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

CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210
Thursday May 3, 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 not on the agenda.

2) Proposals from the Beverly Hills Conference and Visitors Bureau, Rodeo Drive Committee, Next Beverly Hills Committee and Beverly Hills Chamber of Commerce Regarding a Proposed Summer Program in August 2018

3) Adjournment

Byron Pope, City Clerk

Posted: May 2, 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.
Item 2
CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/Rodeo Drive Committee/Special Events
FROM: Huma Ahmed, Community Outreach Manager
       Cindy Owens, Senior Management Analyst
       Michael George, Management Analyst
DATE: May 3, 2018
SUBJECT: Proposals from the Beverly Hills Conference & Visitors Bureau, Rodeo Drive Committee, Next Beverly Hills Committee and Beverly Hills Chamber of Commerce Regarding a Proposed Summer Program in August 2018

ATTACHMENT: 1. Proposal from the Beverly Hills Conference & Visitors Bureau
               2. Proposal from the Rodeo Drive Committee
               3. Proposal from the Next Beverly Hills Committee
               4. Proposal from the Beverly Hills Chamber of Commerce

INTRODUCTION
This item provides information to the City Council Liaisons about proposed summer programming for a Businesses Open Later Days (B.O.L.D.) initiative in August 2018. The proposals are a cooperative partnership between the Beverly Hills Conference & Visitors (CVB) Bureau, Beverly Hills Chamber of Commerce (Chamber), the Rodeo Drive Committee (RDC) and the City’s Next Beverly Hills Committee (NBHC). The Holiday B.O.L.D. proposal will be presented for consideration at a later date.

DISCUSSION
In summer 2017, the City launched Businesses Open Later Days (B.O.L.D.) as a way to attract visitors to shop, dine and stay in Beverly Hills. The initiative was developed as a result of concerns from local businesses who indicated that revenue-based opportunities were being significantly reduced due to strong competition from neighboring communities. Hoteliers and business representatives unanimously cited an absence of programming and incentives for visitors in Beverly Hills. It was also shared that guests would often leave the area and go to other communities because of a lack of evening activities in the City.

The Beverly Hills business district serves as a significant source of revenue for the City’s municipal operations and services. With that in mind, the City partnered with the business community to assist in the following ways: provide funding support for evening and experiential programming, help promote the area with local partners such as the CVB, Chamber and RDC, and begin to engage in meaningful dialogue about the need to create a business and evening culture of staying open later. It should be noted, that 2017 was the first year that such an initiative was provided which also included City funding. Moving forward, the City Council will need to review and provide policy direction on funding of this initiative for future B.O.L.D. programming beyond 2018.
Summer 2017 Programming (Completed)
Last summer, the City along with its business partners launched a successful summer B.O.L.D. program. The Citywide initiative included custom banners, bistro seating on Rodeo Drive, audio speakers for music and warm white lighting in the business triangle. There was a launch event that included fireworks and a very successful concert by Grammy Award Winner Poncho Sanchez and his Latin Jazz Band. At the request of the hoteliers, the summer event was held during the month of August, at a time when there is higher guest occupancy in the area. While there was a definite rise in sales revenue, metrics cannot identify if this initiative was the sole factor for that increase.

Programming from last year included:
- Celebrity DJs
- Surprise fashion and dance performance
- Mobile treat carts
- In-store style sessions, social media influencers
- Interactive social media experiences (photo booth) and sidewalk stamps
- Installation of temporary art at the Lily Pond (Ed Massey Exhibit)
- Extensive marketing/outreach by the CVB, Chamber, City and RDC

Summer 2018 Programming (Proposed)
This year the proposal includes similar activities, but will also have support from the City’s Next Beverly Hills Committee. It is proposed that the Next Night Event in September be moved to August 25, 2018 to serve as the closing night for the initiative. Last year there was no close out event held for Summer B.O.L.D.

Staff has received direction to provide programming proposals at a reduced cost from last year. The City’s partners have endeavored to provide their recommendations based on that direction (Attachments 1-4). The following highlights are listed below:

<table>
<thead>
<tr>
<th>Recommendations from City Partners for Summer 2018 B.O.L.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Opening Launch Night hosted on Rodeo Drive (Friday, August 3)</td>
</tr>
<tr>
<td>• Two-Day programming for four weekends in August (Fridays/Saturdays)</td>
</tr>
<tr>
<td>○ Friday, August 3 – Saturday, August 25</td>
</tr>
<tr>
<td>• Closing Night hosted by NBHC on South Beverly Drive (Saturday, August 25)</td>
</tr>
</tbody>
</table>

Having a launch event and a closing night event provides anchor programming to begin and conclude the B.O.L.D. initiative. Feedback received from businesses requested an expansion of the program. The closing event is a response to providing programming in additional areas within the business triangle.

Marketing and Promotional activities, while shared in many ways, will also be divided in the following ways:
- CVB to lead traditional and digital marketing with support from participating stakeholders.
- RDC will lead social media and digital marketing efforts with support from stakeholders.
- Chamber will continue to provide outreach/marketing support for the initiative.
- City to coordinate with stakeholders and provide support as needed.
Marketing and promotion continued...

- It was identified that additional marketing collateral was recommended in the business district during the B.O.L.D. initiative. City staff will work with the stakeholders to further develop a list.

Proposed Programming Highlights for 2018:
Summer B.O.L.D. will consist of a collaborative approach between the City and its partner organizations. While each entity is the lead for the items listed, all partners will work collaboratively to promote and deliver the overall program. Specific proposal highlights are listed below.

**Rodeo Drive Committee (RDC)**
Provide Programming on Rodeo Drive

*Summer Kickoff Event*
- B.O.L.D. Launch night with live entertainment and fireworks
- Branded souvenir collateral
- Food trucks
- Digital video booth
- Festival street maps
- Champagne Garden

*Ongoing B.O.L.D. Programming*
- DJs every Friday evening
- KARMA Ride & Drive
- Flash Floral
- Aura Pop Up
- Monogramming Moment
- FIDM Sketch Artists
- Summer Sweets Soiree
- Live Painting Performance
- Street Piano Stunt
- #OnlyonRodeo photo booth (on Rodeo Drive)
- Branded food and drink carts

**Conference & Visitors Bureau (CVB)**
Provide Programming throughout the Business Triangle
- Kids Dance Society – innovative family-oriented dance program
- Lyft discount promotion
- Street musicians and entertainment (glass blowers, living statues, cirque ground acts, etc)
- Motorcycle Drawn Carriages
- Art Walks
- Social Art Installation – artistic install at the Lily Pond

**Next Beverly Hills Committee (NBHC)**
Provide Programming on South Beverly Drive for the Closing Event
- Close out celebration hosted by the Next Beverly Hills Committee
- Signage, branding, and printed collateral
- Live entertainment and expanded stage area
NBHC continued...
- Expanded beer and wine garden
- Vendor booths
- The Next Night programming has increased in scope from 2017

Elements for 2018 to continue from the previous year (at no added cost):
- Warm white lights,
- Bistro seating on Rodeo Drive,
- Audio speakers,
- Citywide banners, and
- K-rails on Rodeo Drive sidewalks.

In discussions with stakeholders such as the CVB and RDC, it was felt that two-days of programming was the minimum that should be considered. Anything less than that would not be meaningful to the success of the initiative.

While this event geared towards attracting and keeping visitors shopping and dining in Beverly Hills, these are also community events where residents receive a public benefit.

FISCAL IMPACT

Summer B.O.L.D. Costs
The 2018 Summer B.O.L.D. program, excluding City permit fees and direct costs, is projected to cost $784,637 for the City’s partner organizations as detailed in the table below:

<table>
<thead>
<tr>
<th>Organization</th>
<th>2017 Actual Costs</th>
<th>2018 Est. Costs¹</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>CVB</td>
<td>$780,121²</td>
<td>$188,002</td>
<td>($592,119)</td>
</tr>
<tr>
<td>RDC</td>
<td>$75,000³</td>
<td>$499,546</td>
<td>$424,546</td>
</tr>
<tr>
<td>Chamber</td>
<td>$7,850</td>
<td>$8,225</td>
<td>$405</td>
</tr>
<tr>
<td>SUBTOTAL</td>
<td>$862,971</td>
<td>$695,773</td>
<td>($167,198)</td>
</tr>
<tr>
<td>NBHC (i.e. Next Night)</td>
<td>$59,057</td>
<td>$88,864⁴</td>
<td>$29,807</td>
</tr>
<tr>
<td>TOTAL ESTIMATED COSTS</td>
<td>$922,028</td>
<td>$784,637</td>
<td>($137,391)</td>
</tr>
</tbody>
</table>

¹ For additional detail, please refer to Attachments 1-4
² From Fiscal Year 2016/17 budget and Fiscal Year 2017/18 budget – excludes RDC contribution
³ From Fiscal Year 2016/17 budget – transferred to CVB
⁴ Funding for NBHC has already been allocated in the Business Development Program budget

Estimated Cost of City Resources for Summer B.O.L.D.

The estimated total cost for City resources, including permit fees, is projected to be $114,370 for the 2018 Summer B.O.L.D. program.

The estimated costs shown on the next page are based on the City’s fee schedule and include, but are not limited to: permit fees, hourly personnel costs for Police, Fire, and Public Works, equipment and deposits. They account for immediate set up, including day of and tear down, and
are charged to all special events and street closures not sponsored directly by the City. The costs do not account for administrative or planning costs, and other direct staff time in advance of the event(s). During the event, some direct staff costs such as Fire, Police and Public Works are included in the estimate below. Other direct staff costs for during the event, such as program coordination and management are not included.

The table below shows the 2018 Summer B.O.L.D. program costs with permit fees (no waiver of permit fees by City Council):

<p>| City Resources Estimated Total Cost: Summer B.O.L.D. with Permit Fees |</p>
<table>
<thead>
<tr>
<th>Description</th>
<th>2017 Estimated Costs</th>
<th>2018 Estimated Costs</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch Night</td>
<td>$49,672</td>
<td>$50,566</td>
<td>$884</td>
</tr>
<tr>
<td>Programming for Other Nights (12 nights in 2017, 6 in 2018)</td>
<td>$125,352</td>
<td>$63,804</td>
<td>(61,548)</td>
</tr>
<tr>
<td>Total Estimated Cost</td>
<td>$175,024</td>
<td>$114,370</td>
<td>(60,654)</td>
</tr>
</tbody>
</table>

Should the City Council waive the $33,585 associated permit fees, the 2018 Summer B.O.L.D. costs for other associated direct costs (labor and equipment) would be $80,785 as shown below:

<p>| City Resources Estimated Total Cost: Summer B.O.L.D. with City Council Waiving Fees |</p>
<table>
<thead>
<tr>
<th>Description</th>
<th>2017 Estimated Costs</th>
<th>2018 Estimated Costs</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch Night</td>
<td>$35,064</td>
<td>$35,695</td>
<td>$631</td>
</tr>
<tr>
<td>Programming for Other Nights (12 nights in 2017, 6 in 2018)</td>
<td>$88,585</td>
<td>$45,090</td>
<td>(43,495)</td>
</tr>
<tr>
<td>Total Estimated Cost</td>
<td>$123,649</td>
<td>$80,785</td>
<td>(42,864)</td>
</tr>
</tbody>
</table>

The estimated remaining City resource costs of $80,785 encompass the total hourly personnel and equipment needed for program production, street closure management, public safety, and maintaining cleanliness in all public areas throughout the program.

For 2017 Summer B.O.L.D., all permit fees and associated direct costs were waived by the City Council for the entire program. Should the Liaisons concur, staff will recommend the City Council waive both the permit fees and direct costs, for Summer 2018 B.O.L.D., with a total waiver of $114,370.

**Estimated Total Cost for Summer B.O.L.D.**

In order to understand the overall cost savings to the City, the next two tables show the combined costs of the partner organization and the City's costs.

Should the City Council not waive the permit fees, the 2018 Summer B.O.L.D. program is projected to cost a total of $899,007 as shown on the next page:
<table>
<thead>
<tr>
<th>Description</th>
<th>2017 Estimated Costs</th>
<th>2018 Estimated Costs</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
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</tr>
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<td>NBHC (i.e. Next Night)</td>
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<td>$88,864</td>
<td>$29,807</td>
</tr>
<tr>
<td>City Resources with Permits Fees</td>
<td>$175,024</td>
<td>$114,370</td>
<td>($60,654)</td>
</tr>
<tr>
<td><strong>Total Estimated Cost</strong></td>
<td><strong>$1,097,052</strong></td>
<td><strong>$899,007</strong></td>
<td><strong>($198,045)</strong></td>
</tr>
</tbody>
</table>

Should the City Council waive the permit fees, the 2018 Summer B.O.L.D. program is projected to cost a total of $865,422 as shown below:

<table>
<thead>
<tr>
<th>Description</th>
<th>2017 Estimated Costs</th>
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<td><strong>SUBTOTAL</strong></td>
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</tr>
<tr>
<td>City Resources without Permits Fees</td>
<td>$175,024</td>
<td>$114,370</td>
<td>($60,654)</td>
</tr>
<tr>
<td><strong>Total Estimated Cost</strong></td>
<td><strong>$1,045,677</strong></td>
<td><strong>$865,422</strong></td>
<td><strong>($180,255)</strong></td>
</tr>
</tbody>
</table>

Should the Liaisons recommend waiving both the permits fees and the City's direct costs, then there is an additional savings of $80,785. Please note, that if this is not waived, then either the CVB or RDC estimated costs will need to be increased by that amount to compensate the City.

Funding for NBHC has already been allocated in the Business Development program budget for Next Night. Their event costs have increased from 2017 due to the need for extra lighting, a larger stage, security and a more expanded beer and wine garden. The remaining proposals from the CVB, RDC and Chamber will need to be funded through the City's General Fund.

Overall cost savings from 2017 for Summer B.O.L.D. 2018 is anticipated to be $180,255 if the City Council provides in-kind and/or a waiver of fees/permits. This savings would increase to $261,040 should the City Council waive the direct costs in addition to the permit fees.
Finance has indicated that there is sufficient funding in the Fiscal Year 2018-19 General Fund surplus for the 2018 Summer B.O.L.D. programming costs. The City Council would need to appropriate the funds for this purpose at a City Council meeting.

RECOMMENDATION

Staff has requested direction from the City Council Liaisons to provide input on the discussion items in this report:

- Approval of Proposed Dates/Times of Summer B.O.L.D.
- Direction on Proposed Events/Activities by Stakeholder Groups, including moving Next Night from a September event to a closing event in August.
- Feedback on Recommended Funding

Should the item meet liaison approval, then staff will return to the City Council for formal review and consideration of this proposal at the Tuesday, May 8 Study Session.
Attachment 1
Beverly Hills Mayor Lili Bosse, in partnership with City Council, Chamber of Commerce, Conference & Visitors Bureau and Rodeo Drive Committee, launched BOLD - Businesses Open Later Days for retailers to extend their store hours on Thursday, Friday and Saturday evenings until 8:00 pm during the month of August 2017.

BHCVB supported the BOLD campaign by securing retail and restaurant participation on streets other than Rodeo Drive, developing all marketing materials, conducting all public relations outreach and overseeing Gibson Guitar artist entertainment on streets other than Rodeo Drive, developing all marketing materials, and in Beverly Canon Gardens.

BOLD Summer 2017
BOLD Summer 2017 Insights

- Hotelperformance: Although a decline in business was forecasted for 2017, year-over-year occupancy held steady.
- The campaign garnered 224 picked-up worldwide stories from PR Newswire, 333k+ BHCVB social media impressions, 30 organic stories, 23m+ hashtag impressions and 33k+ BHCVB social media impressions.
- BHCVB solicited feedback at the end of the campaign from participating non-Rodeo Drive retailers and restaurants.
- 84% of retailers and 82% of restaurants felt somewhat, very or extremely likely to participate in a new program provided the following took place:
  - More programming distributed throughout the city on BOLD nights, particularly on North and South Beverly Drive, North Canon Drive and Brighton Way.
  - Businesses want to be assured of the level of effort the City is undertaking on their specific street in order to confirm participation.

CONFERENCE & VISITORS BUREAU
Advertising: Digital & Print Media Buys

Counter and Beverly Hills Weekly
Where Magazine, Beverly Hills
Print Advertisements in

Animated Units
Static Interstitial &
Digital Advertising

Advertising: Digital & Print Media Buys
Join Beverly Hills as the city goes BOLD (Beverly Hills Open Later Days) this summer. Visit the city every Thursday, Friday and Saturday in August to enjoy evening shopping until 8 p.m., live entertainment, fashion influencer events and restaurant specials throughout the Golden Triangle.

Visit our website to learn how you can receive $5 off your lift to BOLD heights.

August 3-5 | August 10-12 | August 17-19
August 24-26 | August 31

LOVEBEVERLYHILLS.COM/BBOPENLATE
@BHOPENLATE

Love Beverly Hills

Postal Customer
715 San Vicente Blvd
Santa Monica, CA 90402

Distribution Includes:
• 60,000 Mailers
• Hotel Concierge Desks
• Visitor Center
• Beverly Hills Public Library
• Two Rodeo Drive
• City Hall
• The Paley Center for Media
• Starline Tours

CONFERENCE & VISITORS BUREAU
Love Beverly Hills
Create custom Graphic overlay to cover 2017 dates & new.

Beverly Hills
OPEN LATER DAYS
BOLD

Baner Production

Thursday-Saturday
August 3 - August 31

Advertising: Street Banner Revisions
Kids Dance Society

• KDS creates innovative events for both adults and children to bring families together, inspire, create and share positive vibes.

• CVB suggests scheduling the event mid-campaign on Saturday, August 18 in Beverly Canon Gardens from 4:00 – 6:30pm.

• KDS creates innovative events for both adults and children to bring families together, inspire, create and share positive vibes.

• Their team transforms venues into a family-friendly late afternoon dancing event, where children and their adults can listen and dance to electronic dance music, current club music and mixes provided by known and respected DJs.

• CVB suggests scheduling the event mid-campaign on Saturday, August 18 in Beverly Canon Gardens from 4:00 – 6:30pm.

• Kids Dance Society
Street Musicians & Entertainment

CVB will curate a program of family-friendly street performances in fixed locations on select BOLD evenings on North and South Beverly Drive, North Canon Drive, Brighton Way and in Beverly Canon Gardens.

Talent under consideration includes musicians, Living Statues, glass blowers, ice and wood sculptors and cirque ground acts.
CVB to secure Motorcycle drawn Carriages on select BOLD evenings for free.

Brighton Way: Short tours of the Golden Triangle, including North Canon Drive, Beverly Drive and

Experience: and lasting memories as passengers delight in this BOLD Beverly Hills

These beautiful custom-themed coaches will garner immediate social media posts

Motorcycle Drawn Carriages

CONFERENCE & VISITORS BUREAU
ArtWalks

CVB to develop free, self-guided Art Walks on select BOLD nights.

As a contemporary art curator living in Los Angeles, Kate Stern
fully immersed in a myriad of facets within the contemporary art world.
Creativity is housed in her genes. For the past fifteen years, Kate has been
raised within a family of writers and artists, and as well as
museum and gallery shows. Raised within a family of writers and artists,
conceptualizes and executes large-scale public art exhibitions as well as
conferences & VISITORS BUREAU

In discussions with Kate Stern, Art Curator, who may also provide guided art

• CVB to develop free, self-guided Art Walks on select BOLD nights.

As a contemporary art curator living in Los Angeles, Kate Stern
fully immersed in a myriad of facets within the contemporary art world.
Creativity is housed in her genes. For the past fifteen years, Kate has been
raised within a family of writers and artists, and as well as
museum and gallery shows. Raised within a family of writers and artists,
conceptualizes and executes large-scale public art exhibitions as well as
Social Art Installation

- In collaboration with the City, CVB to liaise with Artistic Holiday Designers to deliver a temporary social art installation at the Beverly Hills Sign & Lily Pond.
- Create an eye-catching interactive element(s) in the popular area to further engage visitors with social media and the destination.

Social Art Installation
Proposed Program Budget
<table>
<thead>
<tr>
<th>Description</th>
<th>Total Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carryover CVB Misc $50,000</td>
<td></td>
</tr>
<tr>
<td>Carryover CVB/Bold Holidays 2017 $27,198</td>
<td></td>
</tr>
<tr>
<td>Total Cost of Activities $265,200</td>
<td></td>
</tr>
<tr>
<td>Third Party Programming Management Fee $10,000</td>
<td></td>
</tr>
<tr>
<td>Social Art Installation</td>
<td></td>
</tr>
<tr>
<td>Art Walls $50,000</td>
<td></td>
</tr>
<tr>
<td>Motorcycle Drawn Carriages $1,200</td>
<td></td>
</tr>
<tr>
<td>Street Musicians &amp; Entertainment</td>
<td></td>
</tr>
<tr>
<td>Kids Dance Society $30,000</td>
<td></td>
</tr>
<tr>
<td>$5,000 Lyft Discount Promotion</td>
<td></td>
</tr>
<tr>
<td>Advertising: Print &amp; Digital Garages Posters $2,000</td>
<td></td>
</tr>
<tr>
<td>Advertising: Street Banner Revisions/Installation $11,000</td>
<td></td>
</tr>
<tr>
<td>Advertising: Direct Mail Postcard $2,000</td>
<td></td>
</tr>
<tr>
<td>Advertising: Digital &amp; Print Media Buys $100,000</td>
<td></td>
</tr>
</tbody>
</table>

**BOLD Summer 2018 Proposed Budget**
Attachment 2
TABLE OF CONTENTS

RODEO DRIVE™

BH™

38 ONGOING BOLD PROGRAMMING
35 AMPLIFYING BOLD SUMMER
23 2017 BOLD SUMMER
13 2017 BOLD SUMMER REVIEW
7 LOOKING AHEAD TO 2018-2019
3 A YEAR IN REVIEW
A Year in Review
17-'18 Goals

- Create new experiential retail programming to bring qualified consumers & legacy shoppers to Rodeo Drive.
- Create more value and relevance to members of the Rodeo Drive Committee.
- Continue to refresh and revitalize the image of Rodeo Drive to millennial luxury consumers and baby boomers with a strong presence on the digital platforms they engage with daily.
Transient Occupancy Tax (TOT) has created new experiential retail programming to increase by an estimated $50 million from year prior. Bringing qualified consumers & legacy shoppers to Rodeo Drive.

- BOLD Summer Influencer partnerships generated total of $75 million impressions.
- Testimonials from RDC Member Retailers reporting increased sales on BOLD nights.
- Provided opportunities to integrate RDC Members Retailers into BOLD Summer Programming in order to better serve the public.
- Of the Rodeo Drive Committee.

Goals:

- Continue to refresh and revitalize the image of Rodeo Drive to millennials, luxury consumers, and baby boomers with a strong presence on the digital platforms they engage with daily.
- Create more value and relevance to members of the Rodeo Drive Committee.
- Bring qualified consumers & legacy shoppers to create new experiential retail programming.

Wins:

- 59 million digital impressions.
  The overall BOLD campaign generated a total of 7.1 million impressions.
- BOLD Summer Influencer partnerships generated total of $75 million impressions.
- Testimonials from RDC Member Retailers reporting increased sales on BOLD nights.
- Provided opportunities to integrate RDC Members Retailers into BOLD Summer Programming in order to better serve the public.
- Of the Rodeo Drive Committee.

- Traffic increased 5% while non-BOLD nights it was down 9.4%.
  Increased foot traffic - On August BOLD nights, vehicle parking increased by an estimated 8% from year prior.
- Transient Occupancy Tax (TOT) has decreased...
• Keep an elevated aesthetic in all aspects of programming, including food trucks,

- Increases signage throughout the BOI D Summer Programming to ensure that consumers are aware of the

- Knowing that the 'Live Stunt' activation was only receptive to a small audience, it will not be integrated into

- Adjust median speakers to a well-suited volume for all retailers.

- Bold Programming schedule
Looking Ahead

2018-2019
Experts predict shopping and lifestyle will continue to merge, letting consumers increasingly work, shop and play in the same locations. The strategy also paves the way for retailers to collect more data from shoppers. Traditional retailing have no choice but to start gravitating toward this model. In the long run, their ability to compete really depends on their ability to replicate it.
All retailing boomer customers who still have the greater spending impact in the market place. We need to provide a curated mix of programming that targets the millennial luxury shopper without...

What does this mean?

Millennials now make up a larger segment of the luxury market.
360 DEGREE INTEGRATED STRATEGY

Omnichannel Marketing

2018-2019 Strategy

Continue to incorporate a 360 integrated approach consumers through community-based, experiential programming.
while expanding our target market to millennial luxury shoppers while continuing to engage our legacy.

Continuing our target market to millennials, luxury with experiential, digital and press initiatives while expanding our target market to millennial luxury shoppers while continuing to engage our legacy consumer through community-based, experiential programming.
2018-2019 Goals

- Continue to create refreshed experiential retail programming that brings qualified consumers and legacy shoppers to Rodeo Drive.
- Continue to cultivate more members of the Rodeo Drive Committee.
- Continue to revitalise the image of Rodeo Drive to the millennial luxury consumers with a strong presence on the digital platforms they engage with daily.
- Continue to implement trends in experiential retail and digital strategy into our marketing model so that we can remain appealing to consumers and press.
Seasonal Campaigns
Reach is the number of unique accounts who see these posts. Impressions are the total number of views. For example, if a user with 500 followers shares 2 posts, reach would be 500, and impressions would be 1,000.

Digital Metrics

The #OnlyOnRodeo Summer Floral Art Installation

Impressions

REACH

25M

59M

August 1 - August 28

#ONLYONRODEO
+ #BHOPENLATE

2017 BOLD SUMMER REVIEW

The #OnlyOnRodeo Summer Floral Art Installation secured 11 Million Impressions. Drive was geotagged an average of 200 times on BOLD evenings. Rodeo Drive was geotagged an average of 400 times (doubling that of an average day)!

On average, Rodeo Drive is geotagged on an average of 200 times daily however...
How We Reach Luxury

With traditional advertising, one would have to spend almost $6M to garner 60M impressions. Whereas, we garnered 59M digital impressions with only a spend of $700K. Digital Campaign with only a spend of $700K during the 2017 BOLD Summer Experiential & Digital Campaign.

$6M spend total based off an audit of 9 luxury publications' average media buy, impressions, and quotes.

$6M spend total based off a traditional ad buy quote of $100K for 1M impressions.

$700K spend based off 9 luxury publications' average media buy, impressions, and quotes.

$700K spend based off an audit of 9 luxury publications' average media buy, impressions, and quotes.

59M impressions
60M impressions

2017 BOLD SUMMER REVIEW
Majority of our Rodeo Drive Instagram followers are between the age of 25 - 34 years old, and 69% female, and 40.7% of them engage with Rodeo Drive Instagram most via their mobile devices.

What does this all mean? We need to continue to meet our consumers where they are engaging with Rodeo Drive Instagram via their mobile devices on social platforms.

Our Digital Audience
2017 BOLD SUMMER REVIEW
BOLD Summer 2017

EXPERIENTIAL + DIGITAL HIGHLIGHTS:

- Opening Night
- Firework Show + Celebration + Kickoff
- Countertop Feature in BH

Dance Academy from The Debbie Allen Professional Dance Teams
Live stunt with 20 stunts
7 stores
12 live mannequin models in front of
Weekly DJ sets
Style Session with Brand Gorecki
Marina Hewith
Without monthlong Summer Influencer Partner, Dawn McCoy, and our two Influencer Stylist Partners, Brad Goreski and Marianna Hewitt, our influencer partners delivered the following results:

<table>
<thead>
<tr>
<th>Traditional Advertising Buy</th>
<th>$65K Investment</th>
<th>$710K Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Impressions</td>
<td>7.1 Million</td>
<td>7.1 Million</td>
</tr>
<tr>
<td>Post Reach</td>
<td>1.4M</td>
<td>7.1 Million</td>
</tr>
</tbody>
</table>

With our month-long 2017 BOLD Summer Influencers, our influencer partners, Brad Goreski and Marianna Hewitt, our Influencer Stylist Partners, Brad Goreski and Marianna Hewitt, and our two influencer partners, Dawn McCoy, and our two Influencer Stylist Partners, Brad Goreski and Marianna Hewitt, our influencer partners delivered the following results:

<table>
<thead>
<tr>
<th>Total Influencer Results</th>
<th>$65K Investment</th>
<th>$710K Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Impressions</td>
<td>7.1 Million</td>
<td>7.1 Million</td>
</tr>
<tr>
<td>Post Reach</td>
<td>1.4M</td>
<td>7.1 Million</td>
</tr>
</tbody>
</table>
Week.

Every Thursday, Friday, Saturday and Sunday evenings from 6 p.m. to 11 p.m.

In Beverly Hills, the perfect spot to grab a bite to eat, a drink and shop.

The 2017 BOLD Kickoff Event + Live Stunt garnered media features in publications and media outlets such as:

- Beverly Hills Courier
- PR Newswire
- MMID
- NBC4 News
- LA Times

Press Highlights

2017 BOLD
"Best Date Ever! We had a great evening celebrating #BHopenlate #onlyonrodeo"

"Yesterday was the boldest yet for #BHopenlate. So much fun and it just keeps getting better! Thank you to the amazing and boldest team at @wearebeverlyhills - @libelibossel, the coolest mayor."

"Talk about girl power! Met the inspiring mayor of Beverly Hills, @libelibossel today and spent the most wonderful Saturday in BEAUTIFUL Beverly Hills with a fabulous group of women."

"Yesterday was the boldest yet for BHopenlate. So much fun and it just keeps getting better! Thank you to the amazing and boldest team at @wearebeverlyhills - @libelibossel, the coolest mayor."
Sentiment

#BHopenlate

Sentiment Score: 100

Sentiment

#OnlyOnRodeo

Sentiment Score: 95

Sentiment Score: 100

Sentiment Score: 95
"Between 6-8pm I am happy to report that we had a sale of $30K and another had a sale of $60K!"

"My store did $30K worth of business on Thursday night!"

"We sold $60K worth of merchandise between Thursday and Friday nights."

"We had a sale of $60K!"

"Between 6-8pm I am happy to report that we had a sale of $30K and another had a sale of $60K!"

"The energy on the street has been incredible. Our clients love it. After they shopped they sat outside Rodeo Drive, walked around and enjoyed themselves. One of our best customers was asking why we didn’t do this sooner; we have the best people watching in the world!"

"We sold $60K worth of merchandise between Thursday and Friday nights."

"Rodeo Drive, best people watching in the world. Asking why we didn’t do this sooner; we have the best customers."

"I am happy to report that we had a sale of $30K and another had a sale of $60K!"

"Between 6-8pm I am happy to report that we had a sale of $30K and another had a sale of $60K!"

"The energy on the street has been incredible. Our customers love it. After they shopped they sat outside Rodeo Drive, walked around and enjoyed themselves. One of our best customers was asking why we didn’t do this sooner; we have the best people watching in the world!"

"We sold $60K worth of merchandise between Thursday and Friday nights."

"Rodeo Drive, best people watching in the world. Asking why we didn’t do this sooner; we have the best customers."
<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
<th>WEDS</th>
<th>THURS</th>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
<th>WEDS</th>
<th>THURS</th>
<th>FRI</th>
<th>SAT</th>
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<tr>
<td>19</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

- **BOLD SUMMER OVERVIEW**
- **BOLD SUMMER KICKOFF FESTIVAL**
- **BOLD WRAP EVENT**
2018 BOLD SUMMER KICKOFF

THE BOLD SUMMER FESTIVAL

In the spirit of Summer, Rodeo Drive and Beverly Hills will celebrate Summer BOLD with a festival style kickoff!

With colorful, Rodeo Drive street maps, a selection of elevated food trucks, a champagne garden, interactive activations and a lineup of diverse performers, the BOLD Summer Festival will draw crowds of excited millennial shoppers, tourists and locals like!
<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installation</td>
<td>Summer Art</td>
</tr>
<tr>
<td>Glow with the Show</td>
<td></td>
</tr>
<tr>
<td>Activation Booths</td>
<td></td>
</tr>
<tr>
<td>Digital Video Booth</td>
<td></td>
</tr>
<tr>
<td>Champagne Garden</td>
<td></td>
</tr>
<tr>
<td>Elevated Food Trucks</td>
<td></td>
</tr>
<tr>
<td>Entertainment Lineup</td>
<td></td>
</tr>
<tr>
<td>BOLD Summer Festival Street Map</td>
<td></td>
</tr>
</tbody>
</table>

**BOLD Summer Kickoff**

2018 BOLD Summer Kickoff
Doubling as souvenir takeaways and functional maps, branded Rodeo Drive BOLD Summer maps and bracelets will be distributed to guests as they arrive on the street. These maps will direct guests to the locations of retailers, activations, food trucks and more within the 200, 300 and 400 blocks of Rodeo Drive while also listing the different acts playing throughout the evening. The BOLD Summer branded festival bracelets will come to life later in the night in an unexpected way!
A lineup of local talent will perform short sets throughout the evening, filling the streets of Rodeo Drive with a variety of music that all guests can enjoy.

Spanning different genres and styles, the lineup of talent will bring multi-generational and multi-cultural energy and entertainment to the street during the BOLD Summer Festival.

**Lineup**

**Entertainment**

**2018 BOLD SUMMER KICKOFF**
A curated selection of food trucks will line Rodeo Drive, featuring the best bites at the BOLD Summer Festival. Elevated Food Trucks will line Rodeo Drive, and food trucks will utilize branded Rodeo Drive napkins and food wraps to utilize to add a personal touch. Each food truck will be provided with:

- Cousins Maine Lobster
- Coolhaus Ice Cream
- Pico House
- Cool Haus Ice Cream
- Cousins Maine Lobster
- Groundworks Coffee
- Grilled Cheese Truck
- Jogasaki Sushi Burrito
- Pic House
- Cousins Maine Lobster
Champagne Garden

2018 BOLD Summer Kickoff
Digital

Guests will have the ability to take photos and short videos in the cinematic video booth. This technology automatically edits content into a highly branded & stylized video, done in real time and shared instantly.

Used by Louis Vuitton, Dior, Vanity Fair and more, the OM booth will encourage guests to capture and share content from BOLD Summer Kickoff, ultimately leading towards increased awareness of the hashtags #OnlyOnRodeo and #BHOpenLate.

From BOLD Summer Kickoff, ultimate leading towards
Acting as sponsor booths commonly seen at festivals, we will activate the street with vendors and more engaging activities. Booths can include:

- Interactive Activations
- Face Art Station
- Beverly Hills Florists
- Accessory booths
- BANANA REPUBLIC
- P.U.

Potential booths can include:

2018 BOLD SUMMER KICKOFF
To create a finale WOW moment on the street, fireworks will be set off on top of the 9510 lot! Dazzled guests enjoying the fireworks show will be surprised as their Rodeo Drive BOLD Summer bracelets all begin to Glow with the fireworks and music in a LED light pattern, creating a spectacle in the sky and on the street.

**Options for Additional Glow Elements:**
- Branded glow sticks
- Glow tables within the Champagne Garden
- Glow lighting against the retail stores

GlowWithTheShow
Building upon the success and popularity of the past #OnlyOnRodeo Photo Art Installations, we will reveal the highly anticipated #OnlyOnRodeo Summer Art Installation the morning of the BOLD Summer Festival. Like past installations, this will create a fun, festive and shareable experience both at the BOLD Summer Festival and beyond. These installations have become a top destination for tourists and locals alike and have been named "Best Use of Social Media" in the BizBash 2017 Event Style Awards.

Summer Art

2018 BOLD Summer Kickoff
Amplifying BOLD Summer
To Rodeo Drive’s BOLD Summer, garner placements in top publications will help to drive traffic to BOLD Summer. Los Angeles Times, Los Angeles Weekly, Discover LA, Time Out LA, Departures, Modern Luxury Beverly Hills and many more to connect local and national outlets as Los Angeles Lifestyle Influencers.

To support the experiential and digital programming, we will outreach to local and national outlets such as Los Angeles Times, Los Angeles Weekly, Discover LA, Time Out LA, Departures, Modern Luxury Beverly Hills and many more to garner placements in top publications will help to drive traffic to BOLD Summer. Los Angeles Times, Los Angeles Weekly, Discover LA, Time Out LA, Departures, Modern Luxury Beverly Hills and many more to connect local and national outlets as Los Angeles Lifestyle Influencers.

To kick start and amplify the social + digital promotion of BOLD Summer, we will host a pre-event influencer and press gathering with a curated list of high-value fashion and lifestyle influencers.

To support the experiential and digital programming, we will outreach to local and national outlets such as Los Angeles Times, Los Angeles Weekly, Discover LA, Time Out LA, Departures, Modern Luxury Beverly Hills and many more to garner placements in top publications will help to drive traffic to BOLD Summer. Los Angeles Times, Los Angeles Weekly, Discover LA, Time Out LA, Departures, Modern Luxury Beverly Hills and many more to connect local and national outlets as Los Angeles Lifestyle Influencers.
Influencer Partnerships

Sazan Hendrix is a lifestyle blogger and Founder of The Bless Box. Sazan has partnered with Coveteur, Forbes, Cosmo Beauty & Style, and more. Springing from a new, young mom, Sazan reaches both the high end, millennial and young family audience. Her personality is a hit, reaching a luxury demographic. Tan France is a fashion designer, TV personality star of the hit Netflix show Queer Eye, and a big name in the entertainment industry. He has been featured in top publications such as Elle, Entertainment Tonight, and Conde Nast Traveler. With his on-air training, Tan is extremely personable while reaching a luxury demographic. Dawn McCoy is a social media personality, influencer, TV host, creator & producer of celebrity podcast. Dawn McCoy is a social media personality, influencer, TV host, creator & producer of celebrity podcast. She is a new, young mom, and an advocate and voice for the BOLD Summer Campaign and the City of Beverly Hills. Dawn went beyond what she was contracted for, becoming an advocate and influencer partner. Tan France's style and personality is a hit, reaching a luxury demographic. Sazan Hendrix is a lifestyle blogger and Founder of The Bless Box. Sazan has partnered with Coveteur, Forbes, Cosmo Beauty & Style, and more. Springing from a new, young mom, Sazan reaches both the high end, millennial and young family audience.
Ongoing BOLD Programming
Following the excitement and activity of BOLD Summer Kickoff Rodeo Drive will then transition into the BOLD Summer Campaign for 4 weeks. Rodeo Drive will feature Karma Automotive Ride & Drive, KarMア Pop Up, Flash Floral, FIDM Sketch Artists, Summer Sweets Soiree, Live Painting Performance, and interactive experiences and activations every Friday and Saturday evening from 6-9pm.

• Weekly DJs
• Karma Automotive Ride & Drive
• Aura Pop Up
• Flash Floral
• FIDM Sketch Artists
• Summer Sweets Soiree
• Live Painting Performance
• Street Piano Stunt

2018 Ongoing BOLD Summer Programming
Weekly DJ's

For a six-week period, Rodeo Drive will come to life with upbeat, family-friendly music from live performing DJ's on the street.

Each DJ will be elevated and have a large social following to increase awareness.
Ride & Drive
KARMA

2018 ONGOING BOLD SUMMER PROGRAMMING

To elevate the #BHOpenLate experience, luxury KARMA vehicles will potentially partner with the BOLD Summer Campaign to sponsor a Ride & Drive experience. For three out of the six weeks of BOLD Summer, KARMA will sponsor the luxurious ride and drive experience, covering all costs and offering potential revenue to the City.
The BOLD Summer's Flash Floral stunt will surprise and delight consumers as local Beverly Hills florists create flash floral installations. Using BOLDly decorated trash cans, the florists will design beautiful works of floral art within the cans, creating a social shareable moment on the street.
Aura Pop-Up

Partnering with popular portable photo studio, Halo Aura, graphic, consumers will receive a portrait of their own aura energy. Enclosed in a branded Rodeo Drive BOLD Summer polaroid made in a branded Aura Rodeo Drive BOLD Summer polaroid, consumers can share their gorgeous branded photos on their social channels while also learning about themselves and their aura on polaroid film that is no longer aerialgraphy. Consumers will receive a portrait of Aura Aura Pop-Up 2018 Ongoing BOLD Summer Programming.
If consumers spend over $500 while shopping on Rodeo Drive, they can show their receipt to the monogrammers and receive a special personalized takeaway. From handkerchiefs to tote bags, guests can choose from a selection of designs or customize with their name!
Renowned Fashion Designer Nick Verreos will once again be asked to sketch. Verreos is a red carpet fashion expert and correspondent for E! Entertainment, Style Network, NBC and CNN International and guest star on Project Runway. Verreos is a red carpet fashion expert and correspondent for E! Entertainment, Style Network, NBC and CNN International and guest star on Project Runway. Verreos is a red carpet fashion expert and correspondent for E! Entertainment, Style Network, NBC and CNN International and guest star on Project Runway.

bringing back the beloved activation seen during BOLD Holidays. Fashion Designers working in the industry will set up shop at bistro tables and sketch the essence of visitors on the street. Each person will walk away with a black & white sketch with pops of BOLD colors!
Stemming from the traditional summer feel where everything is a little brighter, hotter, and BOLDer, Rodeo Drive will transform into an \textit{Summer Sweets Soirée} with lines of treat carts filling the sidewalks of the street.

- 12 treat carts total
- Popsicles
- Sorbet
- Frozen desserts
- Coolhaus
- Fruit pops
- Popsicles

All treats from the carts will be packaged and Rodeo Drive branded.
Live Painting Experience

By partnering with local artists, the Rodeo Drive BOLD Summer Live Painting Experience will bring a LIVE mural to Rodeo Drive. Already half painted, these artists will then finish their murals during BOLD Summer and create art pieces that consumers can take their photo with!
In a guerrilla marketing style, a live piano "stunt" will captivate Rodeo Drive consumers in the beauty of music.

Placed on Rodeo Drive, this self-playing Spirio piano will play beautiful pieces during the BOLD Summer evening. A brand ambassador standing with the iPad will prompt consumers to put in their song request for the piano to play.

Street Piano
As an addition to the extremely well received bistro seating, artistic and unique looking patio umbrellas would be installed at every bistro table lining Rodeo Drive. This functional and aesthetically pleasing umbrella would give consumers a break from the heat and encourage them to stay a little longer.

2018 ONGOING BOLD SUMMER PROGRAMMING
### Expenses

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Detail</th>
<th>Budget Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Services, Infrastructure, K Rail, &amp; Equipment</td>
<td>Cleaning, Crowd Control, Heavy Equipment, Production Office, Public Restrooms, K-Rail (Street Closure)</td>
<td>$30,100.00</td>
</tr>
<tr>
<td>Event Rentals &amp; Furnishings</td>
<td>Kick Off + Programming</td>
<td>$22,000.00</td>
</tr>
<tr>
<td>Creative Services: Signage, Branding, Printed Materials, and Postcards</td>
<td>Kick Off + Programming</td>
<td>$10,400.00</td>
</tr>
<tr>
<td>Insurance, City Permits and Additional City Costs</td>
<td>Kick Off + Programming</td>
<td>$33,000.00</td>
</tr>
<tr>
<td>3rd Party Security &amp; Medical</td>
<td>Kick Off</td>
<td>$11,600.00</td>
</tr>
<tr>
<td>Kick Off Entertainment, 4 weeks Programming + Talent Hospitality</td>
<td>Kick Off Entertainment(3 Artists) + Talent Hospitality</td>
<td>$23,550.00</td>
</tr>
<tr>
<td>Banners</td>
<td>Not Included</td>
<td>n/a</td>
</tr>
<tr>
<td>Fireworks</td>
<td>Kick Off</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>DJ and Equipment</td>
<td>Included in Entertainment</td>
<td>n/a</td>
</tr>
<tr>
<td>Main Stage: Includes Stage Hands, Audio Technician(s), and Equipment</td>
<td>Kick Off + Programming</td>
<td>$34,215.00</td>
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<tr>
<td>Main Stage Lighting</td>
<td>Kick Off Night</td>
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<tr>
<td>Generators</td>
<td>Kick Off + Programming</td>
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<tr>
<td>Talent Hospitality</td>
<td>Included in Entertainment</td>
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<tr>
<td>Forklift and Equipment</td>
<td>Included in Site Services</td>
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<tr>
<td>Graphic Design</td>
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<tr>
<td>Event Lighting</td>
<td>Add Lighting Outside of Kick Off</td>
<td>n/a</td>
</tr>
<tr>
<td>Music Licensing</td>
<td>City Playlist</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Table and Chairs Rental</td>
<td>Included in event rentals</td>
<td>$48,500.00</td>
</tr>
<tr>
<td>Video, Audio, &amp; Sound</td>
<td>Kick Off + Programming</td>
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</tr>
<tr>
<td>Electrical &amp; Power Generation</td>
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<tr>
<td>Social Media Influencers</td>
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<td>$7,500.00</td>
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<tr>
<td>Event Support Staff (e.g. Wages, Parking, and Crew Meals)</td>
<td>Production Supplies, Crew Meals, Parking, etc.</td>
<td>$25,193.00</td>
</tr>
<tr>
<td>Partner Organization Staffing - Onsite Event Staff</td>
<td>Onsite Event AGENC Staff</td>
<td>n/a</td>
</tr>
<tr>
<td>Pre &amp; Post Production Management Costs</td>
<td>AGENC Staff</td>
<td>$23,180.00</td>
</tr>
<tr>
<td>Champagne Garden</td>
<td>Rentals + Staffing</td>
<td>$17,000.00</td>
</tr>
<tr>
<td>Misc.</td>
<td>Admin + Overhead, Accomodations, Production Vehicles, Radios, etc.</td>
<td>$7,250.00</td>
</tr>
<tr>
<td>Fee</td>
<td></td>
<td>$83,257.60</td>
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<tr>
<td>Revenues</td>
<td></td>
<td>n/a</td>
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<tr>
<td>Vendor Booth Fees (i.e. Next Night)</td>
<td></td>
<td>n/a</td>
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<tr>
<td>Summer BOLD 2018 Projected Costs</td>
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<td>$499,545.60</td>
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## RDC SUMMER BOLD 2018 PROJECTED EXPENSES

### KICK OFF: Item Description

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Detail</th>
<th>Budget Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENTERTAINMENT</strong></td>
<td>Kick Off Entertainment(3 Artists Line Up) + Hospitality</td>
<td>$20,550.00</td>
</tr>
<tr>
<td><strong>SITE SERVICES, EQUIPMENT, + CITY COSTS</strong></td>
<td>Cleaning, Crowd Control, Heavy Equipment, Production Office, Public Restrooms, K-Rail (Street Closure)</td>
<td>$59,100.00</td>
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<tr>
<td><strong>CHAMPAGNE GARDEN RENTALS + CATERING</strong></td>
<td>$17,000.00</td>
<td></td>
</tr>
<tr>
<td><strong>GENERAL RENTALS</strong></td>
<td>Ing, FOH, BOH, Tenting, Misc</td>
<td>$19,750.00</td>
</tr>
<tr>
<td><strong>GRAPHICS</strong></td>
<td>Directional Signage, Credentials + General Graphics</td>
<td>$5,000.00</td>
</tr>
<tr>
<td><strong>SECURITY</strong></td>
<td>Load In, Event, + Load Out</td>
<td>$11,600.00</td>
</tr>
<tr>
<td><strong>FIREWORKS</strong></td>
<td>Event Lighting, Stage Design, etc</td>
<td>$25,000.00</td>
</tr>
<tr>
<td><strong>TECH: AUDIO, LIGHTING, CREW, STAGING, POWER</strong></td>
<td>Event Lighting, Audio, Generators, Stage Design</td>
<td>$61,385.00</td>
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<tr>
<td><strong>ONSITE EVENT STAFF</strong></td>
<td>Overnight Load In, Event + Strike</td>
<td>$19,331.00</td>
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<tr>
<td><strong>PRE + POST PRODUCTION</strong></td>
<td>Weeks of prep + wrap</td>
<td>$7,065.00</td>
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<tr>
<td><strong>CREATIVE DESIGN SERVICES</strong></td>
<td>Floor plans + graphic design</td>
<td>$5,000.00</td>
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<tr>
<td><strong>Production Management Fee 20%</strong></td>
<td>$50,756.20</td>
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<tr>
<td><strong>KICK OFF NIGHT TOTAL:</strong></td>
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</table>

### 4 WEEKS OF BOLD PROGRAMMING (6 Days): Item Description

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Detail</th>
<th>Budget Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEEK 1 (1 NIGHT 8/4): DJ NIGHT</strong></td>
<td>DJ, Programming / Entertainment, Staffing, Rentals, F+B, Tech, Audio, Graphics, Parking etc.</td>
<td>$19,800.84</td>
</tr>
<tr>
<td><strong>WEEK 2 (2 NIGHTS 8/10, 8/11): DJ NIGHT + PROGRAMMING / ENTERTAINMENT</strong></td>
<td>DJ, Programming / Entertainment, Staffing, Rentals, F+B, Tech, Audio, Graphics, Parking etc.</td>
<td>$59,402.52</td>
</tr>
<tr>
<td><strong>WEEK 3 (2 NIGHTS 8/17, 8/18): DJ NIGHT + PROGRAMMING / ENTERTAINMENT</strong></td>
<td>DJ, Programming / Entertainment, Staffing, Rentals, F+B, Tech, Audio, Graphics, Parking etc.</td>
<td>$59,402.52</td>
</tr>
<tr>
<td><strong>WEEK 4 (1 NIGHT 8/25): DJ NIGHT</strong></td>
<td>DJ, Programming / Entertainment, Staffing, Rentals, F+B, Tech, Audio, Graphics, Parking etc.</td>
<td>$19,800.84</td>
</tr>
<tr>
<td><strong>Production Management Fee 20%</strong></td>
<td>$39,601.68</td>
<td></td>
</tr>
<tr>
<td><strong>B.O.L.D. PROGRAMMING TOTAL:</strong></td>
<td>$198,008.40</td>
<td></td>
</tr>
</tbody>
</table>

### SUMMER BOLD 2018 PROJECTED TOTAL COSTS

$499,545.60
Attachment 3
Next Beverly Hills Committee – Next Night 2018 Proposal

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Budget Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Site Services, Infrastructure, K Rail, Security &amp; Equipment</td>
<td></td>
</tr>
<tr>
<td>Event Rentals &amp; Furnishings</td>
<td>$15,109</td>
</tr>
<tr>
<td>Creative Services: Signage, Branding, Printed Materials, and Postcards</td>
<td>$5,390</td>
</tr>
<tr>
<td>Insurance, City Permits and Additional City Costs</td>
<td></td>
</tr>
<tr>
<td>3rd Party Security &amp; Medical</td>
<td></td>
</tr>
<tr>
<td>Entertainment &amp; Programming</td>
<td>$10,500</td>
</tr>
<tr>
<td>Banners</td>
<td></td>
</tr>
<tr>
<td>Fireworks</td>
<td></td>
</tr>
<tr>
<td>DJ and Equipment</td>
<td></td>
</tr>
<tr>
<td>Main Stage: Includes Stage Hands, Audio Technician(s), and Equipment</td>
<td>$14,400</td>
</tr>
<tr>
<td>Main Stage Lighting</td>
<td></td>
</tr>
<tr>
<td>Generators</td>
<td>$4,800</td>
</tr>
<tr>
<td>Talent Hospitality</td>
<td></td>
</tr>
<tr>
<td>Forklift and Equipment</td>
<td></td>
</tr>
<tr>
<td>Photography</td>
<td></td>
</tr>
<tr>
<td>Graphic Design</td>
<td></td>
</tr>
<tr>
<td>Event Lighting</td>
<td>$22,400</td>
</tr>
<tr>
<td>Music Licensing</td>
<td></td>
</tr>
<tr>
<td>Table and Chairs Rental</td>
<td></td>
</tr>
<tr>
<td>Video, Audio, &amp; Sound</td>
<td></td>
</tr>
<tr>
<td>Electrical &amp; Power Generation</td>
<td></td>
</tr>
<tr>
<td>Social Media Influencers</td>
<td></td>
</tr>
<tr>
<td>Event Support Staff (e.g. Wages, Parking, and Meals After 6 Hours Worked)</td>
<td>$9,495</td>
</tr>
<tr>
<td>Partner Organization Staffing (i.e. Chamber of Commerce)</td>
<td></td>
</tr>
<tr>
<td>Pre &amp; Post Production Management Costs</td>
<td></td>
</tr>
<tr>
<td>Management Fee (e.g. Utopia, AGENC, other)</td>
<td>$7,810</td>
</tr>
<tr>
<td>Beer and Wine Garden (e.g. Next Night)</td>
<td>$7,960</td>
</tr>
<tr>
<td>Other Programming(^1)</td>
<td></td>
</tr>
<tr>
<td>1)</td>
<td></td>
</tr>
<tr>
<td>2)</td>
<td></td>
</tr>
<tr>
<td>3)</td>
<td></td>
</tr>
<tr>
<td>4)</td>
<td></td>
</tr>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
</tr>
<tr>
<td>Vendor Booth Fees (i.e. Next Night)</td>
<td>$9,000</td>
</tr>
<tr>
<td>Sponsorship Income</td>
<td></td>
</tr>
<tr>
<td><strong>Summer BOLD 2018 Projected Costs</strong></td>
<td>$88,864</td>
</tr>
</tbody>
</table>

\(^1\) Includes other programming costs not defined above. Please provide a description of additional programming elements if included.
Attachment 4
2018-19 Chamber of Commerce Work Plan with the City of Beverly Hills – Summer BOLD

I. Beverly Hills Economic Development

A. Outreach and Support of Summer BOLD Programming

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>IA. Outreach and Support of Summer BOLD Programming</td>
<td>July, August 2018</td>
<td>$8,225</td>
<td>$7,850</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>$8,225</td>
<td>$7,850</td>
</tr>
</tbody>
</table>

A. Outreach and Support of Summer BOLD Programming

Overview

Conduct outreach and marketing to support City and partner activities in support of the Beverly Hills Open Later Days (BOLD) Initiative during the summer months.

Description

The City in collaboration with the Rodeo Drive Committee, Beverly Hills Conference and Visitors Bureau and Chamber is planning on conducting programming during the summer months in support of the City’s BOLD Initiative to enhance nightlife in Beverly Hills. The programming that has been discussed includes programming on Friday and Saturday nights during the summer.

In support of this Initiative, the Chamber proposes to conduct outreach above and beyond its usual support for partner activities. This includes (1) canvassing the City’s Golden Triangle and other neighborhoods as needed to engage businesses to participate in BOLD programming, including staying open later; (2) supporting BOLD holiday programming through additional online
and print marketing of programming to the Chamber community, including email, social media, flyers and other media as needed. The Chamber will also encourage participation by its members in the program and utilize its relationships as needed to leverage involvement. In addition, the Chamber plans to utilize the My Beverly Hills Program to have a themed BOLD Summer Mixer to support BOLD Programming with additional elements and giveaways to draw attendees above and beyond the typical mixer. The event could be held in other parts of the City, such as the Southeast, to help engage additional neighborhoods in the BOLD Initiative. The Chamber will also staff any BOLD booth on one night during the BOLD Programming.

The Chamber conducted similar outreach to support the BOLD Initiative in 2017-2018, which included going door to door to encourage businesses to stay open late, sending numerous e-mails to the Chamber’s subscriber list in support of the Initiative and promoting the BOLD Initiative. (Note: last’s year BOLD Outreach line item in the 2017-2018 only included compensation for work done during the holiday BOLD period.)

Conclusion

The total cost for this item is $8,225. A cost breakdown is available in Attachment A.
### Business Outreach, including support with canvassing businesses to develop support for BOLD Programming, personal outreach to business to enlist participation, staff 1 evening of Summer BOLD, additional attendance and involvement in event and planning meetings, print costs for flyers, and other support as needed.

<table>
<thead>
<tr>
<th>Hard costs</th>
<th>Labor</th>
<th>(hours)</th>
<th>(costs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200</td>
<td>$5,500</td>
<td>45 hrs</td>
<td>$5,700</td>
</tr>
</tbody>
</table>

### Marketing of Summer BOLD program through Chamber email, social media and print channels, including up to 3 Chamber eblasts and up to 10 social media posts

<table>
<thead>
<tr>
<th>Hard costs</th>
<th>Labor</th>
<th>(hours)</th>
<th>(costs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,000</td>
<td>$525</td>
<td>5 hrs</td>
<td>$2,525</td>
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</tbody>
</table>

#### Total

<table>
<thead>
<tr>
<th>Hard costs</th>
<th>Labor</th>
<th>(hours)</th>
<th>(costs)</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,225</td>
<td></td>
<td></td>
<td></td>
<td>$8,225</td>
</tr>
</tbody>
</table>

### Executive Summary

**Outreach and Support for Summer BOLD Programming**

$8,225

**Grand Total**

$8,225