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, April 18, 2019
2:00 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) Proposed Art Exhibit Hosted by Louis Vuitton Moet Hennessy (LVMH) at 468 N. Rodeo Drive (former Brooks Brothers building)

3) Proposed Event: La Vendemmia Beverly Hills on Rodeo Drive

4) Update: Annual Rodeo Drive Concours d'Elegance Car Show

5) Proposal from the Rodeo Drive Committee for BOLD Summer 2019

6) Proposal for City and Next Beverly Hills Committee BOLD Summer 2019

7) Update on Mayor's Initiative for Arts and Cultural Programming (Current – July 2019)

8) Adjournment

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: April 11, 2019

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

This item provides information to the City Council Liaisons about a proposed art exhibit to be hosted at 468 N. Rodeo Drive, formerly known as the Brooks Brothers building. The building was sold to Louis Vuitton Moet Hennessy (LVMH) in 2018. While the space is currently vacant, LVMH has plans to install a branded pop-up traveling experiential exhibit at the location from June 26 – September 15, 2019 (tentative dates).

The City Council Liaisons are requested to review conceptual designs and elements, particularly with those connected to BOLD Summer 2019.

DISCUSSION

The Louis Vuitton Moet Hennessy (LVMH) group was established in 1987 and is comprised of approximately 70 "Houses" commonly known as brands. The group is active in the sectors of wines and spirits, fashion and leather goods, perfumes and cosmetics, watches and jewelry and selective retail. Listing all their brands would be too numerous, but some in Beverly Hills include: Louis Vuitton, Rimowa, Loro Piana, Fendi, Celine, Christian Dior, Bvlgari, Berluti, Sephora, Hublot and Tag Heuer. Most of their brands in Beverly Hills are located along Rodeo Drive.

LVMH plans to convert the 468 N. Rodeo building space into a temporary pop-up art experience. Similar to many of their other installations throughout the world, this exhibit will be branded and open to the public. While details are still in development, a tentative schedule includes an opening night, an invite-only launch on June 25, 2019. The space will then be open to the public free-of-charge. The group has indicated an interest to partner with the City's BOLD Summer initiative scheduled for August 2019. As discussed, LVMH will include elements and/or activations, along with co-branding of the Beverly Hills BOLD Initiative and Rodeo Drive in marketing and promotions.

The Rodeo Drive Committee (RDC) has indicated their support for the exhibit, as it showcases businesses (LVMH brands) located on Rodeo Drive. Additionally, per City Council direction at
the March 5 Study Session, there was a strong interest to develop City/Private partnerships as a way to further develop the City's BOLD initiative.

This exhibit does not involve City funding, however, there is an element that seeks City support. Due to the short time-line, LVMH has requested an expedite on City permits and processing. If approved by the Liaisons, this exhibit will also be included as part of the City’s BOLD initiative under business partnerships.

Elements of the exhibit include 10 curated rooms:

- In the eyes of the artists/Louis Vuitton as seen by artists
- Origins/Where it all began
- Designers at work/Reinterpreted icons
- Monogram as a canvas
- Art on silk
- Art on fashion
- Red carpet gowns and celebrities
- Magic Malle
- Newest Collaborations (Reveal)
- Auxiliary Rooms

There will be also be:

- Live artisan presentations
- Bookstore
- Pop-up store and café
- And activations for BOLD Summer 2019

**FISCAL IMPACT**

City funding is not requested for this project. The exhibit will be installed on private property located at 468 N. Rodeo Drive. City support is requested to help expedite permits and processing for the exhibit.

**RECOMMENDATION**

Staff requests the City Council Liaisons provide direction on the discussion item in this report. Should the item meet liaison approval, then staff will return with an informational item to the City Council at a future date.
general information

context

• Opening event June 25—TBD (other options June 27 or July 9)
• Opening to public June 26—September 15—TBD
• Location 468 North Rodeo Drive, Beverly Hills, California

concept

LOUIS VUITTON Maison taking part in the changing culture and recenter of modernity, contemporary art and digital age.

• Beverly Hills and Los Angeles area is the epicenter of modernity, contemporary art and digital age.
• Proposal of playful, digital and creative discovery of the Maison Louis Vuitton through the artistic collaborations.
Anamorphosis principle for the façade (TBD)
LOUIS VUITTON EXHIBITION

ROOMS

1. In the eyes of the artists / Louis Vuitton as seen by artists / Rooms

2. Origins / Where it all began

3. Designers at work / Reinterpreted icons

4. Monogram as a canvas

5. Art on sticks

6. Art on fashion

7. Red carpet gowns & celebrities

8. Magic Matte

9. Newest collaborations (Reveal)

10. Auxiliary Rooms
LV EXHIBITION OPENING EVENT

Location: Exhibitionsite on Rodeo Drive
Time: 6pm - 8:30pm TBD
Guests: 1,000 pax targeted

LV EXHIBITION PRESS DAY & INTERVIEWS

Location: Exhibitionsite on Rodeo Drive
Time: 10am - 5pm TBD
Guests: Press & Influencers

LV EXHIBITION OPENING

OPENING EVENT

LOUIS VUITTON
LOUIS VUITTON

LOUIS VUITTON EXHIBITION

BOLD SUMMER NIGHTS

Louis Vuitton to celebrate the kickoff of the annual BOLD summer campaign

- Exhibition hours extended on BOLD opening night.
- Opening night, up to 10PM TBD.
- Cocktail on second floor for BOLD.
- Opening to be discussed.
- Celebrating BOLD through the power of brand-led activations on Rodeo Drive.
- Animate Rodeo Drive Louis Vuitton store on BOLD opening night to tie back to exhibition.
- Special VIP access targeting Beverly Hills community during BOLD.

LOUIS VUITTON EXHIBITION
INTRODUCTION

This item provides information to the City Council Liaisons about a proposed Italian wine and shopping event on Rodeo Drive during the week of October 14-20, 2019. La Vendemmia which is usually hosted in Milan, Italy, is celebrating its 10th Anniversary and would like to partner with the City of Beverly Hills to host this high-end program.

This report requests the City Council Liaisons to consider the following:

- Approval of the event in concept
- City partnership through in-kind and waiver of fees (not inclusive of City personnel)
- Promotion of event with the use of the City shield (waiver of licensing fees)
- Use of City meter space on Rodeo Drive for car placements (waiver of meter fees)
- Permission to use City and Rodeo Drive street pole banners to promote event (event organizers will pay for all costs associated with installation/de-installation)

The Rodeo Drive Committee (RDC) has expressed an interest in expediting this proposal for City Council Liaison and City Council consideration. Please note, City staff has not had an opportunity to review detailed schematics and engineering for various elements of the request which include kiosks, pop-ups, video displays and vehicle placement. Event organizers have shared that due to the short timeline, they are requesting City Council’s support of the event in concept so that they can confirm sponsorships as soon as possible. With that in mind, this proposal has been submitted for City Council Liaison review.

DISCUSSION

La Vendemmma is a luxury based fashion and wine event which partners with high-end brands and businesses to create a uniquely Italian shopping experience. As proposed, the event is an opportunity for world-class brands to partner with famous Italian vineyards (as a pairing of a boutique brand with an Italian wine) for VIP Rodeo Drive clientele and members of the public during the week-long event.
This annual event has been hosted in Milan along Via Monte Napoleone, (Montenapoleone Street), one of the most expensive shopping districts in Europe. The event focuses on expanding the relationship between Rodeo Drive and Montenapoleone in the area of luxury trade and tourism. The program is supported by the Rodeo Drive Committee, the Italy American Chamber of Commerce West, Montenapoleone District and Marco Testo Los Angeles (MTLA) a Los Angeles based Italian advertising and event management company.

The event is divided into two segments: first, participating Rodeo Drive brands host a invite-only wine tasting and shopping program for their VIP clientele, and second, a street experience open to the public on Rodeo Drive. La Vendemmia has developed a draft schedule which may include the following:

- Week long programming 10/14 – 10/20
  - Luxury branding activations to include fashion and wine themed pop-ups along Rodeo Drive (would require meter spaces)
  - La Vendemmia special packages at all participating luxury hotels
  - La Vendemmia menus at participating Beverly Hills Italian restaurants
  - Auction at Christie’s (Beverly Hills)
  - Influencers kick-off dinner
  - Rodeo Drive one day street closure for wine tasting and boutique shopping
  - VIP activation on Rodeo Drive

**FISCAL IMPACT**

La Vendemmia Beverly Hills will be hosted through City (if approved) and private sponsorship. Organizers hope to raise $200,000 or more in order to cover costs associated with the event. The City of Beverly Hills has been requested to consider providing in-kind sponsorship through a waiver of permits and fees. Direct personnel costs will be the responsibility of event organizers, Marco Testo Los Angeles (MTLA). Estimates for City staff have yet to be determined. Based on a preliminary assessment, in-kind sponsorship and a waiver of permit fees could include:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rodeo Drive Street Closure Fee</td>
<td>$23,289.00</td>
</tr>
<tr>
<td>Rodeo Drive Meters</td>
<td>$4,536.00</td>
</tr>
<tr>
<td>*assumes all 36 meters on Rodeo Drive. Each meter is $126.00 for the week</td>
<td></td>
</tr>
<tr>
<td>Special Event Permit</td>
<td>$3,045.00</td>
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<tr>
<td>BHPD Admin Fee</td>
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<tr>
<td><strong>Estimated In-Kind Total</strong></td>
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</table>
RECOMMENDATION

Staff requests the City Council Liaisons provide direction on the discussion item in this report. Should the item meet liaison approval, then staff will return to the City Council for formal review and consideration of this proposal at a future date.
Attachment 1
The Harvest

The exclusive invitation-only event where high fashion, reputable restaurants, and upscale hotels come together to create a luxurious experience.
Through a collaborative effort, high-end fashion boutiques and the most refined Italian wines take over the world's finest luxury shopping districts. Each brand is partnered with a vineyard for in-store tastings and experiences. In addition, the district's premier restaurants & hotels feature week-long speciality menus, exclusive dining experiences, and luxurious week-end getaways.

A Vendemmia

The Harvest
La Vendemmia Milan - facts

2019 will be the 10th Anniversary of La Vendemmia Milan.

One of the Gross most magnificent events...
Over ten articles on national and international press including Vogue
Collaborated with sixteen star hotels in Milan & 24 prestigious restaurants
Had its dedicated APP
Hosted a VIP lounge
55 winemakers partnered with luxury boutiques in 2018

La Vendemmia
Koma - Jucis
2018 Pairings
& Vineyards
Boutiques
2018 VIAMONTE | NAPOLI | EXAMPLES OF BOUTIQUE & VINEYARD PAIRINGS

ACQUADIPARMA | BODEGA | LALIT | ALBERTO FERRETTI | ETERNO BALDINI | ETERNO VUTABIO | DINA | MARIA

BOUTIQLERO | DIPISA | OROLOGERIA | BREGUET | GIGLIO | MALINI | BRUNELLO CUCINELLI | ANTONELLI

BUCCELLATI | BALLABIO | 3URBERRY | ETERNO ROSS | ETERNO D'ETRURIA | CARLO | ENI | TETTOI

CHRISTIAN DIOR | RUFUS | ROCHAS | CHRISTIAN DIOR | PARFUMS | CÉLINE | INNOCENT BLANC | FERRANTE

CORTANA | CAPELLI | DOLCE & GABANNA | VIGNA IGI | UMBERTO PUCCHI | ISABEL | STELLA | ELENA CASTELLIN

FRANCIACORTA | RAVENNA | RIZZOLI | ZANETTA | DIVOR | VILLAGGIO | LOUIS VUITTON | IFA"A

HOGAN | WAVRE | MONCLER | SEZANE | TONAL | WOMEN | MARESCA | SAN PATRIGNANO

BELMONTE | CAPODIMONTE | HANNAH | POMELLATO | FRANCO | DONNA | ALBA | NAPOLI | SALVATORE

BRUNELLO | ROSSI | INDEPENDENT | CAMERINO | FERRARIPERLE | BALSAMERISERVA | 2009 | TRENTO

PASTECCERIA COVA | MONTE CHIO | CHAMPAGNE BLANQ 2009 PASTECCERIA MARCHESE | ETERNO PERLE | R._VIGNA

BONAGIN | ITALIA INDEPENDENT | RINO | RINALDI | OROLOGIO "CARTIER | CECILIA | ANIA | HERNO | RECETO

VANOTTI | WOMEN | CANTINA TORMARESCA | CIGARETTE | VIGNA IGI | ALBA | VENICE | TAVAGLINI

GIGLIO | CARLO | PASTICCERIA COVA | MONTE CHIO | CHAMPAGNE BLANQ 2009 PASTECCERIA MARCHESE | ETERNO PERLE | R._VIGNA

DELTALLA | VI | PASTICCERIA COVA | MONTE CHIO | CHAMPAGNE BLANQ 2009 PASTECCERIA MARCHESE | ETERNO PERLE | R._VIGNA

ACQUADIPARMA | BODEGA | NUNNAMINIMA | ALBERO | ETERNO BALDINI | TRAPANI | BISTOCCINO | ETERNO BURRERTINO

2018 VIA MONTEERCOLONE EXAMPLES OF BOUTIQUE & VINEYARD PAIRINGS
La Vendemia Beverly Hills

A week long lifestyle event like no other where:

- A celebration of the Italian lifestyle and culture that is admired and celebrated worldwide
- One of a kind wine auction
- Reputable restaurants and upscale hotels come together
- Masterpieces are hosted in the most glamorous boutiques
- Guests are invited to a unique sensorial shopping experience
Why Beverly Hills?

- Synonymous with elegance, sophistication, quality & innovation
- A recognized worldwide capital of excellence; is the ideal setting to welcome the excellence of Italian craftsmanship.
- Over 100 Global Luxury brands
- Listed as the second most expensive location in the Country
- 7.4 million visitors in Beverly Hills every year
- BOLD, through its Summer & Winter activations, home of trendsetters, influencers, and tastemakers renowned for its lavish lifestyle

Be Beverly Hills?
Efentative Program

October 14th through October 20th

10/14-10/20

Branding activations & fashion and wineries at Rodeo Drive, Clason Street from 6 pm

10/17

Influencer’s Brunch & dinner

10/16

Auction at Christie’s

10/15

Wines and speakers at Rodeo Drive, Clason Street from 6 pm

Rodeo Drive Street Closure from 6 pm

10/14

Wines and speakers at Rodeo Drive, Clason Street from 6 pm

10/14-10/20

“La Vendemmia” Special Packages at all participating luxury hotels

“La Vendemmia” Menus in all the participating Italian restaurants

Branding activations & fashion and wineries and photo pop-ups at Rodeo Drive
Promotional Activations

By May 31

Expiration: May 31

La Vendemmia on Rodeo to be announced & promoted through:

- Influencers & press only (details TBC)
- Monthly e-blasts
- Monthly coverage
- Targeted social media ads

Between June 1st and September 30th:

- Influencers' collaborations
- Social media push
- Monthly e-blasts
- Monthly coverage
- Influencers' posts only
- Promotional content (details TBC)
- Targeted social media ads

To be announced on Rodeo to be promoted through:

- Influencers' posts only
- Social media push
- Monthly e-blasts
- Monthly coverage
- Targeted social media ads

Handling materials (banners, signage, & welcome packages)

Branding materials (banners, signage, & welcome packages)

Experiential marketing activities (small events to promote La Vendemmia)

For participating partners (shores, restaurants, hotels)

Petitioning with CTA (early bird VIP tickets)

Media coverage

La Vendemmia on Rodeo to be announced & promoted through:
Italian Fashion Influencers, I.e.:

TBD

Local Influencers:

TBD
People
Variety
The Hollywood Reporter
Vogue

Worldwide Press

Press

Valentino Garavani
Valentino Marzullo
Emanuela Canti
Nicole Mazzaciro
Veronica Ferretti
Marcello di Vito
Chiara Nasti
Chiara Bizz

Chiara Ferragni
Sponsorships pending
Estimated amount of the sponsorship will be around $200,000.
the event

Scope of
During the event week we would like to offer the following opportunities:

- 10 car platforms to be displayed on parking spaces, two for each block of RD
- 6 digital video displays along the sidewalk, one for each block of RD
- 2 12x12 ft coffee and water booths
Our ask to the City
We are asking the City the following:

City to promote the event through street pole banners around BH for one month prior:
- Street closure permit on the day of the event
- Permission to utilize digital display kiosks throughout the whole event week
- Permission to utilize digital display platforms throughout the whole event week
- Permission to display car platforms throughout the whole event week
- Permission to display coffee and water booths during the day of the event
- Permission to display coffee and water booths during the day of the "Tasting Event"

Event starts. Banners creative artwork to be provided by organizers.

(Thursday night between 6pm and 9pm)
Radio Dive

Rodeo Drive

Prominent space on

Takover

In addition, the opportunity of brands showcasing and showcasing vehicles Rodeo Drive to display world-famous experiential blocks for video and including out-of-home ad placements.
Showcase Premium viewership location for brands to display products, art, or specialty items for guests to view. This can include display cases, out-of-home digital displays to preview brand commercials and more.

Premium Viewership

Sponsor Showcase
Vip Lounge

Exclusive space

Experience personalized

Hotel for Riches to

the Beverly Whiskeys

within a boutique of

brand experiences.
THANK YOU

Managing Director
Lorenzo Cascino
raffaele.seinerio@mtla.com
(323) 507-9733

Head of Business Development
Lorenzo Cascino
lorenzo.cascino@mtla.com
(424) 744-9433

Relationship Manager
Raffaele Seinerio
Raffaele.Seinerio@mtla.com

LaVendemmia is a registered trademark and is being used under license by the Montenapoleone District Association and by Italy America Chamber of Commerce West, Inc. Copyright and other intellectual properties of MTLA used under license by Italy America Chamber of Commerce West, Inc.
Attachment 2
Honorable Mayor John Mirisch,
Mayor And Members of the City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Mayor John Mirisch and Members of the City Council,

On behalf of the Rodeo Drive Committee, we write to offer our support for the La Vendemmia request to bring their program to Beverly Hills from October 14 - 20 with a Rodeo Drive full street closure on October 17, 2019 starting at 6:00PM.

The team from La Vendemmia attended an RDC meeting in March and gained general RDC support for an invitation only exclusive event where high fashion, reputable restaurants and upscale hotels come together to create a luxurious experience.

Thank you for taking our recommendation and support into consideration.

Sincerely,

Kathy Davoudi-Gohari
President Rodeo Drive Committee
INTRODUCTION

This item provides the City Council Liaisons with an update on the annual Rodeo Drive Concours d'Elegance Father's Day Car Show. The event will celebrate 26 years, and is planned to take place on Sunday, June 16, 2019.

The City Council Liaisons are requested to review conceptual designs and elements regarding the RDC proposal.

DISCUSSION

The Concours d'Elegance has become a City-legacy program in Beverly Hills. Curated with the support of longtime resident and car enthusiast Bruce Meyers and the Rodeo Drive Committee, the program is planned to bring an estimated 35,000 visitors throughout event.

This year, legendary British marquee Bentley will be celebrating their 100-year anniversary. Bentley is in partnership with O’Gara Coach, a Beverly Hills-based luxury car dealership. The company has agreed to be a sponsor of this year’s car show, and will be showcasing their rarest, most historic Bentley vehicles alongside the newest models. Artwork for promotional materials were designed inclusive of Bentley feedback.

Elements of the event include:

- Updated floor plan
- Winner's Circle
- Step and repeat
- VIP lounge
- Food trucks
- Exhibitor gift bags
- Influencer partnerships
**FISCAL IMPACT**

Base funding for this event of $172,500 has already been approved through the RDC FY 2018-2019 annual agreement. Sponsorship funding is managed directly through the RDC to help supplement costs associated with the event.

**RECOMMENDATION**

Staff has requested the City Council Liaisons review the updated information and provide feedback as appropriate.
Attachment 1
Concours d'Elegance 2019
CONTENTS

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Press and Media  10
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The Details  03
The DETAILS
THE DETAILS

The Concours d’Elegance will return to Beverly Hills on Sunday, June 16, celebrating 26 years as a Father’s Day fixture on Rodeo Drive.

Rodeo Drive, the 300 and 400 blocks will be host to curated classes including European classics, American muscle cars, pre-war cars, race cars and the latest luxury and exotic offerings from around the world.

The Concours d’Elegance will celebrate the 100th anniversary of legendary British marque Bentley, filling the entire 200 block of Rodeo Drive with a selection of the rarest, most historic Bentleys along with the latest creations from the brand’s headquarters in Crewe, England. Further along Rodeo Drive, The Concours d’Elegance will fill the 200 block with a selection of European classics, American muscle cars, pre-war cars, race cars and the latest luxury and exotic offerings from around the world.
The CREATIVE
COLOR PALETTE

BENTLEY WHITE
RGB: 255, 255, 255
HEX: #FFFFFF

BENTLEY GREEN
RGB: 40, 78, 30
HEX: #284C1E

BENTLEY RACING GREEN
RGB: 0, 190, 193
HEX: #00C5C5

BENTLEY SILVER
RGB: 0, 0, 0
HEX: #000000

BENTLEY BLACK
RGB: 198, 12, 0
HEX: #C60000

THE CREATIVE
Pitching to both local and national press outlets in order to gain maximum exposure for the beloved annual event.
The EVENT ELEMENTS
These elements will be flushed out during City Logistics meetings:

- Influencer Partnerships
- Exhibitor Gift Bags
- Food Trucks
- VIP Lounge
- Step and Repeat
- Winner's Circle
- Updated Floor Plan

THE EVENT ELEMENTS
Thank You!
INTRODUCTION

This item provides information to the City Council Liaisons about proposed programming for BOLD Summer 2019. The attached proposal is from the Rodeo Drive Committee (RDC).

The City Council Liaisons are requested to review conceptual designs and elements and provide feedback to the RDC regarding their proposal.

DISCUSSION

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

Based on the direction received at the Study Session on March 5, the RDC has developed a presentation for the City Council Liaisons to review and provide feedback. This summer will be the fifth program offered through the BOLD initiative.

The attached presentation provides programming along with a budget. The proposal provides new programming and concepts for consideration. Similar to previous years, the launch night is tentatively scheduled for Thursday, August 1, 2019. It will include musical entertainment and fireworks as a highlight. Additionally, art exhibit-styled installations are proposed for the street throughout the BOLD Summer season. Programming would again be for Thursday, Friday and Saturday evenings from 5:00PM-8:00PM.

It should be noted that a draft of this proposal was shared with the Rodeo Drive Committee membership on Wednesday, April 3, 2019. The members voted to freshen the look by supporting a lighter summer color palette this year. They were of the opinion that this year the programming and installation should be more reflective of the high-end boutique businesses on Rodeo Drive. Overall, the members supported the BOLD initiative.
As proposed, the following elements have been included in the RDC deck for City Council Liaison consideration:

- **Launch Event**
  - Musical Entertainment (headline): Cristina Ramos, Spanish opera/rock singer, winner of Spain's Got Talent and finalist for America's Got Talent. Performer has existing partnerships with high-end brands.
  - Musical Entertainment: opening acts consists of a DJ and dueling pianists with two grand pianos.
  - Live Art: partnership with artist Sage Barnes for an active art experience.
  - Live Art: partnership with Mr. Brainwash for a live experience, and if approved for funding, provide Rodeo Drive banner artwork. The live painted piece from the event would be installed for the duration of Summer BOLD.

- **Social Art Installation**
  - Background colored (darker palette per the request of RDC membership) to provide a more gender neutral and/or masculine color scheme. It was felt that the past-two years were too bright and feminine, and a change was requested.

- **Refresh on Rodeo**
  - Replacing the traditional Champagne Garden, this element would be a more family friendly space, and could include lighter refreshments such as Rosé, other alcoholic and non-alcoholic beverages. There would also be a photo moment with a designed hedge wall.

- **Fireworks**
  - Curated fireworks to conclude the launch event.

- **Weekly Programming**
  - Hashtag Mosaic: Interactive photo activation, using personal cell phones. Timeframe: one weekend only.
  - Summer Lounge: Similar to BOLD Holidays, this summer space would provide a space for seating with the option to purchase snow cones or gelatos. Timeframe: one weekend only.
  - Living Mannequins: Acrylic boxes installed on Rodeo Drive with minimal sets inside. Actors will interact with both the set and guests through the box. Timeframe: one weekend only.
  - Rodeo Luxury on Display: This is a proposed outdoor museum style activation. The element is contingent on a partnership with the Fashion Institute of Design and Merchandising (FIDM). Timeframe: duration of BOLD Summer.
  - Architectural Tours: Guided tours on Rodeo Drive highlighting the history and architecture of the street. Timeframe: one weekend only.
  - Aspirational Wish Trees: Similar to the “where in the world” wall, this activation would have visitors write down something they wish or hope for, attached to a paper card that blends in with the tree. The wishes will create a tree with hopeful and positive themed messages. Possible charity tie-in. Timeframe: one weekend only.
  - Enhanced Audio: Curated playlists on Thursday, Friday and Saturday evenings from 5:00PM-8:00PM on Rodeo Drive.

- **Influencer Partnership**
  - New partnership opportunities are currently being explored.

There are also alternative and/or optional elements, which are presented to the Liaisons for consideration:
- Two Rooms on Rodeo: The activation would take place inside an empty storefront on Rodeo Drive. There will be two different themes varying every two weeks. This exhibit would be similar to the '29 Rooms' immersive experience. Timeframe: duration of BOLD Summer, with design changes every two weeks.

Please note, the current budget does not include this element. Should the Liaisons approve, then either the base proposal should be revised and/or additional funding be considered for this option.

**FISCAL IMPACT**

The BOLD Summer 2019 RDC base estimated costs are $715,374. There are additional options presented in the report, which are not included in the base budget.

The City's Transient Occupancy Tax (TOT) for Fiscal Year 2018/2019 can currently fund up to $380,000. Should the City Council Liaisons recommend the optional elements; staff will work with Finance to identify possible sources of funding. Please note, BOLD Summer 2018 costs were approximately $1.16M for all Citywide programming. The RDCs base proposal remains flat from last year (please see below, chart with larger font available in attachment).

<table>
<thead>
<tr>
<th>RDC SUMMER BOLD 2019 EXPENSES</th>
<th>Kickoff + Programming</th>
<th>3 Nights X 4 Weeks</th>
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</thead>
<tbody>
<tr>
<td><strong>Expenses</strong></td>
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<table>
<thead>
<tr>
<th>Item Description</th>
<th>Detail</th>
<th>Budget Estimate</th>
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<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>
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<tr>
<td>Event Rentals + Furnishings</td>
<td>Kickoff + Programming</td>
<td>$30,750.00</td>
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<td>Creative Services: Signage, Branding, Printed Materials, and Postcards</td>
<td>Kickoff + Programming</td>
<td>$22,100.00</td>
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<td>Insurance, City Permits and Additional City Costs</td>
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Kickoff Entertainment, 4 weeks Programming + Talent Hospitality

Kickoff Entertainment (MC, DJ, Opener, Main Act) + Backline and Talent Hospitality

Primary Artist Partnership (Kickoff Live Artist + Living Installation) | $20,000.00 |

WEEK 1 PROGRAMMING (2 NIGHTS 8/2, 8/3): Kickoff + Programming | $30,000.00 |

WEEK 2 PROGRAMMING (3 NIGHTS 8/8, 8/9, 8/10): Kickoff + Programming | $47,000.00 |

WEEK 3 PROGRAMMING (3 NIGHTS 8/15, 8/16, 8/17): Kickoff + Programming | $35,000.00 |

WEEK 4 PROGRAMMING (3 NIGHTS 8/22, 8/23, 8/24): Kickoff + Programming | $35,000.00 |

PROGRAMMING ALTERNATIVE - TWO ROOMS ON RODEO | $220,500.00 |

Fireworks

Kickoff | $5,000.00 |

Main Stage: Includes Stage Hands, audio Technician(s), and Equipment

Kickoff + Programming | $24,000.00 |

Main Stage Lighting

Kickoff Night | $46,500.00 |

Generators

Kickoff + Programming | $1,500.00 |

Graphic Design

Kickoff + Programming | $5,000.00 |

Video, Audio + Sound

Kickoff + Programming | $17,000.00 |

Influencer Partner

Kickoff + Programming | $8,820.00 |

Event Support Staff (e.g. Wages, Parking, and Crew Meals)

Production Supply, Crew Meals, Parking, etc | $8,500.00 |

Partner Organization Staffing - Onsite Event Staff

Onsite Event AGENC Staff: Kickoff + Programming | $3,526.00 |

Pre & Post Production Management Costs

AGENC Staffing: Kickoff + Programming | $29,975.00 |

Refresh on Rodeo

Rentals + Staffing | $19,000.00 |

Miscellaneous

Admin + Overhead, Accomodations, Production Vehicles, Radios, etc | $9,400.00 |

AGENC Fee | $19,229.00 |

Summer BOLD 2019 Projected Total | $715,374.00 |

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Summer BOLD 2019 Projected Total w/ Additions | $937,374.00 |
RECOMMENDATION

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

- Dates/Times of BOLD
- Proposed Programming for BOLD Summer 2019
- Recommendation on Funding

Should the items meet City Council Liaison approval, then staff will return to the City Council for formal review and consideration of BOLD Summer 2019 at the Tuesday, May 7 Study Session.
Attachment 1
Table of CONTENTS

The Looks
Artist Partnership

Influencer Partnership
Stage Design
Programming Alternative

BOLD Summer Programming
Kickoff Entertainment
Social Art Installation

BOLD Summer Budget
Influencer Partnership
Stage Design
Programming Alternative

BOLD Summer Programming
Kickoff Entertainment
Social Art Installation

BOLD Summer Budget
The LOOKS
LOOK ONE

LOOK & FEEL
JOIN US FOR BOLD SUMMER
COLOR PALETTE

SUMMER LEMON

BLUSH

COCONUT

MINT

LIGHT GREY
Join Us For
BOLD Summer
EVERY Thursday, Friday & Saturday
August 1st - 31st
5:00 pm - 8:00 pm
Look
THREE
Join us for Bold Summer

Every Thursday, Friday & Saturday
August 1st - 31st
5:00PM-4:00AM
BOLD Summer
ARTIST PARTNERSHIP
SAGE IS an artist who focuses on contrast, technically and visually. He pairs opposing colors and themes in a surreal way to communicate the emotions of life. Sage's main focus is using contrast and representational art to directly draw out the emotions and experiences of the viewer. His work hangs in many countries and has participated in shows around the world.
Creation of the Rodeo Drive banner artwork

Flat set wall painted live to serve as a photo moment for the duration will be finished live paired with a meet and greet opportunity

Live art experience on Rodeo, such as an unveiling of a sculpture that

has continued to attract the attention of critics and celebrities alike.

Mr. Brainwash uses elements from pop art's past and the raw components of his street art beginnings to create larger than life exhibitions and collaborative art show throughout the world.
Social Art Installation
When guests step into the 'Big Bags, Little Dogs' installation, they are immediately part of a luxurious narrative: Shopping bags and dog leash in hand.

The bold color from the artistic dogs and the clothes of guests will pop against the clean and artistic Rodeo Drive inspired paper skyline. The bold color will also make it difficult to see, serving as a unexpected photo opportunity.

The discovery moment is when the car will be unhidden. A quick and clean backdrop will create a gorgeous back drop creating a photo opportunity. The essence of "Big Bags, Little Dogs" is an experience the photo to capture its unlikely nature.

What makes this installation unique

Big Bags, Little Dogs
Social Art Installation
Kickoff Entertainment
Cristina Ramos is a Spanish opera and rock singer whose performance in America's Got Talent created a viral phenomenon of more than 100 million views in just one week.

Cristina Ramos is a Spanish opera and rock singer whose performance in America's Got Talent created a viral phenomenon of more than 100 million views in just one week.
Current music will be provided by DJ set with equipment. $7K for (1) DJ set with equipment.

A DJ set will begin the evening as people are arriving to BOLD Kickoff. Immediately following a predetermined set with two grand pianos and professional pianists will begin dueling in classical and contemporary styles.

Performances will be approx. 45 minutes.
A luxurious social evening where Guests can enjoy refreshments

- Elevate plush furniture will create stylish seating and photo opportunities
- Utilize one of the hedged walls as a photo moment

Champagne Garden's are a thing of the past, this Summer, say hello to Refresh on Rodeo!

$18K for (1) Evening

REFRESH ON RODEO  KICKOFF ELEMENTS
Fireworks can be coordinated with classical music, creating a stunning visual atmosphere.

Colors will be bright and BOLD to keep in theme of the summer.

Beautifully curated fireworks over Rodeo Drive to round out a fantastic evening kicking off the 3rd annual BOLD Summer.

$15K+ for (1) show
HASHTAG Mosaic

Invite guests to participate and create a billboard-sized work of art,
live and in real time, powered by the #BOLDBH hashtag:

Through this interactive activation, we will be able to turn this programming idea into an opportunity and reach new audiences one photo at a time. Photos are automatically printed and guests are encouraged to match the number on the back of their photo with the corresponding number seen on the mosaic wall. Instagram and Twitter accounts to easily contribute to the mosaic and share their experience with their own friends and followers.

$30K+ for (2) weekend
Playing off of the success of the BOLD Winter Lounge, Rodeo Drive will have a beautifully curated space for guests to sit, have a summery treat and enjoy themselves on the iconic crowned jewel of Beverly Hills.

SUMMER LOUNGE

BOLD SUMMER PROGRAMMING

$22.5K+ for (1) Weekend
LIVING MANNEQUINS

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

Possible themes can include:

- Monochromatic
- Seasons
- Luxury Fabrics
- Elements
- Fairy Tales

Accorst will interact with both the box creating beautiful memories and guests through the acrylic boxes built on Rodeo Drive.

Luxury Fabrics

$47K+ for (1) Weekend

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

LIVING MANNEQUINS

BOLD SUMMER PROGRAMMING
Highly curated, vintage and luxury accessories and clothing pieces showcased within gorgeous cases around Rodeo Drive.

$40K+ for (2) weekends
Free, public tours along Rodeo Drive highlighting a selection of unique architectural and historical buildings and the history behind them.

Guests will have the opportunity to learn how these historic buildings helped shape and create this world-renowned luxury shopping destination we know as "Rodeo Drive." Tours will showcase a mix of high fashion retail and historic architecture seen on all four blocks.

Architectural Tours

BOLD SUMMER PROGRAMMING
ASPRATIONAL WISHING TREES
ASPIRATIONAL WISHING TREES

The next generation of the "Where In The World" wall will engage guests by asking them to write down something they wish or hope for, resulting in a beautifully full tree. Each tree will focus on a different aspirational, interactive activation, placed in select locations alone or in blocks.

Location: All three Rodeo Drive Charity Drive-in Engagement and Charities

Charity Drive-in Engagement: Engage a local charity for partnership opportunity on a 35k+ for (1) weekend.
Curated playlists to debut every evening from 5-8pm on Thursday, Friday, and Saturday.

Enhanced audio installed in the median for four weeks.
Programming
ALTERNATIVE
If selected, this programming idea would be the only activation during the month of August due to budget restrictions.

Taking over a vacant storefront on Rodeo Drive and turning it into an enclosed space, there will be two different themes varying every two weeks for guests to experience.

Possible themes can include:
- Mirror Maze
- Cave of Precious Stones
- Moroccan Desert

This modern take on the wildly successful 29 Rooms exhibition is immersive and ongoing throughout BOLD Summer with (2) Room Builds over (4) weeks of the BOLD Campaign.

$170K+ for (2) Room Builds
Stage Design options are forthcoming
BOLD Summer Influencer Partnership
Influencer Partnership options are forthcoming.

$17K+ for (1) ongoing partnership
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<tr>
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<th>Detail</th>
<th>Costs</th>
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### Week 1 (2 Nights 8/2-8/3):
- Total Costs: $30,000.00

### Week 2 (3 Nights 8/8-8/10):
- Total Costs: $47,000.00

### Week 3 (3 Nights 8/15-8/17):
- Total Costs: $35,000.00

### Week 4 (3 Nights 8/22-8/24):
- Total Costs: $35,000.00

### Total Costs:
- $220,500.00
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<td>Event Support Staff (e.g. Wages, Parking)</td>
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<td>Skit Program MANAGEMENT COSTS AGENDA Staff: Kickoff + Programming</td>
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<td>Refresh on Rodeo Rentals + Staffing</td>
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<td>Summer BOLD 2019 Projected Total W / Additions</td>
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Thank You!
INTRODUCTION

This item provides information to the City Council Liaisons about proposed programming from the City which also includes the Next Beverly Hills Committee (NBHC) for BOLD Summer 2019. The attached proposal is for Liaison review and feedback.

DISCUSSION

For the past two-years, the City has hosted BOLD, a City-funded business marketing initiative developed to attract visitors to shop, dine and stay in Beverly Hills. The initiative is a cooperative partnership between the City and the Beverly Hills Conference and Visitors Bureau, the Beverly Hills Chamber of Commerce, the Rodeo Drive Committee and the Next Beverly Hills Committee. Based on the direction received at the Study Session on March 5, the City and NBHC have developed a presentation for the City Council Liaisons to review and provide feedback. This summer will be the fifth program offered through the BOLD initiative.

The attached presentation provides programming and a budget, along with ideas for new Social Art installations that showcase an elevated artistic ‘experience’ when in Beverly Hills. Similar to previous years, the City will coordinate programming and events with participating groups and partners.

The City proposal provides updated design and creative for the next round of Social Media installations that could be placed throughout the business triangle. Last year, a total of four installations were installed along Rodeo Drive, Camden/S. Santa Monica, South Beverly and Beverly Cañon Gardens. The popularity of these installations garnered significant digital and social media engagement for the BOLD campaign and Beverly Hills in general. This year, new designs themes have been provided for consideration.
The Next Beverly Hills Committee (NBHC) has hosted an annual block party since 2016. Last year, they partnered with the BOLD initiative to host the closing event for BOLD Summer. The group is a City volunteer committee.

**BOLD Summer 2019 Programming (Proposed)**

This year the proposal includes similar activities, along with some new elements which include:

**CITY**

- Coordinate the installation of and maintain the Social Art Installations.  
  Timeframe: duration of Summer BOLD, and continuing for 3-4 months after as directed.
- Themed "Flash Mob" activation on Rodeo Drive.
- Maintain the current warm white tree lighting program, and provide audio speakers for the summer initiative.
- Provide staffing support on BOLD nights to include key departments from the City Manager's Office, Public Works, Police, Fire, Information Technology and others as needed.
- Assist in logistical support as requested by vendors and partnering organizations.

**NBHC**

As proposed NBHC would like to focus more on higher quality experiential programming with a possible change in locations.

The list below provides elements for direction:

**General Program**

- BOLD/Next Night event on **Saturday, August 24, 6:00PM-10:00PM**
- Proposed locations (seeking feedback):
  - Option 1 – N. Beverly Drive
  - Option 2 - 200 Block of N. Cañon Drive
  - Option 3 - S. Beverly Drive (Previous Location)
- Local restaurant participation
- Two food trucks
- Local ice cream stands/tents
- Two beer and wine stations
- Art walls/floral corners
- Grand entrance
- Charity component
- DJ/live international music artists
- Insta fun team photo activities
- Kids zone
- Street span banner (location will need to be reviewed due to Metro construction)
**Social Media/Marketing**

While publicity and general marketing will be collaborative with the City’s BOLD partners, NBHC will also provide the following:

- Videos and teasers
- Print and digital campaigns
- Community and business outreach
- Micro-influencers for event
- Press coverage
- Live posting from Next Beverly Hills social media accounts

**Sponsorship Opportunities**

This year, the committee would like to seek corporate sponsorship to help supplement costs associated with the event. The group has provided tiered sponsorship levels for those interested in participating (see attached). Per the City’s policy, the group shall not legally enter into any agreements with sponsors without City approval.

**FISCAL IMPACT**

**BOLD Summer 2019 Estimated Costs**

The BOLD Summer 2019 City costs for the Social Art Installations are estimated at $269,600 (last year was $333,000). The costs for this year are for a 3-4 month installation, anything beyond, will need to be discussed due to maintenance and lifespan for each piece.

<table>
<thead>
<tr>
<th>City of BH - 2019 Summer Social Art Installations</th>
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<td><strong>JOB</strong></td>
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<td><strong>2019 Social Art Installations</strong></td>
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NBHC has requested $99,775 for the BOLD/Next Night event which is similar to last year's costs (see attached).

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<td><strong>Estimated Total</strong></td>
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</table>

City personnel costs will be absorbed within departments unless directed otherwise. The City’s Flash Mob costs are estimated from $5,000 - $10,000.

The City’s Transient Occupancy Tax (TOT) for Fiscal Year 2018/2019 can currently fund up to $380,000. It is anticipated that Fiscal Year 2019/2020 will have $500,000 which could possibly total an estimated $880,000.

It should be noted that the $500,000 will not be available until the start of the new fiscal year on July 1, 2019. Additionally, if this amount were to be used, then that could possibly reduce any contingency funding that may be available from TOT for the remaining Fiscal Year 2019/2020 budget.

NBHC costs are included within a Budget Enhancement Form (BEF) for the Business Development Account submitted as part of the Fiscal Year 2019/2020 budget process. If approved as part of the budget process, those costs will be covered in that account. The committee will also seek sponsors to enhance the proposed budget if sponsorship is approved by the City.

Should the City Council Liaisons recommend this proposal, then staff will work with Finance to identify possible sources of funding as needed. Please note, BOLD Summer 2018 costs were approximately $1.16M for all Citywide programming.

**RECOMMENDATION**

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

- Proposed Programming for BOLD Summer 2019
- Recommendation on Funding

Should the items meet City Council Liaison approval, then staff will return to the City Council for formal review and consideration of BOLD Summer 2019 at the Tuesday, May 7 Study Session.
SOCIAL ART INSTALLATION

Sunglasses Installation
Sunglasses Installation
Sunglasses Installation

See Beverly Hills through a new lens with this shade-inspired installation.

Overlapping forms deriving inspiration from the shapes of designer sunglass lenses and their refined tint palette.

Creates a spectacular backdrop as well as a mosaic filter to see the street scenery through.

This installation could also integrate free-standing sunglasses in unique finishes that visitors could stand behind and wear.
SOCIAL ART INSTALLATION

Pool Cabana

A theatrically rendered pool edge lets visitors imagine they're lounging in a private Beverly Hills pool.

A cozy but luxurious pool cabana with elegant patio chaises, lush plants in refined ceramic vases.

Guests will be cooled by a lazy ceiling fan creating an enticing moment to sit and take in the view.
Car Cutout Installation
SOCIAL ART INSTALLATION

Car Cutout Installation

Visitors can appear to be sitting inside the car or laying on its hood and imagine themselves cruising the boulevards of Beverly Hills.

- Full-size artistically rendered side-view cutouts of iconic sports car.
- Against an impressionistic illustrated/rendered backdrop.
- For a touch of whimsy, a scarf sculpted as if billowing from the neck of a passenger or driver floats magically in the air, frozen in place.
SOCIAL ART INSTALLATION

Sails

Guests navigate through artistically interpreted sails and kinetic movement reminiscent of the high seas and the ocean breeze.

Artistically interpreted sails and waves act as screens for visual filtering and projection.

Lightweight perforated fabrics would create elegant movement as the breezes blow through them.
Sculptural Wave
SOCIAL ART INSTALLATION

Sculptural Wave

Geometric and organic textures in an enveloping wave form filter light to create interesting shadows and an inviting space to pass through and take photos in.

- Creates internal and external photo moments
- A wide range of sculptural textures can be applied to the wave form
- Sunlight creates interesting shadows during the day, and integrated LEDs would create reversed patterns at night
SOCIAL ART INSTALLATION

Kinetic Pinwheel Wall
SOCIAL ART INSTALLATION

Kinetic Pinwheel Wall

Whimsical and nostalgic, and kinetic pinwheel wall will encourage guests to capture engaging photos and video content worth sharing.

A collage of rotating fans, pinwheels and turbines varying in color, size and shape.

Rotating slowly in unison against a graphic print backdrop.

Integrated LEDs would create enthralling effects at night.
Additional Options

Sculptural forms luminate at night and invite visitors to sit and lay in unique ways.

A canopy of translucent kite forms rises like a wave from the ground to provide shade and a colorful photo moment.

Facades of iconic buildings are reinterpreted in mesh and wire in front of the original building.
Thank You!
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<tr>
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<td>$269,600</td>
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City of BH - 2019 Summer Social Art Installations
NEXT FIGHT 18/24/19
THE BOLD FINALE
NextNightisdesignedtoshow
thatBeverlyHillsisavibrant,
youthful,anddynamiccitythat'sa
greatplaceforthenextgeneration
towork,playandcallhome.
Based on the community outreach we conducted, we found people are most excited about the following elements incorporated into a Beverly Hills block party:

- Live music they know
- Red carpet
- Photo opportunities
- Street performances
- Delicious food
- Dancing
- Games
- Swag
Next Night 2019 – The BOLD Finale

Saturday August 24, 2019 6:00pm – 10:00pm

Option A: N. Beverly Drive
Option B: 200 block of North Cañon Drive
Option C: S. Beverly Drive

Beverly Hills residents, visitors and Next Geners

6,000 – 8,000

Free and open to the community

Price

Attendance

Demographic

Location

Date

Time

Next Night 2019 – The BOLD Finale
Increased awareness of Next Beverly Hills social media pages

- Increased local business engagement
- Garnered positive reactions to city related tags on social media
- Positioned Beverly Hills as the relevant, entertaining and exciting place to be in the summer
Food and Beverage:

- Local restaurant participation
- Two food trucks (or one big sponsor like In & Out)
- Local ice cream stands and tents (i.e. Sprinkles BH)
- Two beer and wine stations
- Master of Ceremonies
- DJ and Live Music Acts
- International Music
- Art Walls and Floral
- Art Walls and Floral
- Charity Events
- All Day Insta Fun Team
- Kid's Area
- Grand Entrance Corners
- Photo Activities
- Artists
Pre-Event Promotion:
- Videosubmission and teasers
- Print and digital campaigns
- Streetspan sign across South Beverly
- Community and business outreach and involvement
- Print and digital campaigns
- Video submission and teasers

Live Coverage:
- Micro-influencers covering event
- Live posting from Next Beverly Hills pages
- Press coverage

Post-Event Marketing:
- Promote content captured at Next Night 2019 to show Beverly Hills as the best place for summer activities
- Showcase Next Beverly Hills innovative initiatives
SOALS

- Conclude BOLD Summer 2019 in a big way
- Showcase the NBH committee's initiatives
- Provide an engaging community visit experience in Beverly Hills
- Focus on initiatives for the next generation
- Data collection and metrics for future projects
Entrance

Red Carpet

Red Carpet Entrance

1. Bodyguard and lots of lights
2. For guest personal cameras
2. Photographer professional

Step 2 Repeat will be located on N. Canon Dr/Dayton Way
Total
Stage
Utilities
Event Entertainment
Light Features
Audio, Lighting, and Power
Event Elements
Event Support and Operations

$99,775
$5,000
$20,000
$10,000
$22,000
$15,000
$18,000
$9,750
DIAMOND SPONSOR

- Naming the artist right
- 2 booth spaces in festival area
- Logo usage on stage
- Logo on all web and marketing materials
- Logo displayed on crew t-shirt
- Logo usage at the backdrop on the red carpet
- Rights to distribute promotional materials at event area

GOLD SPONSOR

- 1 booth spaces or empty space for luxury car brands in festival area
- Logo usage at the backdrop on the red carpet
- Logo on all web and marketing materials
- Logo displayed on crew t-shirt
- Logo usage at the backdrop on the red carpet
- Rights to distribute promotional materials at event area

SILVER SPONSOR

- 1 booth spaces in festival area
- Rights to distribute promotional materials at event area

SILVER/VENDOR SPONSOR

- Upto $100,000
- $2,500
- $500
The following fees were waived for Next Night 2018 and we hope to receive the same City resources for Next Night 2019.

- Beverly Hills Police and Fire Department personnel
- City permits waived
- City tents for vendor booths
- City printing for marketing and promotional collateral
- Street closure equipment including k-rails
- Public Works personnel
- Trash collections

OurCES
INTRODUCTION

This item provides highlights on current events and programming that are in development as part of the Mayor’s Initiative on Arts and Culture. This report shares partial information from now until July 2019 and does not include the entire Mayoral term of March 2019- March 2020.

Several events are still in the planning phase, however, this report provides a snapshot on some items that have been planned thus far. The City Council Liaisons are requested to review and provide feedback as appropriate.

DISCUSSION

One of this year’s Mayoral Initiatives for Mayor John Mirisch includes a focus on an expanded Arts and Cultural program in Beverly Hills. As planned, programming for the initiative will include regular (monthly) activities with events such as themed sing-alongs, community concerts and general programs related to arts and culture. Specific information beyond dates may not be available for some items. However, highlights of the projects thus far include:

- **Arts and Culture Ordinance, Tuesday, April 16**
  The Beverly Hills City Council will be presented with a revised Arts and Culture Ordinance for consideration.

- **Israel Independence Day Sing-Along, Thursday, May 2, 7:00PM-9:00PM**
  An Israeli Independence Day Sing Along program will be held at the Wallis Annenberg Center for the Performing Arts. It is a free-event which will be sponsored by the City.

- **Reading of Shakespeare’s Love’s Labour’s Lost, May 6, 2019**
  The Shakespeare Center of Los Angeles will perform a live reading held in the Municipal Gallery at City Hall. This free event will be the first of a series in partnership with the Center and Shakespeare scholar and stage director Louis Fantasia.
• Beverly Gardens Grand Re-opening Event, Thursday, May 30, 5:00PM-7:00PM
  This will be a grand re-opening event to celebrate the completion of the Beverly Gardens beautification project. The Friends of Beverly Gardens Park will be working with Community Services staff to develop a program that includes live music, art tours and much more.

• Concerts on Cañon, Thursday evenings, June 6 to August 29, 6:00PM-8:00PM
  This annual concert series is in its seventh year of providing free outdoor musical entertainment at Beverly Cañon Gardens.

• Beverly Hills Proms, Saturday evenings, June 8 to August 17, Time TBD
  This is a Mayoral Initiative which will be held in conjunction with the Concerts on Cañon series. It is a program that is inspired by the Proms music festival in London, England. For August, Beverly Hills Proms will be incorporated into the City's Summer BOLD programming. Details are still forthcoming regarding a finale event.

• Shakespeare Institute, July 8, 12, 15, 17, 2019
  This is a joint project between the Shakespeare Institute of Los Angeles and the UCLA William Andrews Clark Memorial Library. It is a development workshop for K-12 educators, and is led by Shakespeare scholar and director Louis Fantasia. This workshop will be held at La Cienega Community Center. A fee waiver is being requested for the use of La Cienega.

• Beverly Hills International Music Festival, July 26, 27, 29, 30, 2019 at Greystone and July 25th at Concerts on Cañon
  The Beverly Hills International Music Festival offers public performance opportunities as well as intensive study for young musicians. The Festival is designed to provide talented instrumentalists and vocalists a chance to learn from some of the world's leading musicians, to improve their technical and expressive musical skills, and to perform before leading entertainment specialists. This year will be the organization's 16th annual festival.

• Play Ball Baseball Event, Date TBD
  This initiative will start with a proclamation that June to August is Play Ball summer throughout Beverly Hills. Representatives from Little League will be invited to attend wearing their favorite MLB team hat and/or jersey. The week of July 13-18, players of both City Adult baseball and softball leagues will be invited to bring their families out to La Cienega for special Play Ball activities prior to the leagues regularly scheduled games. On Tuesday, August 6 at National Night Out a variety of Play Ball activities will be incorporated into the annual community event.

• Ringo Starr Art Dedication and Concert, Date TBD
  Beverly Hills resident and original member of the Beatles band, Mr. Ringo Starr, would like to donate an art piece from his personal collection to the City. There are discussions to host a musical event on the Crescent Drive (in front of City Hall). The art donation will be presented at a Study Session on May 7, 2019. Once a timeframe is developed for the art installation, a musical program will be finalized and presented for Council consideration.

• British Music Hall Sing Along, Date TBD
  This themed program will focus on the music and songs of British Hall Music. Most songs are comic in nature, originating from 1800's British taverns who were known to provide musical entertainment with food. The City will not be providing meals, but there may be a refreshment component to this event. Details are still in progress.
FISCAL IMPACT

At the time this report was written, the Community Services Department has estimated the additional 10-12 Saturday Concerts on Cañon will cost approximately $40,000-$60,000, depending on the quality of the entertainment. This cost estimate excludes the overtime costs for a Ranger and Community Services staff member, or costs from an event management company to assist with logistics.

At the April 16, 2019 City Council formal session meeting, the Community Services Department will ask the City Council to appropriate funds from the General Fund, in an amount not to exceed $95,000, in order to cover all anticipated costs associated with the Concerts. Should the Concerts cost less than the $95,000, then the balance will return to the General Fund.

The costs associated with the remaining items in this report are unknown as staff has not yet proceeded with obtaining quotes. Staff will submit a report to the City Council confirming the costs for the other proposed Mayoral events once direction is received from the Liaisons. Should the costs exceed what is available in either the Community Services Department budget or the Policy and Management budget, staff will request the City Council approve an appropriation at the time they approve the event(s). City funding is still in the process of being estimated and at this time will be divided between Community Services and Policy and Management departments.

RECOMMENDATION

Staff requests the City Council Liaisons provide direction on the discussion item in this report. Should the City Council Liaisons approve, then staff will return to the City Council as needed for the aforementioned items.
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, April 18, 2019
2:00 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) Donation of Peace and Love by Ringo Starr

3) Adjournment

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: April 15, 2019

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.
Mr. Ringo Starr has offered to donate one of his sculptures to the City and to pay for the base and relocation of the piece. The piece is a stainless steel representation of a hand with the peace sign. It is approximately 8' x 4.5' and weighs approximately 800 lbs. The piece is proposed to be installed on the front lawn of City Hall. The liaisons are asked to make a recommendation regarding this piece. It should be noted that the donation was brought to the Fine Art Commission previously. The Commission did not feel that the piece met the requirements of the fine art ordinance and as a result, turned down the donation.
Ringo Starr
Peace Garden, Beverly Hills, California.

Actual sculpture.
Since the 1960's Ringo Starr has been beloved as a musician but has also been promoting Peace & Love around the world, not only as a member of The Beatles and a solo artist, but as a humanitarian. In 2008 Ringo turned his birthday, July 7, into a celebration of Peace of love, creating an annual event that has become an international movement. Last year saw people gather at related events in over 70 countries to join him in the simple call to action: at Noon their local time they said, thought or posted #PeaceandLove, thus creating a wave of Peace and Love flow across the planet, starting in New Zealand and ending in Hawaii.

Ringo is also an artist, and some years back, he had a casting made of his hand making the peace sign. He later commissioned to turn it into a large bronze sculpture which he placed on the grounds of his estate. Seeing the large Peace sign in the beautiful natural environs gave birth to an idea:

Why not create more of these sculptures and sell them for charity? Each hand could be the center of a Peace & Love Park, where people could gather together in peace?

Each replica would be an advanced version of Ringo's original hand sculpture, constructed of polished stainless steel, making it distinctive, durable in all climates and vandal proof.
Additional:

Cost of sculpture: $150,000 USD
Crating & shipping: Additional (Dictated by location)
Project benefits Ringo and Barbara's charity, the Lotus Foundation (LotusFoundation.com), which exists to fund, support and participate in and promote charitable projects aimed at advancing social welfare in diverse areas including, but not limited to: substance abuse, cerebral palsy, brain tumors, cancer, battered women and their children, homelessness, animals in need and the environment.