Beverly Hills City Council Liaison / CVB / Marketing Committee and the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee will conduct a Joint 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 4A
Beverly Hills, CA  90210

Wednesday, September 18, 2019
2:30 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) Extension Request of the Louis Vuitton Pop-Up from 9/15/2019 to 11/10/2019

3) J. Ben Bourgeois Productions BOLD Holidays 2019 Update

4) CVB BOLD Holidays Art Installation Presentation

5) Carryover funding request for the CVB from Fiscal Year 2018-2019 to Fiscal Year 2019-2020

6) Adjournment

Huma Ahmed, City Clerk

Posted: September 13, 2019

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

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. City Hall, including Conference Room 4A, is wheelchair accessible.
Item 2
MEMORANDUM

TO: City Council Liaison / CVB / Marketing Committee and the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee

FROM: Magdalena Davis, Special Events & Filming Coordinator

DATE: September 18, 2019

SUBJECT: Extension Request of the Louis Vuitton Pop-Up from 9/15/2019 to 11/10/2019

ATTACHMENT: 1. RDC/Special Event Liaison Report from April 18, 2019

INTRODUCTION

This item provides information to the City Council Liaisons regarding an extension of Louis Vuitton X, an existing art exhibit hosted at 468 N. Rodeo Drive. The building was sold to Louis Vuitton Moet Hennessy (LVMH) in 2018, and has hosted a branded pop-up traveling experiential exhibit at the location since June 27, 2019. LVMH has requested an extension of Louis Vuitton X through the City’s permitting process until November 10, 2019.

DISCUSSION

Louis Vuitton X is a pop-up experiential art exhibit that features Louis Vuitton’s creative history since it was established 160 years ago. It features limited edition products and collaborations that the brand has done in the past. Louis Vuitton X attracts an average of 1,200 guests per week with peaks of 3,000 or higher guests per week. During Summer BOLD, the hours were maximized to be inclusive of the programming and events until 10pm.

The exhibit was originally scheduled to be open to the public until September 15, 2019 with teardown following. With this extension, the exhibit would be extended until November 10, 2019 to be open to the public, and teardown would continue until November 15, 2019. This final date includes the restoration of 468 N. Rodeo Drive building to its original state. Extension of Louis Vuitton X would be in line with the City’s goal to support local businesses, and activate Rodeo Drive in particular.

This extension will not change any of the current elements offered by the Louis Vuitton X exhibit. The pop up will remain the same, including some use of the public right of way for queues with daily open hours. The hours would be updated to the following: Monday – Saturday 10am - 7:30pm, and Sunday 11:00am - 6:30pm.

The Rodeo Drive Committee is in support of this extension, and along with City Staff has arranged for the current banners associated with the exhibit to be extended as well until October 15, 2019, at which point Holiday BOLD banners will be placed on Rodeo. All permits will be pulled and paid for both the exhibit and banner extensions.
**FISCAL IMPACT**

City funding is not requested for this project. The exhibit will continue to be installed on private property located at 468 N. Rodeo Drive, and the building will be restored following this extension.

**RECOMMENDATION**

This item is informational only.
INTRODUCTION

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

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

DISCUSSION

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

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

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

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

Elements of the exhibit include 10 curated rooms:

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

There will be also be:
- Live artisan presentations
- Bookstore
- Pop-up store and café
- And activations for BOLD Summer 2019

FISCAL IMPACT

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

RECOMMENDATION

Staff requests the City Council Liaisons provide direction on the discussion item in this report. Should the item meet liaison approval, then staff will return with an informational item to the City Council at a future date.
Attachment 1
LOUIS VUITTON EXHIBITION

GENERAL INFORMATION

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

CONCEPT

- Beverly Hills and the Los Angeles area is the epicenter of modernity, contemporary art and digital age.
- LVMH Maisons taking part in the changing culture and expectations of the world.
- Propose a playful, digital and creative discovery of the Maison Louis Vuitton.

LOCATION

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

Anamorphosis principle for the façade (TBD)

Visual Identity
LOUIS VUITTON EXHIBITION

EXHIBITION CONTENT

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

2. Origins / Where it all began

3. Designers at work / Reinterpreted icons

4. Monogram as a canvas / Auxillary Rooms

5. Art on silk

6. Art on fashion

7. Red carpet gowns & celebrities

8. Magic Matte

9. Newest Collaborations (Reveal)

10. Auxillary Rooms
Opening Event

Louis Vuitton Exhibition

Location: Exhibition site on Rodeo Drive

Time: 6pm - 8:30pm TBD

Guests: 1,000 Pax targeted

LV Exhibition Opening

Guests: Press & Influencers

Time: 10am - 5pm TBD

Location: Exhibition site on Rodeo Drive

LV Exhibition Press Day & Interviews
LOUIS VUITTON

LOUIS VUITTON

LOUIS VUITTON

LOUIS VUITTON

LOUIS VUITTON

LOUIS VUITTON

LOUIS VUITTON

LOUIS VUITTON

LOUIS VUITTON

LOUIS VUITTON
Item 3
INTRODUCTION
This report provides the City Council Liaison / CVB / Marketing Committee and the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee (Mayor Mirisch and Councilmember Bosse) with a presentation by J. Ben Bourgeois Productions of Wrapped Studios designs for BOLD Holidays 2019 (Beverly Hills Open Later Days) kickoff event collateral and signage. J. Ben Bourgeois Productions will continue with a presentation of their concepts for ongoing BOLD Holidays programming.

DISCUSSION
J. Ben Bourgeois Productions is working with Wrapped Studios to create unique and original artwork for the BOLD Holidays experience on Rodeo Drive. Based on the approved Rodeo Drive banner designs, Wrapped Studios developed a set of collateral that includes a program postcard, print ad, step & repeat, event directional signage, event credentials, DJ booth decal, angel wing photo-op wall, social media graphics, and stage design. Staff requests Council Liaison direction and approval of designs.

J. Ben Bourgeois Productions presents twelve nights of BOLD Holidays ongoing programming Friday and Saturday nights from November 15 – December 21.

Rodeo Drive will be activated with roaming performances, which will move up and down the drive and through crosswalks. Performers will be actively travelling, stopping in designated locations for more in-depth portions of their shows, and then will continue to move. This way, visitors are continually surprised by the holiday cheer throughout Rodeo Drive. Guests will not need to search for BOLD events; the talent will find them. With this fluidly moving performance, we make every BOLD night fresh and innovative.

Each BOLD ongoing programming line-up will consist of dancers, crosswalk musicals, singers, stilt walkers and cyr wheel acrobatics.
Based on the BOLD Holidays City Council presentation on 8/20/19, three ongoing performance themes are proposed.

The three themes will alternate across “Twelve Nights of BOLD.” They include:

1. *That Holiday Feeling* – Holiday classics come to Rodeo Drive. Our singers will croon and our dancers will swoon. The evening embodies timeless elegance.

2. *Magic of the Holidays* – LED lights will bring modern holiday magic to Rodeo Drive. Dancers, singers, stilt walkers and cyr acrobatics will all feature elements of light as they move along Rodeo Drive.

3. *Holiday Pop!* – Rodeo Drive will be bustling with hip-hop holiday dancers, elves on stilts, a cyr wheel duet and beatbox/acapella singers.
The proposed locations for the crosswalk musicals and dance segments include:

1. Intersections:
   - Dayton
   - Brighton Way

2. Crosswalks:
   - Dayton
   - Brighton Way
**FISCAL IMPACT**

On August 20, 2019, City Council approved $1,300,000 for J. Ben Bourgeois Productions BOLD Holiday 2019 programming and marketing. No additional funding is requested at this time.

**RECOMMENDATION**

Staff requests that the Council Liaison select from the options provided by Wrapped Studios. The ongoing programming portion is informational.
Signage & Campaign for Rodeo BOLD
JOIN US FOR

HOLIDAY LIGHTING CELEBRATION

NOVEMBER 14TH 2019
5PM - 8PM

#BOLDBH #ONLYONRODEO
RODEODRIVE-BH.COM

HOLIDAY LIGHTING CELEBRATION EVENT POSTCARD
5 x 7 IN | DOUBLE SIDED

OPTION 1
HOLIDAY LIGHTING CELEBRATION EVENT POSTCARD
5 x 7 IN | DOUBLE SIDED
OPTION 2

JOIN US FOR

BOLD Holidays
BEVERLY HILLS
OPEN LATER DAYS

HOLIDAY LIGHTING CELEBRATION

NOVEMBER 14TH 2019
5PM - 8PM

#BOLDBH #ONLYONRODEO
RODEODRIVE-BH.COM

JOIN US FOR

BOLD Holidays
BEVERLY HILLS
OPEN LATER DAYS

HOLIDAY LIGHTING CELEBRATION

NOVEMBER 14TH 2019
5PM - 8PM

5:00 PM DJ CORYLIVE!
6:00 PM ROAMING HOLIDAY ENTERTAINMENT ON RODEO DRIVE
7:00 PM PERFORMANCE BY THE CUFFLINKS
HIP HOP NUTCRACKER DANCERS
LED HOLIDAY CYR WHEEL - MAGIC OF THE HOLIDAYS
DANCE SPECTACULAR - HOLIDAY SHOPPERS DELIGHT
MAYOR JOHN MIRISCH REMARKS
7:30 PM PERFORMANCE BY BROADWAY & TV STAR MATTHEW MORRISON
RODEO DRIVE LIGHTING ILLUMINATION
SANTA CLAUS COMES TO TOWN!
8:00 PM FIREWORKS FINALE

VISIT LOVEBEVERLYHILLS.COM/BOLDBH FOR DETAILED INFORMATION.

#BOLDBH #ONLYONRODEO
RODEODRIVE-BH.COM
BOLD Holidays 2019 kicks-off November 14 from 5PM – 8PM on Rodeo Drive featuring performances by Matthew Morrison, The Cufflinks, DJ CoryLive! and a variety of magical performances throughout the evening.

Don’t miss the Champagne Garden, presented by 208 Rodeo, and grab a bite from your favorite food truck.

Then, join us every Friday and Saturday night 5 PM - 8 PM from November 15 - December 21 on Rodeo Drive and throughout the City of Beverly Hills for holiday performances, evening shopping, exciting activations, art experiences and much more!

VISIT LOVEBEVERLYHILLS.COM/BOLDBH FOR DETAILED INFORMATION.
BOLD Holidays 2019 kicks-off November 14 from 5PM - 8PM on Rodeo Drive featuring performances by Matthew Morrison, The Cufflinks, DJ CoryLive! and a variety of magical performances throughout the evening.

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VISIT LOVEBEVERLYHILLS.COM/BOLDBH FOR DETAILED INFORMATION.
STEP & REPEAT
8 x 8 FT

OPTION 1
STEP & REPEAT
8 x 8 FT

OPTION 2
DIRECTIONAL SIGNAGE
22 x 69 IN

OPTION 1
DIRECTIONAL SIGNAGE
22 x 69 IN

OPTION 2
HOLIDAY LIGHTING CELEBRATION CREDENTIALS
3 x 5 IN

OPTION 1

VIP

ALL ACCESS

PRESS

#BOLDBH #ONLYONRODEO RODEODRIVE-BH.COM

#BOLDBH #ONLYONRODEO RODEODRIVE-BH.COM

#BOLDBH #ONLYONRODEO RODEODRIVE-BH.COM
HOLIDAY LIGHTING CELEBRATION CREDENTIALS
3 x 5 IN

OPTION 2

VIP

ALL ACCESS

PRESS

#BOLDBH #ONLYONRODEO RODEODRIVE-BH.COM

#BOLDBH #ONLYONRODEO RODEODRIVE-BH.COM

#BOLDBH #ONLYONRODEO RODEODRIVE-BH.COM

Signage & Campaign for Rodeo BOLD
DJ BOOTH DECAL
3 x 5 FT

OPTION 1

USING LAST YEAR’S LOGO
DJ BOOTH DECAL
3 x 5 FT

OPTION 2

USING LAST YEAR’S LOGO
ANGEL WING PHOTO OP
8 x 8 FT
OPTION 1
ANGEL WING PHOTO OP
8 x 8 FT
OPTION 2
BOLD LOGO ON SQUARE ARTWORK | SOCIAL MEDIA ASSET

OPTION 1

BOLD Holidays
BEVERLY HILLS
OPEN LATER DAYS

#BOLDBH #ONLYONRODEO
RODEODRIVE-BH.COM

Signage & Campaign for Rodeo BOLD
BOLD LOGO ON SQUARE ARTWORK | SOCIAL MEDIA ASSET

OPTION 2

BOLD Holidays
BEVERLY HILLS
OPEN LATER DAYS

#BOLDBH #ONLYONRODEO
RODEODRIVEBH.COM
BOLD LOGO ON SQUARE ARTWORK GIF

BOLD Holidays
BEVERLY HILLS
OPEN LATER DAYS

#BOLDBH #ONLYONRODEO
RODEODRIVE.BH.COM

MOTION NOT SHOWN
STAGE ARTWORK
STAGE WINGS 8 x 17.75 FT, HEADER 30.67 x 2.5 FT, BACKDROP 30 x 14 FT

OPTION 1
STAGE ARTWORK
STAGE WINGS 8 x 17.75 FT, HEADER 30.67 x 2.5 FT, BACKDROP 30 x 14 FT

OPTION 2
Item 4
TO: City Council Liaison / CVB / Marketing Committee and the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee

FROM: Garin Hussinjian, Community Outreach Manager
Cynthia Owens, Policy and Management Analyst

DATE: September 18, 2019

SUBJECT: CVB BOLD Holidays Art Installation Presentation

ATTACHMENT: 1. Presentation of The Scenario Studio Interactive Photo Experience

INTRODUCTION
This report provides the City Council Liaison / CVB / Marketing Committee and the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee (Mayor Mirisch and Councilmember Bosse) with The Beverly Hills Conference & Visitors Bureau’s (CVB) presentation of The Scenario Studio Interactive Photo Experience.

DISCUSSION
Based on Council’s direction from the August 20, 2019, City Council meeting, the CVB proposes an interactive photo installation by The Scenario Studio, which includes a set of five engaging photo vignettes where guests can interact with design elements, take photos and have a memorable experience. Each set uses cutting edge LED lighting making guests look their best in an elevated setting.

The Scenario Studio proposes two unique set designs for Beverly Hills. Staff requests Council Liaison approval of the project and direction on set design for the two new sets.

FISCAL IMPACT
On August 20, 2019, the City Council approved $703,848 for BOLD Holiday 2019 Programming for the Beverly Hills Conference and Visitors Bureaus (CVB). Of this amount, $430,848 was approved by the City Council for the following activities:

- BOLD Holidays Marketing;
- Media Kick Off Event;
- CVB Hours and Overtime for Personnel;
- Jolly Trolley with Mrs. Claus;
- Art Walks and Trolley;
- Beverly Cañon Gardens Artistic Holiday Design Willow Tree and Gift Box Décor;
- Sod replacement at Beverly Cañon Gardens;
- Stanchions or fencing for the Willow Tree;
- LIGHTSWITCH décor to include:
The remaining $273,000 was identified by the City Council as contingency funding for programs yet to be determined as the City Council were not supportive of the Hologram Boxes presented by the CVB.

No additional funding is requested at this time.

**RECOMMENDATION**

Staff requests Council Liaison approval of the project and direction on set design for the two new sets.
BOLD Holidays 2019
Contingency Funding Proposal
The Scenario Studio™

City Liaisons Meeting | September 18, 2019
BHCVB BOLD Holidays 2019 Pop-Up Experience

**Concept:** Due to the meteoric rise of social media channels and the public's desire to document their lives with user-generated content, we now live in an *experience economy*. There is an insatiable appetite to purchase the value that is offered through transformative experiences that can be digitally shared.
The Scenario Studio™ Leadership

**John Ganun**, Co-Founder and Chief Creative Officer & the visionary behind Scenario Photography™, has been creating transformative experiences for the past 10 years through high-end event photo-op services.

**Dan Weber**, Co-Founder and Chief Executive Officer, has been involved in Scenario since 2013 and has over 15 years leadership experience as an Executive Director, Chief Strategy Officer, Chief Product Officer, Business Consultant and VP of Marketing.
 Almost every A-list celebrity on the planet has participated in one of John’s creations.
The Scenario Studio™ Video
The Scenario Studio™ Proposal

• Use of three (3) existing sets: Upside Down, Koi Pond and Vintage Motorbike (modified with a Beverly Hills background).
• 2 NEW sets designed for BOLD Holidays, for a total of Five (5) sets exhibited at one time.
• A third NEW set to swap out one of the existing sets mid-way through the campaign, to keep experience fresh.
• A minimum of three (3) appearances by John Ganum for up to five (5) hours each for “meet the photographer” events.
  • Suggested appearance dates: Thursday, November 14 (Media Event), Saturday, November 30 and Saturday, December 14.
• Studio open daily from Thursday Evening, November 14 (Media Event) through Sunday, December 22 (38 Days).
  • Closed Thanksgiving
• Hours: Monday – Saturday (12-8PM); Sunday (12-6PM)
• Five (5) floor staff members
Existing Sets: Upside Down
Existing Sets: Koi Pond
Existing Sets: Vintage Motorbike
Three (3) New Sets

John Ganum to collaborate with BHCVB and City Council on new set designs, incorporating BOLD Holidays design elements or other concepts.
## The Scenario Studio™ Proposal Financials

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Rent @ 262 North Rodeo Drive (November 1 - December 31)</td>
<td>$40,000</td>
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<tr>
<td>Window Signage (AAA)</td>
<td>$3,000</td>
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<td>Daily Janitorial Service</td>
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<td>Rental Space Restoration (Clean Up &amp; Painting)</td>
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<tr>
<td>Two Rodeo Signage</td>
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<tr>
<td>Contingency / Misc Items</td>
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<td><strong>Subtotal</strong></td>
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<td>Scenario Sets (3 Existing &amp; 3 New)</td>
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<td>Cost of Five (5) Floor Staff</td>
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<td>Insurance</td>
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<td>Scenario Management Fees</td>
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<td>$210,739</td>
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<td><strong>Grand Total</strong></td>
<td>$273,000</td>
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BHCVB BOLD Holidays 2019 Summary

- Marketing & Advertising
  - Campaign Microsite
  - Digital Advertising
  - Social Media
  - Print Advertising
  - Radio
- Public Relations / Media Event
- BHCVB Staffing Support
- Activities
  - The Jolly Trolley with Mrs. Claus
  - Art Walks & Trolley
- Holiday Lighting
  - Beverly Cañon Gardens AHD Décor (previously approved)
  - LIGHTSWITCH Décor on North & South Beverly Drive and North Canon Drive
- Contingency: The Scenario Studio, A Photomusement Experience
## BHCVB BOLD Holidays 2019 Cost Summary

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<tr>
<th>Marketing, PR &amp; Administration</th>
<th>2019 Budget</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Marketing</td>
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<td>Media Kick Off Event</td>
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<td>CVB Hours &amp; Overtime</td>
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<td>Contractor for activations</td>
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<td><strong>Subtotal</strong></td>
<td><strong>$150,000</strong></td>
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<tr>
<td>Activities, Lighting and Programming</td>
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<tr>
<td>Jolly Trolley with Mrs. Claus</td>
<td>$9,300</td>
<td>Six (6) nights</td>
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<td>Art Walks &amp; Trolley</td>
<td>$1,500</td>
<td>Two (2) nights</td>
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<td>Beverly Canon Gardens AHD Décor &amp; Sod Replacement</td>
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<tr>
<td>Willow Tree Stanchions or Fencing</td>
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<td>LIGHTSWITCH Décor</td>
<td>$234,548</td>
<td>Includes annual storage</td>
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<td>Contingency</td>
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<td><strong>Subtotal</strong></td>
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<td>Carryover</td>
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<td><strong>Net Total</strong></td>
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Thank You
Item 5
CITY OF BEVERLY HILLS  
POLICY AND MANAGEMENT  
MEMORANDUM  

TO:  
City Council Liaison / Rodeo Drive/Special Event/Holiday Program Committee  
City Council Liaison / CVB/Marketing Committee  

FROM:  
Laura Biery, Marketing & Economic Sustainability Manager  
Cindy Owens, Policy & Management Analyst  

DATE:  
September 17, 2019  

SUBJECT:  
FY 2018/19 Carryover Funding Request from the CVB  

ATTACHMENT:  
1. FY 2018/19 Carryover Funding Request Proposal  

INTRODUCTION  
This item transmits a carryover funding request to the City Council Liaisons regarding FY 2018/19 funding for the Beverly Hills Conference and Visitors Bureau (CVB). The CVB will provide an update at the meeting regarding unused funds from Fiscal Year 2018/19 totaling $439,807.66 and a proposal for the allocation of the funds in Fiscal Year 2019/20.  

DISCUSSION  
The CVB is contracted by the City to conduct a variety of tourism and marketing programs promoting Beverly Hills. They receive City funding to promote Beverly Hills worldwide as a stay/shop/dine destination through marketing programs and events that build awareness and drive consumer revenue to the City. A portion of the annual revenue received by the City from Transient Occupancy Tax (TOT) is utilized to fund the CVB annual work plan.  

On June 6, 2018, the City Council Liaisons of then Mayor Julian Gold and Councilmember Lili Bosse reviewed the CVB annual work plan, Winter BOLD, Metro Study, and funding request for FY 18/19 totaling $4,857,835. Of this amount, $4,190,835 was for the CVB’s annual work plan (which includes some minimal funding for Santa at the Paley); $517,000 was for Winter BOLD, and $150,000 was contingency funding for a potential eat, shop, play program with Metro. The Metro funding was held by the City and contingent on the CVB reaching a suitable agreement between the City and Metro regarding marketing for the area. This action was not completed so the funding was not issued to the CVB. Ultimately, the $150,000 was applied towards Summer BOLD 2019 programming. The FY 18/19 Agreement with the CVB was presented to the full City Council at the June 19, 2018 City Council Study Session meeting. The formal contract agreement was approved by the City Council on July 17, 2018.  

On May 6, 2019, the City Council Liaison of Mayor John Mirisch and Councilmember Lili Bosse reviewed the CVB annual work plan and funding request for FY 19/20 totaling $4,557,523. This funding includes items such as domestic marketing, international marketing, visitor services, operational costs, and some minimal funding for Santa at the Paley with no additional money for Winter BOLD. The item was presented to the full City Council at the May 21, 2019 City Council Study Session meeting. The formal contract agreement was approved by the City Council on June 18, 2019.
As part of the FY 19/20 work plan and funding adopted by the City Council, the CVB received approval for $150,000 in carryover funding from FY18/19. This funding is not included in FY 19/20 agreement amount of $4,557,523 as the CVB already received this funding from the City. The funding approved by the City Council was for the following program elements:

<table>
<thead>
<tr>
<th>Program Element</th>
<th>Amount</th>
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<tbody>
<tr>
<td>International Marketing</td>
<td>$50,000</td>
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<tr>
<td>BOLD Holidays 2019 Programming/Decor</td>
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<td>Tenant Improvements</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$150,000</strong></td>
</tr>
</tbody>
</table>

As part of the discussion of the approval of the CVB work plan and funding for FY 19/20, it was conveyed to the CVB that the City’s Tourism & Marketing budget will not contain any buffer or contingency funding in FY 19/20. Historically, the City has carried a buffer or contingency in the Tourism and Marketing budget should revenue from TOT fall short of projections. As this will not be the case in FY 19/20, the Liaisons advised the CVB they will need to prepare to absorb any shortfall in the TOT revenue should it occur in FY 19/20 as the City will not have set aside funding to assist with this.

Since June 2019, the CVB has identified an additional savings of $289,807.66 in their FY 18/19 funding received from the City. The CVB is requesting the Liaisons approve an additional $289,807.66 in carryover funding from FY 18/19 to be used in the following program elements in FY 19/20:

<table>
<thead>
<tr>
<th>Program Element</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOT Shortfall Buffer</td>
<td>$200,000.00</td>
</tr>
<tr>
<td>Incrementality Study – Return on Investment</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Destination Development Plan – Next Steps</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>Completion of 2018 BOLD Study – Summer/Holiday</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Hotel Programming – Enhance and Expand</td>
<td>$34,807.66</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$289,807.66</strong></td>
</tr>
</tbody>
</table>

The combined carryover funding allocation from FY 18/19 is $439,807.66 or roughly 9% of the total FY18/19 adopted work plan and budget.

**FISCAL IMPACT**

There is no direct fiscal impact regarding approval of the additional $289,807.66 carryover funding for the CVB from FY 18/19 to FY 19/20 as the City has already issued payment to the CVB for all of FY 18/19. If carryover funding is not approved by the City Council Liaisons, the CVB will return any unused funding to the City per the adopted FY 18/19 contract.

**RECOMMENDATION**

The City Council Liaisons may approve the requested carryover funding as presented or provide direction to the CVB regarding alternative program element uses for the carryover funding.
BHCVB FY 2018/19 Carryover Funding Proposal

City Liaisons Meeting | September 18, 2019
Fiscal Year Carryover Dollars

Amount already approved by City Council $150,000
• $50,000 International Projects
• $50,000 BOLD Holidays
• $50,000 Tenant Improvement

Additional considerations $289,807.66:
• $200,000 Buffer (as requested by the City)
• $25,000 Incrementality Study
• $20,000 Destination Development Plan
• $10,000 Completion of 2018 BOLD Study
• $34,807.66 Hotel Programming
When BHCVB presented their 2019/20 program of work in May 2019, the City Liaisons mentioned that the following factors were of concern with regard to budget for FY 2019/20:

- The City’s carryover TOT dollars have been otherwise allocated, and thus they will not be budgeting a buffer for FY 2019/20
- TOT has been flat
- The City is about to undergo major construction

As a result of the above factors, the Liaisons and City Manager requested that BHCVB set aside $200,000 for a buffer for this fiscal year.
Incrementality Study

All DMO’s struggle with measuring return on investment, as the commodity being promoted is an experience rather than a tangible product. Many CVBs utilize impressions (advertising, social media, PR, etc.). We would like to propose a study for $25,000 that will help quantify activities.

- We would like to hire Tourism Economics to evaluate our statistics from FY 18/19 in order to quantify the result of BHCVB’s work
- The key objective is to better benchmark our activities and return on investment moving forward.
- BHCVB has worked with Tourism Economics in the past to better understand the competitive environment and BHCVB’s ranking.
- BHCVB is also slated to work with Tourism Economics on a Metro Economic Impact Study.
Destination Development Plan

The Destination Development Plan was completed in Fiscal Year 2018/19. Next steps are to organize the Governance Committee and begin working on the areas of focus identified.

- The $20,000 allocation will be to utilize Coraggio Group (the vendor that moderated the creation of the plan) to kick-start the Governance Committee and create a road map for how to get the work accomplished.
BOLD Study Completion

For FY 2018/19 BHCVB hired Lauren Schlau consulting to complete an economic impact study.

• The vendor has stated that for an additional $10,000 she is able to provide a qualitative/quantitative report specific for BOLD Summer and Holiday programming for 2018. Format will be similar to the Economic Impact Study.
Hotel Programming

The remaining amount of $34,807.66 for hotel programming will be utilized to support the spring programming promoting hotels in Beverly Hills.

• Funding will be used to supplement and expand reach of all digital activities.
Thank You