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

**Wednesday, July 18, 2018**
4:00 PM

**AGENDA**

1) Public Comment  
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Proposal from the Friends of Greystone for a 'Joy to the Hills' event at Greystone Mansion in December 2018

3) Approval of Conceptual Designs for the BOLD Summer Social Art Installations and to Consider Reallocating One Social Art Installation for the Wilshire/Cañon Art Wall

4) Proposal for the City to Approve an Annual BHEF Beverly Hills 5K/10K Walk-Run & Fitness Blast with All Seasons Fitness Media

5) Proposal Requesting City-Sponsorship of a Cyrus the Great Exhibit

6) Proposal and Direction Requested for City's Website Redesign Project

7) Metrics for City Programming

8) Adjournment

Byron Pope, City Clerk

Posted: July 16, 2018

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

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

Meeting Date: July 18, 2018
To: City Council Liaisons
From: Nancy Hunt-Coffey, Director of Community Services
Subject: Request by Friends of Greystone and Greenhouse Marketing to hold a Joy to the Holidays program at Greystone Mansion

Attachments: Joy to the Holidays 2018 Proposal

The Friends of Greystone (FOG) and Greenhouse Marketing (GMGLA) have submitted a proposal to hold an event called Joy to the Holidays at Greystone Mansion. The event would run from November 29, 2018 – December 2, 2018. With load in and out, the dates would be November 26, 2018 – December 3, 2018. The event would have a ticketed kickoff cocktail party with celebrity chefs on November 29. Tickets are proposed to be $85, and the expected attendance would be 300. On December 1 and 2, tours of the mansion, decorated for the holidays, would be given for a price of $35 per attendee. Other activities would take place over the weekend, such as entertainment etc. Additional details are laid out in the attached proposal. Joy to the Holidays is intended to be a fundraiser for restoration of Greystone as well as to raise awareness of Greystone.

There is no direct financial request to the City for this event. The City is asked to provide the following in-kind services in support of this event:

- Use of Greystone to host Joy to the Holidays
- Use of upper parking lot for guests
- Cleaning services
- Trash removal
- Public Relations services to provide publicity to promote the event
- Promotion of event and sponsors on Beverly Hills website, Social media, etc.
- Beverly Hills Cable to cover the event
- Park Rangers for coordination and security
- On-site shuttle for guests who can’t use stairs to parking lot

Staff is clarifying the role of the park rangers with FOG and GMGLA to determine the approximate number of hours that will be required. Additionally, staff is clarifying who bears the administrative and liability burden of the event. For example, whether GMGLA is handling the aspects of event production, such as subcontracting and bidding the required services per City policy, creating the agreements, securing all necessary permits (health and ABC), collecting and verifying insurance, providing the ticketing
services, etc. Staff will have additional information on these issues for the liaisons at the meeting. At the meeting staff will also provide the costs for the in kind services, e.g. staffing costs, as well as an estimate of fee waivers.
DATE: July 2, 2018
TO: Nancy Hunt Coffey and Kristin Buhagiar
FM: Susan Rosen, Vicky Swartz - Friends of Greystone
Jim Hampton, Robert Nieto - Greenhouse Marketing Group (GMGLA)
RE: JOY TO THE HOLIDAYS 2018 at Doheny Greystone Mansion

EVENT SUMMARY

WHO: Friends of Greystone (FOG) with the support of Greenhouse Marketing Group (GMGLA)

WHAT: Joy to the Holidays. A fundraising and promotional event at Greystone to celebrate the holiday season, featuring a Thursday evening cocktail party for 300 guests and a weekend tour of the mansion filled with holiday decor. All events are ticketed.

WHEN: Load-in takes place Monday, November 26 - Thursday, November 29
Cocktail Party, Thursday, November 29 from 6-9pm
Cleaning on Friday, November 30
Mansion tour event, Saturday, December 1 and Sunday December 2 from 11am to 4pm
Load-out takes place Monday, December 3

WHERE: Doheny Greystone Mansion

HOW MUCH: Only in-kind with city services, similar to last year’s “Joy to the Holidays” events.

- Use of Greystone to host Joy to the Holidays
- Use of upper parking lot for guests
- Cleaning services
- Trash removal
- Public Relations services to provide publicity to promote the event
- Promotion of event and sponsors on Beverly Hills website, Social media, etc.
Joy to the Holidays
At Doheny Greystone Mansion

- Beverly Hills Cable to cover the event
- Park Rangers for coordination and security
- On-site shuttle for guests who can't use stairs to parking lot
- NOTE: No street closures are required

PUBLICITY: FOG and GMGLA will work with City of BH public relations to craft releases about the event, plus provide content for City of BH website. FOG and GMGLA will prepare promotional materials to be e-blasted as well as distributed throughout the City of Beverly Hills, posted on social media, and distributed to media outlets.

STREET CLOSURE: None

FUNDING: No Cash Revenue required from City of Beverly Hills. Revenue streams for the event are as follows:

Ticket Pricing - Prices below and in the attached documents are estimated and will be finalized upon review and approval of event budget.

- For the Kick-Off party ticket prices at $85
- For the Joy to the Holidays day event tickets are $35

Revenue Streams

- Ticket sales (Kick-off and Event)
- Vendor sponsor fee
- Designer/Brand sponsorships
- Corporate sponsorships

Barter

- Partner area restaurants
- Liquor, Wine and Beverages
- Holiday designers to help provide décor
- Media partner(s)
Joy to the Holidays
At Doheny Greystone Mansion

ATTENDANCE: We are expecting 300 guests at the cocktail reception and 200-300 guests per day over the Saturday/Sunday event weekend.

NOTABLES: We are reaching out to Celebrity Chefs, musicians and guest speakers to participate.

BENEFITS: For the Friends of Greystone to raise funds for the restoration of the Doheny Greystone Estate, to raise the public's awareness of the property and its historical significance, to increase Friends of Greystone's membership.

For the City of Beverly Hills, this will be a part of its Holiday community programming, as well as create awareness of the Doheny Greystone Mansion in Southern California and beyond.

We hope to grow the event so that the City of Beverly Hills will provide yearly in-kind support and promote it on the official City calendar.

FILMING: We would like Beverly Hills cable to document the event, if possible.

The following document provides greater detail about the event and how we plan to handle it, as well as information about GMGLA, which has been working with the City for over 15 years developing and marketing City events, including Beverly Hills Art Show, Greystone Design Showcases, Woofstock, and Greystone Mansion Concours d'Elegance.
HE OVERVIEW

Greenhouse Marketing Group (GMGLA) proposes to create Joy to the Holidays, a holiday-themed, branded event that we hope will become an annual Holiday celebration at the Doheny Greystone Mansion.

For the Friends of Greystone, this will be a promotional vehicle and a membership drive, as well as a fund raiser.

For the City of Beverly Hills, this will be a part of its Holiday community programming, as well as create awareness of the the Doheny Greystone Mansion in Southern California and beyond.

We hope to grow the event so that the City of Beverly Hills will provide yearly in-kind support and promote it on the official calendar.

Just like the Rodeo Drive Holiday Lighting Celebration on November 15 or California Christmas at The Grove on November 11, Joy to the Holidays will become an iconic event for many residents to kick off the Holiday season.

The Joy To The Holidays kick-off cocktail reception be held at Doheny Greystone Mansion on Thursday, November 29, then closed on November 30, and the Joy to the Holidays event runs on December 1 and 2, 2018.

These dates are available and have been placed on hold in the event calendar.
THE CONCEPT

For one glorious weekend, the Friends of Greystone and partners will transform the Doheny Greystone Mansion into a Holiday wonderland reminiscent of Holidays past. It will be magical as Holiday décor lights up the former Doheny family home inside and out.

Greenhouse Marketing (GMGLA) will help to secure some of LA’s top interior/exterior designers who specialize in Holiday decor, along with world-class brands to decorate the mansion. This includes the rooms on the first floor (only). There will be interesting Holiday-themed vendor creations featured for sale to guests. Additionally, GMGLA will approach sponsors to underwrite the event.

As guests visit the Doheny Greystone Mansion and see the beautifully decorated home, they will experience not only the festive interior designs, but also the many vendors offering everything from Holiday food, floral designs, wreaths and garlands, custom Holiday decorations, and gift wrapping, to fully decorated Holiday trees, unique lighting, and nostalgic gift items for purchase, with a portion of proceeds going to Friends of Greystone (FOG).

During Joy to the Holidays, there will be celebrity chefs offering their favorite Holiday recipes, floral designers providing the how to? of decorating your home, samplings of luscious eggnog and hot apple cider, along with polar bear cookies and strawberry Christmas tree brownie bites, and more.

The Doheny Greystone Mansion will be filled with Holiday scents and the sounds of your favorite Holiday music, including musical performers and DJs.
KICK-OFF COCKTAIL PARTY

It all begins on November 29, from 6:00 to 9:00 at the Doheny Greystone Mansion with a Holiday Kick-Off Cocktail Party and Preview.

There will be 300 ticketed attendees, including Friends of Greystone members, city officials, sponsors and guests.

Tickets are priced at $85 each.

For the cocktail party GMGLA will work with the FOG committee to secure 8 top area restaurant sponsors who will provide at no charge holiday-themed hors d'oeuvres, tastings and desserts, along with a sponsored bar featuring numerous spirits, wines and holiday drinks.

A special Holiday musical presentation (tbd) will highlight the evening.

Guests will tour the mansion to see the décor.

Note: Tent will be erected outside as a rain contingency.

JOY TO THE HOLIDAYS EVENT

On Saturday December 1 and Sunday December 2, the Doheny Greystone Mansion will be open from 11am to 4pm for ticket holders from the area to tour the mansion and see the Holiday décor.

Ticket price will be $35.00.

We expect 400 to 600 paid guest per day over two (2) days.
Joy to the Holidays
At Doheny Greystone Mansion

LOAD/IN & LOAD/OUT

- Load-in for the event is Monday, November 26 - Thursday, November 29
- Cocktail party is Thursday, November 29
- Mansion is closed for cleaning on Friday, November 30
- Joy to the Holidays is open to the public on Saturday, December 1 and Sunday, December 2
- Load-out for the event is on Monday, December 3
- Mansion cleaning is on Tuesday, December 4

CITY SUPPORT REQUESTED FOR EVENT

We do not require any cash funding from the City of Beverly Hills. However, to support this event, we would like the City to provide the following in-kind services:

- Use of Greystone to host Joy to the Holidays
- Use of upper parking lot for guests
- Cleaning services
- Trash removal
- Public Relations services to provide publicity to promote the event
- Promotion of event and sponsors on Beverly Hills website, Social media, etc.
- Beverly Hills Cable to cover the event
- Park Rangers for coordination and security
- On-site shuttle for guests who can’t use stairs to parking lot
- NOTE: No street closures are required
GMGLA WILL PROVIDE

- A coordinator who will be on-site to oversee the event and cocktail party plus load-in / load-out
- Staffing to support the execution of the party and event
- Restaurant partners to provide food tastings
- Beverage partners to provide bar service
- Coordination of all sponsors
- Conceptualize and Strategize every aspect of the event with Friends of Greystone and make recommendations
- Help to develop the party and event budgets Develop sales marketing materials based on those recommendations to solicit marketing partners and sponsors
- Create sponsorship contracts for sponsors
- Provide billing and collection services, with sponsorship payments made payable to FOG
- Provide a recap to sponsors after the event has concluded

FOGWILL PROVIDE

- Ticket purchase services and collection
- Docents from FOG for tours during event
ABOUT GREENHOUSE MARKETING GROUP (GMGLA)

For over 20 years, we have been helping some of the biggest brands grow their businesses. We created the strategy, the sales marketing plan, secured the sponsors and partners, and oversaw the implementation.

Greenhouse has worked with some impressive clients:

* City of Beverly Hills (including the BH Art Show, Concours d'Elegance, Design Showhouse, and Woofstock 90210)
* Los Angeles Art Show (secured major sponsor underwriters like General Motors, and engineered their move to LA Convention Center)
* The GRAMMYs (Greenhouse launched the Latin GRAMMYs with a million dollar VIP party in Century City)
* Museum of Latin American Art (developed the majority of their corporate sponsors and relaunched the museum)

GMGLA has generated millions of dollars in revenue from sponsors and partners.
INTRODUCTION

On June 19, 2018 the City Council approved four social art installations for the Summer BOLD initiative to be placed at separate locations throughout the business district in the City.

The summer initiative is scheduled for August 2 to August 25, 2018. Due to the quick turnaround required for the social art designs, conceptual drafts are submitted for City Council Liaison consideration (see attached).

Additionally, as part of the Metro Purple Line Extension (PLE) project, there will be a construction mitigation wall installed between Wilshire Boulevard and Cañon Drive sometime after September 2018. Based on the design specs, there will be an opportunity to install and/or display artwork on the north side of the wall.

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

- Provide direction and approval of the conceptual designs for the Summer BOLD social art installations, and
- Consider and possibly approve the reallocation of one social art installation to be placed on the Wilshire/Cañon art wall.
DISCUSSION

Per the City Council’s approval on June 19, 2018, the Summer BOLD social art will be designed by AGENC, Inc. (“AGENC”), an experiential and digital marketing firm with a background in branding, production and digital campaigns.

AGENC reviewed various locations throughout the City’s business district, including, but not limited to the triangle area, Bedford, S. Robertson and La Cienega. This report provides for three conceptual designs to consider, at the following proposed locations:
- Beverly Cañon Gardens
- Wells Fargo cutout (corner of Camden and South Santa Monica Blvd.)
- Crate and Barrel Walkway (Second-Floor, Cañon Drive)
- Fourth Installation – Proposed Use for Wilshire/Cañon Art Wall

Wilshire/Canon Art Wall

Staff is requesting the City Council Liaisons consider using one of the Summer BOLD four social art installations for the Metro PLE wall for the time being. As proposed by AGENC, a draft concept can be developed within the approved $45,000 budget for a 6 month installation.

It should be noted that based on the terms agreed upon between Metro and the City, any artwork that is displayed will be the City’s financial responsibility for the duration of the wall.

At this time there are multiple discussions taking place on what to place on the wall. The process is still ongoing and options are being explored. Staff has requested City Council liaison consideration to place City-designed (AGENC) artwork as an immediate option.

Should the wall be installed after September 2018, then it was thought to plan ahead and reallocate one social art installation for Winter BOLD as a possible photo-moment location. Currently, there is no funding allocated for the art on the north side of the wall, this request would allow for immediate placement of artwork as the wall is installed. All future artwork will have the option of being changed out based on City Council direction.

Since the Summer BOLD installations will need to take place soon, staff would like City Council Liaison direction on the possible use for the one install for the Wilshire/Cañon art wall.

FISCAL IMPACT

As proposed, the attached draft designs are within the approved budget for Summer BOLD. This item is seeking approval for the conceptual designs and the approval to reallocate one of the installations towards the Metro PLE Wilshire/Cañon art wall.
RECOMMENDATION

Should the Summer BOLD designs meet liaison approval, then AGENC will further develop the proposed social art walls. Additionally, if approved, the one reallocated social art installation will be brought back as part of the Wilshire/Cañon Metro PLE project.
BOLD SUMMER 2018
Beverly Hills
Social Art Installations
BOLD SUMMER
SOCIAL ART
INSTALLATIONS
DATE: AUG 2 - 25
### BUDGET

#### BEVERLY HILLS ART INSTALLATIONS | BUDGET ESTIMATE

**Duration:** 6 Weeks

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<tr>
<th>Item Description</th>
<th>Detail</th>
<th>Budget Estimate</th>
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<tbody>
<tr>
<td>&quot;On Set! In Beverly Hills&quot;</td>
<td>Live Video Activation at each photo activation</td>
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<tr>
<td>BOLD City Photo Installation #1</td>
<td>Colored String Photo Moment @ Beverly Canon Gardens</td>
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<td>BOLD City Photo Installation #2</td>
<td>Floral / Greenery Photo Moment @ Wells Fargo (Little SM + Camden)</td>
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<td>BOLD City Photo Installation #3</td>
<td>BOLD Lounge @ Crate &amp; Barrel Pass-Through</td>
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<td>BOLD City Photo Installation Security</td>
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<td>Influencer Partnership</td>
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<td>Wilshire / Cañon Art Wall Installation</td>
<td>24'x75' Art Wall (6 Months)</td>
<td>$45,000.00</td>
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**2018 City of Beverly Hills Art Installations Total Cost** | $333,000.00

On Set in Beverly Hills is another way for consumers to capture content while interacting with the various City Social Art Installations. Using the OM Digital booth, which will be rotating between all three City Social Art Installations on a weekly basis, consumers will have the option to strike a pose and take a regular photo or utilize the video capabilities and pretend they are 'On Set in Beverly Hills.' This element will be an addition to each of the Social Art Installations.
INSTALLATION #1
LOCATION: BEVERLY CANON GARDENS
INSTALLATION #2
LOCATION: CAMDEN NEAR WELLS FARGO (TENTATIVE)
INSTALLATION #3: BOLD Lounge

LOCATION: CRATE & BARREL PASS-THROUGH
INSTALLATION #3: BOLD Lounge
LOCATION: CRATE & BARREL PASS-THROUGH

Directional signage and brightly colored vinyl graphics will lead guest to the BOLD Lounge.

Beverly Drive entrance
Canon entrance
INSTALLATION #3: BOLD Lounge

LOCATION: CRATE & BARREL PASS-THROUGH

Palm Trees Path

Sidewalk Graphic Path

BOLD Lounge
INSTALLATION #3: BOLD Lounge
LOCATION: CRATE & BARREL PASS-THROUGH
INTRODUCTION

The City has received a request from All Seasons Fitness Media to host an annual Beverly Hills 5K-10K Walk/Run & Fitness Blast. Last year, the event took place for the first time on Sunday, January 28, 2018. Crescent Drive was closed for the duration of the program, and the event route was within the business triangle.

This year, as proposed, the event will be on Sunday, January 27, 2019 from approximately 6:30AM – 12:00PM. The route, logistics and details are similar to last year, with the exception of adding a 10K element to the event.

DISCUSSION

On September 19, 2017, staff provided the initial proposal to the City Council which was approved at that time.

As designed, the route will begin and end on North Crescent Drive adjacent to City Hall. There will be a street closure of the 400 block of North Crescent Drive between North and South Santa Monica Boulevards. The 5K-10K Walk/Run segment is expected to begin at 7:00AM and conclude by 10:00AM (approximately). After which, the program will continue to include fitness related activities such as a yoga, dance, pilates and kickboxing, etc.) on North Crescent Drive. Street level tenting will be placed on the hardscape and the outdoor City Hall area.

The event last year was approved as part of a Mayoral BH Healthy City initiative. The event was supported by the Beverly Hills Education Foundation (BHEF), but was
managed by All Seasons Fitness Media along with celebrity fitness trainer Dion Jackson.

This year, organizers are seeking approval for an ongoing BHEF annual event as a way to promote good health in the City, fundraise for the Beverly Hills Education Foundation and also commemorate the City's birthday (January 28, 1914). Should there be an interest to incorporate this event as part of the City's ongoing programming then the City Council liaison and City Council will need to approve the event.

This report requests City Council Liaison approval and/or direction on the following:

- Approval to make this an annual BHEF event
- Permission to continue to use the City logo for the event/promotions, and
- Permission to use the $25,000 in-kind funding designated for BHEF towards this program.

The Community Assistance Grant is a City funded grant that is annually allocated to BHEF to cover their City hard costs such as staffing, fees, permits, etc. They may choose to use all or partial funding for this program. The BHEF has indicated that they would like to use all $25,000 for the 5K-10K event.

Programming elements as provided, are similar to last year, in which All Seasons Fitness Media will provide a resident rate for participants, focus on seeking local Beverly Hills sponsors (wherever possible) and promote the event with City approvals.

The Rodeo Drive Committee, the Beverly Hills Chamber of Commerce and the Beverly Hills Education Foundation have all indicated their support of the program. This item had a very quick turnaround due to the request from All Seasons Fitness Media to open registration for the event. The 2019 proposal that includes budget, sponsors and other details were not available in time for this report, but will be provided at a future City Council meeting, should the liaisons approve this item move forward.

While All Seasons Fitness Media is a for-profit organization, they manage and promote this 5K-10K event as a Beverly Hills health/wellness program which is sponsored by the BHEF.

FISCAL IMPACT

Final City costs from last year were $21,185 (see attached), with a Community Assistance Grant of $20,000. After all expenses from the program were paid, BHEF received a donation of $30,000 from All Seasons Fitness Media for the 2018 event.

This year event organizers plan on having sponsorship at various levels, and are working with local Beverly Hills businesses to be included. Additionally, BHEF has requested an increase in grant funding – for a total of $25,000, which has been approved. The grant is managed by the Department of Community Services. Any
additional funding beyond that amount is the responsibility of All Seasons Fitness Media and the BHEF.

**RECOMMENDATION**

Should the item meet liaison approval, then staff will return to the City Council for formal review and consideration of this proposal.
Beverly Hills
5K - 10K RUN/WALK
& FITNESS BLAST
Join Us Today - Call Dion – 323-578-7799

BEVERLY HILLS 5K RUN/WALK & FITNESS BLAST

Mega Celebrity Trainer Dion Jackson’s Team and Olympic Gold Medalist Bob Seagren’s Run Racing Team have joined up to present the “Beverly Hills 5K Run/Walk & Fitness Blast”. In our first year, the event raised $30,000 for the Beverly Hills Education Foundation and attracted almost 600 runners and fitness fans.
Opportunity: Consider carefully the opportunity that the Beverly Hills 5K Run Walk and Fitness Blast can offer your company. All Seasons Fitness Media, Run Racing, the Beverly Hills Education Foundation have come together to create a day filled with fun and fitness and you can reach a select group of attendees. Since the event benefits the Beverly Hills Education Foundation any sponsorship dollars and donation will be tax deductible.

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<th>Deliverable</th>
<th>Title Sponsor</th>
<th>Platinum Sponsor $20,000</th>
<th>Gold Sponsor $15,000</th>
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<td>Booth space at the Event for Sales or Marketing</td>
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<td>20 X 10</td>
<td>10 X 10</td>
<td>10 X 10</td>
<td>Village Area</td>
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**Title Sponsor Two Year Naming Rights:** Sponsor will receive the honor of having the title of the event including their name for both the second and third years of the event. Once agreed and logo provided, the event name will change immediately until 10/31 of 2020. This is a prestigious opportunity to have your company's name front and center for 24 months across multiple platforms.

**Stage Sponsorship:** The Platinum Sponsor will have the designation as the Fitness Blast Stage Sponsor. This stage is both the start and finish of the race and the hub of activity and information. Once agreed and logo provided, the stage will become “sponsored by” your company for the event. Any reference to the event until 10/31/19 will be “sponsored by” your company which allows for year-round branding and logo exposure.

**Access to Images or Marketing:** The Beverly Hills 5K Run/Walk & Fitness Blast will create a data base of images which can be used by your company for its own media posts and marketing.
**Attendee List:** As a valued sponsor of this event, we will share the attendee list with you so that you can reach out to them after the event to thank them for their support and/or promote your products and/or services.

**Logo on All Media (digital, print & event T-Shirt/Race Bibs):** Your support of the event will be highlighted across many media platforms and your logo will be included. Your name and/or logo will also be listed as a sponsor on the event T-Shirt and Race Bibs given to participants, sponsors and friends. Additionally, sponsors who provided a 30 sec or less commercial will have that included in a continuous loop monitor at the event.

**Logo on On-Site Signage:** More than 1,500 people are expected to attend the event with another 2,000 area residents dropping by to experience the festival atmosphere. Your logo will be on on-site signage designating you as a valued member of our event family.

**Race Registration:** The 5K Run Walk & Fitness Blast is $45. You will receive a specific amount of complimentary Race Registrations for yourself, your team and/or a client. Sponsors will be given a source code they can use to register as a participant.

**Promotional Mention “Shout Out” at the Stage:** Up to 3 minutes will be given for each shout out at the stage. These shout outs mention our sponsors and their specific promotional message. Sponsors are invited to be on stage during shout outs and welcome to address the attendees, when requested.

**Exhibit Booth Space:** Sponsor will have a specific space designated in the event booth area. This area will be visited by attendees and will have a premier location near the stage. The space will come striped for Sponsor to build out the specified size. The Sponsor is responsible for any and all shipping, receiving, and build out costs. Additionally, sponsors are responsible for any staffing to man the space.

**Village:** This combined booth area will be built out by the event management with counter height tables and any Sponsors choosing this option will have no build out. Instead the sponsor can arrive with staff and promotional materials for sales or marketing.

**Promo Trade:** Support the event with a promotional trade-out and you earn (1) free race registration. A promo trade can be putting printed brochures or digital media in your live or virtual storefront.
**CITY OF BEVERLY HILLS**
**FILMING AND SPECIAL EVENT COST ESTIMATE**

**Organization:** Run Racing
**Event:** 5K Walk/Run & Fitness Day
**Date:** 1/28/2018
**Contact Person:** Dion Jackson

## REQUIRED LABOR COSTS (4 HR. Min.)

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<th>Labor Cost</th>
<th>Hours</th>
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## ENGINEERING/PUBLIC WORKS COSTS

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## PERMIT COSTS

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<td><strong>$21,185.00</strong></td>
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A total of 5 check(s) made payable to the CITY OF BEVERLY HILLS are required as follows prior to issuance of special event/film permit and any other necessary permits.

| CHECK #1 | $17,293.00 | Special Event/Street Closure/Police/Street Use Signs |
| CHECK #2 | $900.00    | Facilities Personnel                                  |
| CHECK #3 | $2,400.00  | Public Works Personnel                                |
| CHECK #4 | $232.00    | Street Sweeper                                        |
| CHECK #5 | $360.00    | Parking Supervisor                                    |

**DELIVER CHECKS TO:**
Scott Lipke - Film/Event Permit Office
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210
(310) 285-2408 (fax: 310-273-0972)
slipke@beverlyhills.org

This estimated total reflects a reduction in the City's street closure rates.
July 10, 2018

Honorable Mayor and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90212

Dear Honorable Mayor Gold and Members of the City Council:

The Beverly Hills Education Foundation writes to you in support of the Beverly Hills 10K/5K Run-Walk and Fitness Blast proposed for January 27, 2019. The inaugural event held last January was an amazing success. The event provided an opportunity for students, families, residents, businesses and many others to come together to promote healthy living as well as raise funds to benefit our 5 Beverly Hills schools. I am thrilled to share with you that as beneficiary of the proceeds from the 2018 event, the Beverly Hills Education Foundation (BHEF) received a $30,000 check from Dion Jackson of All Seasons Fitness Media on behalf of the Beverly Hills 5K Run/Walk and Fitness Blast organizing committee. An amount exceeding everyone’s goals. Once again, BHEF is honored to be the beneficiary of the 2019 Beverly Hills 10K/5K Run-Walk and Fitness Blast.

We have met with Dion Jackson and members of the 10K/5K organizing committee and believe this event will be even more successful than the 2018 event. The 10K/5K Run-Walk and Fitness Blast further supports efforts within our school district to provide unifying activities for our students. Activities that address the physical health & well-being of our students, in addition to their social and emotional health & well-being.

BHEF knows that an event of this scale will require many resources. Our Board of Directors has voted to utilize our Community Assistance Grant Funding for the purpose of street closures for the proposed 2019 Beverly Hills 10K/5K Run-Walk and Fitness Blast. We fully believe in the potential of this event and want to do our part to ensure its success. With the combined efforts of BHEF, the Beverly Hills 10K/5K Run-Walk and Fitness Blast sponsors, local businesses, BHUSD Schools, City leaders and the 10K/5K organizing committee lead by Dion Jackson, I am confident this event will show growth over last year and bring even more positive attention to our school district and our beautiful city.

Thank you,

Cindy Trost
President

Beverly Hills Education Foundation
255 South Lasky Drive, Beverly Hills, CA 90212
(310) 557-0651 | info@bhef.org | www.bhef.org
Honorable Mayor Julian Gold  
And Members of the City Council  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Dear Mayor Gold and Members of the City Council

On behalf of the Rodeo Drive Committee, we are writing to offer our support, once again, for the initiative put forth by Dion Jackson to conduct a 5 kilometer / 10 kilometer run. Based on the success of last year, we feel this event has a positive impact on the Business Triangle and the greater Beverly Hills Healthy City Initiative.

Thank you for taking our recommendation and support into consideration.

Sincerely,

Kathy Davoudi-Gohari  
President  
Rodeo Drive Committee
July 13, 2018

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

Dear Honorable Mayor Gold and Members of the City Council:

The Beverly Hills Chamber of Commerce writes to you in support of the Beverly Hills 5k-10k Run/Walk & Fitness Blast proposed for January 27, 2019, the City’s birthday.

We have met with the organizer of the event, Dion Jackson, and believe this run will be a great opportunity to bring the community together and to support the Mayor’s initiative to make Beverly Hills a healthy city through the run as well as the fitness programming for both adults and children.

The Chamber would ask that all reasonable efforts be made to minimize any disruption to businesses, especially in light of current construction projects, and would encourage a specific ask for attendees to shop and dine locally following the event. We are confident that everyone can work together to make this a great event.

Thank you.

Todd Johnson
President & CEO
INTRODUCTION

The City has received a request from local members of the Persian community for City Sponsorship of a Cyrus the Great Exhibit. Community members Dr. Alex Parsinia, Mr. Jimmy Sedghi and artist Davood Roostaei have proposed a pictorial art exhibit with an event reception in the Municipal Gallery at City Hall.

Staff is requesting City Council Liaison direction on the following:

- Approval to waive City costs/fees associated with hosting an exhibit and reception in the Municipal Gallery, and
- Approval to move forward in accepting the art piece as a ‘gift’ to the City

DISCUSSION

Cyrus the Great (c. 600-530 BC), has been attributed as the founder of the first Persian empire and is recognized for his human rights and influence on both Eastern and Western civilizations.

As proposed, the organizers of this program would like the City to provide in-kind support through a waiver of staff/direct costs and a free use waiver of costs for the Municipal Gallery for the length of the exhibit.

The three-day (Sunday-Tuesday) art exhibit as requested will be held in the Municipal Gallery. Event organizers would also like to ‘gift’ the City with an art piece from the collection, the piece has a value of $50,000.

While a small point, it should be noted that Municipal Code section 3-1-813 states, “All proposed gifts to the city of fine art with a value in excess of ten thousand dollars
($10,000.00) that are proposed to be installed in a "public place" (as such term is defined in subsection 3-1-807A of this chapter) shall be reviewed by the fine art commission in accordance with the terms of this article, prior to being presented to city council for consideration of acceptance. Nothing herein shall prevent the city council from accepting gifts of fine art with a value in excess of ten thousand dollars ($10,000.00) that will not be displayed in a public place, without review by the fine art commission."

As a result, according to the Department of Community Services, if the City Council desires to accept the donation of an art piece by Mr. Roostaei and place it in a public location, the artist/work should first be vetted by the Fine Art Commission. The Commission has an ad hoc that reviews proposed donations. The ad hoc has been provided with provided information on Mr. Roostaei, and will hopefully provide an initial recommendation on the donation of a piece.

If approved, the exhibit would take place on Sunday (as agreed upon), and then normal business hours on Monday to Tuesday (8AM-5PM). Additional detailed information is still pending, and was not available in time for this report.

**City Partnership vs. City Sponsorship**

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

Requests for City Sponsorship may incorporate elements of a partnership along with the following: direct City involvement in the project through funding and personnel allocated to the project, and can also include minimal or no compensation from the outside organization or group. In many cases (not all) the City is the lead event manager for the project, i.e., Gospel Concert, Israel Independence Day, etc.

Regardless of whether it is a partnership or sponsorship, the City's practice has been to review requests from local organizations and/or groups deemed as providing programs that are considered a public benefit. The exhibit as proposed will be free and open to the public.

**FISCAL IMPACT**

Although fees have been waived for local nonprofits and homeowner groups, event-related approvals are rare.

While the costs might vary based on total hours, currently they are estimated at close to $3,880. The costs as listed include are Beverly Hills resident rates:
- Municipal Gallery Costs: $141 per/hour (8 hours) x 3 days = $3,384
- Staff (Ranger/Facility): $62 per/hour (8 hours) = $496 (extra for Sunday staffing)
- Total Estimated Costs: $3,880

These costs do not reflect other charges such as the reception, validated parking, marketing and/or additional staffing as required.

**RECOMMENDATION**

Staff is seeking City Council Liaison direction on this request.
Date: 7-1-2018

Ms. Nancy Hunt-Coffey
City of Beverly Hills
444 N. Rexford Dr.
Beverly Hills, CA 90210

Dear Nancy,

It certainly was a pleasure meeting you and Mayor Gold a few months ago at the Mayor’s office. As we indicated in our meeting we are requesting space to be provided to our organization for exhibiting painting by the renowned internationally recognized painter Davood Roostaei as well as providing information about our upcoming feature film “Cyrus.” An epic historical movie about the life and legacy of the Cyrus The Great who created the largest empire the world has ever seen, freed the Jews from captivity in Babylon and created the first Charter of Human Rights.

We believe this event will be of great interest for the Persian community as well as the Jewish community and the public at large. Cyrus is considered as the “Father” by the Persians and as the “Liberator” by the Jews. He also changed the course of world history.

We need Sunday, Monday and Tuesday of a week based on the availability.

We appreciate your consideration of our request and looking forward to receiving your response.

Best regards,

Dr. Alex Parsinia
310-962-0085
dralexparsinia@gmail.com
STAFF REPORT

Meeting Date: July 18, 2018
To: Rodeo Drive/Special Events/Holiday Program Committee Liaison
From: Naomi Hartono, Web Coordinator
       Cheyenne Yousuf, Graphic Artist
       Aram Chobanian, Art Director
Subject: Website Redesign Project
Attachments: 1. Design Option 1 (1A, 1A Mobile, 1B)
              2. Design Option 2 (2A, 2A Mobile, 2B)
              3. Design Option 3 (3A, 3B)

INTRODUCTION
This item provides information to the City Council Liaisons about options for a new website design. The project is a joint in-house partnership between teams from IT and Graphic Services. IT and Graphic Services are currently looking for feedback and suggestions in order to further refine the design decisions that will lead to a finalized template. In addition to a new home page layout, a web template style guide will be created that will define the website's color palette, website typography, website imagery, and other web elements. An updated menu navigation with new categories and reorganized page links will also be implemented.

DISCUSSION
The City of Beverly Hills website is a key communication tool for the City, and as technology has evolved, the way visitors engage with websites has changed. When the current website's design was implemented in 2012, it was designed to reach an audience that primarily used a desktop or laptop computer to access the Internet. Today, city websites are not only mobile-friendly, but are also designed with more imagery and less text for better ease of use and a higher level of engagement.

The new website designs that are being presented for review address the following goals:

- Increase engagement by simplifying the home page and using purposeful image elements
- Achieve a consistent look and feel by creating a web style guide
Meeting Date: July 18, 2018

- Increase ease of use by reorganizing the menu navigation
- Encourage more mobile usage by implementing a more mobile-friendly design
- Integrate city-wide social media efforts by featuring Instagram/Facebook/Twitter feeds
- Promote greater transparency by allowing easier access to official meeting videos and materials

The presented design options were created first and foremost with the end user (website visitors, staff) in mind. To arrive at these designs, IT and Graphic Services conducted in-person interviews with internal staff and other key stakeholders to discern what is important to website visitors and what problems a new website design should address first. Online surveys were also sent out to select members of the public (including groups such as the Technology Committee and Team Beverly Hills) to inform them about the project and to get their thoughts and comments.

Examples of online survey questions are listed below:

- What three words would you use to describe the current site?
- What are the primary tasks that you use the site to complete?
- In your opinion, what colors represent Beverly Hills?
- For you, what is the most important factor of a new website?

RECOMMENDATION

Staff recommends that the Council Liaisons provide feedback regarding the proposed new website designs. Feedback from this meeting will be used to further define direction and to eventually reach a finalized design.

Naomi Hartono, NH
Approved By
Welcome to the City of Beverly Hills!

What is Beverly Hills Portal?

It's your government, your way.
Beverly Hills Portal provides a platform for you to easily access and connect with the City's services. Whether you're looking for official City documents, or want to connect with online services, Beverly Hills Portal is here to help.

Welcome to the City of Beverly Hills!

Upcoming Events

Option 1A laptop mock-up. *Not to scale

Option 1A cell phone mock-up. *Not to scale

From left to right: Top of homepage screen, one scroll down and open menu screen
Welcome to the City of Beverly Hills!

What is Beverly Hills Portal?

To your government, your need.

Beverly Hills Portal provides a pleasant way for you

to receive information about your online interactions with

the City in a pleasant environment.

Want to learn more? Text is here to explain.

From left to right: Top of homepage screen, one scroll down and open menu screen.
Welcome to the City of Beverly Hills!

What is Beverly Hills Portal?
Your gateway, your way
Beverly Hills Portal premier destination may be your one-stop information source.
Your information with the City's dynamic one-stop, customer-focused for online services.
Learn more by following us on City's social media for latest developments.

Press Releases

- Learn About Your Local Government Through Team Beverly Hills
- Mayoral Letters and Comments
- City Council Meetings in Service
- City Council Meetings

Watch

- Beverly Hills This Week
- City Council Meetings
- City Council Meetings

Connect With Us

- Twitter
- Facebook
- Instagram

City of Beverly Hills
City Hall
128 North Rodeo Drive, Beverly Hills, CA 90210
Monday – Thursday 8:15 am – 5:30 pm

Contact

City of Beverly Hills
City Hall
128 North Rodeo Drive, Beverly Hills, CA 90210
Monday – Thursday 8:15 am – 5:30 pm

CITY OF BEVERLY HILLS HOME PAGE LAYOUTS
CITY OF BEVERLY HILLS HOME PAGE LAYOUTS

FONTs
HEADER FontS
Minion Pro

BODY COPY FontS
Open Sans

COLOR PALETTE
Classy, Trustworthy & Futuristic

Option 3A laptop mock-up. *Not to scale

Welcome to the City of Beverly Hills!

What is Beverly Hills Portal?

Option 3B laptop mock-up. *Not to scale
INTRODUCTION
The City Council has indicated at various Study Session meetings that there is an interest in developing metrics for determining the success of City programming such as the Holiday Lighting Celebration and the Summer BOLD program. One such possible metric would be to examine how many people are attracted to the events the City hosts.

DISCUSSION
Staff has been looking into various technologies that may be able to gauge the attraction of people into an area as it relates to an event. This includes possibly utilizing a product that can detect people entering and exiting an area to generate a count of pedestrian traffic or purchasing a software program that functions in conjunction with the City's closed circuit television (“CCTV”) program.

On June 26, 2018, staff received an email from the Beverly Hills Conference and Visitors Bureau (“CVB”) that they were exploring using a company called MotionLoft. The CVB may enter into an agreement with MotionLoft to install sensors at Beverly Cannon Gardens, the Lily Pond, and the 3rd Street Tour Bus site to determine pedestrian traffic in those areas. The CVB was made aware of MotionLoft by Two Rodeo as they already have it installed on their private property for gauging pedestrian traffic.

Staff conducted two meetings with MotionLoft. The first was on Friday July 6, 2018 and the second on Wednesday, July 11, 2018. The attached proposal (Attachment 1) from MotionLoft is based on the two conversations that were conducted.

Currently, MotionLoft will only be able to provide the City with the number of people who visit Rodeo Drive by time of day and day of the week. It will not be able to provide the City data on how long a particular individual remained on Rodeo Drive. They are still
developing technology that will be able to track the length of time someone was in an area as large as Rodeo Drive.

Staff is still coordinating a meeting with a second company that analyzes CCTV footage using a software program. Staff is attempting to garner information on the amount and type of data that could be provided to the City as well as what the potential cost would be. This product, or another similar to it, would not be installed by August 2, 2018 while MotionLoft could be installed by then.

**FISCAL IMPACT**

For a 30-day study, MotionLoft would charge the City $23,760 for the installation and data delivery on twelve sensors. For a one year commitment, the cost would increase to a total of $41,388.

**RECOMMENDATION**

This item recommends the Rodeo Drive/Special Events/Holiday Program Committee discuss event metrics and provide direction to staff.
Attachment 1
Pedestrian Data Proposal
Rodeo Dr.
Beverly Hills, CA

7/11/2018
Prepared By:
Jonathon Davis
jonathon.davis@motionloft.com
Office - (415) 992.7129
Direct: (415) 794.5353
550 15th St. Suite 29 | San Francisco, CA 94103
Motionloft is the premier provider in the spatial intelligence market, using a sophisticated platform to collect and analyze real world data on pedestrians and vehicles. On behalf of Motionloft, we are honored to have the opportunity to propose a plan for optimizing the City of Beverly Hills’ collection of traffic data. In this proposal, we have outlined how Motionloft’s end-to-end solution will support the City of Beverly Hills’ efforts to accurately document traffic data and trends.

Our patent-pending hardware yields easy-to-read data presented via the personalized dashboard in real-time. Our self-contained, weatherized ViMo Sensors are designed to be installed indoors or outdoors and require minimal infrastructure - simply a 110v power source per sensor. Data is processed using our edge processing ViMo sensor, before it is transmitted securely over an LTE or WiFi network for further processing in the cloud. The dashboard accesses and provides the digitized data as actionable insights for the user.

We have analyzed the project scope and have found that through the use of our service, The City of Beverly Hills can:

- Automate the data collection and analysis process by utilizing Motionloft’s online dashboard
- Track total number of visitors to special events on Rodeo Dr.
- Measure impact of Marketing campaigns on attendance to special events
- Create detailed reports of total visitors with granularity down to the hour and identify traffic patterns and trends

After you have reviewed the proposal, please do not hesitate to contact us for further clarification so we can answer any questions you may have.

Thank you for your consideration.

Jonathon Davis
Motionloft, Inc
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Sample Traffic Report

36,990
Busiest Day (Sun., Jul 7)

21,794
Average Day

745,109
Total Visitors at 7pm-8pm Peak

187,290
Busiest Week (7/7 - 7/14/2013)

152,559
Average Week

7,953,976
Total Pedestrians Counted

Average Daily Activity

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<td>11pm - 5am</td>
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</table>

Motionloft, Inc | City of Beverly Hills | MP1801391 | 7/11/2018 | 3
Motionloft sensors provide real-time and historical pedestrian and vehicle traffic data for each installed location. By having access to this data and the associated metrics, we provide our clients with the ability to identify trends, and make decisions based on real data. Our sensors are versatile; exterior sensors analyze pedestrians or vehicles outside a location, while interior-facing sensors can analyze customer foot traffic within the retail space.

Motionloft will be responsible for the following:
- Consultation for sensor placement
- Installation and maintenance of sensors using local technicians
- Processing, verification, and storage of the data
- Presentation of real-time data and final reports
- Dedicated client support including uptime and accuracy monitoring

**Sample Time Density Report**

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<td>1,056</td>
<td>977</td>
<td>964</td>
<td>1,082</td>
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<tr>
<td>1:00pm - 2:00pm</td>
<td>1,005</td>
<td>1,040</td>
<td>1,042</td>
<td>1,012</td>
<td>616</td>
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<td>2:00pm - 3:00pm</td>
<td>1,161</td>
<td>1,150</td>
<td>1,182</td>
<td>1,097</td>
<td>988</td>
<td>1,028</td>
<td>1,058</td>
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<td>3:00pm - 4:00pm</td>
<td>1,014</td>
<td>1,662</td>
<td>1,357</td>
<td>1,211</td>
<td>1,212</td>
<td>1,094</td>
<td>1,052</td>
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<tr>
<td>4:00pm - 5:00pm</td>
<td>1,268</td>
<td>2,014</td>
<td>1,300</td>
<td>1,208</td>
<td>1,156</td>
<td>960</td>
<td>1,217</td>
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<tr>
<td>5:00pm - 6:00pm</td>
<td>1,402</td>
<td>1,306</td>
<td>1,350</td>
<td>1,311</td>
<td>1,042</td>
<td>899</td>
<td>983</td>
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<tr>
<td>6:00pm - 7:00pm</td>
<td>954</td>
<td>977</td>
<td>936</td>
<td>814</td>
<td>736</td>
<td>527</td>
<td>405</td>
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<tr>
<td>7:00pm - 8:00pm</td>
<td>208</td>
<td>203</td>
<td>227</td>
<td>217</td>
<td>224</td>
<td>185</td>
<td>214</td>
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<tr>
<td>8:00pm - 9:00pm</td>
<td>277</td>
<td>209</td>
<td>206</td>
<td>207</td>
<td>205</td>
<td>183</td>
<td>287</td>
</tr>
<tr>
<td>9:00pm - 10:00pm</td>
<td>192</td>
<td>159</td>
<td>172</td>
<td>190</td>
<td>182</td>
<td>211</td>
<td>123</td>
</tr>
<tr>
<td>10:00pm - 11:00pm</td>
<td>123</td>
<td>114</td>
<td>99</td>
<td>119</td>
<td>162</td>
<td>142</td>
<td>79</td>
</tr>
<tr>
<td>11:00pm - Midnight</td>
<td>73</td>
<td>76</td>
<td>56</td>
<td>88</td>
<td>115</td>
<td>135</td>
<td>49</td>
</tr>
</tbody>
</table>
Data Delivery

Data is transmitted wirelessly in real-time from each sensor using AT&T’s wireless network. The data is transmitted to secure cloud-based storage where it is processed, stored and presented through multiple visualizations in our online interface, including real-time counts, historical trends, and statistics. We’ve developed comprehensive tools, designed to be easily exported and shared, that assist in accurately visualizing and analyzing each location’s performance.

- Motionloft’s proprietary reports are available in PDF and PNG formats and can be generated by day, week, month, or a custom date range. Additionally, the trends chart can be generated down to the hour and can layer in up to 10 different comparison data points.
- Data can also be exported in CSV or Excel formats for a specified time range. Data in this format is presented in an hourly format with total counts, directional counts, and weather information for each hour.
- Motionloft data can feed directly into an internal system or a third-party system via Json API.

Sample Dashboard Report

![Dashboard Report]

- Total: 939
- Weather: ☂️ 50°
- 47% Exiting left
- Sun, Jan 04, 2015, 6PM-7PM

Quick view of recent pedestrian and vehicle activity.

Right Now

Our estimation of how busy it is here now

Total Visitors

**13,110**

2015-01-04 to 2015-01-05
Data Delivery

Sample Bubble Map
Overlay count data over site/store map

Sample Trend Chart
Compare up to 10 sensors at once or period-over-period comparisons

Motionloft, Inc | City of Beverly Hills | MP180139I | 7/11/2018
Customer Service

As part of our ongoing commitment to customer service, Motionloft has a skilled Account Manager assigned to every customer. In addition to the primary business contacts, Account Managers are an excellent resource for data analysis, data integrity, user access and strategic goal setting. We are committed to providing a quick response to customer service inquiries from 9am to 6pm PST Monday to Friday.

*Instant Access via Dashboard Chat*

In addition to reaching your business contact or Account Manager via phone or email we have built in a quick and easy way to get help via the chat function of our online dashboard. This online chat function allows us to engage, support and learn from our customers quickly and easily.

*Example Dashboard Screenshot with Chat*

<table>
<thead>
<tr>
<th>Overview</th>
<th>Time Density</th>
<th>Business Hours</th>
<th>Trends</th>
<th>Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 Powell St</td>
<td>Pedestrians</td>
<td>Thursday, September 29, 2016</td>
<td>towards Market</td>
<td>towards Union Square</td>
</tr>
</tbody>
</table>

- Total Visitors: 15,305 (Selected Time Period: All Time)
- Busiest Day of the Week: Saturday (Selected Time Period: All Time)
- Busiest Hour: 5 PM

Motionloft, Inc | City of Beverly Hills | MP180139 | 7/11/2018 | 7
ViMo Sensor Specifications

- Dimensions: 4.5" x 12.2" x 4"
- Power draw: 20 Watts standard 24 Volt AC adapter sourcing ~800 mA
- Mass: 1.09kg (2.4lbs)
- Mounting clearances: 50mm (2") on all sides
- Max ambient temperature: 50C (122F)

- Wireless Data Transmission LTE, WiFi, Bluetooth
- Fully Weatherized
- Field of View: 120° horizontal, 90° vertical
- Install Height: 12 ft or higher
- Range: 65 ft
- Pedestrian or Vehicle data
- Highest Levels of Accuracy
Sensor Installation

Installation Process

Motionloft will install the sensors at your location using local technicians with support from our headquarters. In the event a preferred vendor that is familiar with the site can be used, Motionloft will make reasonable efforts to use that resource. The customer will be responsible for obtaining installation permissions and on-site contacts for each location. Additional requirements from the client are having a clear line of sight toward the area of interest and access to 110V power outlets for each sensor.

If power is not available at the installation location it will be the responsibility of the customer to cover the cost of installation for each outlet. For the data at the location to be delivered, the power supply must be continual and un-interrupted. Motionloft will monitor and calibrate each sensor subsequent to installation to ensure they are positioned and operating effectively. If uninterrupted power is not being delivered to all sensor locations on the installation date, and Motionloft must dispatch a technician on a later date to complete the installation, these additional costs will be charged to the customer.

The price in this proposal applies to standard sensor installations. A standard installation example is defined as:

- Installation height is up to 14 feet (sensor location is ladder accessible)
- Sensor will be mounted on a window, wall, ceiling or light pole
- Installation Time (Local) is between 6am – 8pm.
- Standard 110v Power Outlet is within 15 feet of sensor install location.

Additional equipment or labor fees associated with a non-standard installation (i.e scissor lift rental, bucket truck, or additional labor hour(s) must be approved by Customer in advance and will be charged to Customer at an additional cost.
Sensor Installation

Sitemap with Recommended Installation Locations
Sensor Installation

**Location #1** - Rodeo Dr. and Wilshire Blvd.
**Type:** ViMo Core Analytics
**Mount Type:** Pole mount
**Electrical Source:** TBD

**Data Capture:**
- All pedestrians entering and exiting Rodeo Dr. from Wilshire Blvd.
- All Vehicles entering and exiting Rodeo Dr. from Wilshire Blvd.
Sensor Installation

Location #2 - Rodeo Dr. and Dayton Way West block.

Type: ViMo Core Analytics
Mount Type: Pole mount
Electrical Source: TBD

Data Capture: All pedestrians entering and exiting Rodeo Dr. from Dayton Way
All vehicles entering Rodeo Dr. from Dayton Way
Sensor Installation

Location #3: Rodeo Dr. and Dayton Way East block.
Type: ViMo Core Analytics
Mount Type: Pole mount
Electrical Source: TBD

Data Capture: All pedestrians entering and exiting Rodeo Dr. on Dayton Way
All vehicles exiting Rodeo Dr. on Dayton Way
Sensor Installation

Location #4 - Rodeo Dr. and Brighton Way. West block
Type: ViMo Core Analytics
Mount Type: Pole mount
Electrical Source: TBD

Data Capture: All pedestrians entering and exiting Rodeo Dr. on Brighton Way
All vehicles exiting Rodeo Dr. on Dayton Way
Sensor Installation

Location #5 - Rodeo Dr. and Brighton Way East block
Type: ViMo Core Analytics
Mount Type: Pole mount
Electrical Source: TBD

Data Capture: All pedestrians entering and exiting Rodeo Dr. from Brighton Way
All vehicles entering Rodeo Dr. from Brighton Way
Sensor Installation

Location #6- Rodeo Dr. and Santa Monica Blvd.
Type: ViMo Core Analytics
Mount Type: Pole mount
Electrical Source: TBD

Data Capture: All pedestrians entering and exiting Rodeo Dr. from Santa Monica Blvd
All vehicles entering and exiting Rodeo Dr. from Santa Monica Blvd.
Sample Sensor Installation
## Pricing Lease Model

<table>
<thead>
<tr>
<th>Price Includes</th>
<th># of Sensors</th>
<th>Number of Months</th>
<th>Price per Sensor</th>
<th>Project Total</th>
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</thead>
<tbody>
<tr>
<td><strong>Short Term 30 Day Data Plan</strong></td>
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<tr>
<td>Installation</td>
<td>12</td>
<td>1</td>
<td>$1,980</td>
<td>$23,760</td>
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<tr>
<td>Data Delivery</td>
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</table>

<table>
<thead>
<tr>
<th>Price Includes</th>
<th># of Sensors</th>
<th>Annual Price Per Sensor</th>
<th>Annual Project Price</th>
<th>Sensor Total</th>
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</thead>
<tbody>
<tr>
<td><strong>1 Year Commitment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Year</td>
<td>12</td>
<td>$3,449</td>
<td>$41,388</td>
<td>$41,388</td>
</tr>
<tr>
<td>Installation &amp; Data Delivery</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Price Includes</th>
<th># of Sensors</th>
<th>Annual Price Per Sensor</th>
<th>Annual Project Price</th>
<th>Sensor Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2 Year Commitment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Year</td>
<td>12</td>
<td>$3,449</td>
<td>$41,388</td>
<td></td>
</tr>
<tr>
<td>Installation &amp; Data Delivery</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Second Year</td>
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<td>$1,665</td>
<td>$19,980</td>
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<tr>
<td>Data Delivery</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Service includes:**
- Sensor Installation & Maintenance
- Tech Support & Training
- Access to real-time sensor data over any Internet connected device
- Data connectivity for the sensor
- Upgrades to the latest sensor software
- Unlimited downloads of raw traffic data and online reports from the Motionloft Application
- Unlimited user licenses
- Ongoing Account Management

Pricing valid 60 days from the date of this document
Executive Summary

Who We Are

Motionloft provides pedestrian and vehicle counts, collected and delivered in real time, for use in many types of data analytics by municipalities, real estate developers, retailers and real estate property owners. Motionloft uses a private LTE network, built on our own proprietary designed device, with technology to provide accurate information on activity at any location. Motionloft provides a dashboard, accessible by any computer, tablet or smart-phone and easy to read reports and files that can be used to determine pedestrian counts per hour/day, vehicle counts per hour/day, busiest day per week/month, and many up to the minute specifics on any location's activity.

What We Do

Motionloft services are offered over both short term and long term data plans, tailored to the need of the use case. Short-term site studies of 30 days or less are useful for site selection for events, analyzing permanent locations and specific shorter-term information gathering. Annual data plans are useful for providing foundational data in planning locations for buildings traffic patterns, and resource planning of people and equipment. Multi-year plans are utilized for comparison studies, longer-term development projects, strategic planning and operational decisions. All the data plans are useful in providing real data for marketing purposes and a credible source for proving the value a property.

How We Help You

- Establish benchmark data sets, inside and out, on traffic patterns
- Provide property specific reporting to enable commercial leasing
- Partner with your marketing analysts to increase shopper experience
- Offer a single-source platform with unlimited user licenses
- Assist retailers with site selection analytics and store performance