professional portion of BHIFF will be in the $500 range. Pricing for any general public attendees will range from $20 - $40 for each screening opportunity and approximately $100 for access to select content and technology exhibitions.

Schedule, Receptions and Networking Events

Our VIP Opening Night Gala will be held at Greystone Mansion on November 1, 2018. We will also have evening cocktail receptions at the Montage Terrace (currently planned for 5:00 - 10:00PM each evening).

Please see a first-draft mockup of an example schedule in the BHUFF Presentation Deck. Actual schedule is being programmed now and will be shared as confirmed.

Conclusion

At this time, our most pressing priority is the press conference on April 4th, 2018. This will support the highest quality of people remaining involved and engaged. We are planning to bring key BHUFF stakeholders (Sony, Intel, Dell, UTA, Celebrities, etc.) to announce the name of the festival: Beverly Hills Infinity Film Festival (BHUFF), the dates of November 1 - 4, 2018 and that attendees will have the opportunity to “Experience the Future” of content and technology. As mentioned, Julian Gold has confirmed his availability for this and we would work closely with him, with you, with the CVB and Chamber of Commerce to ensure that we are only communicating information that is in the best interests of the City of Beverly Hills.

Thank you so much, Huma, for your request and consideration! Please do not hesitate to call, text or email with any further information needed!

Kind Regards,

Nick Urbom
Founder & Chief Executive Officer
Beverly Hills Infinity Film Festival (BHUFF)
P: 310-880-2415
E: Nick.Urbom@InfinityFilmFestival.com
March 1, 2018

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

Dear Honorable Mayor Bosse and Members of the City Council:

The Beverly Hills Chamber of Commerce writes to you in support of the Beverly Hills Infiniti Film Festival (BHIFF).

The BHIFF is a planned 4 day film festival scheduled to take place on November 1-4 utilizing a number of venues in Beverly Hills and featuring a variety of different type of films and mediums, including documentaries, short films and virtual and augmented reality. The theme of the festival is “The Film Festival of the Future” and the organizers see this festival as a place for attendees to see and experience content and technology that has never been seen before.

We believe this film festival presents an exciting opportunity to bring together the entire community, provide interesting content, and bring significant economic opportunities to Beverly Hills. This includes visitors enjoying our hotels and restaurants, media attention portraying Beverly Hills as a center for sophisticated arts and entertainment, and general increased business flowing to the City during this time.

We have met with the organizers of the event and have been impressed by their background and plans for the festival. The organizers are seeking use of the Wallis Annenberg Center for Performing Arts as part of the festival and use of complimentary City dates, a request we support.

We strongly support the BHIFF and encourage you to do the same. Thank you.

Todd Johnson
President and CEO
Beverly Hills Chamber of Commerce
January 25, 2018

Huma Ahmed  
Community Outreach Manager  
City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Huma,

On behalf of the Beverly Hills Conference and Visitors Bureau, I am writing to request the City’s consideration of allocating two (2) of its use days at The Wallis Annenberg Center for the Performing Arts for the Infinity Film Festival – Los Angeles (IFFLA).

This landmark event will bring together Hollywood, Silicon Valley and Silicon Beach to feature the newest immersive and cutting-edge content and technology including AR, VR, film, TV, and mobile video. As proposed, IFFLA will take place over several days in November 2018 at multiple venues in Beverly Hills. Festival organizers are currently in discussions with The Paley Center, The Wallis, the Beverly Wilshire Hotel, and Montage Beverly Hills to serve as host venues.

IFFLA will generate tremendous exposure for Beverly Hills as a destination and drive incremental business to the city’s hotels, restaurants and retail establishments. Several notable Beverly Hills businesses have signed on to support the film festival as strategic partners including MGM, UTA and WME.

Thank you for your consideration.

Sincerely,

Julie Wagner  
Chief Executive Officer  
Beverly Hills Conference and Visitors Bureau
January 18, 2018

Huma Ahmed
Community Outreach Manager/Ombudsman
City of Beverly Hills

Dear Ms. Ahmed,

The Paley Center is currently in discussions with the Infinity Film Festival - Los Angeles (IFFLA) to serve as the “home-base” venue of this exciting new festival on November 1-4, 2018. As such, it is our understanding that they will be inviting thousands of professional guests to the city and our venue, which the Paley Center supports. In addition, we are currently in discussions with IFFLA to become a corporate member of the Paley Center. The Paley Center supports their efforts to increase both tourism and commerce for the City of Beverly Hills.

Sincerely,

Jackie Reimann
Manager Events - LA
Paley Center for Media
FILM
TECHNOLOGY
TELEVISION
MOBILE
BLOCKCHAIN
SOCIAL MEDIA
STREAMING
GAMING
VR/AR
OTT

#EXPERIENCE THE FUTURE
NOVEMBER 1-4 2018

Beverly Hills
Infinity > Film
Festival
BEVERLY HILLS
INFINITY FILM FESTIVAL™

EXPERIENCE THE FUTURE
NOVEMBER 1 - 4, 2018

In association with

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PROPOSED BANNER ARTWORK OPTIONS

CATEGORY LISTINGS
NH FILM TELEVISION

BEVERLY • HILLS • INFINITY • FILM FESTIVAL

NOVEMBER 1-4 2018

#EXPERIENCE THE FUTURE

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#EXPERIENCE THE FUTURE #EXPERIENCE THE FUTURE #EXPERIENCE THE FUTURE #EXPERIENCE THE FUTURE
NOVEMBER 1-4 2018 NOVEMBER 1-4 2018 NOVEMBER 1-4 2018 NOVEMBER 1-4 2018
Beverly Hills Infinity Film Festival

#EXPERIENCE THE FUTURE NOVEMBER 1-4 2018

Alternate Version

VR/AR

GAMING
#EXPERIENCE THE FUTURE

NOVEMBER 1-4 2018

Beverly Hills Film Festival

FILM TECHNOLOGY TELEVISION MOBILE BLOCKCHAIN SOCIAL MEDIA STREAMING GAMING VR/AR OTT
THANK YOU

“BEVERLY HILLS INFINITY FILM FESTIVAL IS INVALUABLE IN THEIR UNDERSTANDING AND SUPPORT OF OUR INDUSTRY NEEDS.”

ROY TAYLOR, BHIFF CO-FOUNDER & FESTIVAL CHAIRMAN

BEVERLY HILLS INFINITY FILM FESTIVAL
EXPERIENCE THE FUTURE

In association with

BEVERLY HILLS
Included in this document:

A. Summary of Committee Leadership & Programming
B. BHIFF Committee Chairs
C. BHIFF Complete List of Committee Advisors

A. SUMMARY OF COMMITTEE LEADERSHIP & PROGRAMMING

The Beverly Hills Infinity Film Festival (BHIFF) has experts overseeing each program category and are working with well-known industry professionals. BHIFF will not know the final film schedule until at least two weeks before the festival and sometimes there are changes made even the day before. But you can be absolutely assured, there will not be any inappropriate or demeaning content of any kind on display.

Proposed programming may include:

- Martin Scorsese’s Film Foundation would like to premiere the restored version of H.G. Wells, the War of the Worlds in 3D, a collaborative project with Paramount Studios.
- Sony would like to showcase their film the Girl with the Dragon Tattoo Sequel and Spiderman Animated Feature as possibilities
- Dreamworks would also like to premier an exclusive project.
- United Talent Agency (UTA) head of indie and docs (who was responsible for four Best Picture Academy nominees and the Oscar for best documentary has some projects in the pipeline they are working on and would like premiere.
- William Morris Endeavor (WME) with OTOY, Inc. would like to premiere a breakthrough new technology in media entertainment.
- Intel wants to premiere a Virtual Reality cinema, that will include 8-10 VR location based chairs, consisting of 3 high profile premieres and Dunkirk and Spiderman VR experiences.
- Endemol wants to premiere new episodes of Black Mirror (if they are ready). Our international committee is involved with all international film festivals including Cannes and will work on securing international content.

Here is some information on who is involved with the festival:

Ellen Pittleman – Chief Programmer (Theatrical Studio Releases, Independent Films, Documentaries, TV, OTT, Entertainment Speakers and Presenters, Celebrity Talent)
Ellen is a veteran Paramount Pictures executive, producer, director, talent manager, author, lecturer and teacher in Entertainment Studies at UCLA Extension. While at Paramount, she established and led the International Co-Production and Worldwide Acquisition group after building a worldwide acquisition program for the home entertainment division with revenues in excess of $200M annually. Pittleman is a NYTimes published author of their “Worldwide Box Office Review” and has worked extensively on creative and business aspects of the entertainment industry for leading industry clients at her consulting company, Hybrid Entertainment.

Lloyd Scott – Chief Programmer (TV, OTT, Short Form, Digital, Mobile, Social Media)
Lloyd Scott is a content disruptor, storytelling wizard, curation evangelist, and experienced digital disruptor with extensive track record in deal-making and award-winning brand development. Jumping off a Masters from the USC School of Cinema/Television, Lloyd Scott’s career includes launching and programming cable and satellite channels both domestic and international (Fox and Universal), digital download platforms (NBC-Universal and Microsoft) and, most recently, an OTT mobile streaming service (go90). A second-generation Beverly Hills native, Lloyd is a popular culture enthusiast, with primary obsessions being movies, midcentury modern design, sports, and jazz. Plus a foodie.

Jonas Hudson – Chief Programmer (Blockchain, Advertising and Brands)
Jonas Hudson is a co-founder of Greenfence Consumer, a provider of mobile solutions for grocery and CPGs that layers coupons, rebates and digital content on the blockchain. The division distributes a crypto wallet and utility token to transfer value from Brands to Consumers using the Cash Back Token (CBT). Before Greenfence, Mr. Hudson co-founded The Nickels Group (TNG) - TNG distributed mobile content to over 3 billion mobile devices on over 80 carrier decks worldwide. TNG was sold to Mobile Streams, PLC (MOS:London), the
mobile arm of Liberty Media. Mr. Hudson worked in promotions and distribution at Warner Bros. and New Line Cinema.

Lori H. Schwartz – Chief Programmer (Technology Speakers and Presenters)
Lori H. Schwartz is a well known industry curator, host and moderator. She is a CNN Tech contributor and sits on the board of the Television Academy for the interactive media peer group. Her company StoryTech is responsible for curation at NAB, ADTECH, IMEDIA amongst others and is well known for leading VIP executive tours at CES, NAB and InfoComm. Lori has served as Chief Technology Catalyst for McCann Workgroup and was one of the principals that created and ran the highly respected Interpublic Media Lab. She has also served as Vice Chair of the Producers Guild Of American New Media Council and has been named one of the “30 Executives Shaping the Evolution of Media and Technology” by Variety.

Danilo Moura – Chief Programmer (Immersive, VR, AR, MR, Artificial Intelligence)
Danilo has managed the creative service pipelines for games, video streaming apps & VR/AR projects for numerous intellectual property franchises. He has extensive hands-on experience in many fundamental Art & Technology disciplines with specialization in real-time computer graphics and live video streaming. Mr Moura has created and managed multiple teams that paved new digital avenues for consumer products and location based entertainment. Some of his credits include producing SXSW's featured VR piece - Buzz Aldrin: Cycling Pathways to Mars; video game releases across PS4 & Xbox One (including Q*bert Rebooted); video streaming apps (including Crackle, NHL, MLB, NBA). He has also done many mobile games and real-time social experiences for Sony’s PlayStation Home as well as Linden Lab’s Sansar (NASA’s Apollo Museum).
B. BHIFF Committee Chairs

**Beverly Hills Chairman’s Council** – Karén Setian (Chair) - Committee members Jeff Hyland, Marcia Hobbs, John Bendheim, Dick Rosensweig, Deborah Frank, Giorgio Sease

**Theatrical/Indies/Docs Committee** – Dwight Caines, Thesis (Studio Chair – Former President Sony Pictures Marketing); Rena Ronson, Partner UTA Head of Indies and Docs (Indie & Docs Chair); Dane Smith, The Third Floor (Production Chair); Jennifer Ahn Managing Director, Martin Scorsese’s The Film Foundation (Classic Film Chair)

**TV & OTT Committee** – Jules Haimovitz, Consultant (Co-Chair); Lisa Perrin, Endemol (Co-Chair); Diane Robina, Diane Robina Media (Co-Chair); Michael Russo, Warner Bros. (Co-Chair)

**Short-Form/Digital/Mobile/Social Media Committee** – Chris Hercik, Meredith/Time Inc. People Magazine/The Foundry (Co-Chair); Sebastian Burkhardt, Keshet (Co-Chair); Kevin Conroy, MGM (Co-Chair)

**Blockchain + Data Committee** – Jonas Hudson, Greenfence (Chair); Gary Radburn, Dell (Co-Chair)

**Advertising + Brands Committee** – Bill Apfelbaum, Max Worldwide (Co-Chair); Mimi Slavin, Global Marketing & Brand Strategist (Co-Chair); Jonas Hudson, Greenfence (Co-Chair)

**Art + Museums Committee** – David Goodman, Sotheby’s (Chair)

**International Committee** – Ravi Velhal, Intel (Co-Chair); Jean-Michel Blottière, Imagina, FMX: Games for Change (Co-Chair)

**Gaming Committee** – Eric Shamlin, Firebringer (Co-Chair); Jenna Seiden, Vertically Coastal AR/VR (Co-Chair); Monika Madrid, ILMxLAB (Co-Chair)

**Investment Committee** – Richard H. Lee, Salisian | Lee LLP (Chair)

**Music Committee** – John Rubey, Rubey Entertainment, LLC (Co-Chair); Brad Spahr, Sony Music (Co-Chair)

**Technology Committee** – Roy Taylor (Co-Chair); Chris Edwards, The Third Floor (Co-Chair); Gary Radburn, Dell (Co-Chair)

**Immersive Committee** – Vicki Dobbs Beck, ILMxLAB (Co-Chair); Rick Champagne, Nvidia (Co-Chair); Marcie Jastrow, Technicolor (Co-Chair)

**Student Tech Lab Committee** – Madeline Warren, Chapman University (Chair) USC, UCLA, Beijing Film Academy, NYU, Stanford, Sci-Arc on committee
Speakers + Presenters Entertainment Committee – Stuart Krasnow, Telepictures (Chair)

Speakers + Presenters Technology Committee – Lori H. Schwartz, StoryTech (Chair)

Inclusivity Committee – Dwight Caines, Thesis (Co-Chair); Shelby Stone, Head of Common’s Production Company Freedom Road + Producer (Co-Chair); Guy Primus, Virtual Reality Company (Co-Chair); Ivette Rodriguez, Academy of Motion Pictures Arts and Sciences (Co-Chair)

Creative Talent Committee – Jon Peters, Producer (Co-Chair); Mindy Peters, Producer (Co-Chair); Jennifer Ahn, Managing Director - Martin Scorsese’s The Film Foundation (Co-Chair); Stuart Krasnow, Telepictures (Co-Chair)

Executive Talent Committee – Neal Lenarsky, STI (Co-Chair); Craig Kornblau, Google Ventures (Co-Chair)

COMPLETE COMMITTEE LIST ON THE FOLLOWING PAGE
C. **BHIFF ADVISORY COMMITTEES (Complete List)**

**BEVERLY HILLS CHAIRMAN'S COUNCIL**

KARÉN SETIAN (Chair)  
JEFF HYLAND I Hilton & Hyland  
MARCIA Hobbs I The Beverly Hills Courier  
KATHY DAVOUDI-GOHARI I Rodeo Drive Committee and Valentino  
JOHN BENDHEIM I Bendheim Enterprises, Beverly Hills Chamber of Commerce and Board Member of the Wallis Annenberg Center for the Performing Arts  
RICHARD ROSENZWEIG I Playboy and Board Member of The Wallis Annenberg Center for the Performing Arts  
DEBORAH FRANK I The Broad Museum + Co-Chair, Friends of Beverly Gardens Park  
GIORGIO SEASE I The Grill On The Alley

**BEVERLY HILLS INFINITY FILM FESTIVAL CHAIRMAN**

ROY TAYLOR I BHIFF CO-FOUNDER

**CHIEF FESTIVAL CONTENT PROGRAMMERS**

ELLEN PITTLEMAN  
Theatrical / TV / OTT / Studio / Indies / Docs / Creative Talent

LLOYD SCOTT  
TV / OTT / Short-Form / Digital / Mobile / Social Media

DANilo MOURA  
Immersive / AR / VR / MR / Artificial Intelligence

www.InfinityFilmFestival.com
JONAS HUDDON
Blockchain + Data

LORI H. SCHWARTZ
Speakers and Presenters

THEATRICAL / INDIES / DOCS

DWIGHT CAINES I Thesis (Studio Chair)
RENA RONSON I UTA (Indie & Docs Chair)
DANE SMITH I The Third Floor (Production Chair)
JENNIFER AHN I The Film Foundation (Directors Chair)
LAUREN PUNTILLO I The Third Floor

TV & OTT

JULES HAIMOVITZ I Consultant (Co-Chair)
LISA PERRIN I Endemol (Co-Chair)
DIANE ROBINA I Diane Robina Media (Co-Chair)
MICHAEL RUSSO I Warner Bros. (Co-Chair)
DAVID GARFINKLE I Renegade '83
STUART KRASNOW I Telepictures

SHORT-FORM / DIGITAL / MOBILE / SOCIAL MEDIA

CHRIS HERCIK I Time Inc. (Co-Chair)
SEBASTIAN BURKHARDT I Keshet (Co-Chair)
KEVIN CONROY I MGM (Co-Chair)
ELLEN COURTNEY I BuzzFeed
PATRICK LONG I Ten Nine Thirty Creative
SHANNON MONTOYA I Time Inc.
AMBER RIVERA I Ten Nine Thirty Creative
GUY SHALEM I Director/Producer
MIA TRAMZ I Time Inc. + LIFE VR
JOELLE ZERILLO I Time Inc. + LIFE VR

www.InfinityFilmFestival.com
BLOCKCHAIN + DATA

JONAS HUDSON | Greenfence (Chair)
RICK HACK | Intel
GARY RADBURN | Dell (Co-Chair)
BRAD SPAHR | Sony Music

ADVERTISING / BRANDS

BILL APFELBAUM | Max Worldwide (Co-Chair)
MIMI SLAVIN | Global Marketing & Brand Strategist (Co-Chair)
JONAS HUDSON | Greenfence (Co-Chair)
JEFFREY ABRAMSON | Consultant
JONATHON AUBRY | The Academy of Motion Pictures Arts & Sciences
KAREN DAVIS | Consultant
MICHAEL DOBAK | OMM
TONY PARISI | Unity
MARCUS PETERZELL | Ketchum
GUY PRIMUS | The Virtual Reality Company
JODI SENESE | Outfront Media

ART + MUSEUMS

DAVID GOODMAN | Sotheby's (Chair)
ERIC VAN SPEIGHTS | Sotheby's
DEBORAH FRANK | The Broad Museum

INTERNATIONAL

RAVI VELHAL | Intel (Co-Chair)
JEAN-MICHEL BLOTIÈRRE | Imagina, FMX, Games for Change (Co-Chair)
ALAIN GALLEZ | (Belgium: EU-MENA)
JAN KEAN | Kean & Kolar Communications

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DEBORAH KOLAR | Keenan & Kolar Communications
SOL ROGERS | Rewind (UK)
KATHLEEN SCHRÖTER | Fraunhofer (Berlin)
JACQUES VERLY | (Belgium: EU-MENA)
CHARLES WANG | Beijing Film Academy

MUSIC

JOHN RUBEY | Rubey Entertainment, LLC (Co-Chair)
BRAD SPAHR | Sony Music (Co-Chair)
MARC FRIEDENBERG | Spotify

INVESTMENT

RICHARD H. LEE | Salisian I Lee LLP (Chair)
MARCO DEMIROZ | The Venture Reality Fund
ARJUN METRE | Intel Capital
STEPHEN SALTZMAN | Intel Capital

GAMING

MONIKA MADRID | ILMxLAB (Co-Chair)
JENNA SEIDEN | HTC Vive (Co-Chair)
ERIC SHAMLIN | The Secret Location (Co-Chair)
LESLIE PIRRITANO | AMD

TECHNOLOGY

ROY TAYLOR | AMD Studios (Co-Chair)
CHRIS EDWARDS | The Third Floor (Co-Chair)
GARY RADBURN | Dell (Co-Chair)
CATHY ASHENBREMER | Google
RICK CHAMPAGNE | NVIDIA
DANA COWLEY | Unreal Engine
RICK HACK | Intel
PENNY MALSCH | HP
BARBARA MARSHALL | HP
KATHLEEN SCHRÖTER | Fraunhofer (Berlin)

IMMERSIVE: AR / VR / MR / 360

VICKI DOBBS BECK | ILMxLAB (Co-Chair)
RICK CHAMPAGNE | Nvidia (Co-Chair)
MARCIE JASTROW | Technicolor (Co-Chair)
ELIE DEKEL | Legendary
JEN DENNIS | RSA (Ridley Scott Associates)
JOERGEN GEERDS | Koncept
RICK HACK | Intel
CHRIS HERCIK | Time Inc.
ALFRED M.C. ILORETA, JR., MD | Mount Sinai
SHANNON MONTOYA | Time Inc.
DANILY MOURA | LOOT Interactive
JOANNA POPPER | HP
EDWARD SAATCHI | Oculus Story Studio
JENNA SEIDEN | HTC Vive
ERIC SHAMLIN | The Secret Location
MIA TRAMZ | Time Inc. + LIFE VR
RAVI VELHAL | Intel
JOELLE ZERILLO | Time Inc. + LIFE VR

STUDENT TECH LAB

MADELINE WARREN | Chapman University (Chair)
DAVID NELSON | University of Southern California
CINDY DUBIN | Beverly Hills High School

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INCLUSIVITY COMMITTEE

DWIGHT CAINES I Thesis (Co-Chair)
SHELBY STONE I Freedom Road + Producer (Co-Chair)
GUY PRIMUS I Virtual Reality Company (Co-Chair)
IVETTE RODRIGUEZ I Academy of Motion Pictures Arts and Sciences (Co-Chair)
MANNY PATEL I Academy of Motion Pictures Arts and Sciences (Co-Chair)
GUY SHALEM I Director/Producer

SPEAKERS + PRESENTERS

LORI H. SCHWARTZ I StoryTech (Technology Chair)
STUART KRASNOW I Telepictures (Entertainment Chair)
GUILDS: DGA/PGA/WGA/SAG-AFTRA

CREATIVE TALENT

JON PETERS I Producer (Co-Chair)
MINDY PETERS I Producer (Co-Chair)
STUART KRASNOW I Telepictures (Co-Chair)
JENNIFER AHN I The Film Foundation (Co-Chair)
ELIJAH ALLAN-BLITZ I Director
KATY HABER I Producer
JORDAN HEATHCOTT I Actor
DEBORAH KOLAR I Kean & Kolar Communications
MANNY PATEL I Academy of Motion Pictures Arts and Sciences
BOB READ I Independent Celebrity Booker
RENA RONSON I UTA
GUY SHALEM I Director/Producer
LEWIS SMITHINGHAM I 30 Ninjas & Doug Liman
EXECUTIVE TALENT

NEAL LENARSKY | STI (Co-Chair)
LESLIE PIRRITANO | AMD
DAVID SHANE | SHANE STRATEGIES

www.InfinityFilmFestival.com
BH iff Programming Information

• 100+ Hours of Screenings in 6+ Theaters

  (Features / Indies / Docs / TV / OTT / Social Media / Short-Form / Virtual Reality / Augmented Reality / Gaming / Animated)

  (ALSO: See Theatrical Committee Feature Target List)

• 50+ Technology and Content Exhibitions

• 150+ Speakers (Keynotes and Panel Discussions)

• Blockchain App Opportunities

  (Products / Promo / Coupons / Discounts / Digital “Swag Bag”)

• Professional Conference

• Consumer Exhibition Opportunity
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9 a.m. - 10 a.m.</td>
<td>BHIFF-Networking Pavilion at Beverly Canon Gardens</td>
</tr>
<tr>
<td>10 a.m. - 6 p.m.</td>
<td>Opening Night Greystone Mansion Reception, including Special Announcements and Product Launch</td>
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<tr>
<td>9 a.m. - 6 p.m.</td>
<td>Content Exhibitions Paley Center and Venue Lobbies</td>
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<td>9am - 10am</td>
<td>Paley Center and Venue Exhibitions Including: Technology, Immersive (AR, VR, AI, 360) &amp; Gaming</td>
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<td>Exhibitions Open Daily 10 am - 5 pm. Lobbies, Lobby Center and Venue.</td>
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<td>The Beverly Hills Hotel.</td>
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<tr>
<td>9am - 4pm</td>
<td>Short Form, Social Media and Digital Content Exhibitions</td>
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<td>Illumination</td>
<td>9-Nov-18</td>
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<td>LGE/Robin Hood</td>
<td>2-1-Nov-18</td>
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<td>Fox</td>
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<td>Netflix</td>
<td>Penny Lane: Found Footage from Morgellons, a</td>
<td>Documentary</td>
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<td>Amazon</td>
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<td>Horror</td>
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INTRODUCTION

The City has received a request from the Consulate of Israel in Los Angeles to display the Israeli flag on City Hall in commemoration of their Independence Day (Yom HaAtzmaut) on April 18, 2018. The request was received late last week by Vice Mayor John Mirisch.

DISCUSSION

Per the City’s policies, banners and/or artwork placed on City facilities, inclusive of City Hall requires at a minimum City Council liaison approval. Due to timing, a report could not be submitted to the City Council for formal consideration.

However, the request can be considered based on the City’s approved Joint Declaration with the State of Israel, which was signed in 2015. The agreement supports cultural exchange and cooperation and also includes the following:

- Water Conservation and Management
- Technology and Cyber Security
- Public Health
- Emergency Services and Disaster Preparedness
- Public Safety and Counter-Terrorism
- Art and Culture

The City can provide a special lighted ‘gobo’ to display both the United States and Israeli flags on the side building of City Hall (Crescent side). This would be similar to other displays such as B.O.L.D. and Vanity Fair. It will be one-lighted fixture, for the one-evening of April 18.
Initially, the Consulate was going to cover the costs, however, it has since been shared that they cannot allocate funding for the request. With that in mind, this item is now brought forward for the City Council liaisons to review and consider.

**FISCAL IMPACT**

The City's approved vendor Utopia, Inc. under the current contract, can provide the fixture and stencil in time for the request. The costs are estimated at $1,300 for production materials and fixtures. Funding can be allocated from the Public Works budget.

**RECOMMENDATION**

Staff recommends that the liaisons provide direction as to whether the City should support the request.
Proposed Flag Artwork
## One Gobo projection on the wings of the West side of City Hall, April 18, 2018

<table>
<thead>
<tr>
<th>Service</th>
<th>Estimate</th>
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<tr>
<td>Install and Removal</td>
<td>$400</td>
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<td>Delivery</td>
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<tr>
<td>Cabling</td>
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<tr>
<td>Insurance</td>
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<tr>
<td>1 Fixtures and 1 custom stencils</td>
<td>$425</td>
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<td><strong>GRAND TOTAL</strong></td>
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