Beverly Hills City Council Liaison / CVB / Marketing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting

https://beverlyhills-org.zoom.us/my/committee
Meeting ID: 516 191 2424
Passcode: 90210
You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Tuesday, June 29, 2021
3:00 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 view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org.

AGENDA

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

2. Review of 2021 Beverly Hills Conference and Visitors Bureau (CVB) Spring Domestic Marketing Programs and Results

3. Review of 2021-2022 CVS Summer/Fall/Holiday Destination Campaign Creative

4. Discussion Regarding Proposed Special Event: Beverly Hills Tailgate (Saturday, 2/12/2022)

5. Future Agenda Items Discussion

6. Adjournment

Huma Ahmed
City Clerk

Posted: June 25, 2021

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.
Item 2
TO: City Council Liaison/ CVB / Marketing Committee
FROM: Laura Biery, Marketing and Economic Sustainability Manager
DATE: June 29, 2021
SUBJECT: Review of 2021 Beverly Hills Conference and Visitors Bureau (CVB) Spring Domestic Marketing Programs and Results
ATTACHMENT: 1. Presentation by Beverly Hills Conference and Visitors Bureau

INTRODUCTION
The City contracts with the Beverly Hills Conference and Visitors (CVB) to conduct a variety of tourism and marketing programs promoting Beverly Hills. For the Fiscal Year 2020-2021 contract, City Council agreed to have the CVB/Marketing Liaison Committee meet regularly with the CVB to discuss the annual work plan, budget, and marketing results.

DISCUSSION
The CVB will provide a review of the 2021 Spring Domestic Marking programs (programs) and the results from these efforts. These programs were previously discussed with the CVB Liaisons at the March 18, 2021 Liaison Meeting. Attachment 1 to this report details the programs and metrics provided by the CVB during this time period.

FISCAL IMPACT
There is no fiscal impact from reviewing this item as the funding was already accounted for in the Fiscal Year 2020-2021 CVB contract.

RECOMMENDATION
It is recommended that the City Council CVB/Marketing Liaison Committee review the activities and performance metrics for the Spring Domestic Marketing programs.
Attachment 1
BEVERLY HILLS
Conference & Visitors Bureau

City Liaison Meeting
Reallocation Initiatives Review
Fiscal Year 20/21 Reallocation Initiative Review
## Reallocation Recap - March 18 Liaisons Meeting

<table>
<thead>
<tr>
<th>Description</th>
<th>Timing</th>
<th>Channel</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>As You Wish Amplification</td>
<td>NBC So Calif/April</td>
<td>NBC SoCal</td>
<td>$75,000</td>
</tr>
<tr>
<td></td>
<td>Sojern Network/March 15-June 15</td>
<td>US with intent to travel to LA</td>
<td>$105,000</td>
</tr>
<tr>
<td>Visit California What If Campaign Co-op</td>
<td>April - June</td>
<td>Expedia</td>
<td>$50,000</td>
</tr>
<tr>
<td>Madden Media Retargeting Campaign</td>
<td></td>
<td>Anyone who comes to our website or sees one of our ads.</td>
<td>$35,000</td>
</tr>
<tr>
<td>Social Media It's Always Sunny in Beverly Hills</td>
<td>May-June</td>
<td>Owned social channels</td>
<td>$100,000</td>
</tr>
<tr>
<td>Hotel Video Partnership Features</td>
<td>May-June</td>
<td>Partner and owned channels</td>
<td>$115,000</td>
</tr>
<tr>
<td>Summer Campaign Creative</td>
<td>June-August</td>
<td>This first part is for production. Media to come out of 21/22</td>
<td>$65,000</td>
</tr>
</tbody>
</table>

**TOTAL**  $545,000
As You Wish BHCVB Bespoke Campaign

As You Wish Ambassadors

Campaign Flight: March 15 – June 30, 2021
As You Wish Destination Storytelling

Each dog persona reveals what they and their families love most about visiting and staying in Beverly Hills.
As You Wish NBC SoCal 0:30 Broadcast

6-Week Flight Featuring “Bentley” and Host, Danielle Robay: April 12 – May 23, 2021
As You Wish NBC SoCal 0:30 Broadcast Results

<table>
<thead>
<tr>
<th>NBC AYW</th>
<th>Delivered</th>
<th>Contracted</th>
<th>Difference</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast Spots</td>
<td>165</td>
<td>126</td>
<td>+39</td>
<td>31%</td>
</tr>
<tr>
<td>Impressions</td>
<td>4,100,000</td>
<td>3,400,000</td>
<td>+700,000</td>
<td>21%</td>
</tr>
<tr>
<td>Reach</td>
<td>26.5% of total available audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>On average, targeted viewers - $200K+ HHI consumers - saw the commercial 2.2 times during the 6-week period</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
As You Wish Sojern Digital & Native Campaign

Results to Date:

- Campaign Spend to Date: $100,000 ($105K budget + $10K Value Add)
- Delivered Display Impressions: 21,276,293
- Click-thru Rate: .26% (benchmark is .15 to .30%)

Final results will be available in July.
Visit California Spring 2021 Expedia Co-op

Objective is to stimulate California’s tourism recovery by delivering a shared brand platform, sparking consideration and travel among those actively seeking travel inspiration.

- Partner: Expedia Group (Expedia.com and Hotels.com)
- Flight Dates: April 1 – June 30, 2021
  - BHCVB Contribution: $50,000
  - Visit California Contribution: $15,000
  - Expedia Contribution: $65,000
  - **Total Media Investment: $130,000**
- Planned Impressions: 11.8M
Visit California Spring 2021 Expedia Co-op

Results to date (as of June 22):

- Impressions: 11,688,000
- Clicks: 4,796
- Click Through Rate (CTR): 0.04% (Expedia benchmark is 0.03 - 0.05% but does not factor in billboard effect)
Website Visitor Re-Targeting & Hotel Referrals

Target high-intent consumers (LoveBeverlyHills.com website visitors) to increase hotel bookings with remarketing advertisements via Google and Facebook for a 12-month test. Utilized UGC for creative.

Reporting will provide hotel web referrals and estimated ROI.

Campaign launched June 1. Initial results will be available in July.
Sending Sunshine Hotel Videos

Sunshine is more than the weather. It is a feeling. It is warmth and a radiant glow.

We are sharing the sunshine of Beverly Hills by featuring short video vignettes of our remarkable and varied hotels.

All videos begin in black & white and then burst into color upon arrival in Beverly Hills. Hotel imagery is featured, and videos close with a Sending Sunshine end frame.

Videos are being promoted via paid social media through August.
Sending Sunshine: Waldorf Astoria Beverly Hills

https://youtu.be/FoGZaX6uMZ0
Sending Sunshine Press Release

Sending Sunshine From Beverly Hills This Summer With New Hotel, Restaurant, Retail and Gallery Experiences

The world's most recognizable brands, chefs and developers are taking to Beverly Hills to expand their footprint in 2021 and beyond. Here's what visitors can expect.

Press Release Distributed June 3, 2021

- Total Pick-ups: 132
- Total Potential Audience: 116,066,637
BHCVB + Conde Nast Video Partnership

Condé Nast Traveller filmed four short videos featuring the must-visit locations in Beverly Hills from an insider’s point of view.

Each video will be hosted on the CNTraveller.com Video Channel, in addition to being shared on YouTube, Instagram Stories, Facebook and Twitter.
In partnership with Conde Nast Traveller and hosted by influencer Arnelle Lozada, four short videos were developed from an insider’s point of view, with experts from the worlds of hospitality, shopping, food & dining, and art & culture. Content series launched June 21, 2021.
Item 3
INTRODUCTION
The City contracts with the Beverly Hills Conference and Visitors (CVB) to conduct a variety of tourism and marketing programs promoting Beverly Hills. The CVB has created a new vibrantly colored destination marketing campaign for the 2021-2022 Summer/Fall/Holiday seasons to be used in digital marketing advertisements. The City Council Liaisons are requested to review the creative as presented.

DISCUSSION
The CVB will provide a review of the 2021-2022 Summer/Fall/Holiday destination marketing campaign creative to be used for digital advertising of the Beverly Hills destination including use on social media and as website banner/column advertisements. If support is provided, the designs may also be used in print advertising if desired by the CVB. Attachment 1 to this report details the campaign creative proposed for these time periods. The CVB is authorized to use the Beverly Hills trademark City Shield (City Shield) in design creative for marketing the City of Beverly Hills as a destination and for use in merchandise.

Through its decades of use of the City Shield, the City has undergone various revisions of the trademarked City Shield however retained trademark status of many of those revisions. The proposed 2021-2022 Summer/Fall/Holiday campaign creative includes the vintage City Shield design in the design creative which is the middle design shown in the image listed below.
The proposed 2021-2022 Summer/Fall/Holiday campaign creative for digital marketing efforts includes the use of the vintage City Shield design in 12 vibrant color pairings.

**FISCAL IMPACT**

There is no fiscal impact from reviewing this item as the funding for the 2021-2022 Summer/Fall/Holiday digital marketing campaign is already accounted for in the Fiscal Year 2021-2022 CVB contract.

**RECOMMENDATION**

It is recommended that the City Council CVB/Marketing Liaison Committee review the creative for the 2021-2022 CVB Summer/Fall/Holiday destination marketing digital campaign and provide direction accordingly regarding approval or direction regarding the use of the City Shield in these vibrant color pairings.
BEVERLY HILLS
Conference & Visitors Bureau

City Liaison Meeting
Review of 2021-2022
Destination Campaign Creative
Fiscal Year 21/22 Destination Marketing Campaign Logo Review
Summer – Holiday 2021 Campaign Creative

Campaign creative showcases Beverly Hills through a modern lens, making use of vibrant colors, collage design, diverse models and typography for a strong visual aesthetic.

Three Campaign Flights:

• Summer | Far From Ordinary (July – September 21)
• Fall | Fall Into Extraordinary (September 22 – November 14)
• Holiday | Unwrap Beverly Hills (November 15 – December 31)
Summer 2021: Far From Ordinary
Fall 2021: Fall Into Extraordinary
Holiday 2021: Unwrap Beverly Hills
Summer – Holiday 2021 Campaign

Beverly Hills Shield Color Pairings | Logo Evolution for Campaign Creative
Item 4
CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT

MEMORANDUM

TO: City Council Liaison/CVB/Marketing Committee
FROM: Laura Biery, Marketing and Economic Sustainability Manager
        Magdalena Davis, Special Event and Filming Coordinator
DATE: June 29, 2021
SUBJECT: Discussion Regarding Proposed Special Event: Beverly Hills Tailgate
         (Saturday, 2/12/2022)
ATTACHMENT: 1. Presentation Deck: 2022 Beverly Hills Luxury Tailgate Kickoff
              Party, hosted by the City of Beverly Hills & The Beverly Hills
              Conference and Visitors Bureau

INTRODUCTION
The Beverly Hills Conference and Visitors Bureau (CVB) is requesting support from City Council
Liaisons to partner on a new event: 2022 Beverly Hills Luxury Tailgate Kickoff Party. The event is
proposed to take place on Saturday, February 12, 2022, to coincide with the Los Angeles region
hosting the Super Bowl. The event would require a full street closure of Rodeo Drive, and would
be free to the public to attend.

The City Council Liaisons are requested to discuss the event’s conceptual designs and elements
in the proposal, pre-fund the budget, as well as waive City permit and personnel fees associated
for a full overnight street closure of Rodeo Drive.

DISCUSSION
The 56th Super Bowl will be hosted at SoFi Stadium in Inglewood on Sunday, February 13, 2022.
Traditionally, the host region is home to a variety of events leading up to the big game. With
visitors from across the Nation and around the World descending upon the Los Angeles region
that week, the CVB proposes to host an event to celebrate in high-end style, affirming Beverly
Hills as the style, dining and cultural center of Southern California. Council Liaisons are requested
to review the Beverly Hills Luxury Tailgate Kickoff Party, proposed for Sunday, February 12,
directly preceding the NFL championship game.

With the City as a partner in the event, the CVB is proposing a free public event that will include
entertainment, an elevated tailgate at the intersection of fine dining and luxury cars, art displays
and activities to take place from 12pm-4pm. With the support of sponsors, headliner entertainment
will also dazzle the crowd in attendance.
The CVB is seeking support for the City to:

- Pre-fund $534,400 for event costs, which may be offset/reduced by sponsors as they commit to the event. The figure presented is the ceiling of funding requested.
- Waive and absorb an additional $65,000 in permit and personnel costs.
  - Includes approximately $29,000 in permit costs to be waived
  - Includes an estimated $36,000 in overtime personnel costs to be absorbed by the City
- Support the date and time as presented, as well as the conceptual elements of the event.
- And refer the item to the full City Council to approve the street closure and budget approval at a future meeting.

The CVB conducted a Request for Proposals (RFP) with multiple event production companies and selected Sequoia Productions as the preferred vendor to execute the event based on experience with similar size events, experience working in the City of Beverly Hills, and the content of the proposal provided. Sequoia Productions has prepared for the CVB a comprehensive deck that includes the look and feel of the event, as well as the individual elements, and potential community involvement. A robust local participation plan will be executed by the organizers to have local businesses sponsor and participate at every level. The CVB will execute a full marketing and communications plan, akin to former City-led programs such as BOLD, working collaboratively with the City’s Communications Division on print and social media ads, as well as a street pole banner campaign.

The Luxury Tailgate Kickoff would take place on Saturday, February 12th from 12pm-4pm, however the logistics necessitate an overnight closure of Rodeo Drive, and parts of Dayton and Brighton Way as well starting the evening prior. The exact timing of the street closure duration will be brought to the full City Council for approval at a future meeting.

With an open-street experience on Rodeo Drive including the Two Rodeo shopping area as well, this event will be open to the public with no cost to attend. However, patrons may purchase food and beverage from any of the many restaurant and hotel participants. The CVB and Sequoia Productions have developed the following proposed event elements:

- High-end entertainment at a main stage, with performances from singers, dancers, and DJs throughout the event
- Local iconic eateries showcased at food stations, selling gourmet offerings and elevated tailgate cuisine
- High-end tailgate car displays of luxury, classic and high-performance vehicles
- Automobile displays also integrated into the gourmet, box-lunch food stations
- Immersive art installations showing offerings from local galleries
- Sophisticated beer and wine gardens
- A variety of hands-on activities including football toss, interactive photo ops, silent disco
- Community-based activities such as a possible parade/performance from the Beverly Hills High School band
- Raffle that features the finest in Beverly Hills design, fashion, and luxury, including high fashion, accessories, fine dining, hotel packages, exotic car rentals, and more prizes
- A headliner to close out the event with an A-list performance (Dependent on Sponsor)
- A VIP lounge that overlooks the main stage from the rooftop of the City-owned garage on Brighton Way and Rodeo Drive (Dependent on Sponsor)
Event organizers will be soliciting sponsorship for the individual elements and event as a whole during the planning process. Organizers have sought sponsorship which would cover the costs of the event, including banners, logistics and production, as well as in-kind sponsorships secured from local businesses and partners, for raffle and additional services. Sponsorship funding is managed directly through the CVB.

The overall marketing budget for the event includes the following:

| City to Pay (This amount may decrease if sponsorship/CVB carryover offsets) | $135,000* |
| City to absorb (Street Closure Ad Placement/Notifications) | N/A |
| CVB to Pay | $46,000 |

Total Event Marketing Budget (Not Including City Absorbed Street Closure Ad Placement) $181,000

*This amount is INCLUDED in the $534,400 ask to the City for the event

Historically, the City places advertisements on behalf of event organizers in local newspapers to supplement and provide accurate street closure information to residents.

For the event, the CVB is requesting placement of a Citywide street pole banner campaign for one month leading up to the event. The CVB has included this cost in the $135,000 marketing line item. The City Council will review conceptual designs and any additional elements regarding the proposal at a future meeting.

**FISCAL IMPACT**

Council Liaisons are requested to review both the proposed budget and elements of the event. Funding for this event will need to be appropriated by the City Council as it was not previously identified in the Fiscal Year 2021/2022 (FY 21/22) Adopted Budget.

Funding for the proposal Beverly Hills Tailgate Event is not available within the FY 21/22 Policy and Management budget; therefore, staff will need to collaborate with the Finance Department to determine if there are available funds in the FY 21/22 general fund. This will be determined prior to presenting the report to City Council at a future Study Session meeting.

The Fiscal Impact is listed in the chart and further described below:

| City to Pay (This amount may decrease if sponsorship offsets) | $534,400* |
| City to Waive (Permit Fees) | $29,000 |
| City to Absorb (Overtime Personnel Costs) | $36,000 |
| CVB to Pay (This amount may increase if additional carryover available) | $46,000 |
| Total Event Cost (Not Including Sponsored Headliner/VIP Lounge) | $645,400 |

*This amount INCLUDES the $135,000 ask to the City for marketing

The total anticipated budget requested to be pre-funded by the City is $534,400. Organizers will seek sponsors to offset the cost of premiere headliner entertainment and a VIP lounge, as well as bring down the total amount of event costs the City would pay.
The total estimated waiver of permit fees and absorption of personnel costs is $65,000. This amount includes $29,000 in waived permit costs, including street closure fees, no parking signs, and special event permits. The amount also includes the request to absorb $36,000 in personnel costs from various departments including Police, Fire, Public Works and more. The estimated costs reflect the future FY 21/22 fees. The total waived or absorbed costs may change based on the final event logistics and schedule, or other requests from event organizers.

The CVB has identified $46,000 in its existing budget that can be used for marketing the event. If additional carryover funding is available from the CVB Fiscal Year 2020/2021 closeout, the CVB will return to the Council Liaisons to request to dedicate that funding to offset costs of the event to reduce the $534,400 ask to the City. The existing $534,400 total ask includes a $135,000 line item for marketing the event. This is in addition to the $46,000 identified by the CVB for marketing the event. It should be noted that historically for street closure events, the City absorbs the cost of placing print advertisements in the three local newspapers, to give correct information about street usage and marketing of the event for residential and guest spectators. These advertisements are proposed to be absorbed by the City Manager’s Office current Communications budget and are not part of the funding request for the event.

The City’s Risk Manager has also recommended General Liability Insurance in the amount of $3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by the event organizers.

**RECOMMENDATION**

City Council Liaisons’ feedback and approval is requested regarding support of the CVB’s proposal for the Beverly Hills Luxury Tailgate Kickoff Party on Saturday, February 12, 2022, with street usage and closures as described above, the event’s conceptual designs and elements in the proposal, a funding of the budget in the amount of $534,400 to be offset by potential sponsors, and a waiver of City permit and personnel estimated at $65,000.

Unless Liaisons have any questions or concerns, City staff will bring the completed proposal to the full City Council at a future meeting.
Attachment 1
2022
BEVERLY HILLS
LUXURY TAILGATE
KICKOFF PARTY
HOSTED BY THE CITY OF BEVERLY HILLS
& THE BEVERLY HILLS CONFERENCE AND VISITORS BUREAU
SATURDAY, FEBRUARY 12, 2022 | 12PM-4PM
Table of CONTENTS

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Food & Beverage  8
Activities  9
Entertainment  11
Event Layout  12
Sponsorship Opportunities  13
Budget  14
OUR COMPANY

OUR EXPERIENCE
Over 30 Years Creating One-of-a-Kind Special Events

OUR SERVICES
Concept • Design • Production • On-Site Management

OUR CORE PRINCIPALS
Incorporate All Five Senses
Exceed Client Objectives
Surpass Guest Expectations

OUR COMPETITIVE ADVANTAGE
Comprehensive, Full Service Production Company
Innovative, Trendsetting Events
High Profile, Repeat Clients
Sponsor and Branding Implementation
A-List Talent Coordination Expertise
Budget Management Vigilance

OUR CLIENTS
32 Years Oscars Governors Ball
3 Years Wallis Annenberg Annual Gala
22 Years Emmy Awards Governors Ball
2000 Guests Westfield Shopping Center Grand Openings
17 Years | Most Recently at Beverly Wilshire Hotel G’DAY USA Black Tie Gala
3,000+ Guests Children’s Hospital Los Angeles Opening Celebration
CONCEPT

The City of Beverly Hills invites America to celebrate in high-end style and world-class fun!

Renowned shops, fabled restaurants and first-class services will be showcased, affirming Beverly Hills as the cultural heartbeat and style center of Southern California.

Guests will be dazzled by A-list entertainment, sumptuous cuisine, luxury cars, nouveau fashion, and seminal art displays from classic to contemporary.
MOOD BOARD
FURNITURE

PALETTE
Gold and white complimenting natural wood motifs, accented with shades of green and blush

STYLE
Casual Elegance/Comfortable Luxury

MATERIALS
• Blend of hard and soft elements
• Metal, Marble and Wood contrasted with textiles
• Raw, industrial materials softened with comfortable fabrics

ECLECTIC SEATING
• High-top tables with and without barstools
• Seated tables and chairs
• Chic lounge furniture
• Picnic tables
• Select seating under oversized umbrellas

VIP Lounge
RENDERINGS | BEER & WINE GARDEN
FOOD & BEVERAGE

• Street vignettes selling gourmet picnic boxes; showcasing Beverly Hills’ restaurants and hotels.

• Local groupings of serving stations, seating areas and activities facilitating convenient food and beverage access and enjoyment.

• Sophisticated beer and wine garden celebrating the spirit of the world's most renowned wineries, cellars, and brewmasters.
ACTIVITIES

ART GALLERY

• Beverly Hills’ world-renowned arts scene celebrated with showings of exciting works from local galleries.
• Playful, immersive installations in true Beverly Hills style.

TAILGATE PARTICIPATION

• High-End “Tailgate” car displays including vintage, luxury and high-performance models
• Automobile displays integrated into gourmet, box-lunch food stations and one-of-a-kind, “road trip” photo ops
• Tailgate podcast interviews potentially staged in a classic convertible!
ACTIVITIES

LOCAL PARADE
- Local High School marching bands and school teams suit up to join the pageantry.
- Pomp, and spectacle along palm-dotted Rodeo Drive

FOOTBALL
- Football Toss and other hands-on entertainment for the playful and competitive alike

PHOTO OP
- One-of-a-kind art direction, costuming and blue screen technology create irresistible photo ops.
- Download or post to social media for immediate publicity and instant fun

RAFFLE
- World-class prizes highlighting the finest in design, fashion, and luxury.
- Showcasing opportunities include high fashion, choice accessories, fine dining, hotel packages, exotic car rentals and more
- Advertising and publicity opportunities available weeks prior to the event

SILENT DISCO
- Join the in-crowd and “dance like nobody’s watching!”
- Fun musical comradesy and community for the whole family

PODCAST
(possibly staged in classic convertible)
- Street-visible, celebrity attraction
- Rotating Hosts and Interviews
- Entertainment personalities showcasing Beverly Hills’ finest in arts and culture
- Real-time updates on your device: event highlights, headliner performances, fabulous prizes
- Highlighting: Iconic spots to eat, exciting entertainment to experience, luxury shopping to enjoy
## ENTERTAINMENT

<table>
<thead>
<tr>
<th>TIME</th>
<th>ON STAGE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00-12:35PM</td>
<td>MC (Cory Live or DJ Reprise)</td>
<td>Music, Street Program and Performance Announcements</td>
</tr>
<tr>
<td>12:35-12:36PM</td>
<td>MC</td>
<td>Intros Opening Talent</td>
</tr>
<tr>
<td>12:36-12:46PM</td>
<td>Talent</td>
<td>Performs Two Songs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Suggested) Majeste Pearson or Jordon Fisher</td>
</tr>
<tr>
<td>12:46-1:21PM</td>
<td>MC</td>
<td>Music; Street Program and Performance Announcements</td>
</tr>
<tr>
<td>1:21-1:22PM</td>
<td>MC</td>
<td>Intros Dance Troupe</td>
</tr>
<tr>
<td>1:22-1:32PM</td>
<td>Talent</td>
<td>Performs Medley</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Suggested) &quot;Embodiment&quot; or &quot;Radiance&quot; Dance Troupe</td>
</tr>
<tr>
<td>1:32-2:10PM</td>
<td>MC</td>
<td>Music and Announcements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shout Outs: (Sponsors, Wine and Beer Gardens, Art Displays, Vintage Cars, Retail Participants, Podcasts, Medium Ticket Raffle Winners, Photo Ops, Etc.)</td>
</tr>
<tr>
<td>2:10-2:11PM</td>
<td>MC</td>
<td>Intros Talent</td>
</tr>
<tr>
<td>2:11-2:21PM</td>
<td>Talent</td>
<td>Performance (Suggested)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shalea Frazier, or American Idol Winner</td>
</tr>
<tr>
<td>2:21-2:45PM</td>
<td>MC</td>
<td>Performs Intros Headliner DJ Steve Aoki</td>
</tr>
<tr>
<td>2:45-3:10PM</td>
<td>Steve Aoki (TBD)</td>
<td>Performs Intros Headliner DJ Steve Aoki</td>
</tr>
<tr>
<td>3:10-3:20PM</td>
<td>BH Leadership</td>
<td>City Council/Mayor/Vice Mayor Thank You’s TBD Announce Big-Ticket Raffle Winners</td>
</tr>
<tr>
<td>3:20-3:40PM</td>
<td>Headliner</td>
<td>(Suggested) H.E.R., ZZ Ward, Anthony Ramos, Niall Horan, Earth Wind and Fire, Jonas Brothers or Chloe x Halle</td>
</tr>
<tr>
<td>3:40-4:00PM</td>
<td>MC</td>
<td>Music, Thank You’s, Big Finish</td>
</tr>
</tbody>
</table>

## HEADLINER CONCEPTS
- H.E.R.
- ZZ Ward
- Anthony Ramos
- Niall Horan
- Jonas Brothers
- Earth Wind and Fire
- Chloe x Halle
- Steve Aoki

## DANCERS
- Embodiment
- Radiance
- DJ Cory
- DJ Reprise

## DJs
- DJ Cory
- DJ Reprise

## LIVE MUSIC
- Majeste Pearson
- Shalea Frazier
- Jordan Fisher
- One Voice
EVENT LAYOUT OVERVIEW

• Rodeo Drive between Wilshire Blvd and Brighton Way, as well as Two Rodeo.
• Iconic eateries showcased at multiple food stations. Wine and beer gardens offering fine beverages and elegant seating
• Classic cars in interactive displays
• A-List entertainment
• Beverly Hills fine art, fashion, luxury and style showcased
• Rooftop VIP lounge at Rodeo Drive and Brighton Way intersection overlooking the main stage
SPONSORSHIP OPPORTUNITIES

Corporate Sponsorships
Tiered sponsorship packages are available at $100,000, $50,000, $25,000 and $10,000 and include varying levels of VIP access, inclusion in marketing materials, presence on event signage and named vignettes on the street (beer and wine garden, silent disco, art gallery, etc.)

Individual Sponsorships in conjunction with MusiCares*
Tiered sponsorships at $25,000, $10,000 and $5,000 which include name recognition at the event, VIP access, complimentary meals.

* MusiCares helps the humans behind music because music gives so much to the world. Offering preventive, emergency, and recovery programs, MusiCares is a safety net supporting the health and welfare of the music community. Founded by the Recording Academy in 1989 as a U.S. based, independent 501(c)(3) charity, MusiCares safeguards the well-being of all music people through direct financial grant programs, networks of support resources, and tailored crisis relief efforts. The Recording Academy will be instrumental in assisting Beverly Hills with securing talent for the event.
# BUDGET

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DETAILS</th>
<th>ESTIMATED</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUDIO</td>
<td>Audio Equipment, Clear-Comm, Delivery, Install, Strike</td>
<td>$35,000.00</td>
<td>Does not include video equipment, cameras, screens, etc. Does not include headliner needs</td>
</tr>
<tr>
<td>BRANDING &amp; GRAPHIC DESIGN</td>
<td>Directional signage, Restaurant Food Station Signage, Branded Cocktail napkins, etc.</td>
<td>-</td>
<td>BHCVB to provide - Sequoia can provide if desired</td>
</tr>
<tr>
<td>DÉCOR</td>
<td>Layouts, Renderings, satellite DJ stage</td>
<td>$10,000.00</td>
<td></td>
</tr>
<tr>
<td>ENTERTAINMENT &amp; ACTIVATIONS</td>
<td>Main Stage Performers, Backline, DJ, Family Friendly Activities, Photo Op, Direction Team &amp; Coordination on non-billable items etc.</td>
<td>$56,500.00</td>
<td>Does not include headliner</td>
</tr>
<tr>
<td>FLORAL &amp; GREENERY</td>
<td>Florals, Greenery, Delivery, Install, Strike</td>
<td>$18,000.00</td>
<td></td>
</tr>
<tr>
<td>FOOD &amp; BEVERAGE</td>
<td>Local restaurants/business to sell to guests Crew meals / water stations / Entertainment F &amp; B / Restaurant Activation Coordination on non-billable items etc.</td>
<td>$20,000.00</td>
<td></td>
</tr>
<tr>
<td>LIGHTING</td>
<td>Stage, Specialty, Delivery, Install, Strike</td>
<td>$10,000.00</td>
<td>Based on a day time event</td>
</tr>
<tr>
<td>PARKING &amp; VALET</td>
<td>Staff / Crew / Media / Press Parking</td>
<td>$7,000.00</td>
<td>Guests pay to self park</td>
</tr>
<tr>
<td>PERMITS</td>
<td>ABC liquor license / Health Department</td>
<td>$4,000.00</td>
<td></td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td>Photography</td>
<td>-</td>
<td>BHCVB to provide photography; Does not include videography</td>
</tr>
<tr>
<td>PRESS, MEDIA &amp; MARKETING &amp; SOCIAL MEDIA &amp; BHCVB STAFF</td>
<td>Press, Media, Marketing and Social Media, Street Pole Banners, Staff to manage, etc</td>
<td>$135,000.00</td>
<td></td>
</tr>
<tr>
<td>POWER</td>
<td>Generators, Distro, Cabling, Delivery, Install, Strike</td>
<td>$15,000.00</td>
<td></td>
</tr>
<tr>
<td>PRODUCTION LABOR</td>
<td>Greeters/Guest Services/Traffic Controllers, Load in &amp; Strike crew, Onsite Event Managers, Stage Managers &amp; Stage Hands, Talent Wranglers</td>
<td>$12,000.00</td>
<td></td>
</tr>
<tr>
<td>PRODUCTION SUPPORT</td>
<td>Insurance, Onsite Production Office, Production Mileage, Radios &amp; Surveillance, EMT, Janitorial Services</td>
<td>$10,000.00</td>
<td></td>
</tr>
<tr>
<td>RENTALS</td>
<td>Bars &amp; Backbars, Carpet, Fencing, Lifts, Linens, Lounge Furniture, Restrooms, Staging, Trash &amp; Recycling Receptacles, Guest &amp; Service (Tables, Chairs, etc.)</td>
<td>$111,000.00</td>
<td></td>
</tr>
<tr>
<td>SECURITY</td>
<td>Overnight load in, Event Day, Overnight Load Out</td>
<td>$12,000.00</td>
<td></td>
</tr>
<tr>
<td>TRAFFIC &amp; SAFETY EQUIPMENT</td>
<td>Traffic and Safety Equipment - K-rail</td>
<td>$9,000.00</td>
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</tr>
<tr>
<td>SUBTOTAL PRODUCTION</td>
<td></td>
<td>$455,500.00</td>
<td>No coordination on Press line item</td>
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<tr>
<td>COORDINATION FEE (20%)</td>
<td></td>
<td>$78,900.00</td>
<td>$75k or 20% of budget, whichever is greater</td>
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<tr>
<td>EVENT TOTAL</td>
<td></td>
<td>$534,400.00</td>
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</tbody>
</table>
## BUDGET

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<tr>
<th>Category</th>
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<tr>
<td><strong>BELOW THE LINE ITEMS:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Headliner Main Stage</td>
<td>Stage build out/delivery/install and strike; Scenic backdrop; All headliner support (pending headliner needs)</td>
<td>$50,000.00</td>
<td>Backdrop could be sponsored; Does not include headliner fee</td>
</tr>
<tr>
<td>Headliner Main Stage Rain Plan Tent</td>
<td>Headliner Main Stage Rain Plan Tent</td>
<td>$20,000.00</td>
<td></td>
</tr>
<tr>
<td>Headliner Staff</td>
<td>Show Caller &amp; Technical Director (pre production and event day)</td>
<td>$15,000.00</td>
<td></td>
</tr>
<tr>
<td>Rigging</td>
<td>Truss, Motors, Delivery, Install and Strike</td>
<td>$8,500.00</td>
<td>For Main Stage</td>
</tr>
<tr>
<td>Rooftop VIP Lounge Party for 100 guests</td>
<td>Clear Tent, Carpet, Food, Beverages, Rentals, etc.</td>
<td>$100,000.00</td>
<td>Potential sponsor</td>
</tr>
<tr>
<td><strong>SUBTOTAL PRODUCTION</strong></td>
<td></td>
<td>$193,500.00</td>
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</tr>
<tr>
<td><strong>COORDINATION FEE (20%)</strong></td>
<td></td>
<td>$38,700.00</td>
<td></td>
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<tr>
<td><strong>BELOW THE LINE EVENT TOTAL</strong></td>
<td></td>
<td>$232,200.00</td>
<td></td>
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</tbody>
</table>

## COSTS REQUESTED TO BE WAIVED/ABSORBED BY THE CITY AND NOT CHARGED TO THE PROJECT:

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<tbody>
<tr>
<td>PERMITS</td>
<td>Permits - Building &amp; Safety / Street Closure Event Permit</td>
<td>$29,000.00</td>
</tr>
<tr>
<td>CITY PERSONNEL</td>
<td>City Personnel: BHPD, BHFD, Traffic, PW</td>
<td>$36,000.00</td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
<td>$65,000.00</td>
</tr>
</tbody>
</table>
THANK YOU