



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

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

**TELEPHONIC VIDEO CONFERENCE MEETING**

Beverly Hills Liaison Meeting  
<https://www.gotomeet.me/BHLiaison>  
**No password needed**

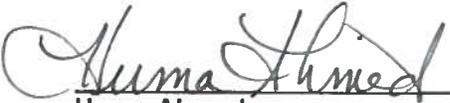
You can also dial in by phone:  
United States (Toll Free): 1-877-309-2073 or United States: +1 571-317-3129  
Access Code: 186-062-429

Monday, November 23, 2020  
3:30 PM

*Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 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](mailto:mayorandcitycouncil@beverlyhills.org).*

**AGENDA**

- 1) Public Comment
  - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Request for Renewal of the Agreement for Use of the Likeness of the City Shield by Universal Studios Singapore Theme Park
- 3) Adjournment

  
Huma Ahmed  
City Clerk

Posted: November 20, 2020



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 OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/Branding and Licensing

**FROM:** Laura Biery, Marketing and Economic Sustainability Manager  
Luis Gonzalez, Administrative Intern

**DATE:** November 23, 2020

**SUBJECT:** Request for Renewal of the Agreement for Use of the Likeness of the City Shield by Universal Studios Singapore Theme Park

**ATTACHMENT:** None

---

**INTRODUCTION**

The City periodically receives inquiries about the use of the Beverly Hills Shield. Since the last City Council Liaison/Branding and Licensing meeting on July 23, 2020, Universal Studios Singapore Theme Park (Park) has requested to renew its agreement for use of the likeness of the Beverly Hills Shield in the Park's "Welcome to Far Far Away" signage.

**DISCUSSION**

Staff receives inquiries from individuals and businesses looking to use the Beverly Hills shield or its likeness on products and merchandise. As requests are received, they are referred to the City's branding and licensing committee for review.

Universal Studios Singapore is interested in a renewal of an existing licensing agreement for use of the likeness of the City Shield. Universal Studios Singapore is Southeast Asia's first and only Universal Studios theme park, featuring 24 rides, shows and attractions in seven themed zones. The park is one of the main attractions located within Resorts World Sentosa on Sentosa Island, Singapore. The likeness of the Beverly Hills Shield is utilized in the "Land of Far Far Away" zone at the Park that is themed around the Shrek movie series.

The current licensing agreement with Universal Studios Singapore began on January 1, 2010 for a duration of 10 years and will expire on December 31, 2020. The annual license fee in the agreement for use of the likeness of the City Shield is \$3,000 due each year.

Staff is seeking direction regarding whether or not to increase the annual license fee and renew the license agreement for an additional 10 year duration. If the Liaisons approve, Staff will negotiate an increase to the permission fee for Universal Studios Singapore and maintain the 10 year term of the agreement. The negotiated agreement terms will be presented to the full City Council for approval at a regularly scheduled City Council

meeting. The City Attorney's Office has reviewed the request for renewal from Universal Studios Singapore Theme Park.

Current Deal Points for the 2010-2020 License Agreement:

License fee: \$3,000/annually

Term: 10 years

Territory: Resorts World Sentosa on Sentosa Island, Singapore.

Expiration: December 31, 2020

Image provided below of the sign at Universal Studios Singapore Theme Park currently approved to use the likeness of the Beverly Hills Shield.



Decision Points:

- Does \$3,000 annually still suffice as an annual license fee for the likeness of the City Shield?
- Should the City Council authorize staff to negotiate an increased license fee for Universal Studios Singapore?
- If the City wishes to grant the license, is a 10 year term still applicable?

**FISCAL IMPACT**

The fiscal impact of the current Universal Studios Singapore license is \$3,000 annually for a 10 year term for a total license fee of \$30,000 over the duration of the agreement.

If the Council Liaisons provide direction to increase the annual license fee and/or adjust the term of the agreement, the fiscal impact will be adjusted accordingly.

Staff will return with negotiated terms and conditions to be adopted by the full City Council at a regularly scheduled City Council meeting.

**RECOMMENDATION**

It is recommended that the City Council Branding and Licensing Committee provide direction regarding licensing of the likeness of the Beverly Hills shield by Universal Studios Singapore.