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

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison 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)

Monday, April 24, 2023
3:00 PM

Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

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 and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive/ Special Events/ Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

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) Request for Funding and Street Closures for the 2023 Rodeo Drive Concours d’Elegance Father’s Day Car Show on Sunday, June 18, 2023
3) Request from Rodeo Drive Property Owners Regarding New Sidewalk Security Barriers (Bollards) for Rodeo Drive to Replace the Existing Sidewalk Security Barriers (Dark Green Concrete K-Rails)

4) Review of Fiscal Year 2023-2024 Workplan and Funding Request for the Rodeo Drive Committee (RDC) Including the New "Rodeo Drive Celebrates" Programs Proposed for Summer and Fall 2023

5) Discussion Regarding Citywide Holiday Décor for Winter 2023

6) Future Agenda Items

7) Adjournment

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 twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.
CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

Memorandum

TO: City Council Liaison /Rodeo Drive/Special Events/Holiday Program Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: April 24, 2023

SUBJECT: Request for Funding and Street Closures for the 2023 Rodeo Drive Concours d’Elegance Father’s Day Car Show on Sunday, June 18, 2023

ATTACHMENT: 1. Proposal Deck for the 2023 Rodeo Drive Concours d’Elegance

INTRODUCTION
This report provides the City Council Liaison/Rodeo Drive/Special Events/Holiday Program Committee (Liaisons) with the request for funding and street closures for the Rodeo Drive Concours d’Elegance Father’s Day Car Show to be held on Sunday, June 18, 2023. The Liaisons are requested to review conceptual designs, event elements, funding request and street closure requests. If approved, the item will be heard by the full City Council at the Tuesday, May 2, 2023 City Council meeting.

DISCUSSION
The Rodeo Drive Concours d’Elegance (Concours) has become a legacy program held in the City of Beverly Hills since its creation in 1993. The show was not held in 2020 due to COVID-19 and in 2021 a modified version called the Tour d’Elegance was held on Father’s Day as a touring car rally through the streets of Beverly Hills rather than the famed all day Rodeo Drive car show. In 2022 both a car rally and stationary car show was held as the transition year out of COVID. For 2023, the Concours event will return to solely a stationary car show along the famed Rodeo Drive. The event has drawn crowds as high as 46,000 attendees over the course of the entire day to Beverly Hills and Rodeo Drive in particular.

The 2023 Concours event is scheduled for Sunday, June 18th from 10am-4pm on Rodeo Drive. It should be noted this is 1 hour longer than past years that usually ran from 11am-4pm. The expanded time is in response to the anticipated growing crowd size and the number of attendees that arrive early.

The 2023 Concours event will also build on the existing partnerships between the Rodeo Drive Committee (RDC), the Beverly Hills Conference and Visitors Bureau (CVB), and the Beverly Hills Chamber of Commerce (Chamber) who will work collaboratively to amplify the marketing message with the City of Beverly Hills that this is an event open to the public and a wonderful way to spend Father’s Day in Beverly Hills. Visitors to the event, and residents of Beverly Hills, will be encouraged to shop and dine locally in Beverly Hills before, during, and after the event. With access to some of the world’s best shopping and dining destinations within walking distance, there are plenty of opportunities for attendees to make a whole day of it here in Beverly Hills. And with the unique timing of the U.S. Open Golf Tournament that same weekend...
at the LA Country Club just on the border of Beverly Hills, it will be a very popular weekend in the City for restaurants, shops, and hotels.

This year, Beverly Hills luxury auto dealership O’Gara Coach will return as the top sponsor showcasing some of their rarest and most historic vehicles. Additional sponsorships will be secured at various levels including other local brands in Beverly Hills.

**Street Closure Request:**
The 2023 Concours event will require the following street closures as detailed below:

<table>
<thead>
<tr>
<th>Street Closure</th>
<th>Start Time</th>
<th>End Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rodeo Drive (From Wilshire Blvd. to S. Santa Monica Blvd.)</strong></td>
<td>Saturday, June 17th 9:00PM</td>
<td>Sunday, June 18th 10:00PM</td>
</tr>
<tr>
<td><strong>Dayton Way (From Rodeo Drive to the alleyways on either side)</strong></td>
<td>Saturday, June 17th 9:00PM</td>
<td>Sunday, June 18th 10:00PM</td>
</tr>
<tr>
<td><strong>Brighton Way (From Rodeo Drive to the alleyways on either side)</strong></td>
<td>Saturday, June 17th 9:00PM</td>
<td>Sunday, June 18th 10:00PM</td>
</tr>
</tbody>
</table>

**Funding Request:**
The 2023 Concours event funding will include a combination of sponsorship funds, exhibitor booth fees, City funding and fee waivers. A detailed budget can be found in Attachment 1 to this report. In previous years, if sponsorship dollars were raised in excess of projection targets, any excess sponsorship funding was to be provided to the City to reduce the overall City contribution to the event costs. In 2022, the final event closeout included $14,512 in funding that may be used to rollover to 2023. This rollover is savings that occurred due to reduced permitting costs for the 2022 event and are actual dollars being held by the event production team from sponsorship revenue in 2022.

**Fee Waivers**
In 2022, the street closure fee was waived for the street closures on Rodeo Drive, Dayton Way, and Brighton Way. For 2023, the street closure fee is again requested to be waived. The total fee waiver will be determined based on the approved layout by the Beverly Hills Police Department for the footprint of the event.

**City Funding**
For the 2023 Concours event, the requested City funding contribution is $254,540. Additionally, sponsorship revenue in 2023 is projected to be $250,000 and exhibitor fee revenue is projected at $5,000. This is a $12,070 increase in CITY funding requested compared to 2022 and an $80,000 increase in sponsorship dollar revenue compared to 2022 with a $20,000 decrease in exhibitor fee revenue compared to 2022.

The chart below shows the comparison:

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Base Funding Request - CITY</td>
<td>$228,970</td>
<td>$254,540</td>
</tr>
<tr>
<td>Street Pole Banner Funding - CITY</td>
<td>$13,500</td>
<td>Included in Base Funding This Year</td>
</tr>
<tr>
<td><strong>Comparing Year to Year - TOTAL CITY</strong></td>
<td><strong>$242,470</strong></td>
<td><strong>$254,540</strong></td>
</tr>
<tr>
<td>Sponsorships</td>
<td>$170,000</td>
<td>$250,000</td>
</tr>
<tr>
<td>Exhibitor Fees</td>
<td>$25,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>
According to the event organizers, the increased base funding request is due to several factors including but not limited to the following:

- Increased labor costs in all areas of the budget
- Increased rental costs for k-rails, traffic control equipment, portable restrooms
- Increased costs from subcontractor for PR and Automotive Marketing
- Including the street pole banners into the overall base funding request rather than having them paid for out of a separate contract

**Street Pole Banners**

For 2022, street pole banner installation was expanded beyond just Rodeo Drive to include Rodeo Drive, N. Canon Drive, N. Beverly Drive, and the area of Crescent Drive in front of City Hall. For 2023, the organizers are requesting the City expand further to also include a portion of Wilshire Blvd near the Waldorf Astoria and the LA Country Club to take advantage of the high traffic volumes around that area for the U.S. Open. The cost for installation and fabrication of the street pole banners was paid out of a separate City contract with the banner vendor in 2022. For 2023, those costs have been included in the overall budget for the Concours event to consolidate all costs for the event together in one budget. It should be noted the banner designs are still being finalized however the Liaisons are requested to provide their feedback on the options included in Attachment 1.

**Local Newspaper Ads**

As with previous events, the City will also cover the cost of ads in local newspapers reminding residents about the upcoming street closure impacts. This cost may be covered with funding in the existing Policy and Management Communications Budget.

**FISCAL IMPACT**

For the 2023 Concours event, organizers are requesting $254,540 from the City in base funding. Funding for this request is available in the City Council approved Fiscal Year 2022-23 (FY 22-23) Policy & Management Department Tourism and Marketing budget (00101311). An additional $250,000 is proposed to be raised in sponsorships and an additional $5,000 to be raised in exhibitor booth fees by the event organizers and production team. Furthermore, a budget rollover in unused funds from the 2022 event of $14,512 is proposed to be applied to the 2023 Concours event. This rollover is savings that occurred due to reduced permitting costs for the 2022 event and are actual dollars being held by the event production team from sponsorship revenue in 2022.

<table>
<thead>
<tr>
<th>Total Estimated Budget</th>
<th>2023</th>
<th>Budget Org Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Funding</td>
<td>($250,000)</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Fees</td>
<td>($5,00)</td>
<td></td>
</tr>
<tr>
<td>Budget Rollover from 2022 Event</td>
<td>($14,512)</td>
<td></td>
</tr>
<tr>
<td><strong>City Funding Request from the Tourism and Marketing Budget</strong></td>
<td>$254,540</td>
<td>Tourism &amp; Marketing – 00101311</td>
</tr>
<tr>
<td><strong>City Fee Waivers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Street Closure Fee Waiver Request</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>City Paid Costs for Advertising from the Communications and Marketing Budgets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Funded Ads in Local Newspapers and “walking man” door to door of notifications</td>
<td>TBD</td>
<td>Communications – 48008302</td>
</tr>
</tbody>
</table>
RECOMMENDATION

Staff requests the City Council Liaisons review the information, provide feedback and consider the associated funding and street closure requests. Based on Liaison feedback, this item will be taken to the full City Council for approval on Tuesday, May 2, 2023.
RODEO DRIVE CONCOURS D'ELEGANCE

BEVERLY HILLS FATHER'S DAY CAR SHOW | SUNDAY, JUNE 18, 2023
One of the country's largest & most affluent car shows and single-day events

46,000 IN ATTENDANCE

Official count by the City of Beverly Hills (average annual attendance)
The Rodeo Drive Concours d’Elegance Father’s Day Car Show has a long and rich history in the city of Beverly Hills. The annual Father’s Day car show has been a staple for dads and their families since its creation in 1993. Founded by Bruce Meyer, the event annually draws 46,000 spectators in person and the eyes of the world online, on television and in print.

The Rodeo Drive Concours d’Elegance has always been about charity, enjoying support from automotive institutions such as the Petersen Automotive Museum, the Checkered Flag 200 and a number of very well-known corporate and local sponsors. All while giving back to community organizations like the Beverly Hills Police Officers Association and Beverly Hills Firefighters Association. The luxurious setting of the show, in combination with its charitable impact, makes the Rodeo Drive Concours d’Elegance one of the most respected and publicized automotive events in the world.
2023 PROPOSED EVENT DETAILS:
FATHER’S DAY
SUNDAY, JUNE 18, 2023

- Rodeo Drive will be a combination of traditional “staged cars” in place joined by supporting sponsor partners of the event
- Awards in various categories for top car entries
- The Beverly Hills Chamber of Commerce and The Beverly Hills Conference & Visitors Bureau will make local eateries the focus for attendees to eat and drink
- There will be select specialty food trucks, smaller pop-ups serving water, ice cream etc.
- Music provided throughout the day by DJ Z, a crowd favorite
- Special presentation to the Beverly Hills Police Officers Association and Beverly Hills Firefighters Association
- The Historic and Vintage Beverly Hills Fire Truck on display for all to see
Street Pole Banner Design – Option A

*Note: Final graphic design pending sponsor participation and approvals

Center Median

Sidewalk
Street Pole Banner Design – Option B

*Note: Final graphic design pending sponsor participation and approvals
2022 MEDIA COVERAGE

Each year, dozens of automotive and mainstream media outlets cover the event in the lead-up, day-of and afterward. The one-day show benefits from several months of coverage online, in print, and on television – increasing exposure for your brand beyond just the day of the event. In 2022, major Los Angeles-area television stations shared on-air coverage in 42 standalone news segments with their viewers. In addition to traditional media, the event also draws plenty of social media influencers, both automotive and otherwise.

On Father's Day in Southern California, all eyes are on Rodeo Drive and the City of Beverly Hills!

Provided by event partner Kahn Media
COVERAGE

72
Total articles in May/June 2022

3.5+ BILLION
Total media impressions

$32 MILLION
Estimated total ad equivalency

42
Individual TV broadcast segments
• CVB will promote the event on their social media channels: Instagram, Facebook, Twitter, Pinterest

• CVB will create an event page that social media posts will link to. This was last year’s - https://lovebeverlyhills.com/events/view/rodeo-drive-concours-d-elegance-13687

• CVB will also create a Concours d’Elegance “slider” on their website home page (these are images that change on the homepage) which will link to the event page.

• CVB will feature the event in their May & June E-newsletters for Visitors, Partners, Trade and Media (with a distribution size of 38,000 email subscribers).

• CVB will do a “round up” for where to eat that day on Father’s Day and reach out to partner hotels to see if they have anything special going on, and then create an article on the CVB website and promote on CVB channels, about a week to 10 days out. Will include various price points and options.
• Chamber will promote the event on their social media channels: Instagram, Facebook, Twitter.

• Chamber will promote the event on NowBeverlyHills channels: Instagram, Facebook and Twitter.

• Chamber will feature the event in June eNewsletters for members and nonmembers (with a distribution size of 10,000 email subscribers).

• Chamber will feature the event in June eNewsletter for NowBeverlyHills (with a distribution size of 4,000 email subscribers).

• Chamber will do a “round up” for where to eat that day on Father’s Day and reach out to Chamber members to see if they have anything special going on, and then create an article in the NowBeverlyHills newsletter and promote on NowBeverlyHills channels, about a week to 10 days out. Will include various price points and options.

• Chamber will mention the event during upcoming Walk the Neighborhood meetings with businesses, so they are aware.

• Chamber will reach out to 208 Rodeo, Gucci Osteria, The Blvd, the Hideaway that are all on Rodeo Drive to confirm hours and any dining reservation options for that day/weekend and will also provide a QR code with a listing of Beverly Hills restaurants open that day.
<table>
<thead>
<tr>
<th>Service Description</th>
<th>2023 - Budget Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>K-Rails, Traffic Control Plan and Infrastructure Design Fees</td>
<td>$45,720.00</td>
</tr>
<tr>
<td>*Street Pole Banners, Graphics, Directional Signage and Printed Materials</td>
<td>$24,413.00</td>
</tr>
<tr>
<td>Event Rentals, Platform Deck, Press Walls, Portable Restrooms and Furnishings</td>
<td>$72,756.00</td>
</tr>
<tr>
<td>Video Monitors, IMAG Camera Package, Technical Production, Video Equipment &amp; Labor</td>
<td>$63,900.00</td>
</tr>
<tr>
<td>Full Street Audio Package, Technical Direction, Audio Equipment, Mixers &amp; Labor</td>
<td>$58,153.00</td>
</tr>
<tr>
<td>Insurance, City Street Closure/Permit Fees, Labor and Additional Costs</td>
<td>$64,800.00</td>
</tr>
<tr>
<td>Security (Set Watch, Overnight and Event) provided by 3rd Party Agency</td>
<td>$13,800.00</td>
</tr>
<tr>
<td>*Awards, Branded Collateral &amp; Miscellaneous Equipment Needs</td>
<td>$35,220.00</td>
</tr>
<tr>
<td>Production Management - Stage Manager, Sponsorship Coordination, Vehicle Manager</td>
<td>$49,440.00</td>
</tr>
<tr>
<td>Automotive Marketing, Public Relations Team, Creative Services &amp; Design</td>
<td>$66,150.00</td>
</tr>
<tr>
<td>DJ, Event Staffing &amp; Cleaning Crew</td>
<td>$29,700.00</td>
</tr>
<tr>
<td><strong>TOTAL ESTIMATED BUDGET</strong></td>
<td><strong>$524,052.00</strong></td>
</tr>
<tr>
<td>Sponsorships (Pending)</td>
<td>&lt;$250,000&gt;</td>
</tr>
<tr>
<td>Exhibitor Fees (Pending)</td>
<td>&lt;$5,000&gt;</td>
</tr>
<tr>
<td>Credit/Remaining Funds - 2022 Concours d’Elegance</td>
<td>&lt;$14,512&gt;</td>
</tr>
<tr>
<td><strong>City of Beverly Hills - Requested Contribution</strong></td>
<td><strong>$254,540.00</strong></td>
</tr>
</tbody>
</table>

**Notes:**
- Charitable Contribution totals to be determined post event, paid by sponsor dollars
- (Beverly Hills Police Officers Association and Firefighters Association)
- *2022 Street Pole Banners funded by City AAA Contract separate from budget-Included w/2023 Budget
- *Branded Collateral w/Logo (Polo Shirts, Tote Bags, & Exhibitor Gifts) - Included w/2023 Budget
BE AMAZING!
TO: Beverly Hills City Council Liaison/Rodeo Drive Committee/Special Events/Holiday Program Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: April 24, 2023

SUBJECT: Request from Rodeo Drive Property Owners Regarding New Sidewalk Security Barriers (Bollards) for Rodeo Drive to Replace the Existing Sidewalk Security Barriers (Dark Green Concrete K-Rails)

ATTACHMENTS: 1. Letter from Rodeo Drive Property Owners  
2. Image Provided by Rodeo Drive Property Owners of Potential New Sidewalk Security Barriers (Bollards)

INTRODUCTION

This item provides the Beverly Hills City Council Liaison/Rodeo Drive Committee/Special Events/Holiday Program Committee (“Committee”) with a request from Rodeo Drive property owners regarding the existing sidewalk security barriers (Dark Green Concrete K-Rails) on Rodeo Drive to be replaced with a different sidewalk security barrier design.

DISCUSSION

Starting in summer 2017, temporary seating was installed for Rodeo Drive which included 48 bistro tables and 192 chairs placed at 24 locations with 24- protective sidewalk security barriers (K-Rails) and 96 planter boxes. This temporary seating was originally scheduled for removal on September 1, 2017. At its August 22, 2017 meeting, City Council approved the continuation of the Rodeo Drive temporary seating through December 31, 2017. At its December 19, 2017, Study Session meeting, City Council approved the continuation of the Bistro seating amenities and granted authority to the City Manager to amend and enter into contracts necessary to continue the Bistro Seating amenities. By late 2019, the Bistro Seating (tables, chairs, planters) was removed at the request of the Rodeo Drive business and property owners however the sidewalk security barriers (Dark Green Concrete K-Rails) remained. The sidewalk security barriers (Dark Green Concrete K-Rails) remain today and have been a recurring topic of discussion for both business and property owners on Rodeo Drive.

On October 20, 2022 several Rodeo Drive property owners authored a letter to the City requesting the study, removal, and replacement of existing sidewalk security barriers (Dark Green Concrete K-Rails). This letter is included as Attachment 1 to this report. Additionally, a proposed replacement style of sidewalk security barriers (Bollards) was also shared and is included as Attachment 2 to this report.

On April 12, 2023 several Rodeo Drive property owners and City leadership met to discuss the requested changes including the proposed replacement and the history of the project.

At this time, a specific vendor and color has not been selected however the Rodeo Drive property owners did provide a sample vendor for reference. As the cost to purchase, install and
maintain the proposed replacement design is unknown at this time, the Liaisons are requested to recommend City Staff place this item on an upcoming full City Council meeting agenda for discussion. The City Council may then direct Staff to bid and determine costing for new sidewalk security barriers on Rodeo Drive and return to the full City Council with the results of the bidding process for an appropriation of funding and approval.

FISCAL IMPACT
There is no fiscal impact for directing City Staff to bid and determine costing for new sidewalk security barriers on Rodeo Drive. The fiscal impact to actually purchase, install, and maintain new sidewalk security barriers will be brought back to the City Council for review and approval once bids have been received.

RECOMMENDATION
Staff recommends that the City Council Liaisons review the request from the Rodeo Drive property owners and if desired, direct this item be placed on an upcoming City Council Study Session on Tuesday, May 2, 2023 to have the full City Council direct City Staff to bid and determine costing for new sidewalk security barriers on Rodeo Drive. If there is consensus at the full City Council meeting, the results of the bidding process would later be brought back to a full City Council meeting for an appropriation of funding and approval.
Ms. Nancy Hunt-Coffey  
Assistant City Manager  
CITY OF BEVERLY HILLS  
455 North Rexford Drive  
Beverly Hills, CA 90210

Re: DHS K-Rail replacement along Rodeo Drive

Dear Mr. Gohlich,

The undersigned, a group of commercial property owners along Rodeo Drive, request that the City Council direct staff to study the removal and replacement of the existing K-Rail barriers in place on the three block commercial portion of Rodeo Drive with more decorative bollards similar to those shown in the attachment. We believe these will enhance the beauty of the street while maintaining the needed security as deemed by the Department of Homeland Security.

Thank you for your consideration.

Robert Zarnegin

Wally Marks

320-324 & 451-455 Rodeo

Ron Simms

Dar Mahboubi

Evan Meyer

Thomas Sanborn

Rodeo Drive Landowner Request (2022.10.19)

Robert Hayman

Jason Klein

Anthony Palermo

LVMH MOËT HENNESSY LOUIS VUITTON Inc., Anish Melwani, Chairman

Bill Wiley  
AS AUTHORIZED AGENT FOR SLOANE TWO RODEO, LLC AND ONE RODEO OWNER, LLC.

Mark Tronstein
CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Beverly Hills City Council Liaison/Rodeo Drive Committee/Special Events/Holiday Program Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: April 24, 2023

SUBJECT: Review of Fiscal Year 2023-2024 Workplan and Funding Request for the Rodeo Drive Committee (RDC) Including the New “Rodeo Drive Celebrates” Programs Proposed for Summer and Fall 2023

ATTACHMENTS: 1. Rodeo Drive Committee Website & Social Media Funding for Fiscal Year 2023-2024 2. “Rodeo Drive Celebrates” Programs for Summer and Fall 2023

INTRODUCTION
This item provides a proposal from the Rodeo Drive Committee (“RDC”) for base funding to continue ongoing operational projects for Fiscal Year 2023-2024 (“FY 23/24”) as well as funding for the “Rodeo Drive Celebrates” programs for Summer and Fall 2023. The RDC receives funding from the City’s Tourism and Marketing Budget, which is funded through the City’s transient occupancy tax (TOT). The request from the RDC for website and social media funding is $184,998 (no increase from prior year) and the request for the “Rodeo Drive Celebrates” funding is $26,000 for a total funding request from the RDC for FY 23/24 of $210,998.

DISCUSSION
The Rodeo Drive Committee is comprised of approximately 70 retailers, hotels and property owners. Founded in 1972, the Committee promotes Rodeo Drive through a variety of programs, which enhance the street’s image as a world-class destination.

Prior to the start of each fiscal year, the Beverly Hills City Council Liaison/Rodeo Drive Committee/Special Events/Holiday Program Committee (“Committee”) meets to discuss and review the annual work plan items for the upcoming year for the RDC. The Committee makes recommendations regarding the RDC’s proposed work plan and provides modifications, if any, which are then presented at a future City Council meeting.

In previous years, the RDC has received City support to conduct marketing and events on behalf of its retailers, hotels and property owners to promote tourism and visitor spending on Rodeo Drive. Funding for these purposes has traditionally been provided from the City’s Tourism and Marketing Budget.

The RDC’s proposed annual work plan and funding request of $184,998 for FY 23/24 is for digital marketing management, social media content creation, and ongoing website maintenance. These tools will be used for:
- Website Updates and Management
- Social Media Management
Additionally, for FY 23/24 the RDC is proposing a new program for Summer and Fall 2023 called “Rodeo Drive Celebrates.” The first campaign will be held in early August and focus on Fashion while the second campaign will be held in early October and focus on Timepieces and Fine Jewelry. Each campaign season will rely heavily on the existing Rodeo Drive brands themselves to create activations and experiences for visitors and shoppers. The RDC funding request to the City is for street pole banners and print advertising in the local Beverly Hills newspapers. Funding for the street pole banners (with uplighting) is requested in the amount of $26,000 and may be funded by anticipated Tourism & Marketing budget funds in FY 23/24. Funding for the print advertising in local Beverly Hills newspapers may be funded by anticipated Policy and Management Communications Division budget funds in FY 23/24.

The items in the RDC FY 23/24 Work Plan and “Rodeo Drive Celebrates” campaigns support the goals and action items of the Economic Sustainability Plan. One of the key focus areas of the Economic Sustainability Plan is “Brand” and the RDC’s FY 23/24 Work Plan focuses heavily on brand awareness to attract and bring travelers and shoppers to Beverly Hills.

**FISCAL IMPACT**

To carry out the proposed Work Plan for FY 23/24, the RDC requests $184,998 (no increase from prior year) for Digital and Website Management as well as $26,000 for the “Rodeo Drive Celebrates” campaigns for a total funding request from the RDC for FY 23/24 of $210,998.

<table>
<thead>
<tr>
<th>Description</th>
<th>FY 23/24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Updates &amp; Management / Content Curation</td>
<td>$40,003</td>
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<tr>
<td>Social Media Management / Content Curation</td>
<td>$103,997</td>
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<td>General Topics &amp; Maintenance</td>
<td>$15,998</td>
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<tr>
<td>Paid Social Media Advertisement</td>
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<tr>
<td>Purchasing Content &amp; Content Creation</td>
<td>$10,000</td>
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<tr>
<td>Website Template Updates, Hosting of Website, Apps, Email</td>
<td>$2,000</td>
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<tr>
<td>Language Plug in</td>
<td>$4,000</td>
</tr>
<tr>
<td>Misc. Expenses</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Digital &amp; Website Management - SUBTOTAL</strong></td>
<td><strong>$184,998</strong></td>
</tr>
<tr>
<td>Cost for 28 Banners on Rodeo Drive ONLY (2 campaigns at $8,000 each)</td>
<td>$16,000</td>
</tr>
<tr>
<td>Cost for Uplighting of Banners (2 campaigns at $5,000 each)</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Rodeo Drive Celebrates - SUBTOTAL</strong></td>
<td><strong>$26,000</strong></td>
</tr>
<tr>
<td><strong>RDC Budget Request for FY 23/24 - TOTAL</strong></td>
<td><strong>$210,998</strong></td>
</tr>
</tbody>
</table>

The City has maintained a policy of funding its tourism and marketing programs from a specific allocation of the transient occupancy tax (“TOT”). The City collects a total of fourteen percent TOT based on gross room sales from the City’s hotels. One-seventh of the total TOT revenue, has been the basis of calculating the funding for the Tourism and Marketing budget in Beverly Hills for approximately 25 years.

The FY 23/24 funding request of $210,998 from TOT – Tourism and Marketing dollars is an increase of $26,000 from the FY 22/23 funding request of $184,998. Funding for the print advertising in local Beverly Hills newspapers may be funded by anticipated Policy and Management Communications Division budget funds in FY 23/24.
RECOMMENDATION
Staff recommends that the City Council Liaisons review the RDC work plan and funding request and provide recommendations, if any, for FY 23/24. Based on Liaison feedback, this item will be taken to the full City Council for approval on Tuesday, May 2, 2023.
FISCAL YEAR 23/24
RODEO DRIVE
WEBSITE & SOCIAL MEDIA
## OUR YEAR IN NUMBERS

<table>
<thead>
<tr>
<th></th>
<th>Apr ‘22</th>
<th>Apr ‘23</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Followers</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram: Followers</td>
<td>78.8k</td>
<td>88.9k</td>
<td>13%</td>
</tr>
<tr>
<td>Facebook: Followers</td>
<td>77.5k</td>
<td>78.5k</td>
<td>1.3%</td>
</tr>
<tr>
<td>TikTok: Followers</td>
<td>1.4k</td>
<td>2.2k</td>
<td>57%</td>
</tr>
<tr>
<td><strong>Analytics (In a one year time frame)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram: Average engagement on post per reach</td>
<td>8.41%</td>
<td>8.72%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Instagram: Top countries</td>
<td>US, Brazil, Mexico</td>
<td>US, Brazil, Mexico</td>
<td>=</td>
</tr>
<tr>
<td>Instagram: Gender split</td>
<td>59.61% F / 40.39% M</td>
<td>57.94% F / 42.06% M</td>
<td>~</td>
</tr>
<tr>
<td>Instagram: Website clicks</td>
<td>1.167</td>
<td>1.315</td>
<td>13%</td>
</tr>
<tr>
<td>Facebook: Engagement on reach</td>
<td>4.67%</td>
<td>5.83%</td>
<td>25%</td>
</tr>
<tr>
<td>Paid media IG &amp; FB: Costs per 1k impressions*</td>
<td>$0.94</td>
<td>$0.93</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Paid media IG &amp; FB: Costs per 1k accounts reached*</td>
<td>$2.29</td>
<td>$2.24</td>
<td>-1.9%</td>
</tr>
<tr>
<td>TikTok: Engagements**</td>
<td>2.973</td>
<td>4.055</td>
<td>36%</td>
</tr>
<tr>
<td>TikTok: Views of videos from content creators</td>
<td>1.6M</td>
<td>1.8M</td>
<td>12%</td>
</tr>
<tr>
<td>Website visitors</td>
<td>12k (monthly average)</td>
<td>15k (monthly average)</td>
<td>25%</td>
</tr>
</tbody>
</table>

* A lower spending is preferred

** TikTok was launched August '21. Compared time-periods: Aug '21-Apr '22 vs Aug '22-Apr '23
Instagram continues to be the number one channel for Rodeo Drive’s social media due to the app’s visual-first approach and relevant audience.

**Biggest wins:**
- Our analytics show that creating and posting our own content was the right decision, given its proven success. We have been capturing more of our own content which has helped with the overall performance of our posts.
  - *Louis Vuitton x Yayoi Kusama*: 18K views & 1.3K likes organically
  - *Holiday Announcement*: 15.8K views & 936 likes organically
- Video content is key: Four out of the five best performing posts on Instagram in 2022 were videos, that’s why we increased video content by 17%.
- With the additional budget, we have been able to produce three professional photo shoots, compared to one shoot the year before.

**Approach fiscal year ’23/’24:**
- We recommend continuing investing our paid media budget mostly for this channel to grow our global reach.
- Connecting with the people of Rodeo Drive: Interviewing interesting people on the street to create authentic & personal content.
With 50% of our followers from the U.S. and 6.7K in Los Angeles, Facebook is our most important channel for reaching our local audience and promoting local events.

**Biggest wins:**
- Paid media spendings for Rodeo Drive event pages have proven to be successful. The event pages for Concours D’Elegance & the Holiday Lighting Celebration successfully gained us 35K views and 2.7K RSVPs.
- Our health page status on Facebook is ‘excellent’ compared to other businesses in the same field.

**Approach fiscal year ’23/’24:**
- Similar to last year’s approach, we want to continue to maintain this channel organically and use paid media budget only for promoting RDC events.
- Additionally, we want to leverage the success we have seen with our own Facebook events and start creating event pages for RDC member’s pop-ups and public events as well.
Pinterest is a source for inspiration and therefore important for us. It is a visual search engine which is proven by the massive 5 billion monthly searches that occur on the platform*.

**Biggest wins:**
- We changed our strategy last year since we didn’t get the high reach that we used to receive with just re-pinning our existing content. Instead, we chose to start pinning user-generated-content from Instagram to our boards, which has proven to be successful.
- We expanded our audience globally by creating boards to showcase RDC members being featured in fashion weeks, award shows, and more.

**Approach fiscal year ’23/’24:**
- Pinterest is an important source for inspiration. Our goal is to elevate the level of glamour and fashion on our boards even further.
- We will continue to create unique boards to showcase our RDC members’ looks at Hollywood award shows and international fashion shows.

* Sprout Social
TikTok was added to Rodeo Drive’s channel mix in August, 2021. Since then, 85K people have seen our content on our own channel.

**Biggest wins:**
- Collaborating with content creators: These collaborations allow us to leverage their existing audience and social media influence to expand our own reach.
- Producing our own content: Unique, personal content has greatly increased our following.
- Our content creators have garnered over 1.8M views and 200K likes.

**Approach fiscal year ’23/’24:**
- Our goal is to double our followers in the next fiscal year. We are going to promote videos in order to reach that goal.
- Since it’s so important to have a personal connection behind our account, we are beginning to interview the unique visitors of Rodeo Drive.
The new website launch was successful. All crucial metrics have gone up since the launch of the new website, and Google has ranked our website higher because our analytics shows that organic search is up by 25% – indicating a better website health and SEO performance.

**Biggest wins***:

- Organic search: +25.9% (68K vs 54K)
- Direct search: +55.5% (17K vs 11K)
- Website users: +30.51% (89K vs 68K)
- Sessions: +29.11% (103 vs 80K)
- Bounce rate: -13.67% (63% vs 55%)

*Note: A lower number is preferred

**Approach fiscal year ‘23/’24:**

- The website has been performing well. We are going to update the website as needed and will continue adding new inspiring content.
- Making the website accessible to important international audiences. We recommend adding a translation plug-in with 1-2 languages (Mandarin/Arabic) to the website to increase international visibility and SEO.

*Time period: Mid of September ‘22 - mid of March ‘23 compared to year before
# BUDGET

<table>
<thead>
<tr>
<th>Digital &amp; Website Management</th>
<th>FY 22/23</th>
<th>FY 23/24</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Agency Fee:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Updates &amp; Management / Content Curation</td>
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<td>$40,003</td>
</tr>
<tr>
<td>Social Media Management / Content Curation</td>
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<td>$103,997</td>
</tr>
<tr>
<td>General topics &amp; Maintenance</td>
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<tr>
<td><strong>Total Agency Fee:</strong></td>
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<td>$159,998</td>
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<tr>
<td><strong>3rd Party Costs:</strong></td>
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<tr>
<td>Paid Social Media Advertisement</td>
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<td>$8,000</td>
</tr>
<tr>
<td>Purchasing Content &amp; Content Creation</td>
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<td>$10,000</td>
</tr>
<tr>
<td>Website Template Updates, Hosting of Website, Apps, Email</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Previous: Customization of new Squarespace template &amp; adding ADA</td>
<td>$5,600</td>
<td>$2,000</td>
</tr>
<tr>
<td>Language plug in (1-2 languages / Standard Chinese / Mandarin &amp; Arabic)</td>
<td></td>
<td>$4,000</td>
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<tr>
<td>Rodeo Drive signs</td>
<td>$400</td>
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<tr>
<td>Misc. Expenses</td>
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<td>$1,000</td>
</tr>
<tr>
<td><strong>Total 3rd Party Costs:</strong></td>
<td>$25,000</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>Total Funding Request:</strong></td>
<td>$184,998</td>
<td>$184,998</td>
</tr>
</tbody>
</table>
RODEO DRIVE CELEBRATES

Presented by The Rodeo Drive Committee, April 2023
A new and timely activation conceived by the Rodeo Drive Committee to create excitement on the street and engage local and international visitors at member boutiques as part of our community — a world class luxury destination.
Every year, over two dedicated weeks in summer and fall, a series of intimate, in-store, celebratory happenings will raise a glass to the best in fashion and luxury on the world’s leading fashion thoroughfare — Rodeo Drive.
SPRING | SUMMER 23
AUGUST 7–13

RODEO DRIVE CELEBRATES FASHION
FALL | WINTER 23
October 1–7
RODEO DRIVE CELEBRATES TIMEPIECES & FINE JEWELRY
BESPOKE IN-STORE EXPERIENCES

RDC member participants will be invited to create their own in-store experiences and activations in celebration of the exemplary craftsmanship, creativity and innovation on the street.
RODEO DRIVE CELEBRATES

VIP cocktail reception or dinner
‘Meet the designer’ or ‘Meet the buyer presentations
Gift with purchase
Extra loyalty points
Autographed book signing
Special trunk show
Giveaways/raffles–enter to win a handbag or free tailored suit

In-store fashion show
Charity event – a portion of sales to benefit company charity of choice
Stylist Panel: ’How to put together the perfect look’
Wine or whiskey tasting
Cutest pooch activation
Meet ‘XYZ’ celebrity
Most Instagramable moment, photo, opportunity, photo booth, photo stickers
MARKETING & COMMUNICATIONS
The Rodeo Drive Committee, with funding support from the City of Beverly Hills, will launch a tailored and visual marketing and communications campaign to engage local and international audiences, customers and influencers.
Local Advertising $6,440-$12,880

As with previous events, it is requested that the City cover the cost of placing ads in local newspapers reminding residents about the upcoming week of celebration. This cost is estimated at $6,440-$12,880 (tbd) with funding available in the Policy and Management Communications Budget.

Street Pole Banners $26,000

Funding requested from TOT - Tourism and Marketing budget.

<table>
<thead>
<tr>
<th></th>
<th>Rodeo Drive Celebrates Fashion</th>
<th>Rodeo Drive Celebrates Timepieces and Fine Jewelry</th>
<th>Budget Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Week</td>
<td>August 7-13</td>
<td>October 1-7</td>
<td></td>
</tr>
<tr>
<td>Banner Installation</td>
<td>Week of July 23</td>
<td>Week of September 17</td>
<td></td>
</tr>
<tr>
<td>Banner Removal</td>
<td>By end of week August 19</td>
<td>By end of week October 14</td>
<td></td>
</tr>
<tr>
<td>Cost for 28 Banners – 20 Center Median and 8 Sidewalk on Rodeo Drive ONLY (fabrication, color testing, installation, maintenance, and removal)</td>
<td>$8,000</td>
<td>$8,000</td>
<td>$16,000</td>
</tr>
<tr>
<td>Cost for Uplighting (installation, focus, maintenance, and removal)</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td>$26,000</td>
</tr>
</tbody>
</table>
RODEO DRIVE CELEBRATES
SUMMER | FALL CAMPAIGNS

Outdoor street pole banners on Rodeo Drive
Print advertising in local, luxury and news media outlets
+
Social media campaign across Rodeo Drive, Beverly Hills CVB, Beverly Hills Chamber of Commerce, local hotel and participating member boutique and business channels
Rodeo Drive, Beverly Hills CVB and Beverly Hills Chamber of Commerce website event and campaign listings
Press release on public facing events to secure campaign coverage
VIP outreach by participating member boutiques to their customers
Introduction
This report provides the City Council Rodeo Drive/Special Events/Holiday Program Committee Liaisons of Vice Mayor Friedman and Councilmember Bosse (Liaisons) with an overview of the City’s proposed 2023 holiday décor and lighting items that require direction.

Discussion
Each year the City sponsors a signature Holiday Décor Program designed to create traditions, celebrate the season, and attract visitors from around the region to shop, dine, and stay in Beverly Hills. This report provides an overview of the 2022 décor and requests direction from the Liaisons on the proposed schedule for 2023, decor items for 2023, and Small Business Assistance Task Force requests.

2022 Décor Recap
In 2022 the citywide holiday décor included the following. Images are available in Attachment 2.

- Warm white lights throughout the business districts
- Street pole banners, signage and flyers/postcards (new design in 2021)
- Christmas Tree (new in 2022) and Menorah (new base in 2022) at Lily Pond
- Lights on the Lily Pond Show (new in 2021)
- Street spans on N. Cañon (new in 2021)
- Street spans on Wilshire and N. Beverly
- Santa and Reindeer Display (new in 2021)
- Colored lights, starlight spheres and sidewalk sculptures on La Cienega*
- Mixed colored lights and colored lightfall tubes on Robertson
- Colored lights and sidewalk sculptures on S. Beverly
- Snowflakes in the canopy on the west side of S. SMB
- Garland and bows (new and expanded in 2022)
- Background Audio (new in 2022)
- Beverly Cañon Gardens Glowing Gardens Light Sculptures**
*some replacement starlight spheres were purchased in 2021 and the sculptures were updated with new graphics in 2021
**décor rented each year

**2023 Schedule and Hanukkah**

The installation timeline for holiday décor remains relatively the same each year, beginning in early Fall with the installation complete in time for the Rodeo Drive Holiday Lighting Celebration that historically occurs on Thursday night, the week before Thanksgiving.

**Proposed 2023 Holiday Season Décor Dates:**
- All lights and décor installed by no later than – Saturday, November 11, 2023 (for review and punch list prior to Lighting Event)*
- Rodeo Drive Holiday Lighting Celebration – Thursday, November 16, 2023
- Thanksgiving Day – Thursday, November 23, 2022
- Hanukkah – Thursday, December 7, 2023 through Friday, December 15, 2023
- Christmas Day – Monday, December 25, 2023
- Removal of lights and décor to begin - Tuesday, January 2, 2024

*Staff is working with the Metro team to determine install date for the Santa and Reindeer Display

For 2023, the Hanukkah elements will include:
- blue and white lighting in the spans along N. Cañon Drive along with other colors;
- lights on the Lily Pond show to include Hanukkah and Christmas music in each show throughout the season;
- blue and white lights and decor in new décor if possible (Beverly Cañon Gardens and N. Beverly spans);
- lighting the menorah each night of Hanukkah; and
- blue lights turned on in the Wilshire Spans for each night of Hanukkah.

**Planning for 2023**

At the end of each holiday season, staff works with the contractor to review the décor items and assess work needed for the next year. This year the Beverly Spans will need to be replaced and Robertson Boulevard will need a new design. The citywide street pole banner design will be in its final year in 2023 (three year design campaign) and the Lily Pond lights will need some replacement items to make sure it is as full and fresh as it has been in the past two years.

**Lily Pond**

The Lily Pond reeds were created in 2021, in 2022 all of the replacement reeds and equipment were used during the display period. Therefore, staff is including funds in the budget to allow for replacement of these spare items. In order to keep the show new and fresh, it is also recommended to add a ripple effect to the pond water and improve the speakers for a more full sound while using caution to not impact the neighbors. Staff will ensure the pond water ripple effect will not damage the plant life or wildlife in the pond before and during installation and operation. For the past two years the show has been
scheduled for once an hour, this year staff recommends the show run every half hour to allow more visitors to enjoy the lights and music.

*Estimated cost for Lily Pond Improvements* ($95,000)

**N. Beverly Spans**
The N. Beverly Spans were purchased and first installed in 2017; replacement lights were purchased in 2020. In 2021 the spans had significant maintenance issues which resulted in expending all remaining replacement lights. In 2022, staff extended their use by installing only 8 spans instead of 10 and using the remaining spans for replacement parts. The 8 spans were installed and staff saw numerous failures and maintenance issues. Staff recommends replacing the spans with an entirely new design for 2023. Attachment 3 has renderings of 4 options for replacement spans.

*Estimated Cost for N. Beverly Span Replacement* ($450,000)

**Beverly Cañon Gardens (Garden)**
In 2022 the décor for Beverly Cañon Gardens consisted of abstract scribble light tube trees in the grass and the patio as well as over the fountain. The Garden was transformed with the programmed color-changing structures in each section of the Garden. A giant glowing heart sculpture anchored the park on the west side and created photo-opportunities.

Staff received positive feedback from visitors throughout the season, however, the three adjacent businesses each stated that the décor did not reflect the spirit of the holidays and wasn’t overly festive. Some stated that the color wash from the neon colors were not appealing and the layout was unattractive. There were also concerns about the lack of daytime appeal, the disruption of the fountain, maintenance issues and concerns about the safety of the decor.

In past years, the City has created a more traditional holiday focused display with a main tree in the grass and another in the patio. In 2021 the décor for Beverly Cañon Gardens consisted of a 36 foot walk-through Sequoia Tree customized to create *The Elf Tree*. A second walk through element in the garden was the lighted rings which were decorated with blue and silver ornaments. Attachment 4 includes images of the décor in the Garden for the past 5 years.

Based on the feedback received, staff recommends returning to a central tree in the grass with a second décor item in the patio. We may be able to negotiate a discount if the base tree is used for multiple years, with new ornaments and decorations each year. The tree recommendation is the 36’ walk through tree with gates. The décor package recommended will include a criss-cross light pattern and bright-colored ornaments mixed with some pre-lit ornaments.

*Estimated Cost for Beverly Cañon Gardens* ($200,000 - $350,000)

**Robertson Boulevard (Boulevard)**
This year the *Robertson Boulevard Sidewalk Improvement* project is underway. Staff recommends installing decorative fixtures on the light poles. These would be installed instead of the street pole banners and are a unique, festive and elegant décor option for
Robertson Boulevard. The fixtures are approximately 3 feet wide and 5 feet tall and include twinkle lights as well as sparkling discs to create an impact at night as well as during the day. Attachment 5 shows a rendering of the installation on the street light poles and five options for the decor. If the Liaisons would like to move forward with one of these options, Staff will return with the specific cost to purchase as well as the ongoing annual cost to install, maintain, remove and store them for the estimated life span of 5 years. If the Liaisons do not recommend these options, staff recommends installing the street light pole banners with up-lights and adding pre-lit warm-white garland and bows to the light poles.

Estimated Cost for Robertson Boulevard decorative fixtures ($85,000 - $150,000)

Projection Mapping
For 2022, staff worked closely with the City Council Liaisons to create a unique projection mapping light show called *Unwrap the Magic* on the City Hall Tower. The video was projected onto the north and west facing sides of the tower and included a seven-minute show that ran every half hour, every day during the 46 days of the holiday season from 6 pm until 9:30 pm with additional clips in-between the shows. These clips could be selected from a kiosk located at the prime viewing area at the southeast corner of N. Crescent Drive and N. Santa Monica Blvd.

Staff requests direction from the Liaisons regarding the following options for 2023:

1. Discontinue the use of projection mapping.
2. Continue the show exactly as in 2022. This option offers the most cost savings.
3. Continue the show as in 2022 but replace one of the scenes with new content.
4. Create an all new show in the same location.
5. Create an all new show in a different location.

If the Liaisons recommend continuing the projection mapping, staff recommends option 2 or 3 for the most cost savings and to build on the momentum of last year. These options help to create traditions for residents and visitors while also capitalizing on the marketing from 2022. Additionally, if there is interest in continuing this in the same location for multiple years, staff can work on additional infrastructure to support the project and provide savings over multiple years.

Estimated Cost ($500,000 - $750,000)

Small Business Assistance Task Force Requests
During the January 30, 2023 Small Business Assistance Task Force meeting, business owners requested that the City consider keeping the N. Cañon Drive Spans up year-round and consider increasing holiday décor on Brighton Way and Camden Drive. At the March 28, 2023 Small Business Assistance Task Force meeting, these requests were referred to the Rodeo Drive/ Special Events/ Holiday Lighting Liaisons for review and consideration.

N. Cañon Drive Spans
The N. Cañon Drive spans were purchased and first installed in 2021 and are installed each year for the holidays and programmed with a full range of movement and color. If the N. Cañon Drive spans are left installed year-round, staff recommends programming them to be warm white so that the holiday display remains unique.
The City’s consultant estimates that the life span of the lights would decrease from 5 years to 3 years. The purchase cost of the spans is the most expensive individual cost, at $448,000, with the annual install, removal, storage cost being $98,500. If the spans are installed year-round, there would also be an increase in maintenance, programming and replacement parts ($13,500 per year) but a decrease in install/removal/storage cost ($98,500 per year). If the spans are up for 5 years, the amortized annual cost is higher to keep them up, but if there is a 10 year commitment, the annual cost is decreased. Below is the typical cost of the spans which does not take into account that the spans are currently 2 years old, since we’re not certain how that will impact their life-span.

<table>
<thead>
<tr>
<th>Typical Cost Comparison for N. Canon Spans</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Holiday Only</strong></td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>Year 1</td>
</tr>
<tr>
<td>Year 2</td>
</tr>
<tr>
<td>Year 3</td>
</tr>
<tr>
<td>Year 4</td>
</tr>
<tr>
<td>Year 5</td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
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<tr>
<td>5-year amortized</td>
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<td>cost</td>
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<tr>
<td>Year 6</td>
</tr>
<tr>
<td>Year 7</td>
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<td>Year 8</td>
</tr>
<tr>
<td>Year 9</td>
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<tr>
<td>Year 10</td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
</tr>
<tr>
<td>10 year total</td>
</tr>
<tr>
<td>10-year amortized</td>
</tr>
<tr>
<td>cost</td>
</tr>
</tbody>
</table>

**Estimated Cost for 2023 ($13,500)**

**Increased Holiday Décor on Camden Drive and Brighton Way**
In 2022, Camden Drive décor was street pole banners with up-lights and warm white LED lights wrapping the tree trunks. If the Liaisons would like to increase the holiday décor on this street, staff recommends using the Robertson décor from last year which is colored tree wrap lights and colored light fall tubes in the canopy of the ficus trees along Camden Drive.

**Estimated Cost for Camden Drive ($25,000)**

In 2022, Brighton Way décor included pole banners with up-lights and warm white LED lights wrapping the trunks of the palm trees as well as garland and bows all the way down the street. The holiday music was also extended down Brighton Way in 2022. Staff discussed options for increased décor on Brighton Way and recommend considering an intersection treatment at Brighton Way and Camden Drive. A similar treatment was
installed near the crosswalks in 2021 as part of a pedestrian study pilot project and is one way to create holiday excitement while also improving the pedestrian experience at a time when additional visitors are in the City to shop, dine, and enjoy the décor. If the Liaisons would like more detail on this idea, staff will return with a detailed estimate and holiday design options. It would be a temporary installation that could be recreated each holiday season with the same or a new design on the ground.

*Estimated Cost for Brighton Way Intersection* ($100,000)

**Fiscal Impact**
There is no request for additional funding based on the staff recommendations outlined above. The funding has already been included in the FY 2023/2024 CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations ($3,500,000 budget). No additional funds are requested at this time.

<table>
<thead>
<tr>
<th>Item</th>
<th>Estimate</th>
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<tbody>
<tr>
<td>Lily Pond</td>
<td>Improved Audio</td>
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<tr>
<td>Replacement parts &amp; equipment (NTE)</td>
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<td>Ripple maker for water movement</td>
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<td></td>
<td>$ 10,000</td>
</tr>
<tr>
<td>N. Beverly Spans</td>
<td>New design for 2023</td>
</tr>
<tr>
<td>Beverly Cañon Gardens (rental)</td>
<td>Custom tree and second element</td>
</tr>
<tr>
<td></td>
<td>Custom design throughout</td>
</tr>
<tr>
<td>Robertson Blvd</td>
<td>No tree installation</td>
</tr>
<tr>
<td></td>
<td>Light Pole Fixtures Instead</td>
</tr>
<tr>
<td>Projection Mapping</td>
<td>TBD Based on Direction</td>
</tr>
<tr>
<td>N. Cañon Dr. Spans</td>
<td>Year Round install</td>
</tr>
<tr>
<td>Camden Dr.</td>
<td>Colored tree wrap and light fall tubes in canopy</td>
</tr>
<tr>
<td>Brighton Way</td>
<td>Intersection treatment</td>
</tr>
</tbody>
</table>

| Total range of items above:               | $1,418,500 to $1,883,500 |
| Year-round Décor and Holiday decorations continuing items from prior years: | $1,500,000 |
| Total with all options and continuing items: | $3,383,500 |
| CIP BUDGET AMOUNT FOR FY 23/24:            | $3,500,000 |
Staff will return to the Liaisons at a future date to discuss the 2023 holiday décor proposal for Rodeo Drive as well as programming or lighting ceremony requests for the 2023 holiday season. Those items are not part of the FY 2023/2024 CIP (No. 00635) and will be presented for review at a future meeting with separate identified Tourism and Marketing funding.

**Recommendation**

At this time staff recommends that the Liaisons provide direction regarding:

- 2023 Holiday Schedule and Hanukkah Décor
- Lily Pond additional items
- Beverly Cañon Gardens Décor direction
- Robertson Boulevard décor options
- Projection Mapping options
- Small Business Task Force Requests
  - N. Cañon Spans Year Round Display
  - Additional Holiday Décor on Camden Drive
  - Additional Holiday Décor on Brighton Way
ATTACHMENT 1
CITYWIDE HOLIDAY DÉCOR
WINTER 2023

Rodeo Drive Committee/Special Events/Holiday Program Committee

April 24, 2023
2022 Décor Recap
2023 Schedule and Hanukkah Lights

Proposed 2023 Holiday Season Décor Dates:

• Install prior to Rodeo Drive Holiday Lighting Celebration – Thursday, November 16, 2023 – tbd
• Removal of lights and décor to begin - Tuesday, January 2, 2024
* Staff is working with the Metro team to determine install date for the Santa and Reindeer Display
* Where possible, lights will include Hanukkah throughout the season
Planning for 2023

Lily Pond
• Replacement parts and equipment needed
• Recommend improved Audio
• Recommend ripple maker
• Estimated Cost: $95,000

N. Beverly Spans
• Spans have reached their life span
• Extensive maintenance in 2022
• Recommend replacement with new design
• Estimated Cost: $450,000
N. Beverly Spans - Stars
N. Beverly Spans - Canopy
Planning for 2023

2022 Decor

2021 Decor

2020 Decor

2023 Concept

Beverly Cañon Gardens
Planning for 2023

- Past lighting is no longer feasible
- Recommend decorative light pole fixture
- Will not have banners
- Purchase cost estimate $85,000-$150,000
- Annual cost of install/ maintain/ remove/ store is $35,000

Robertson Boulevard

Pole Décor Options:

1  2  3  4  5
Do you want to consider Projection Mapping again?

Options:
1. Discontinue Projection Mapping
2. Continue the same show at same location
3. Continue with minimal new content
4. Create a new show in the same location
5. Create a new show in a new location

Cost Estimate: $500,000 to $750,000
Small Business Task Force

Request for Year-Round Spans on N. Cañon Dr. and additional holiday Décor on Brighton Way and Camden Dr.

N. Canon Drive

Camden Drive

Brighton Way

Canon Spans in 2022

Camden Drive

Brighton Way

Rendering of Canon spans in warm white

Colored tree wrap and canopy decor

Example of Intersection treatment
Fiscal Impact

No request for additional funding at this time. The funding is already included in the proposed CIP budget for the Year-round Décor and Holiday Decorations (CIP 635) ($3,500,000).

<table>
<thead>
<tr>
<th>Item</th>
<th>Options</th>
<th>Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lily Pond</td>
<td>Improved Audio</td>
<td>$ 35,000</td>
</tr>
<tr>
<td></td>
<td>Allotment for replacement parts and equipment</td>
<td>$ 50,000</td>
</tr>
<tr>
<td></td>
<td>Ripple maker for water movement</td>
<td>$ 10,000</td>
</tr>
<tr>
<td>N. Beverly Spans (new)</td>
<td></td>
<td>$450,000</td>
</tr>
<tr>
<td>Beverly Canon Gardens (rental)</td>
<td></td>
<td>$200,000 - $350,000</td>
</tr>
<tr>
<td>Robertson Blvd</td>
<td>No tree installation</td>
<td>Savings of $50,000</td>
</tr>
<tr>
<td></td>
<td>Light Pole Design</td>
<td>$85,000 – $150,000</td>
</tr>
<tr>
<td>Projection Mapping</td>
<td>Multiple options</td>
<td>$500,000 – $750,000</td>
</tr>
<tr>
<td>N. Canon Spans</td>
<td>year-round</td>
<td>$13,500</td>
</tr>
<tr>
<td>Camden Drive</td>
<td>Colored tree wrap and light fall tubes in canopy</td>
<td>$ 25,000</td>
</tr>
<tr>
<td>Brighton Way</td>
<td>Intersection treatment and curb extension</td>
<td>$ 100,000</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>$1,418,500 - $1,883,500</strong></td>
</tr>
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<td><strong>Year-round Décor and Holiday decorations continuing items:</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Total with all options and continuing items:</strong></td>
<td></td>
<td><strong>$3,383,500</strong></td>
</tr>
</tbody>
</table>
RECOMMENDATION

At this time staff recommends that the Liaisons provide direction on:

- Proposed Holiday Schedule and Hanukkah Decor
- Lily Pond added items
- N. Beverly Span replacement
- Beverly Cañon Gardens decor
- Robertson Boulevard decor
- Projection Mapping
- Small Business Task Force Requests:
  - N. Cañon Drive Spans year-round
  - Camden Drive additional décor
  - Brighton Way additional décor
ATTACHMENT 2
Citywide Holiday Décor – 2022 Recap
Graphics and Information

Banner Designs

Gobo Projection

Press releases

Sample signage

Map and postcard

Signage on the street
Citywide Holiday Décor – 2022 Recap
Beverly Gardens Park

Menorah with base and packages

Christmas Tree with packages

Lights on the Lily Pond
Citywide Holiday Décor – 2022 Recap

Street Spans

N. Beverly Drive Street Spans

N. Cañon Drive Street Spans
Citywide Holiday Décor – 2022 Recap
Street Spans and Santa Display

Wilshire Boulevard Street Spans

Santa and Reindeer Display at the intersection of Wilshire and Beverly
Citywide Holiday Décor – 2022 Recap
Canopy and Sidewalk

S. Beverly Drive Street Spans and Sidewalk Structures

Canopy décor on S. Santa Monica Boulevard
Citywide Holiday Décor – 2022 Recap
Canopy and Sidewalk

La Cienega Boulevard Canopy and Colored Lights

Robertson Boulevard Canopy and Colored Lights
Citywide Holiday Décor – 2022 Recap
Projection Mapping
Citywide Holiday Décor – 2022 Recap
Garland and Audio

New garland and bows installed on light poles on S. Santa Monica Blvd, and Dayton and Brighton.

- N. Canon
- N. Beverly
- Rodeo* using RDC median speakers
- Brighton Canon to Rodeo (expand to Bedford)
- Dayton from Canon to Rodeo (expand to Camden)
ATTACHMENT 3
N. Beverly Drive Spans

Concept

Option 1

Option 2
N. Beverly Drive Spans

Concept

Option 3

Option 4
Beverly Cañon Gardens
2021 Decor
Beverly Cañon Gardens
2020 Decor
Beverly Cañon Gardens
2019 Decor
Beverly Cañon Gardens
2017 Decor
ATTACHMENT 5
Robertson Blvd Proposed Décor Options

Overview

- Rendering of new plantings on Robertson Blvd.
- Proposal is to install décor on the light poles
- They will take the place of the banners

Option 1
Robertson Blvd Proposed Décor Options
Light Pole Design Options