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
Room 280A
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, August 1, 2022
5:15 PM

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) Resolution of the Beverly Hills City Council Liaison / Rodeo Drive Committee / Special Events / Holiday Program Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.
Recent legislation was adopted allowing the Beverly Hills City Council Liaison / Rodeo Drive Committee / Special Events / Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.

3) Discussion Regarding Citywide Holiday Décor for Winter 2022

4) Future Agenda Items

5) Adjournment

Huma Ahmed
City Clerk

Posted: July 29, 2022

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 Room 280A is wheelchair accessible.
Item 2
STAFF REPORT

Meeting Date: August 1, 2022
To: City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee
From: Laura Biery, Marketing & Economic Sustainability Manager
Subject: A RESOLUTION OF THE CITY COUNCIL LIAISON / ROdeo Drive/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

Attachments: 1. Proposed resolution

RECOMMENDATION

Staff and the City Attorney’s office recommend that the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing. Though the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopted such a resolution in the past, these findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

FISCAL IMPACT

The proposed resolution allowing the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee greater flexibility to conduct teleconference meetings
is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has been conducting such teleconference meetings for over a year.

INTRODUCTION

AB 361 allows the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions. These special requirements give the City greater flexibility to conduct teleconference meetings when there is a declared state of emergency and either social distancing is mandated or recommended, or an in-person meeting would present imminent risks to the health and safety of attendees.

BACKGROUND

On September 16, 2021, the Governor signed AB 361, amending the Brown Act to establish special requirements for teleconference meetings if a legislative body of a local public agency holds a meeting during a proclaimed state of emergency and either state or local officials have imposed or recommended measures to promote social distancing, or the body determines, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

AB 361 authorizes local agencies to continue meeting remotely without following the Brown Act’s standard teleconferencing provisions if the meeting is held during a state of emergency proclaimed by the Governor and either of the following applies: (1) state or local officials have imposed or recommended measures to promote social distancing; or (2) the agency has already determined or is determining whether, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

DISCUSSION

To continue to hold meetings under these special teleconferencing requirements, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee needs to make two findings pursuant to Government Code Section 54953(e)(3). First, there must be a declared state of emergency and the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee’s members to meet in person. Alternatively, for the second finding, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that state or local officials continue to impose or recommend social distancing measures. These findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

The declared emergency is still in effect. Furthermore, the State of California and the County of Los Angeles have recommended measures to promote social distancing. The
Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness of death from COVID-19 to take protective measures such as social distancing and, for those not yet fully vaccinated, to physically distance from others whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing and the City Council continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees.

Please note that AB 361 applies to all legislative bodies. Therefore, Commissions and standing committees will need to also comply with the requirements of AB 361.

Laura Biery
Secretary of the
City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee
Approved By
RESOLUTION NO. CCL-SEC-03

RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

WHEREAS, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code Sections 54950 – 54963), so that any member of the public may attend, participate, and watch the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”); and

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time; and

WHEREAS, the Los Angeles County “Responding together at Work and in the Community Order (8.23.21)” provides that all individuals and businesses are strongly encouraged to follow the Los Angeles County Public Health Department Best Practices. The Los Angeles County Public Health Department “Best Practices to Prevent COVID-19 Guidance for Businesses and Employers”, updated on September 13, 2021, recommend that employers take steps to reduce crowding indoors and to support physical distancing between employees and customers; and

WHEREAS, the unique characteristics of public governmental buildings is another reason for continuing teleconferenced meetings, including the increased mixing associated with bringing people together from across several communities, the need to enable those who are
immunocompromised or unvaccinated to be able to safely continue to fully participate in public
meetings and the challenge of achieving compliance with safety requirements and
recommendations in such settings; and

WHEREAS, the Beverly Hills City Council has adopted a resolution that continues to
recommend steps to reduce crowding indoors and to support physical distancing at City meetings
to protect the health and safety of meeting attendees; and

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social
distancing to reduce the likelihood of exposure to COVID-19, the City Council Liaison / Rodeo
Drive/Special Events/Holiday Program Committee intends to continue holding public meetings
via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the City Council Liaison / Rodeo Drive/Special Events/Holiday
Program Committee of the City of Beverly Hills resolves as follows:

Section 1. The Recitals provided above are true and correct and are hereby incorporated
by reference.

Section 2. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program
Committee hereby determines that, as a result of the Emergency, meeting in person presents
imminent risks to the health or safety of attendees.

Section 3. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program
Committee shall continue to conduct its meetings pursuant to Government Code Section
54953(e).

Section 4. Staff is hereby authorized and directed to continue to take all actions
necessary to carry out the intent and purpose of this Resolution including, conducting open and
public meetings in accordance with Government Code Section 54953(e) and other applicable provisions of the Brown Act.

Section 5. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has reconsidered the circumstances of the state of emergency and finds that: (i) the state of emergency continues to directly impact the ability of the members to meet safely in person, and (ii) state or local officials continue to impose or recommend measures to promote social distancing.

Section 6. The Secretary of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolution of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee of this City.

Adopted: August 1, 2022

LILI BOSSE
Presiding Councilmember of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee of the City of Beverly Hills, California
Item 3
MEMORANDUM

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

FROM: Teresa Revis, Associate Project Manager
Laura Biery, Marketing and Economic Sustainability Manager

DATE: August 1, 2022

SUBJECT: Discussion Regarding 2022 Citywide Holiday Décor

ATTACHMENTS: 1. Presentation of Citywide Décor Planning Items
2. Projection Mapping Example Links

Introduction
This report provides the City Council Rodeo Drive/Special Events/Holiday Program Committee Liaisons of Mayor Bosse and Councilmember Friedman (Liaisons) with an overview of the City’s proposed 2022 holiday décor and lighting items that require direction.

Discussion
Each year the City sponsors a signature Holiday Décor Program designed to 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 2021 décor, what is different for 2022, and requests liaison direction for current and proposed décor items.

2021 Décor Recap
In 2021 the Citywide décor included the following:

- Warm white lights throughout the business districts
- Christmas Tree and Menorah at Lily Pond
- Lily Pond Glowing Reeds Show (New in 2021)
- Street spans on N. Cañon (New in 2021)
- Light pole banners (New Design in 2021)
- Santa and Reindeer Display (New Design in 2021)
- Street spans on Wilshire and N. Beverly
- Colored lights, starlight spheres and sidewalk sculptures on La Cienega*
- Mixed colored lights and colored canopy lights on Robertson
- Colored lights and sidewalk sculptures on S. Beverly
- Snowflakes in the canopy on the west side of S. SMB
- Garland and bows
- Background Audio
- Beverly Cañon Gardens Elf Tree and walk-through rings**

*some replacement starlight spheres were purchased in 2021 and the sculptures were updated with new graphics in 2021
**new décor rented each year
What is Different in 2022
Each year the installation timeline for holiday décor remains relatively the same beginning in early Fall with the full installation finishing in time for the Rodeo Drive Holiday Lighting Celebration that historically occurs on the Thursday the week before Thanksgiving. This year in 2022, there are a few factors that are different that will impact the décor.

Robertson Boulevard:
This year the Robertson Boulevard Sidewalk Improvement project is anticipated to begin construction this fall. The project includes removal of trees that are damaging the sidewalk. Due to the uncertainty of the construction schedule and impact to the trees, staff recommends installing the colored tree light wraps on the trunks and not installing the light tubes in the canopy of the tree. This will allow the holiday décor vendor to easily remove lights as required as construction progresses. Staff has conducted outreach to affected businesses on Robertson regarding the upcoming construction project and this outreach will continue throughout the project. Estimated savings ($50,000)

Dates for Hanukkah:
In 2021, at the direction of the Liaison, staff incorporated Hanukkah elements into the décor for each day of Hanukkah. This year Hanukkah is celebrated between December 18th and the 26th, overlapping with the Christmas Holiday. Therefore, staff proposes to incorporate Hanukkah into the Holiday Décor Program for the entirety of the season.

For 2022, the Hanukkah elements will include:
- Blue and white lighting in the spans along N. Beverly and N. Cañon along with other colors
- Glowing Reeds audio show to include Hanukkah and Christmas music in each show throughout the season
- Lighting the menorah each night of Hanukkah
- Incorporation into the décor at Beverly Cañon Garden

Proposed 2022 Holiday Season Décor Dates:
- All lights and décor installed by no later than – Saturday, November 12, 2022 (for review and punch list prior to Lighting Event)*
- Rodeo Drive Holiday Lighting Celebration – Thursday, November 17, 2022
- Thanksgiving Day – Thursday, November 24, 2022
- Hanukkah – Sunday, December 18, 2022 through Monday, December 26, 2022
- Christmas Day – Sunday, December 25, 2022
- Removal of lights and décor to begin - Monday, January 2, 2023
*Staff is working with the Metro team to determine install date for the Santa and Reindeer Display

Direction Requested on Existing Decor
Items that are at the end of their life and direction is requested:
- Garland and bows
- Christmas tree at Beverly Garden Park
- Background Audio
- Beverly Spans
Garland and Bows
The Garland and Bows are installed each year on the light poles located on S. Santa Monica Blvd, and parts of Dayton and Brighton and provide a daytime décor element. The garland and bows were purchased in 2016 and have been refreshed each year with some replacements in 2018 and 2020. Staff recommends replacing the garland and bows this year with a more elevated, sophisticated product that has more branches and possibly includes pine cones. In the past the garland was not illuminated consistently on poles due to the lack of access to electrical power. Since the main purpose of these is to provide daytime décor, staff recommends not lighting any of the garland. This estimate is for procurement cost only, since install, removal and storage is already included in our base scope.

Estimated Cost for Garland and Bows Replacement: $75,600

Christmas Tree at Beverly Garden Park
The current Christmas Tree at Beverly Garden Park is a 14 foot multicolored tree with brightly colored décor. The tree was purchased in 2018, it was displayed last season with a number of electrical issues. Staff recommends replacement this year with another 14 foot tree (or possibly upgrading to a 20 foot tree).

For the decoration package on the tree, the existing décor package can be used, or staff could incorporate more blue, and other colors that may be requested by the Liaisons. This décor is typically usable for 2-3 years, depending on weather.

With an upgrade to the tree, staff also recommends upgrading the base of the Menorah. Last year, the menorah was a popular location to take photos, with visitors climbing the base to take a picture. Staff proposes increasing the footprint of the menorah base to create a platform that is meant for stepping on and that encourages photos.

Estimated Cost at Beverly Garden Park for Tree and Menorah Updates:

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<thead>
<tr>
<th></th>
<th>Option A</th>
<th>Option B</th>
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<tbody>
<tr>
<td>Replace with 14’ tree</td>
<td>$22,000</td>
<td>Replace with 20’ tree</td>
</tr>
<tr>
<td>Upgraded Menorah Base</td>
<td>$12,000</td>
<td>Upgraded Menorah Base</td>
</tr>
<tr>
<td>Total</td>
<td>$34,000</td>
<td>Total</td>
</tr>
</tbody>
</table>

Background Audio
The current temporary audio system was purchased in 2017 and installed and removed each year on Rodeo, N. Beverly, S. Beverly, N. Canon, portions of S. Santa Monica, portions of Brighton and portions of Dayton. During the 2021 season, the equipment had a number of issues requiring technicians to be on-site weekly to make repairs. After 2021, staff removed all of the equipment for assessment of operability by a qualified and experienced audio consultant. The consultant determined that the system is past its estimated life span and will not be reliable for use in 2022. Staff is working on engaging an audio designer for a long-term audio solution however that will unfortunately not be ready for this holiday season.
Over the years staff has received general feedback from businesses on S. Beverly and S. Santa Monica that the audio is not wanted. We have also received mixed feedback from businesses on N. Canon. In the past the speakers on Brighton have only gone to Rodeo but we have had requests to expand the music on Brighton to as far as Bedford. This year, as in prior years, the Rodeo Drive Committee will be providing enhanced background music installed in the medians on Rodeo Drive during the holiday season. At the request of City Council, the Rodeo Drive Committee and City staff are exploring the cost for purchasing the audio equipment for Rodeo Drive. The update regarding that request will be shared as part of the Rodeo Drive Committee’s 2022 Holiday Lighting presentation on August 18th. Accordingly, staff recommends at this time purchasing new equipment for N. Beverly, N. Cañon, Dayton, and Brighton. Staff also recommends expanding the speakers on Brighton to go to Bedford and on Dayton to Wilshire. In 2022, speakers would not be installed on S. Beverly or S. Santa Monica. These new speakers are outdoor rated with an average expected lifespan of 5 years. This estimate is for equipment cost only, since install, removal and playlist maintenance is already included in our base scope.

Estimated Cost of Replacement Audio: $90,000

Beverly Spans
The 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. For 2022, staff recommends extending their use for one more year by reducing the number of spans from 10 spans down to 8 spans and using the light tubes from the unused spans as replacements. Staff will recommend replacement of the spans (with a new design) in 2023.

Direction Needed on Proposed New Decor
Staff has recommendations for enhanced and new décor for 2022:

- Gateway Tree Lights
- Beverly Cañon Gardens Décor
- Projection Mapping of City Hall

Gateway Tree Lights
To welcome visitors into the City, staff recommends adding warm white lights to the palm trees around the gateway monuments located on the east and west city limits of Wilshire Blvd. There are three palms in the gateway island on the east side of the City and three in the median on the west side. We recommend wrapping the lights in warm white LEDs and installing light fall tubes in the crown of the palm trees, similar to the median on Rodeo in 2021.

Estimated cost is $10,000.

Beverly Cañon Gardens
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 in blue and silver. For 2022, staff proposes to elevate the décor with a completely custom and unique design in the garden.
The options include two light displays without trees and two tree décor options. These are all conceptual and have many details to be worked out, including final material, location, size and color programming.

- **Option 1: Scribbles**
  - This design transforms the garden into a playful, elegant destination with unique, custom RGBW (Red Green Blue White Light Changing Lights that may be changed to nearly any color of the rainbow) ‘scribbles’ strategically placed to engage throughout the park. Scribbles range from 12’ to 14’ tall with minimal visible structure allowing the light ribbons to appear to float. A giant glowing heart sculpture is approximately 12’ tall and creates a fun photo spot with coordinated colors at night and a sophisticated brushed gold finish with a gray faux slate base for daytime appeal. A 24-30’ tree in the grass is boldly decorated with large, coordinated scribbles to anchor the design on the Canon side. All of the décor will be programmed to be interactive and will create a unique, engaging, and fun display of color.
  - As an Alternate, three large scribble in abstract tree shapes could create an impressive anchor in the grass on the Canon side of the Garden. This alternative does not include a tree in the grass.

- **Option 2: Arches**
  - Graceful arches of light spring forth from the central fountain and plazas. Colors and animation move along the curves reminiscent of flowing water or shooting stars in the night sky. Vaulting up and over visitors, the flowing forms create portals and canopies under which visitors move. The arches range from 9’ to 12’ feet tall. A giant glowing heart sculpture is approximately 12’ tall and creates a fun photo spot with coordinated colors at night and a sophisticated brushed gold finish with a gray faux slate base for daytime appeal. The visitor is drawn to the grass where a mass of arches connects together to create an immersive experience. All of the décor will be programmed to be interactive and will create a unique, engaging, sophisticated display of color.

- **Option 3: Regal Panel Illuminated Tree**
  - This 24 to 30 foot branchless tree will be custom created using gold silicon mesh overlay on a gold finished frame. The tree is lit with warm white LED lights woven throughout the mesh and is also backlit with RGBW washes at each level of the tree. The washes can cycle through different color patterns. This structurally intriguing tree creates a great photo moment in sparkling gold during the day and colorful lighting at night. The vendor is exploring options to add an opaque layer to the panels so that they glow with the backlight.
  - A secondary element in the garden would incorporate the same materials into a walk through element in the patio.
• Option 4: Sparkling Sphere Tree
  o The Sparkling Sphere Tree is 24 to 30 feet in height on a silver finished frame and internally lit with vertically dropped warm white LED lights. Colorful flair is added with illuminated spheres ranging from 9” to 32” in size and spiraling up the tree. The spheres are lit with programmable RGB LED lights. Topping the tree are a cluster of spheres totally approximately 40”.
  o As an Alternative, the Sparkling Spheres can be installed on a traditional green tree for an impressive look that has more daytime visual appeal.
  o A secondary element in the garden would incorporate the same materials into a walk through element in the patio.

Estimated Cost:

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<th>Description</th>
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<tr>
<td>Option 2: Arches</td>
<td>Does not include a Tree</td>
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<tr>
<td>Option 3: Regal Panel Illuminated Tree</td>
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<td>Option 4: Sparkling Sphere Tree</td>
<td>Sparkling Sphere Tree - Alternative</td>
<td>$ 365,000 - 390,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$ 365,000 - 390,000</td>
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</tbody>
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Based on the feedback received at the Liaison meeting, staff will need to immediately begin securing materials to create the selected custom décor for the tentative kick-off date.

Projection Mapping
For 2022, staff has been looking for engaging décor options, and would like to gauge the interest and get direction from the Liaisons for creating a projection mapping show on the exterior of City Hall.

Projection mapping is a 3D video projection technique that uses light and colors to project virtual images onto buildings and other non-flat surfaces. Projection mapping allows an opportunity for an impressive, engaging light show. It is considered to be an extraordinary form of entertainment with an enormous wow factor. The show will be custom created to tell a festive and family friendly story and highlight the architecture and culture of the City giving an opportunity for visitors and residents to be immersed in a captivating and totally unique light show.

The shows typically last 5-9 minutes with 15 to 20 minutes in-between between shows. The setup includes a primary viewing area with speakers to have coordinated audio.

If this is something the Liaisons are interested in pursuing staff will need initial direction on the following:
  • Location:
    o In determining the optimal location recommendation, staff looked at the entire City Hall building. The tower on N. Santa Monica is visible from the north and from far to the east and west. The Crescent side offers the
clearest view from nearby, but the lower portions of the building are obstructed by trees and plants. Some of these can be worked with but some will make the show less impressive. Once we receive direction, we will engage a consultant to determine what is feasible. Staff has pulled four options for consideration.

- **Option 1 – Tower**
  - Tower from ground to roof, facing Crescent. This option highlights the tower and provides for a dynamic show with a good accessible viewing area in front of City Hall. The west facing side of City Hall is viewable from far to the west, including from one of our other highlights of the holiday décor, the Lily Pond Glowing Reeds.

- **Option 2 – Corner**
  - Upper section of Tower only, on both the Crescent and N. Santa Monica sides. The upper tower is the most visible area so visitors could easily be drawn in and view the show from across the street on Crescent or N. Santa Monica or on the lawn near the Ai WeiWei designed art, “Iron Root”.

- **Option 3 – Tower and Wings**
  - Tower and lower building adjacent to door (wings) on the Crescent side. This option provides for a good viewing area from the steps and paved area in front of the building. One concern is the obstruction of the plants next to the door. Rather than try to work around these plants, the walls next to the tower could be highlighted with an RGB wall wash that is coordinated to change colors with the main show on the tower.

- **Option 4 – Combination**
  - This includes both sides of the tower plus the lower portion of the tower and wings on Crescent. This provides the good visibility of the tower facing N. Santa Monica Boulevard and also provides good surface and viewing area of the Crescent side. One concern is the obstruction of the plants next to the door. Another concern is that when you are viewing the show from the front, you will have very limited view of the other side of the tower. As the content is developed content, we can look to use the N. Santa Monica Boulevard side as more of an auxiliary projection that is coordinated, but serves the main purpose of drawing people to the main show on Crescent.
• Duration and Show Days
  o Staff reviewed options of 3 days, 9 days (over Hanukkah and Christmas) or the full duration of the holiday period from November 17 through January 1. Staff recommends the full duration of the holiday season with the show running nightly (46 show days) or just Thursday through Sunday evenings (28 show days over the course of 7 weekends). The timing of the show will be scheduled to not conflict with the Glowing Reeds show.

• Potential sponsorship opportunity
  o City staff has been approached about a potential sponsorship opportunity by one of the manufacturers of the projection equipment. This could be an opportunity to reduce the price of the equipment rental which is a major portion of the cost.

• Content
  o Since the content will be custom created for the City, we can provide input throughout the process. There are different categories of shows that can be created, some more art and architecture focused, some more experiential and others with a more clear storyline. Links to examples are included in Attachment 2. Staff recommends a family friendly, engaging show that is festive and impressive, with a story. The show should be artistic and elegant as well as non-religious and welcoming to all. Staff would like direction about content from the Liaisons and will also bring back more information at a later date.

We do have some rough ballpark estimates, but once the Liaisons provide direction, staff will get more detailed quotes and provide updates on process and content creation.

Estimated Cost:

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<th>Cost</th>
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<tr>
<td>Option 2: Corner</td>
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<tr>
<td>Option 3: Tower and Wings</td>
<td>$650,000 – 750,000</td>
</tr>
<tr>
<td>Option 4: Combination</td>
<td>$850,000 – 1,000,000</td>
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</table>
Fiscal Impact
There is no request for additional funding based on the staff recommendations outlined above. These funds have already been allocated in the FY 2022/2023 CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations ($3,540,000 budget). No additional funds are requested at this time.

<table>
<thead>
<tr>
<th>Item</th>
<th>Estimate not in base scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robertson Blvd</td>
<td>Savings of $50,000</td>
</tr>
<tr>
<td>Garland and Bows</td>
<td>Replace on existing streets: $ 75,600</td>
</tr>
<tr>
<td>Beverly Garden Park Tree</td>
<td>Replace with 14’ tree $ 22,000</td>
</tr>
<tr>
<td></td>
<td>Replace with 20’ tree $ 35,000</td>
</tr>
<tr>
<td></td>
<td>Upgrade Menorah Base $ 12,000</td>
</tr>
<tr>
<td>Background Audio</td>
<td>Updated area, purchase cost $ 90,000</td>
</tr>
<tr>
<td>Gateways (East and West on Wilshire)</td>
<td>Warm White light wraps and light fall tubes $ 10,000</td>
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</tr>
<tr>
<td>Projection Mapping</td>
<td>Multiple options $ 450,000 – 1,000,000</td>
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<td>Total:</td>
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<tr>
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<td>Total with all options and continuing items:</td>
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</table>

Staff will return to the Liaisons at a future date to discuss the 2022 holiday décor proposal for Rodeo Drive as well as programming or lighting ceremony requests for the 2022 holiday season. Those items are not part of the FY 2022/2023 CIP (No. 00635) and will be presented for review in a separate presentation currently scheduled for August 18th.

Recommendation
At this time staff recommends that the Liaisons provide direction regarding:
- Holiday décor installation schedule based on the install completion date of Saturday, November 12, 2022
- Garland and bows
- Beverly Garden Park tree replacement and upgraded menorah base
- Background audio replacement equipment
- Reuse of the Beverly Spans
- Beverly Cañon Gardens Décor selection
- Projection Mapping
Attachment 1
CITYWIDE HOLIDAY DÉCOR
WINTER 2022

Rodeo Drive Committee/Special Events/Holiday Program Committee

August 1, 2022
AGENDA:

• 2021 Décor Recap
• What’s different in 2022
• Direction needed on existing decor
  • Garland and Bows
  • Christmas Tree at Beverly Garden Park
  • Background Audio
  • Beverly Spans
• Direction needed on new décor proposals
  • Gateway
  • Beverly Cañon Gardens
  • Projection Mapping City Hall
2021 Décor Recap
Beverly Garden Park
Street Spans and Santa Display
2021 Décor Recap – Canopy and Sidewalk
2021 Décor Recap – Beverly Cañon Gardens
2021 Décor Recap – New in 2021

- New Santa and Reindeer
- Glowing Reeds Audio Show
- N. Canon Drive Spans
- Replacement starlight spheres on La Cienega Starlight
- Refreshed Sidewalk structures
What’s different in 2022?

Key Dates:
• Hanukkah is December 18 through December 26
• Christmas, December 25
  • Last year we had separate Hanukkah elements for the days but this year it will need to be incorporated together

Robertson Blvd:
• Sidewalk Construction CIP; the trees will likely be removed prior to the holiday season.
• Staff recommendation is to install the colored tree wraps but not the canopy decor (savings of $50,000)

Proposed 2022 Holiday season décor dates:
• Installed by – Saturday, November 12, 2022 (for review and punch list prior to Lighting Event)
• Lighting Event – Thursday, November 17, 2022
• Thanksgiving Day – Thursday, November 24, 2022
• Hanukkah – Sunday, December 18, 2022 through Monday, December 26, 2022
• Christmas Day – Sunday, December 25, 2022
• Removal of lights and décor to begin - Monday, January 2, 2023

*Staff is working with the Metro team to determine install date for the Santa and Reindeer Display
Direction Needed on Existing Decor

Garland and Bows

- Existing garland is no longer full and fluffy
- Daytime décor
- Not consistently powered for lighting
- For consistency we recommend not lighting any of it
- Recommend upgrading with fuller, denser branches, possibly with pine cones
- Estimated Cost: $75,600
Direction Needed
Christmas tree at Beverly Garden Park

- Current 14 foot tree is no longer working
- Recommend replacement with 14’ tree
- Can use same decor or select new
- Estimated cost is 22000 – 35000

Existing tree with colorful decor

Blue, green, silver coastal

Gold and Burgundy traditional

Bright décor with blue

Precious Metals

Existing Menorah with base from 2021
Direction Needed

Background Audio

- Canon
- N. Beverly
- S. Beverly
- Rodeo
- Brighton from Canon to Rodeo
- Dayton from Canon to Rodeo
- S. SMB from Beverly to Camden
Direction Needed

Background Audio
Recommendation: purchase equipment for minimal number of streets

Estimated Cost: $90,000

- N. Canon
- N. Beverly
- S. Beverly
- Rodeo* using RDC median speakers
- Brighton Canon to Rodeo (expand to Bedford)
- Dayton from Canon to Rodeo (expand to Camden)
- S. SMB from Beverly to Camden
Direction Needed

Beverly Spans
Direction Needed

Gateway tree lights  Estimated cost is $10,000

East Gateway, facing West

East Gateway, facing East

West Gateway, facing South

West Gateway, facing North
Direction Needed

Beverly Cañon Gardens – 2021 Decor
Direction Needed

Beverly Cañon Gardens – All around the park options

Option 1: SCRIBBLES

- Scribble sculptures range from 12’-14’ tall with minimal visible structure allowing light ribbons to appear to float, materials
- Heart sculpture is appx. 12’ feet tall, finished in brushed gold laminate with gray faux slate laminate base
Option 2: ARCHES

- Arches range from 9-12’ overall height; Materials and finishes to be determined
- Heart sculpture is appx. 12’ feet tall, finished in brushed gold laminate with gray faux slate laminate base
Direction Needed

Beverly Cañon Gardens – Tree focused options

Option 3: Regal Panel Illuminated
Direction Needed

**Beverly Cañon Gardens** – Tree focused options

**Option 4: Sparkling Sphere**
### Direction Needed

**Beverly Cañon Gardens**

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1: Scribbles</td>
<td>Scribbles – Alternative (no Tree)</td>
<td>$425,000 - 475,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$425,000 - $450,000</td>
</tr>
<tr>
<td>Option 2: Arches – Does not include a Tree</td>
<td></td>
<td>$425,000 - $450,000</td>
</tr>
<tr>
<td>Option 3: Regal Panel Illuminated Tree</td>
<td></td>
<td>$365,000 - $390,000</td>
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<tr>
<td>Option 4: Sparkling Sphere Tree</td>
<td>Sparkling Sphere Tree - Alternative</td>
<td>$365,000 - 390,000</td>
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</table>

![Option 1](image1.png)  ![Option 1-Alternative](image2.png)  ![Option 2](image3.png)  ![Option 3](image4.png)  ![Option 4](image5.png)  ![Option 4-Alternative](image6.png)
Direction Needed

Projection Mapping
Direction Needed

Projection Mapping

LOCATION

OPTION 1: Tower
Direction Needed

Projection Mapping

LOCATION

OPTION 2: Corner
Direction Needed

Projection Mapping - Location

LOCATION

OPTION 3: Tower and Wings
Direction Needed

Projection Mapping - Location

LOCATION

OPTION 4: Combination
Direction Needed

**Projection Mapping** – Location and Duration
Nightly show from November 17 through January 1 (46 days)

<table>
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<th>Cost</th>
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<tr>
<td>Option 1: Tower</td>
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<tr>
<td>Option 2: Corner</td>
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Direction Needed

**Projection Mapping** – Show info and Content

- Potential sponsorship opportunity
- Content
No request for additional funding at this time. The funding is already included in the Year-round Décor and Holiday Decorations CIP ($3,540,000).

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RECOMMENDATION

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

- Holiday décor installation schedule based on the install completion date of Saturday, November 12, 2022
- Garland and bows
- Beverly Garden Park tree replacement and upgraded menorah base
- Background audio replacement equipment
- Reuse of the Beverly Spans
- Beverly Cañon Garden Décor selection
- Projection Mapping
  - Location
  - Duration
  - Sponsorship
Attachment 2
Attachment 2: Examples of what Projection Mapping can do:

- Chelmsford City Hall is an impressive Christmas focused display [https://www.youtube.com/watch?v=RwkthRPaBIQ](https://www.youtube.com/watch?v=RwkthRPaBIQ)
- Ocean Ghosts, Vancouver, presents an immersive story addressing the devastation caused by plastic on marine wildlife [https://www.youtube.com/watch?v=AIFKeKZ0Q6A](https://www.youtube.com/watch?v=AIFKeKZ0Q6A) (show begins at 1:33)
- Christmas program at Cibeles Palace, Madrid is an impressive play on the façade [https://www.youtube.com/watch?v=tfysyLs4aYw](https://www.youtube.com/watch?v=tfysyLs4aYw) (intro until around 2:00)
- George R Brown Convention Center at Night has a lot of dimensional effects and is very music focused [https://vimeo.com/246640472](https://vimeo.com/246640472)
- Let’s Glow demonstrates a diverse range of animation on very different types of buildings [https://vimeo.com/734814459](https://vimeo.com/734814459)
- A short preview to show what can be created on a surface, even Sedona’s Camelhead Rock [https://vimeo.com/247018730](https://vimeo.com/247018730)