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
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee 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 30, 2021
4:00 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 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.

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. Update on Hanukkah Elements included in the Citywide Holiday Décor and Lighting

3. Review Proposal from the Rodeo Drive Committee (RDC) for the 2021 Holiday Lighting Celebration (Thursday, November 18, 2021)

4. Review Proposal for the City of Beverly Hills Dance and Fitness Blast (Sunday, January 30, 2022)
5. Update on Proposed Arts and Culture Events

6. Future Agenda Items Discussion

7. Adjournment

Huma Ahmed
City Clerk

Posted: August 26, 2021

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 forty-eight (48) hours advance notice will help to ensure availability of services.
Item 2
INTRODUCTION
This report provides the City Council Rodeo Drive/Special Events/Holiday Program Committee Liaisons (Mayor Wunderlich and Vice Mayor Bosse) with an update of the various Hanukkah elements included in the citywide holiday décor and lighting for the 2021 holiday season.

DISCUSSION
Each year the City creates 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. At the July 27, 2021, City Council study session, staff was directed to review and provide information on Hanukkah elements that can be incorporated into the Citywide holiday décor and lighting. Accordingly, this update details the proposed Hanukkah décor and enhancements that are available for the 2021 holiday season. Some elements will be part of the entire display period, while others will be changes specifically for the days of Hanukkah, November 28, 2021 through December 6, 2021.

Beverly Gardens Park
The Lily Pond area will continue the tradition of having both a Menorah and a Christmas Tree. In addition, the new Lily Pond Glowing Reeds will be lit in warm white the majority of the holiday season with nightly activations of a coordinated audio and colored light show.

Staff is proposing two shows for the holiday season, one that will have a mix of holiday, Christmas and Hanukkah music and a large range of colors, and a second show that will run for the eight nights of Hanukkah focusing on Hanukkah music with blue and white color movement in the Reeds.
<table>
<thead>
<tr>
<th>November 18, 2021 – November 27, 2021</th>
<th>Holiday show</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 28, 2021 – December 6, 2021</td>
<td>Hanukkah show</td>
</tr>
<tr>
<td>December 7, 2021 – January 2, 2021</td>
<td>Holiday show</td>
</tr>
</tbody>
</table>

**Wilshire Spans**
The light spans across Wilshire Blvd were custom made for the City of Beverly Hills in 2019. The design and fabrication included programmable RGB lighting (Unified Red Green Blue Control System) to allow customization of the colors. Staff recommends using this feature to change the base lighting color for the eight nights of Hanukkah from solely warm white to be blue and warm white.

**Beverly Cañon Gardens**
The décor element on the fountain area of the garden, the Hana Frame, will be enhanced with additional decorative elements to incorporate Hanukkah, Christmas, and Holidays.

**Street Decor**
The street spans over N. Beverly Drive (icicles) and the N. Canon Drive (playful swag) are programmed for the season to have changing light patterns for an interesting and active light display. This year the programming will include a rotation that is all blue and white to represent Hanukkah. This will be activated for the entire holiday season, not just the eight nights of Hanukkah.

**Street Pole Banner Design**
The new Street Pole Banner designs for this year will include 1/3 of the designs celebrating Hanukkah; 1/3 celebrating Christmas, and 1/3 celebrating the holidays.

**Other Items**
The music in the business triangle speakers played throughout the holiday season will include a mix of Hanukkah music, Holiday music and Christmas music. Additionally, the Library will have a holiday book display to include Hanukkah books and the proposed Holiday Lighting Celebration event on Rodeo Drive will include at least one Kosher food truck.

**FISCAL IMPACT**
There is no request for additional funding based on proposals described in this report. Funds have already been allocated in the FY 2021/2022 CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations.

**RECOMMENDATION**
At this time staff recommends that the Liaisons provide direction on the proposed Hanukkah elements described in this report.
Item 3
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
       Magdalena Davis, Special Events and Filming Coordinator

DATE: August 30, 2021

SUBJECT: Review Proposal from the Rodeo Drive Committee (RDC) for the 2021 Holiday Lighting Celebration (Thursday, November 18, 2021)

ATTACHMENT: 1. Proposal from the Rodeo Drive Committee

INTRODUCTION

This report provides the City Council Liaison /Rodeo Drive/Special Events Holiday Program Committee (Mayor Wunderlich and Vice Mayor Bosse) with an overview of the proposed Holiday Lighting Celebration to occur on Rodeo Drive on the evening of Thursday, November 18, 2021.

DISCUSSION

Each year the City sponsors a signature holiday program designed to celebrate the season and attract visitors from around the region to shop, dine and stay in Beverly Hills. The Rodeo Drive Holiday Décor elements were reviewed and approved by the City Council on July 15th. Additionally, the Citywide Holiday Décor elements were reviewed and approved by the City Council on July 27th. This report provides the proposal from the Rodeo Drive Committee (RDC) for the Holiday Lighting Celebration to occur on Rodeo Drive on Thursday, November 18, 2021.

RDC Proposal

Each year, the RDC hosts the City’s annual Holiday Lighting Celebration and provides unique décor for Rodeo Drive.

The RDC’s proposed programming elements for the 2021 Holiday Lighting Celebration on Thursday, November 18, 2021 from 5:00pm-8:00pm, include (Attachment 1):

- Multiple Live Vocal Performances
- Appearance by Santa
- Photo Activations
- Stilt and Oversized Bicycle Performers
- LED Drummers
- Holiday Breakdancers
- Fireworks
- Food Trucks (with at least one Kosher food option)
- Beer and Wine Garden
In addition, the RDC is proposing to have an enhanced audio system and playlist for the 5 weekends between November 18th and December 24th. This enhanced audio system will include speakers in the center median of Rodeo Drive, as well as a customized playlist curated by a DJ.

Staff has identified funding in the FY 21/22 budget for the holiday lighting celebration financial request of $529,776.

The Holiday Lighting Celebration would require an overnight street closure of Rodeo Drive from Wilshire Boulevard to S. Santa Monica Boulevard, as well as portions of Dayton Way and Brighton Way.

The proposal from the RDC also includes a request for the City to waive or absorb several fees and hard costs. Those include costs for personnel overtime for Police, Fire, Public Works, as well as street closure fees, permits, traffic control equipment and k-rails. The total estimated cost for fee waivers and hard cost absorption is $76,290.

In addition, included with this report is the proposed cost for the Citywide holiday music curated playlist. This is the playlist that will play during the holiday season in the existing speaker system. Music will be specially curated by a DJ to blend the transitions between songs and have music that is more lively in the evening hours. The musical selection will include a mix of holiday classics, Hanukkah, and Christmas tunes. The holiday playlist will be played 7 days a week from 10:00am-9:00pm. The estimated cost for this uniquely curated playlist is $11,500 and funding has been identified in the FY 21/22 budget for this cost.

Additionally, Lyn Winter, Inc., the RDC public relations agency, as well as the Beverly Hills Conference and Visitors Bureau and the City of Beverly Hills Communications staff, will be planning and executing a coordinated marketing plan that includes social, digital, and print media. The RDC has also requested City Council support to absorb the cost of local print advertisements in the three local newspapers for Beverly Hills.

**FISCAL IMPACT**

The holiday lighting celebration is funded by the Tourism and Marketing budget (00101311). Funding is available to cover the requested holiday lighting celebration funding request by the RDC of $529,776 as well as the citywide holiday music playlist cost of $11,500.

The RDC is requesting a waiver of all City permits and fees, and any associated costs for hourly personnel, equipment, signage, etc., as well as an absorption of costs of print advertisements in local newspapers. The estimate included in the report of $76,290 reflects the current FY 21/22 fee schedule as well as the estimated hard costs for traffic control equipment and vendors. These estimates could change based on the final layout and schedule, or other requests from event organizers.

Marketing, digital media, and ad buys are also included in the existing FY 21/22 Policy and Management budget. No additional appropriation is required unless additional elements are requested above these funding levels.
Attachment 1
Rodeo Drive Holiday Lighting Celebration
Thursday, November 18, 2021
Event Concept

The City of Beverly Hills and Rodeo Drive will once again be the place to be to kick off this year’s Holidays in festive style and over the top fun.

Rodeo Drive will be activated from Santa Monica Blvd. to Wilshire Blvd. with three exciting performance areas for our non-stop evening entertainment. The street will come alive as the Mayor and City Council Members “push the button” to illuminate the center median Holiday décor as it introduces itself to the world.

Guests will be dazzled by top entertainment, amazing food, fantastic photo opportunities, the introduction of Santa Claus with his Holiday Helpers, and a fireworks spectacular to cap the evening!
Event Layout Concept
Preliminary Evening Timeline

5:00pm – 7:15pm  Featured Acts and Atmospheric Ancillary Performers
   (3 performance areas are activated with Featured and Atmospheric Talent, the acts rotate every 15 minutes per area)

7:15pm – 7:30pm  Santa’s “Holiday Helpers” Production
   Special Guests and Remarks
   Countdown to the Illumination of Rodeo Drive

7:30pm – 7:45pm  3 Vocalists/1 on each stage for a big “Broadway” style number
   Santa Arrives on the BH Firetruck with Santa’s “Holiday Helpers”
   Special Guests assist Santa Claus with countdown

7:50pm – 8:00pm  Holiday Fireworks Spectacular!
Featured Acts

The Noelles

Holiday Trio
Featured Acts

Holiday Breakers

LED Drummers

Balancing Act
Ancillary Acts
Christmas Tree Girls / Photo Op

Ice Queen / Photo Op
Ancillary Acts

Holiday Helpers

Stilt Performers

J. Ben Bourgeois Productions, Inc.
Ancillary Acts

Oversized Bicycles

*Hand out themed candy canes, holiday inspired candies, and masks

Bicycles to be decorated with holiday garland and ornaments
Arrival of Santa Claus

Santa Photo Op in Luxury Vehicle
Food Trucks & Wine Garden
Social Media Photo Moment
**Design for additional signage will be similar to the approved banner design

Custom Printed Masks
*same logos as on banners
VIP Viewing Decks (Pending Participation)
## Presentation Budget Estimate

**City of Beverly Hills/Rodeo Drive Holiday 2021**  
**RODEO DRIVE - HOLIDAY LIGHTING CELEBRATION**  
**Thursday, November 18, 2021**  
**5:00pm - 8:00pm**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Description</th>
<th>Estimated</th>
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<tbody>
<tr>
<td>1</td>
<td>OPENING NIGHT CELEBRATION - Thursday, November 18, 2021</td>
<td>$195,095.00</td>
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<tr>
<td>2</td>
<td>(3) Performance Platforms, Lighting, Audio, Technical &amp; AV Elements</td>
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<tr>
<td>3</td>
<td>OPENING NIGHT CELEBRATION - Entertainment Elements</td>
<td>$106,495.00</td>
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<td>4</td>
<td>Holiday Opening Night Talent, Santa Moment, Featured &amp; Specialty Acts</td>
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<tr>
<td>5</td>
<td>OPENING NIGHT CELEBRATION - Production &amp; Specialty Elements</td>
<td>$131,124.00</td>
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<td>6</td>
<td>Production Elements, Rentals, Photo Activations, Fireworks &amp; Wine Garden</td>
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<td>7</td>
<td>POWER AND ELECTRICAL DISTRIBUTION/CENTER MEDIAN &amp; SHOW</td>
<td>$14,112.00</td>
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<tr>
<td>8</td>
<td>Opening Night Power &amp; Back Up Generator</td>
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<td>9</td>
<td>SECURITY, PRINTING &amp; MISCELLANEOUS EXPENSES</td>
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<td>10</td>
<td>Event Directional Signage, Event/Overnight Security &amp; Cleaning Services</td>
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<td>11</td>
<td>(5) WEEKEND NIGHTS ENHANCED AUDIO SYSTEM - Holiday Music &amp; Production</td>
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<td>12</td>
<td>Audio System, Technician, Installation, Removal, Curated Music &amp; Production</td>
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<tr>
<td>13</td>
<td>CITY OF BEVERLY HILLS - LABOR, PERMIT FEES &amp; STREET MANAGEMENT</td>
<td>SEE OTHER PAGE</td>
</tr>
<tr>
<td>14</td>
<td>Fire Safety, Traffic Control, K-Rails, Street Closures, Permit Labor &amp; Meters</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>CITYWIDE HOLIDAY MUSIC COORDINATION</td>
<td>SEE OTHER PAGE</td>
</tr>
<tr>
<td>16</td>
<td>Holiday Playlists Curated by DJ - Played 7 days per week (10:00am-9:00pm)</td>
<td></td>
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<tr>
<td>17</td>
<td>MARKETING, PUBLIC RELATIONS, DIGITAL MEDIA &amp; AD BUYS</td>
<td>CITY/PARTNERS</td>
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<tr>
<td>18</td>
<td>Event Marketing, PR Campaign, Digital Media Outreach &amp; Ad Buys</td>
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<tr>
<td>19</td>
<td>GRAND TOTAL</td>
<td>$529,776.00</td>
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J. Ben Bourgeois Productions, Inc.
## City of Beverly Hills/Rodeo Drive Holiday 2021

**RODEO DRIVE - HOLIDAY LIGHTING CELEBRATION**  
Thursday, November 18, 2021

**NOTE:** Requesting Consideration to Waive City Fees & Absorb Costs of K-Rails/Street Management

<table>
<thead>
<tr>
<th></th>
<th>CITY OF BEVERLY HILLS - LABOR, PERMIT FEES &amp; STREET MANAGEMENT</th>
<th>ESTIMATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Labor - Police, Fire, TCO’s, Public Works, Police Admin Fee, etc.</td>
<td>$35,615.00</td>
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<tr>
<td>3</td>
<td>Permits &amp; Equipment - Street Closure Permits, No Parking Signs, Meter Revenue, etc.</td>
<td>$11,175.00</td>
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<tr>
<td>4</td>
<td>K-Rails, Street Closure Vendor Fees, Message Boards, and Labor</td>
<td>$29,500.00</td>
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<td>5</td>
<td>GRAND TOTAL</td>
<td><strong>$76,290.00</strong></td>
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# Citywide Music Coordination Budget Estimate

<table>
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<tr>
<th>Description</th>
<th>Estimated Cost</th>
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<tbody>
<tr>
<td><strong>City of Beverly Hills - Holidays 2021</strong></td>
<td></td>
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<tr>
<td><strong>CITYWIDE - HOLIDAY MUSIC</strong></td>
<td></td>
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<tr>
<td>Activation - Thursday, November 18, 2021 through Sunday, January 2, 2022</td>
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<tr>
<td><strong>CITYWIDE HOLIDAY MUSIC COORDINATION</strong></td>
<td>$11,500.00</td>
</tr>
<tr>
<td>1. Holiday Playlists Curated by DJ - Played 7 days per week (10:00am-9:00pm)</td>
<td></td>
</tr>
<tr>
<td>2. Music Includes Holiday Classics, Hanukkah and Christmas Tunes</td>
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</tr>
<tr>
<td>3. Music to be played on existing audio system per City Audio Map</td>
<td></td>
</tr>
<tr>
<td>4. Additional playlist updates and adjustments requested through the season</td>
<td></td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td>$11,500.00</td>
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</tbody>
</table>
Item 4
INTRODUCTION

All Seasons Fitness Media has returned to City Council Liaisons to seek support for “City of Beverly Hills Dance and Fitness Blast”, an event celebrating the city’s birthday and Beverly Hills city staff, proposed to be held on Sunday, January 30, 2022. The proposal includes details requesting approval for a street closure of N. Crescent Drive.

Additionally, a waiver of some or all of the permit and personnel fees associated with the event is requested, with the total amount dependent on the organizers sponsorship solicitation. A similar event was held with success in 2018 and 2019: Beverly Hills 5K-10K Walk/Run and Fitness Blast. If Liaisons recommend, staff will take this item to a future City Council meeting for full approval, with City staff working closely with organizers to coordinate all details for a safe event including any applicable COVID safety guidelines.

DISCUSSION

The City has been approached by All Seasons Fitness Media, a for-profit organization, for support of a proposed free fitness event, City of Beverly Hills Dance and Fitness Blast (Dance & Fitness Blast) on Sunday, January 30, 2022. The event, as planned, would include a closure of N. Crescent Drive and would celebrate the city’s birthday and the hardworking efforts of Beverly Hills City staff with various fitness classes and booths promoting the City’s #BHHealthyCity wellness initiative.

As proposed, the event will a one-day fitness event, very similar to the event that the City partnered with the organization in 2018 and 2019. The request to the City is for in-kind support as it relates to closing the street, assisting with logistical details such as pop-up tents, tables, chairs, restroom access, and waste, and marketing the event. This event will require a street closure of the 400 block of N. Crescent Drive in between N. and S. Santa Monica Boulevards for the duration of the event, from approximately 8:00AM – 1:00PM, inclusive of setup and tear down, and the event from 9:00AM – 12:00PM that Sunday.
The Dance & Fitness Blast is planned to be an outdoor morning event that promotes a healthy city and wellness through free activities, including the following at the event:

- Fitness and dance classes in courtyard of City Hall, led by instructors who donate their time and expertise
- Yoga or breathing and stretching in the early morning to kick off the event
- Live and DJ’d music in-between classes for a festive atmosphere
- Booths with offerings from sponsors, including healthy food options, and awareness of local activities, such as the City’s recreation classes and youth sports, Farmer’s Market (taking place that day from 8:00AM – 1:00PM), Just in Case BH, bicycle lanes and programs, and Wellness Wednesdays

The program is intended for City Staff and their families to enjoy, as well as the larger community including local instructors and businesses, residents, and sponsor vendors, COVID-allowing. Local community members, businesses and organizations such as the Rodeo Drive Committee and Chamber of Commerce have written in support of the proposal (Attachment 1). Several hundred attendees are anticipated. The intention is to maintain proper distance and sanitation throughout the event, following current Los Angeles Department of Public Health Orders.

All Seasons Fitness Media is requesting City Council Liaison approval for the following in order to seek sponsorship opportunities for the event. If recommended by Liaisons, an update will be provided to the City Council closer to the event.

City partnership is requested for the following:

- Street closure of N. Crescent Drive (in front of City Hall) from 8:00am-12:00pm on Sunday, January 30, 2022
- Waiver of permit fees and personnel hours, and City equipment, including use of City Hall for restrooms, estimated up to $11,400
- Advertisements in local newspapers and marketing assistance

Traditionally the City places advertisements on behalf of event organizers in local newspapers to supplement their marketing efforts and provide accurate street closure information to residents. Letters of notification to adjacent businesses and residents, as well as the adjacent churches on N. Santa Monica Boulevard, will also be provided in advance of the street closure. Media interest in the event from local press is anticipated.

City Partnership is considered when an outside group or organization is requesting the City's support in the form of in-kind and/or free use of facilities. Requests for City Sponsorship may incorporate elements of a partnership along with direct City involvement in the project through funding and personnel allocated to the project, as in this case.

**FISCAL IMPACT**

All Seasons Fitness Media has requested a waiver of all City fees associated with Dance & Fitness Blast, inclusive of permits, street closure fees and personnel. These fees would include use of City Hall for restrooms, waste removal, and street closure equipment. All Seasons Fitness Media will seek out sponsors for this event and requests that City fees be waived in the event sponsorship funding is not completely available.

The organizer has indicated that they anticipate to receive sponsorship for other costs associated with the event such as class instructors, musicians, booth vendors, staff, and other necessary
equipment and materials. Staff will work closely with the organizers to review expenses and sponsorship levels. The following chart is a cost estimate for in-kind City support:

| Permit Waivers & Personnel Costs for a street closure of N. Crescent Dr. | $11,400 |
| Advertisements in local newspapers | $3,300 |
| **Total Potential Waiver of Fees & In-Kind Funding** | **$14,700** |

*The waiver of fees include a special event permit, public assembly permit, street closure equipment, waste receptacles, personnel from Public Works, Park Rangers, TCOs, and Police Officers.*

All Seasons Fitness Media is a for-profit organization, and their proposal is to manage and promote this event as a Beverly Hills health and wellness program, co-sponsored by the City.

The City’s Risk Manager recommends General Liability Insurance in the amount of no less than $3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured as a requirement, as is typical for street-closure events of this size.

**RECOMMENDATION**

City Council Liaisons feedback and approval is requested regarding approval for an event-related street closure on N. Crescent Drive, a waiver of all or some of the fees associated with the event: “City of Beverly Hills Dance and Fitness Blast” to be held on Sunday, January 30, 2022. City staff will bring the completed proposal to the full City Council at a future meeting.
Attachment 1
August 26, 2021

Honorable Mayor Robert Wunderlich & Beverly Hills City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

Re: Beverly Hills Fitness and Dance Party Proposal

Dear Mayor Wunderlich and Members of the Beverly Hills City Council:

The Beverly Hills Chamber writes to express its support for the proposed City of Beverly Hills Dance & Fitness Blast party in celebration of the City of Beverly Hills employees and City’s birthday and scheduled to take place on the morning January 30, 2022. We understand that this complimentary event will require closing down Crescent Drive in front of City Hall during the time of the event and ask that appropriate notice be given to the business community.

The Chamber is excited to participate in an event celebrating the City and its employees. Thank you for taking the Chamber’s thoughts into consideration.

Todd Johnson
President and CEO
Beverly Hills Chamber of Commerce
Saturday, August 21, 2021

Honorable Mayor and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Honorable Mayor Wunderlich and Members of the City Council,

The Rodeo Drive Committee is writing to express its support for the proposed City of Beverly Hills Dance & Fitness Blast in celebration of the City of Beverly Hills employees, contingent on the approval of the Beverly Hills City Council.

As we understand this free event is scheduled for Sunday, January 30, 2022 and will require the closing down of Crescent Drive directly in front of City Hall.

The Rodeo Drive Committee is enthusiastic about celebrating the work of City employees and requests that current, local COVID guidelines are enforced at the event to protect our community and that there is no disruption on Rodeo Drive as a result of the event.

Sincerely,

__________

Kathy Gohari
President
Rodeo Drive Committee

Cc: Rodeo Drive Committee Board of Directors
FROM THE DESK OF CATHY BAKER

August 23, 2021

Dear Mayor Wunderlich and Esteemed Members of the City Council,

I am writing to express my support for the creation of a “free” City of Beverly Hills Dance and Fitness Blast event put forth by Dion Jackson. Crawling out from the lonely past year, we all crave community connection. We have endured a most challenging era in our City’s history, and survived in great part due to the extraordinary efforts of our City staff that kept the City running smoothly despite all odds. Plus, have you heard of the Covid 19 pounds? They are nothing a good Fitness Blast or Dance Party couldn’t address.

This January 28th is a time to celebrate our City’s rich history and birth. How do we describe ourselves today? We take pride in calling ourselves a “Healthy City”. Why not celebrate our City’s birthday and recognize our dedicated employees by sponsoring a Dance and Fitness Blast? This free event could take place January 30, 2022 and would promote both physical and mental health, while bringing the community together once again and would build resiliency and community strength. We would honor staff during the Dance and Fitness Blast that same day.

Now is the time to acknowledge the long hours and dedication of our City Employees who worked overtime to make sure the residents and business community remained healthy and safe. City staff added to their overflowing plates by helping to shape and enforce Covid 19 protocols, while tending to their usual duties. They did an excellent job.

I urge you to support this uplifting event. Perhaps local businesses could donate. I hope to personally contribute my efforts to the success of the 2022 Dance and Fitness Blast. Thank you for your consideration.

Sincerely,

Cathy Baker, cathybaker99@gmail.com
To The Honorable Mayor Robert Wunderlich  
Members of the City Council of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210  

Dear Mayor Wunderlich and Members of the City Council,

On behalf of PIONEER HARDWARE, we are writing to offer our support for the initiative put forth by Dion Jackson to conduct a “FREE” City of Beverly Hills Dance & Fitness Blast Party celebrating the City’s Birthday, and the outstanding work of The Beverly Hills City Employees. It would take place in front of City Hall (On the Crescent Drive side) January 30, 2022 from 8am-12 noon.

We feel this Dance and Exercise event has a positive and healthy impact for our local community and for the greater #BHHealthyCity - Beverly Hills Healthy City Initiative.

Thank you for taking our recommendation and support into consideration.

Sincerely,

[Signature]

Jeffrey Tillem
PIONEER HARDWARE
To The Honorable Mayor Robert Wunderlich  
Members of the City Council of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210  

Dear Mayor Wunderlich and Members of the City Council,  

On behalf of The Beverly Hills City Employees, we are writing to offer our support for the initiative put forth by Dion Jackson to conduct a “FREE” City of Beverly Hills Dance & Fitness Blast Party celebrating the City’s Birthday, and the outstanding work of The Beverly Hills City Employees. It would take place in front of City Hall (On the Crescent Drive side) January 30, 2022 from 8am-12 noon.  

We feel this Dance and Exercise event has a positive and healthy impact for our local community and for the greater #BHHealthyCity - Beverly Hills Healthy City Initiative.  

Thank you for taking our recommendation and support into consideration.  

Sincerely,  

[Signature]  

SHAHRAM SABEDIAN  
BEVERLY HILLS MARKET & RELI
To The Honorable Mayor Robert Wunderlich  
Members of the City Council of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Dear Mayor Wunderlich and Members of the City Council,

On behalf of The Amanda Foundation at 351 North Foothill Road, we are writing to offer our support for the initiative put forth by Dion Jackson to conduct a “FREE” City of Beverly Hills Dance & Fitness Blast Party celebrating the City’s Birthday, and the outstanding work of The Beverly Hills Employees in the front of City Hall (On the Crescent Drive side) January 30, 2022 8am-12 noon. We feel this Dance and Exercise event has a positive and healthy impact for our local community and the for greater #BHHealthyCity - Beverly Hills Healthy City Initiative.  
We have taken part in other fitness events organized by Mr. Jackson and each one of them were flawlessly executed and enjoyed by many Beverly Hills residents.  
Thank you for taking our recommendation and support into consideration.

Sincerely,

[Signature]

Teri Austin  
President  
The Amanda Foundation
Item 5
INTRODUCTION
This is an informational item to the City Council Liaisons regarding upcoming citywide Arts & Culture events that are scheduled to take place within Beverly Hills in fall/winter 2021.

DISCUSSION
There are several proposed events scheduled to take place in the City during fall/winter 2021. This report provides brief updates on the following programs which will require Citywide inter-departmental support:

- **Embrace & Celebrate Culture** – Citywide Initiative supported by the Arts and Culture Commission (ACC), the Human Relations Commission (HRC), & the Next Beverly Hills Committee (NextBH)

  *Visions of the Future: monthly exhibition program to activate public spaces.*
  - Event Date: Exhibitions scheduled for the space throughout 2022
  - Proposed Location: TBD
  - Program hosts: Beverly Hills Arts and Culture Commission & Next Beverly Hills
  - CS staff are working with Community Development Special Events, Policy & Management and Public Works staff in evaluation of spaces and will come back with budget proposal, tentative exhibition schedule and fully realized plan for art activations of this city-owned space.
  - The program to activate empty storefronts with art was approved by City Council in September 2020 as part of the Embrace & Celebrate Culture Initiative.
  - The Visions of the Future art exhibition program was approved by City Council in June 2021 for use of the City-owned space at 445 N. Canon Drive for the James Goldcrown exhibit.

- **Beyond 2021 – special art installation sponsored by the City & UTA.**
  - Event Date: Exhibit scheduled for one month either October or December 2021.
  - Proposed Location: 9570 Wilshire Blvd, Beverly Hills, CA, former Barney’s location / activation of Barney’s windows
  - Program hosts: Beverly Hills Arts & Culture Commission, UTA & Hudson Bay
  - CS staff are working with UTA and property owners Hudson Bay to determine if Barney’s windows would be available in December 2021 (October is Plan B).
- **Event was originally approved by City Council in September 2020 and had to be rescheduled due to Covid.**

  - **Frieze LA** – City sponsored activities as part of Frieze LA in Beverly Hills
    - Event Date: Thursday, February 17 – Sunday, February 20, 2022
    - Location: Art Installations in the City and at the Greystone Mansion and Grounds
    - Event proposed for Council consideration on Tuesday, October 12, 2021

**FISCAL IMPACT**

**Visions of the Future**

City staff will be requesting City Council approval of a waiver of permit and rental fees at the October 12 City Council meeting for use of a City-owned space (TBD) for the City’s *Visions of the Future* art exhibitions as part of the Citywide *Embrace & Celebrate Culture* Initiative. City staff are currently determining additional costs related to clean up and equipping of the space and will come back with additional information on potential budget impacts.

**Beyond 2021**

UTA has requested $15-$20K from the City in support of the Beyond 2021 exhibition as part of communications, outreach and promotion of the art installation. All other expenses will be the responsibility of UTA including installation, deinstallation and insuring of artworks. Hudson Bay is providing the former Barney’s storefront space for free as part of their contribution and sponsorship of the project.

**Frieze LA**

Frieze LA is requesting use of City space only for its art installations and will be covering all associated costs related to commissioning of artworks, art installations, deinstallations and site specific performing arts events. The Frieze LA will be responsible for all fees, personnel, permits and other costs associated with their event and programs at the Beverly Hills Hilton site and other city locations unaffiliated with a collaboration with the City.

**RECOMMENDATION**

This is an informational item for City Council Liaison review.