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
Beverly Hills, CA 90210
Teleconference/Video Conference Meeting

Beverly Hills Liaison Meeting
https://www.gotomeet.me/BHLiaison
You can also dial in by phone:
United States (Toll Free): 1-866-899-4679 or United States: 1-646-749-3117
Access Code: 660-810-077

Tuesday, September 29, 2020
4:30 PM

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can participate in the teleconference/video conference by using this link: https://www.gotomeet.me/BHLiaison or by phone at 1-866-899-4679 or 1-646-749-3117, Access Code: 660-810-077. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org and will be read at the meeting.

AGENDA

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

2) Rodeo Drive Committee Presentation for the Rodeo Drive Holiday 2020 Median Décor

3) Adjournment

George Chavez, City Manager

Posted: September 25, 2020

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.
INTRODUCTION
This item provides the City Council Liaison / Rodeo Drive Committee / Special Events / Holiday Program Committee (City Council Liaison) with the Rodeo Drive Committee’s 2020 Rodeo Drive median holiday décor titled, “Visions of Holiday Glamour.”

DISCUSSION
The Rodeo Drive Committee (RDC) has historically created a Rodeo Drive median holiday display which transforms the median into an iconic holiday destination. The 2020 holiday season is no exception. The median décor display period will begin on Saturday, November 21, 2020, and will conclude on Sunday, January 3, 2021.

During the 2019 holiday season, the RDC and the City of Beverly Hills worked with J. Ben Bourgeois, Inc. (JBB) to bring the RDC’s holiday décor vision to life. In early 2020, the City conducted a Request For Qualifications (RFQ) for as needed event management services. JBB submitted a proposal for that RFQ and was awarded a special events agreement by City Council on September 15, 2020. JBB, alongside the RDC, will be presenting the RDC’s 2020 holiday median display plan to the City Council Liaison. The City will be working with JBB on the execution of the project, should it be approved.

FISCAL IMPACT
The total cost for the Rodeo Drive 2020 holiday median décor is $352,702. Staff has identified funds in the City Council approved Fiscal Year 2020-2021 Policy & Management Tourism and Marketing budget (00101311) for this item.

RECOMMENDATION
Staff requests the City Council Liaison review the information, provide feedback and consider the associated funding request.
Attachment 1
Visions of Holiday Glamour
Inspiration
Inspired by Fashion Weeks in Paris, Milan and New York, we bring the glamour of the runway to the City of Beverly Hills and its iconic Rodeo Drive for their 2020 Holiday season!

The runway will feature mannequins dressed in custom designed head-to-toe “Holiday Glamour” inspired looks of jeweled toned faux florals, faux winter foliage and reflective embellished accents of metallic holiday ornaments. The final touch to complete all our runway looks will be warm toned “fairy lights”.

Ruby Red, Emerald Green, and Sapphire Blue are the color palettes for the runway looks. Each look will be embellished with reflective accents of Metallic Chrome Golds, Coppers, and Silver holiday ornaments that will shimmer and shine throughout the day and night!

Spanning the entire center median from Santa Monica to Wilshire Boulevards the “Holiday Glamour” inspired runway show includes red illuminated custom platforms to display and accentuate the various mannequin looks.

The banner pole vignettes that run from Santa Monica Blvd. down to Wilshire Blvd. are composed of a set of 3 shiny glittered oversized ornaments that will be climbing up the banner pole with “Visions of Holiday Glamour” custom printed on the largest ornament. White Poinsettia’s will be added for a final touch with holiday themed fencing to secure our beautiful runway mannequins and holiday ornaments.

The 200 block of Rodeo will celebrate and embrace Hanukkah. Faux flowers and holiday ornaments in hues of blue and silver will embody the mannequin and coordinate with the Hanukkah theme.

The combination of red lit runways and beautifully adorned mannequins down the center median will deliver a tasteful and cost-conscious installation that is sure to turn heads and be photographed all day and night…this year, shoppers will most definitely feel and see the “Visions of Holiday Glamour!”
Median Design and Tree Lighting
MEDIAN DESIGN - DRESS 1

PRIMARY FAUX FLORAL ELEMENTS

J. Ben Bourgeois Productions, Inc.
MEDIAN DESIGN – DRESS 2

PRIMARY FAUX FLORAL ELEMENTS (PAINTED IN METALLIC FINISHES)

METALLIC FINISHES
MEDIAN DESIGN – DRESS 3

PRIMARY FAUX FLORAL ELEMENTS

J. Ben Bourgeois Productions, Inc.
MEDIAN DESIGN – DRESS 4

PRIMARY FAUX FLORAL ELEMENTS

J. Ben Bourgeois Productions, Inc.
PRIMARY FAUX FLORAL ELEMENTS (PAINTED IN METALLIC FINISHES)

METALLIC FINISHES
MEDIAN DESIGN – DRESS 6

PRIMARY FAUX FLORAL ELEMENTS

J. Ben Bourgeois Productions, Inc.
MEDIAN DESIGN – DRESS 7

PRIMARY FAUX FLORAL ELEMENTS
(PAINTED IN METALLIC FINISHES)

METALLIC FINISHES

J. Ben Bourgeois Productions, Inc.
MEDIAN DESIGN – DRESS 8

PRIMARY FAUX FLORAL ELEMENTS (PAINTED IN METALLIC FINISHES)

METALLIC FINISHES

J. Ben Bourgeois Productions, Inc.
MEDIAN DESIGN – DRESS 9

PRIMARY FAUX FLORAL ELEMENTS

J. Ben Bourgeois Productions, Inc.
**MEDIAN DESIGN – MANNEQUINS**

- OVERALL HEIGHT OF MANNEQUIN IS 6’1” AND WILL BE IN VARIOUS POSES
- MANNEQUINS WILL BE PRODUCED WITH AN EGG-SHAPED HEAD DESIGN
- MANNEQUINS WILL BE PAINTED WITH A METALLIC FINISH AND COATED WITH GLITTER
- MANNEQUINS WILL BE COVERED IN FAUX FLOWERS AND WILL NOT NEED TO BE REPLENISHED DURING THE DISPLAY PERIOD OF 11/21/20-1/3/21

BUCKSKIN METALLIC GLOSS

COPPER LEAF METALLIC GLOSS

STATUARY BRONZE METALLIC GLOSS

CHAMPAGNE GLITTER

COPPER GLITTER

BRONZE GLITTER
MEDIAN DESIGN – RUNWAY PLATFORM FOR MANNEQUINS
MEDIAN DESIGN – RUNWAY PLATFORM FOR MANNEQUINS

- 40” x 16’ RUNWAY PLATFORM IS A 4-SIDED WEATHER PROOFED WOOD RISER (NO TOP) WITH A 36” X 42” CENTER RISER FOR THE MANNEQUIN (CENTER RISE IS RAISED 6” ABOVE PLATFORM)
- RUNWAY PLATFORM LEGS ARE 24” TALL AND PLATFORM IS 12” THICK
- TOP AND SIDES WILL BE LIT WITH RED STRING LIGHTS
MEDIAN DESIGN – LIGHT POLE DESIGN PLACEMENT

PALM TREES

MANNEQUINS

LIGHT POLES / OVERSIZED CHRISTMAS ORNAMENTS
• ORNAMENTS WILL HAVE A FIBERGLASS GLITTER FINISH WITH A CUSTOM “VISIONS OF HOLIDAY GLAMOUR” LOGO
• ORNAMENTS WILL BE 24”, 36” AND 42” IN DIAMETER
THE FAMED PALM TREES IN THE CENTER MEDIAN OF RODEO DRIVE WILL BE EMBELLISHED WITH DRIPPING LIGHTS TO MIMIC FALLING SNOWFLAKES. THE TREE BASES, WRAPPED WITH SPARKLING WARM WHITE LIGHTS, CREATE A BRILLIANT BACKDROP TO THE MEDIAN DÉCOR.
Light Pole Banner Design
<table>
<thead>
<tr>
<th>Item</th>
<th>Estimated Cost</th>
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<tbody>
<tr>
<td>Center Median Lighting - Palm Tree &amp; Mannequin Lighting Elements</td>
<td>$62,650.00</td>
</tr>
<tr>
<td>Palm Tree Wrap Lighting &amp; Rain Drop Lights and Mannequin Lighting</td>
<td></td>
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<tr>
<td>Center Median Holiday Décor Elements - Mannequins &amp; Ornaments</td>
<td>$172,800.00</td>
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<tr>
<td>Floral Dressed Mannequins, Red Lit Platforms &amp; Banner Pole Ornaments</td>
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<tr>
<td>Center Median Fencing Elements - Securing Mannequins &amp; Ornaments</td>
<td>$43,212.00</td>
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<td>Metal Fencing, Corner Fencing Posts, Cart, Storage, Labor &amp; Maintenance</td>
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<tr>
<td>Power and Electrical Distribution - Center Median Power Plan</td>
<td>$6,600.00</td>
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<td>CAD Drawing, Power Distro Plan, Operation &amp; Labor</td>
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<tr>
<td>Production Labor &amp; Expenses - Management</td>
<td>$36,120.00</td>
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<tr>
<td>Pre Production Labor, Onsite Labor, Communications, Insurance &amp; PA's</td>
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<tr>
<td>Security - Rodeo Drive</td>
<td>$9,000.00</td>
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<tr>
<td>Security for Load in and strike</td>
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<tr>
<td>Printing Expenses</td>
<td>$22,320.00</td>
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<tr>
<td>Printing, Graphics, Design/Labor Fees, Street Banners and Misc. Signs</td>
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<tr>
<td>Permits - City of Beverly Hills</td>
<td>CITY OF BH</td>
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<tr>
<td>TCO’s, Lane Closures, Street Permits, etc.</td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>$352,702.00</td>
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