Beverly Hills City Council Liaison / Next Beverly Hills 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 Committee Meeting
https://beverlyhills-org.zoom.us/my/nextbh
Meeting ID: 5117148143
Passcode: 90210

You can also dial in by phone:
+1 346 248 7799 US
+1 833 548 0282 US Toll-free

One tap mobile
+13462487799,,5117148143#,,,,*90210# US
+18335480282,,5117148143#,,,,*90210# US Toll-free

Tuesday, August 9, 2022
5:00 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 nextbh@beverlyhills.org and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Next Beverly Hills 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 / Next Beverly Hills 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 / Next Beverly Hills 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 of the Next Night Block Party Event and Request for Direction on Hiring an Event Management Company

4. Adjournment

   a. The upcoming Next Beverly Hills Committee meeting is scheduled for August 18, 2022 at 7:00 p.m.

Huma Ahmed
City Clerk

Posted: August 5, 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.
Item - Resolution
STAFF REPORT

Meeting Date: August 9, 2022
To: City Council Liaison / Next Beverly Hills Committee
From: Gabriella Yap, Committee Secretary
Subject: A RESOLUTION OF THE CITY COUNCIL LIAISON / NEXT BEVERLY HILLS 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 / Next Beverly Hills Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / Next Beverly Hills Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / Next Beverly Hills 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 / Next Beverly Hills 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 / Next Beverly Hills Committee greater flexibility to conduct teleconference meetings is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / Next Beverly Hills Committee has been conducting such teleconference meetings for over a year.
INTRODUCTION

AB 361 allows the City Council Liaison / Next Beverly Hills 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 / Next Beverly Hills 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 / Next Beverly Hills Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / Next Beverly Hills Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / Next Beverly Hills Committee’s members to meet in person. Alternatively, for the second finding, the City Council Liaison / Next Beverly Hills 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.

Gabriella Yap
Secretary of the
City Council Liaison / Next Beverly Hills Committee

Approved By
RESOLUTION NO. CCL-NBHC-07

RESOLUTION OF THE CITY COUNCIL LIAISON / NEXT BEVERLY HILLS COMMITTEE OF THE CITY OF BEVERLY HILLS AUTHORIZING PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

WHEREAS, the Beverly Hills City Council Liaison / Next Beverly Hills 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 Beverly Hills City Council Liaison / Next Beverly Hills Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 – 54963), so that any member of the public may attend, participate, and watch the Beverly Hills City Council Liaison / Next Beverly Hills 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, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the Beverly Hills City Council Liaison / Next Beverly Hills Committee intends to hold public meetings via teleconferencing pursuant to Government Code Section 54953(e).
NOW, THEREFORE, the Beverly Hills City Council Liaison / Next Beverly Hills 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 Beverly Hills City Council Liaison / Next Beverly Hills 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 Beverly Hills City Council Liaison / Next Beverly Hills Committee shall conduct its meetings pursuant to Government Code Section 54953(e).

Section 4. Staff is hereby authorized and directed 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 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 Beverly Hills City Council Liaison / Next Beverly Hills 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 Beverly Hills City Council Liaison / Next Beverly Hills Committee of this City.
Adopted: August 9, 2022

JULIAN A. GOLD
Presiding Councilmember of the
Beverly Hills City Council Liaison /
Next Beverly Hills Committee of the
City of Beverly Hills, California
Item - Next Night
INTRODUCTION

The Next Beverly Hills Committee (“the Committee”) was established in 2015 to engage the 25-45 year-old demographic in the Beverly Hills community. In August of 2016, the Committee hosted its first Next Night event (“Next Night”) on South Beverly Drive as a local outdoor block-party festival. The event attracted support from Beverly Hills businesses and residents, while delivering an entertaining community experience for approximately 2,000 attendees and continued to take place through 2019. Due to COVID-19, Next Night did not take place in 2020 or 2021. This year, Next Night is set to take place on Saturday, October 22, 2022.

DISCUSSION

The City has contracted with an event production company to complete the event design development and production for Next Night since its inception in 2016. For Next Night 2022, the City received four event proposals. Three of the event proposals have been brought to the Committee for discussion: Authentic Agency, MMP, and Utopia Worldwide. The fourth proposal was not included for review as it was over the proposed budget and did not provide adequate information regarding the event vision and details.

Additionally, approval of the location and street closures will enable Staff and the Committee to proceed with planning for Next Night.
FISCAL IMPACT

The funding for Next Night is included in the Policy & Management Business Development Budget (00101313) in FY 22-23.

At the May 24, 2022 Beverly Hills City Council Formal Meeting, the City Council approved the Committee’s Fiscal Year 2022-2023 (‘FY 22-23’) work plan and budget, which included an appropriation for $150,000.00 from FY 22-23 general fund reserves to the Policy & Management Business Development (00101313) budget. Excluded from the event company proposals, other costs such as event talent, K-rails, portable restrooms, and potentially equipment rental, would be coming from the $150,000.00 budget as well.

Consistent with prior years, the City’s proposed soft costs and in-kind costs for Next Night would be absorbed within the proposed FY 22-23 budget for various departments. These soft costs include, but are not limited to, the use of City staff and resources associated with the event including a full street closure; security; marketing and advertising; printing and graphics work; and waiving permits and parking fees.

The Committee will discuss Next Night event and budget proposals from Authentic Agency, MMP, and Utopia Worldwide.

RECOMMENDATION

Staff is requesting direction on the recommendation of entering into a contract with an event management and production services company for Next Night 2022.

Additionally, staff is requesting direction from the City Council Liaisons regarding the location and the proposed street closure. All street closures and/or reduction of City fees for special events must be approved by City Council. Unless Liaisons have any questions or concerns, staff will bring the proposal to the City Council at the August 23, 2022 meeting, and administratively issue the permit after approval.

Gabriella Yap
Deputy City Manager
Approved By
Item - Next Night
Attachment 1
Authentic Agency
AGENDA

- Re-introduction to Authentic
- Next Night Next Chapter
- Thematic Exploration
- Budget
- Planning
WHO WE ARE

Bespoke, small-batch experiential studio

Extracting authentic culture at the heart of client brands

Creating meaningful human experiences

Enabling enduring brand relationships

Seeking not to be something to everyone, but everything to a few
The ideas, concepts and content contained herein are intended for review exclusively by the recipient and are not permitted for distribution or disclosure to any third party entities or individual. The content contains proprietary information and intellectual property, exclusively owned by the authors at Authentic Agency, Inc. and no permission is granted for exploitation, sharing or other use of the enclosed without prior written authorization of Authentic Agency, Inc.
Beyond the Experience

The digital space is our megaphone and our multiplier, connecting audiences to first person human experiences.

Conversations with consumers no longer have bounds or parameters. All possibilities are created equal including but not limited to:

> channel re-defining content
> immersive social media integrations
> mobile and other digital extensions
COMPANY WE KEEP

SAMPLES OF WORK TO FOLLOW...
WEST HOLLYWOOD CARNIVAL

2009 - Present

Authentic has proudly partnered with the City of West Hollywood for 11 years to produce the largest holiday street festival in the world, Halloween Carnaval.

The event is built on a tradition of entertainment, social activism and community participation, delivering an unforgettable experience to half a million attendees annually.

The live experience has included content integration extensions with MTV, 20th Century Fox and Clear Channel and performances by Boy George, Tim Curry, Laverne Cox, Darren Criss & more!
The trailblazer brand Airbnb partnered with the Authentic team to create its tent-pole experience for 26,500+ attendees from across the globe to connect, inspire and share.

We developed a multi-day agenda focusing on the core Airbnb brand values, civic good works and entertainment experiences. Programming included general sessions, breakout sessions, award ceremonies, sponsor activations, hospitality touchpoints and musical performances.

Venues transformed – Fort Mason (San Francisco), Parc De La Villette (Paris) and the Historic Core District, Downtown Los Angeles – the global Airbnb Open campus encompassed 33 simultaneous performance, presentation and community spaces.

The 2016 event garnered coverage in every major US entertainment show and coverage in more than 50 print and online publications throughout the week of the event. Produced with key cooperation from Municipal leaders and with Mayoral participation in the program, the event has welcomed participants from 110 unique countries.
House of Soccer was created to drive awareness of the International Champions Cup and to celebrate its loyal fans through art, music and style.

House Of Soccer promotes the intersection of soccer and culture featuring youth participants, influencers and celebrity game with team rosters including Heather O'Reilly, Megan Rapinoe, Cody Walker, Ray Parlor, Mia Hamm, 2Chainz, Draymond Green, Odell Beckham Jr., Paolo Maldini & more.

Fans engagement tactics included onsite nail & tattoo salon and barber shop, by celebrity stylists, customized jerseys, photo + gif opportunities, live mural by renown artist Kevin Lyons, a vintage jersey installation and hospitality.
When presented with the opportunity to position Denver, host to the 2008 DNC, as a progressive, green city and to promote the greening efforts undertaken in the organization of this historic convention, Authentic produced a rally and concert event at one of the most iconic, natural, and bucolic outdoor venues in the world, Red Rocks Amphitheatre.

Deemed a highlight of the 2008 Convention, Green Sunday at Red Rocks attracted a sold out invite only 20,000 live audience of delegates, politicos and action groups.

The event included highlights from political leaders delivering rallying addresses to special performances by Dave Matthews & Tim Reynolds, Sugarland and Sheryl Crow. The show was simulcast on Sirius XM Radio.
Restating the Vision

Maintaining and enhancing a sustainable, successful Beverly Hills Next Night event that can evolve creatively and feasibly, while ensuring that public safety, and community interests are placed in highest priority in order to catalyze lasting, mutually beneficial relationships between Next Night and its constituents:

- Local Residents
- Locally Based Businesses
- Restaurant Community
- Municipal Agencies
- Corporate Partners
- Performing Arts Community
- City Residents
- Visitors & Tourists

An event that the City's residents' value by having a sense of ownership, and pride of place that will ensure enduring support.
The culture is constantly changing, evolving, growing and creating. Here at Authentic, we believe that the most powerful cultural statements first need a core truth or authenticity at their heart. These truths then need to be well told through well focused thematic conceptualization.
PRELIMINARY THEMATIC CONCEPT: BEVERLY HARVEST FESTIVAL
NEXT NIGHT 2022: BEVERLY HARVEST FESTIVAL

Day Into Night Program
Cross-generational Entertainment
Hospitality
Community Engagement
Local Business Participation
Celebrating Beverly Hills
MOOD BOARD 1: DAY

AUTHENTIC
MOOD BOARD 2: NIGHT

AUTHENTIC
More than ever, people want to be a part of the moment and share it with the (digital) world.

NEXT NIGHT attendees are the performers, photographers, models, editors and publishers. Their social handles are their platform.
MOOD BOARD 3: SELF-CAPTURE

Interactive Instagram-centric installations transform the experience from a location specific spectacular to a global culture moment, *live from Beverly Hills*
MOOD BOARD 4: PARADE OF COSTUMES
Authentic has developed a partnership with Public Safety, BH Police Department, Fire Department and all related City Agencies. We recognize, as we always have, that we simply cannot achieve this big expression at scale without the critical leadership of these fine teams.

Moreover, we believe that diligent planning requires a contingency plan not only for the best-case scenarios but also for the worst-case scenarios. Together with multiple City Partners across diverse municipalities, we have sought to improve community safety protocols & policies, to tighten security systems, to refine emergency plans and to be in constant oversight for our City and its citizens.

It is the backbone of any City sponsored event and we never take a moment for granted.
AUTHENTIC

NEXT NIGHT 2022 PROJECT PLANNING

.I
August 15-31

- Team Curation
- Site Survey
- Budget Development

.II
September 1-15

- Vendor Outreach & RFP Process
- Budget Development

.III
September 15-30

- Vendor Selection
- Budget Approved
- Run of Show

.IV
October 1-22

- All Teams Training
- Load-in, Show Days, Load-out
- Next Night Event Live

PROJECT MANAGEMENT

- Creative & Strategy
- Theme Exploratory & Dev.
- Environmental Design Deep Dive

CREATIVE DEVELOPMENT

- Technical Leads Onboard
- Vendor Outreach
- Site Study

TECHNICAL PRODUCTION

- Technical Design Study
- Vendor RFP Process & Selection
- Budget Development
- Production Schedule

TALENT PROCUREMENT & MANAGEMENT

- Talent Exploratory
- Talent Shortlist Finalized
- Programming Exploratory

- Talent Outreach & Negotiations
- Presenter/Creative Director Intros
- Speech Starters & Creative Ideas
- Presentation Consulting

- Story Agenda Finalized
- Presentation Graphics Reviews
- Talent Manager Onboarded
- Talent Logistics

- Final Presentations Received
- Talent Sound Checks
- Technical Rehearsals Onsite
- Staged Performances

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THANK YOU

BEVERLY HILLS
Item - Next Night
Attachment 2
MMP
THE CITY OF BEVERLY HILLS — NEXT NIGHT LAST LIGHT
HELLO

Next Night’s Last Light takes over Beverly Hills! We are thrilled with the opportunity to reintroduce the community to the Beverly Hills Next Night!

The community needs a reason to let its hair down and to get out and meet its neighbors; to foster the type of relationships that have made this city so special for so long. Together we can create something truly remarkable.

Because of our experience in executing premium events, we are certain we will deliver on your vision with precision, expertise and a lot of FUN.

Thank you again and we look forward to sharing our ideas with you and your team.

All the best,
Michelle Mosquera
WHO WE ARE

- Problem Solvers
- Event Makers
- Story Tellers
- Producers
- Designers
- Ultimate Experience Curators
EVENT BRANDING

MONOGRAM

Capturing the spirit of The City of Beverly Hills with an event monogram that embodies elegance, high fashion, and modern design of the city.

WORDMARK

Guest’s will experience the soul of summers Last Light. This year’s subbranding creates a sense of nostalgia for the final days of summer before the holiday season begins.
BRANDING
EVEN DETAILS

LAST NIGHT

**Date:** October 22, 2022  
**Time:** 3:00 pm – 10:00 pm  
**Location:** Beverly Hills, Charleville Boulevard and Gregory Way.  
**Experience:** Artistic Entrance, Food Trucks, Local Vendors, Beer & Wine Gardens, Pop-up Shops, Kids Fun Zone, Instagram-able moments throughout plus a dedicated social media tent, musical acts and so much more!
EVENT ENTRANCE

Welcome to the entrance of Last Light, a unique local art instillation that will wow even the toughest critics. This locally sourced instillation will breathe creativity into its viewers while alluding to its exclusive nature. First impressions are finite, let this impression be as influential as Beverly Hills.

16’ X 9’ STRING ART INSTILLATION

A one of a kind photo opportunity greets your guests at its entrance. This custom art instillation is built from woven string and a warm wood background to creates the words “BEVERLY HILLS”. Your guest will line up to take pictures to share on their social platforms.
FOOD TRUCK ALLEY

Bring your taste buds along for the journey down Food Truck Alley where the local chef talent show off their skills while making an everlasting impression. Grab a table and converse with other locals on the food splendors this city has to offer.

• String Lights off temporary posts/truss
• Picnic Tables with umbrellas
• Locally sourced food trucks
BEER & WINE GARDENS

The two beer gardens will be one unforgettable experience. Starting with a unique sunshade of floating colorful umbrellas and lush green walls, with tropical plants and vine accents this iconic design will be sure to amaze any visitors stepping into the space.

• Social plaza offering a premium experience while under an umbrella sky
• Featuring signature cocktails crafted by local mixologists
• Footprint takes place at both ends of the block 70’x30’
• Each garden offers an indoor-outdoor feel, spilling over into an airy patio.
LOCAL VENDORS

Community at the core. Take a stroll down the street where local vendors show off their craft while engaging with the community around them!

- Premium 10x20 easy ups
- Custom branding
- Way-finding signage
ADVENTURE LAND

This unique experience is surely going to elicit feelings of summer, relaxation, and most important, FUN. Come join us in the Kids Zone where there will be activities for kids of all ages.

- Rock Climbing
- Face painting
- Henna tattoos
- Balloon Animals/Art
- Unicorn Hair
- Sensory Activities
- Corn Hole
- Lawn Games
- Hair Braiding/Crystals
- Reaction Wall Competition
THE SOCIAL MEDIA STAGE

A stand out activation that will have your guests broadcasting out on Instagram and tiktok. Own the selfie stage, one that is equipped with large six-foot-tall marquee letters that sit in front a neon hedge walls. Colorful neon LED designs create unique moments and iconic backdrops.

- Large Marquee Letters
- Neon Hedge wall
- Unique backdrop for a trendy tiktok dance
STAGE AND MUSICAL ACTS

Captivate your audience with a world class custom tailored visual experience. Synchronized LED backdrops with LED DJ platforms will deliver a one of a kind visual and audio experience.

• LED stage
• LED DJ Booth
• Custom Truss structure and stage
• Light and Audio design
COVID SAFETY

We are monitoring Covid-19 and want to provide a footprint that feels safe to all attendees. Throughout the event we will have sanitization stations to allow everyone to feel their cleanest at all times.

- Sanitization stations
- Face masks on hand
- Cleaning Interactive activations
THANK YOU
Item - Next Night
Attachment 3
Utopia Worldwide
Premiere Lighting
CIVIC/ GOVERNMENT CLIENTS
HOSPITALITY/ RETAIL CLIENTS

LANGHAM PLACE

UNIVERSAL STUDIOS

CITY WALK

THE AMERICANA

AT BRAND

RENAISSANCE HOTELS

EATON LUXE

OCEAN PARK HONG KONG

THE VENETIAN
OVERVIEW
Utopia partnered with Next Beverly Hills, a committee of young community leaders chartered by the Mayor and City Council. The event, which featured a beer and wine garden, a live band and specialty pop-up shops successfully brought the community together to enjoy a family-friendly night-time block party. The turnout, social media impact and boon to local businesses were considered a major success by the City.

PROJECT DESCRIPTION
Lifestyle Festival

PROJECT RESPONSIBILITIES
Layout Design and Production Management
Doheny Surf Festival
Doheny Beach State Park, Dana Point, CA

OVERVIEW
The Doheny Surf Festival was organized for the purpose of protecting area state beaches. Although monumental in surf history, they were at risk as the State of California suffers from budget reductions.

Live music, surf and art demonstrations, contests and a vendor village made of eco-friendly booths expressed the spirit of surf cultural and entertained over 13,500 over 2 days. It benefitted the Doheny State Beach Interpretive Association. The event was proudly sponsored by Subaru and was described as “was on of the best events we participated in all year reaching our customers in the best possible way,” according to Tim Murphy, Zone Marketing Manager, Subaru.

PROJECT DESCRIPTION
Cause Based Event

PROJECT RESPONSIBILITIES
Design, Production, Project and Technical Management
OVERVIEW
Laguna Beach Uncorked! Was an amazing success attracting more than 800 attendees to experience 20 restaurants, and 30 wineries from around the world. Utopia worked closely with the Laguna Beach Visitors and Conference Bureau to provide turn-key services that included sponsorship development, a multi-media marketing campaign and comprehensive event production. The integrated marketing campaign delivered more than five million impressions through public relations, radio, print and social media.

PROJECT DESCRIPTION
Lifestyle Festival

PROJECT RESPONSIBILITIES
Production Management, Design, and Graphic Design
OVERVIEW
Designed to give Orange County locals a safe and family-friendly environment to celebrate New Year’s Eve, The Great event delighted over 12,000 attendees at Irvine’s Great Park with a theme of “Through the Decades,” transporting guests through different eras by way of immersive exhibits and activities for the whole family.

PROJECT DESCRIPTION
Lifestyle Festival

PROJECT RESPONSIBILITIES
OVERVIEW
Beverly Canon Gardens, an iconic locations in Beverly Hills, was transformed into a traditional European-style holiday village for the city’s Holiday Bazaar. Visitors shopped for unique handcrafted items of all kinds from local purveyors. Holiday treats and hot beverages from Montage Beverly Hills were available as well as live holiday entertainment including unique spins on traditional caroling, living nutcrackers and toy soldiers, stilt walkers, the Beverly Hills High School Madrigal Choice.

PROJECT DESCRIPTION
Holiday Festival

PROJECT RESPONSIBILITIES
Production Management, Design, and Stage Management
OVERVIEW
This day-long event included themed zones to embrace the past, present and future of Great Park’s aviation, agricultural and family-based offerings.

Including children’s activities, varied live entertainment, the event truly offered something for everyone and was a huge success.

PROJECT DESCRIPTION
Lifestyle Festival

PROJECT RESPONSIBILITIES
OVERVIEW
Utopia Worldwide partnered with Beverly Hills Conference & Visitor’s Bureau to help produce two live painting exhibits with the talented artist Alexa Meade as part of their Beverly Hills’ BOLD Summer Nights events. Each interactive exhibit were crafted to bring paintings to life by directly painting onto models creating a 2D to 3D illusions inspired by Alexa’s intrigue of shadows and the human body. Visitors were invited to step into her paintings by donning hand-painted attire and accessories.

PROJECT DESCRIPTION
Live Painting Exhibit

PROJECT RESPONSIBILITIES
Production Management
OVERVIEW

Utopia Worldwide partnered with the Downtown Burbank Partnership to help produce Downtown Burbank's Fourth Annual Car Classic. "Downtown Burbank Car Classic" brought in over 17,000 visitors and had over 20,000 hits a week on social media. This event was also covered by local newspaper and television media. We are so happy with the turn out and are looking forward to an even greater success at next year's event.

ATTENDANCE
17,000

PROJECT DESCRIPTION
Lifestyle Festival

PROJECT RESPONSIBILITIES
Production Management and Design
OVERVIEW
Utopia produced a pre-show for the House of Blues 20th Anniversary Celebration that included a grand entrance for Blues Brothers in their classic Blues Mobiles.

The brothers were on “Mission from God” to flip the switch at the venue, thus kicking off the festivities with a record-setting fireworks show over the iconic Sunset Strip up till that point.

PROJECT DESCRIPTION
Pre-Show Spectacular. Grand Entrance

PROJECT RESPONSIBILITIES
Production Management and Design
OVERVIEW
Utopia partnered with Natural Resources Defense Council to throw an environmentally-friendly bash on a Thursday evening with its Thought for Food benefit, which celebrated safe and sustainable eating.
In addition to doing something good for the environment, guests enjoyed a performance by Aloe Blacc, who performed hits such as "Wake Me Up", "I Need a Dollar" and "Love is the Answer."

ATTENDANCE
100

PROJECT DESCRIPTION
Non-Profit Fundraiser

PROJECT RESPONSIBILITIES
Stage Management, AV, and Event Check Management
OVERVIEW
Light the Night was a thrilling evening spectacular that encouraged the residents and retailers of Beverly Hills to celebrate the kick-off of the Holiday season. A live stage, musical guests, celebrity hosts, interactive entertainment, and a climatic pyrotechnic show made this an exciting event for all who attended and garnered press coverage outlets such as People Magazine.

PROJECT DESCRIPTION
Nighttime Spectacular

PROJECT RESPONSIBILITIES
Production, Project, and Technical Management
OVERVIEW
Utopia produced a panel featuring Honda auto designers where Honda dealers could ask questions. This panel allowed Honda Dealers to learn more about the company, the products and the design process.

PROJECT DESCRIPTION
Panel Discussion

PROJECT RESPONSIBILITIES
Event Management and Production
OVERVIEW
Utopia produced a series of small panels (8-10 people each) with hospitality providers. The goal was to create a new event concepts for non-peak seasons. Together participants sought to brainstorm creative ways to entertain guests and increase revenue.

PROJECT DESCRIPTION
Panel Discussion

PROJECT RESPONSIBILITIES
Event Management and Production
OVERVIEW
The U.S. Department of Energy Solar Decathlon challenges collegiate teams to design, build, and operate solar-powered houses that are cost-effective, energy-efficient, and attractive. The winner of the competition is the team that best blends affordability, consumer appeal, and design excellence with optimal energy production and maximum efficiency.

ATTENDANCE
80,000

PROJECT DESCRIPTION
Decathlon

PROJECT RESPONSIBILITIES
Project Management
Beverly Hills Holiday Decor
Beverly Hills, CA

OVERVIEW
For 13 years and counting, Utopia has provided design, production, installation of elaborate holiday décor for the City of Beverly Hills. Utopia has also partnered with the City to produce celebrity hosted kick-off events and lighting ceremonies associated with the world-famous displays and decorations.

PROJECT DESCRIPTION
Yearly Holiday Décor Installation

PROJECT RESPONSIBILITIES Design, Installation, Permitting, and Project Management
IlluminiOcean Holiday Attraction
Dana Point Harbor, Dana Point, CA

OVERVIEW
For Utopia worked with the DTBID, the City of Dana Point and other local stakeholders to create this one-of-a-kind, iconic signature event. The goal of attraction is focused upon driving awareness to Dana Point, extending additional business to the local hotels and resorts.
The project included multiple experiential animated lighting sculptures themed to highlight Dana Point’s beautiful natural resources, abundant marine life and unique local offerings. The program runs from Thanksgiving through New Year’s Day encompassing winter holidays of many cultures.

PROJECT DESCRIPTION
Annual 6-week display and immersive entertainment program

PROJECT RESPONSIBILITIES
Design, Production and Operations
MOCA Ice Sculpture
2Rodeo Drive, Beverly Hills, CA

OVERVIEW
Utopia created a unique and spectacular event in support of the Museum of Contemporary Art. This special evening event, staged upon the famed cobblestones of 2Rodeo in Beverly Hills, featured lighted, carved ice sculptures that housed special art installations.

ATTENDANCE
2,000

PROJECT DESCRIPTION
Temporary Art Installation

PROJECT RESPONSIBILITIES
Production Management
Radio Disney Music Awards’ Ardy Arch
Dolby Theatre, Los Angeles, CA

OVERVIEW
Utopia design and built “Ardy” arch for the Radio Disney Music Awards red carpet. These jumbo earphones became the backdrop for interviews and projecting confetti on cue, added a fun new element to the televised award show.

PROJECT DESCRIPTION
Custom Design and Build

PROJECT RESPONSIBILITIES
Production Management and Design
Power Wall
Cedar Rapids Public Library, Cedar Rapids, IA

OVERVIEW
As part of a complete rebuild of the Cedar Rapids public library, after the original structure was destroyed due to floods. Utopia was brought into design, build, and install the Literacy Wall.

This interactive element encourages children to explore the world of literature, incorporating a circular “kids only” entrance from the lobby to the Children’s Library.

PROJECT DESCRIPTION
Interactive Educational Art Installation

PROJECT RESPONSIBILITIES
Design, Build, and Installation
OVERVIEW
Utopia collaborated with Swarovski to display new collections for each season. Designing and installing graphics and window displays to tentatalize shoppers.

PROJECT DESCRIPTION
Retail Display

PROJECT RESPONSIBILITIES
Visual Merchandising
OVERVIEW
Unparalleled excitement, pulsating music, dance routines and the world's first interactive LASER light show all rolled into one event! At this year's Anime Expo, Laser Light Spectacular we featured professional dancers and thousands of light wands to help guide the excited crowd through the moves and grooves of top Anime and J-pop music. The entire production was teamed with custom laser effects and graphics which lit up downtown Los Angeles.

ATTENDANCE
5,000

PROJECT DESCRIPTION
Laser Show

PROJECT RESPONSIBILITIES
Production Management and Design
OVERVIEW
Dan Aykroyd was on hand to host the evening as guests helped Carlos Santana commemorate his House of Blues residency with a traditional ‘mud ceremony’ at the Mandalay Bay Resort, Hotel and Casino, Las Vegas on May 4, 2012.

Utopia Worldwide traveled all over North America gathering dirt from where the performance stage of the original Woodstock concert was located, from the birthplace of the blues in Mississippi, and from Santana’s birthplace in Mexico. A short video was edited showing the journey of the dirt to the House of Blues, Las Vegas, where the “dirt” was mixed together on stage by Dan Aykroyd, Carlos Santana, and Michael Lang, the Creator of the original Woodstock Festival.

PROJECT RESPONSIBILITIES
Design, Production, Technical Direction, Stage Management
In a ceremony complete with confetti and fireworks, officials and community members broke ground for the ambitious Americana at Brand project in Glendale, California.

Utopia provided technical direction and special effects for the ceremony, including “blowing up” a building on the site to signify final demolition and commencement of the construction phase.

PROJECT DESCRIPTION
Groundbreaking Ceremony

PROJECT RESPONSIBILITIES
Production Management and Design
RAISINETS City
Town Square, Raisin City, CA

OVERVIEW
Raisinets City was born on March 23 and National Chocolate Covered Raisin Day. Utopia provided event production and management as well as graphic design and costumes. Raisin City was transformed into a community press event in just under four weeks. This event was caught by numerous news channels as well as poster to the newswire. Nestle USA used the day to announce its donation to Community Food Bank, which helps local Raisin City residents in need.

PROJECT DESCRIPTION
Community Press Event

PROJECT RESPONSIBILITIES
Design, Production Management and Design
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