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](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)

Friday, January 27, 2023
3:00 PM

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

In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://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](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Request for City Partnership with Modernism Week for MADE in Beverly Hills new Event Series, including Waivers of Facility Use and Permit Fees, and Use of the City Shield
3) Future Agenda Items

4) Adjournment

Huma Ahmed
City Clerk

Posted: January 20, 2023

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
CITY OF BEVERLY HILLS
COMMUNITY SERVICES

MEMORANDUM

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

FROM: Patty Acuna, Assistant Director of Community Services
       Benjamin Johnson, Arts and Culture Manager
       Magdalena Davis, Community Services Manager

DATE: January 27, 2023

SUBJECT: Request for City Partnership with Modernism Week for MADE in Beverly Hills new Event Series, including Waivers of Facility Use and Permit Fees, and Use of the City Shield

ATTACHMENTS: 1. MADE Proposal with Sample Marketing Materials
               2. Letters of Support

INTRODUCTION

The organization that presents Modernism Week in Palm Springs proposes a new event in partnership with the City of Beverly Hills: MADE in Beverly Hills. A new 4-day festival that will feature arts, architecture, fashion, design, and outdoor landscapes throughout Beverly Hills, MADE is an acronym meaning Modern/Architecture/Design and Experiences.

As proposed, it will feature over 20 events including iconic residential, commercial, and park tours, lectures, films, a luncheon fashion show, and cocktail parties organized by Modernism Week staff, with some events featuring City-led parks and municipal tours as well. A citywide celebration and education of Beverly Hills architecture, art, culture, history and community, Modernism Week is requesting a variety of permit and facility rental waivers, as well as use of the City Shield for the partnership. The scheduled dates are Thursday, May 4 – Sunday, May 7, 2023.

MADE is the parent company for Modernism Week in Palm Springs. This inaugural MADE in Beverly Hills event will be the first time that Modernism Week has created a platform for a similar-styled festival outside of Palm Springs. This new Beverly Hills-partnered event is proposed to be announced during Modernism Week on February 24, 2023.

BACKGROUND

Modernism Week is the largest festival in Palm Springs. Now in its 19th year, Modernism Week hosts over 350 events, attracting 150,000 attendees from all 50 states and 24 countries, and per the organizers generates 50 million dollars in economic revenue for the City of Palm Springs each year. The organization’s signature annual event takes place each February in the Palm Springs
area of Southern California and traditionally features more than 350 events including the Palm Springs Modernism Show, signature home tours, films, lectures, double decker architectural bus tours, nightly parties and live music, walking and bike tours, tours of Sunnylands, fashion, classic cars, modern garden tours, a vintage travel trailer exhibition, and more.

In addition to the events in February, Modernism Week hosts Modernism Week — October, where partner organizations collaborate to produce a “mini-Modernism Week” to kick-off the active social and recreational season in Palm Springs.

The mission of Modernism Week, a 501(c)(3) nonprofit, is to celebrate and foster appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation, and sustainable modern living as represented in the greater Palm Springs area. Modernism Week is a charitable organization, providing scholarships to local students pursuing college educations in the fields of architecture and design; as well as supporting local and state preservation organizations and neighborhood groups in their efforts to preserve modernist architecture throughout the state of California.

**DISCUSSION**

As part of MADE in Beverly Hills, Modernism Week will expand the notion of modernism to include all forms of architecture which were considered “modern” for the time in which they were constructed in our diverse community.

**Inaugural MADE in Beverly Hills Event**

Modernism Week proposes to partner with the City on the first similar-styled festival created outside of Palm Springs, to highlight MADE in Beverly Hills, which stands for Modern Architecture/Design and Experiences in Beverly Hills over 4 days in May 2023 (Attachment 1). Organizers estimate that 6,000 people will attend the first MADE in Beverly Hills, comprising over 20 proposed events during the 4-day festival.

As proposed, events would take place from Thursday, May 4 – Sunday, May 7, 2023, both throughout the day and in the evenings. No events will be planned on the evening of Friday, May 5 to observe the Sabbath. The current schedule includes 20 events, with a combination of both City-led events and Modernism Week driven.

This citywide celebration and education of Beverly Hills architecture, art, culture, history, and community would be facilitated by Modernism Week, with all events open to the public for reservation and ticketing. Beverly Hills residents would have advanced pre-sale registration. As part of the partnership with their nonprofit, Modernism Week is requesting a variety of permit and facility rental waivers, as well as use of the City Shield for the partnership.

**Sample Events, Tours, and Lectures**

In collaboration with various City staff, a sample of the proposed MADE events include direct City-led events:

- **City Hall and Sculpture Park Tour**
  This tour of the beautiful City Hall historic second floor, with special access to the look-out tower still under renovation, will be led by the City Architect. Offered at $60, and capped on the maximum number of participants for safety, this twice-daily event will be the most rare of the tours. The tour would also include an Art Tour of the exquisite pieces from the City’s Fine Art collection with volunteer docents.
• **Greystone Mansion: Exclusive Access Tour & Self-Guided Tours**
  Get an exclusive behind the scenes tour beyond the first floor of Greystone, including the bowling alley, prohibition bar and so much more. This in-depth tour is guided by Greystone’s Venue Coordinator, and would be offered at a rate of $60. The self-guided tour “Inside the Mansion” will showcase Greystone’s main floor and gardens with a charge of $20.

• **Architectural Trolley Ride**
  Hop on board the trolley on a 4-mile loop of Beverly Hills with interactive architectural stops along the way. Guests will receive a map of the route showing the stops where they can depart and discover more. These trolley rides will be offered daily from 9am-5pm, Thursday through Sunday, free of charge for 26 guests per ride. A potential total of 832 guests could participate over the MADE event.

A sample of MADE in Beverly Hills events also includes collaborations with community partners, regional organizations, and local businesses. Below is a sample of Modernism Week-led events (additional sample schedule can be found in Attachment 1):

• **Beverly Hills Hotel Signature Design Tour: Paul R. Williams**
  Paul R. Williams was known as the trailblazing architect to the stars. Tour the Beverly Hills Hotel and discover how he put his signature on this iconic landmark. Tour planned in partnership with the LA Conservancy.

• **Virginia Robinson Gardens Tour**
  Tour the gardens of one of Beverly Hills’ legendary residents, Virginia Robinson. This guided tour on the 6-acre estate will showcase all the gardens, including the mature grove of over 100 Australian King Palms.

• **MADE in Beverly Hills After Dark**
  A collection of Beverly Hills restaurants have crafted special drinks and dishes just for the weekend. Receive a map and menu and plan your weekend for MADE in Beverly Hills after dark.

• **Beverly Hills Featured Home Tour**
  Take an interior tour of an iconic home in the heart of Beverly Hills.

• **Googie Modern: Union 76 and Beyond**
  Join architect and historian Alan Hess as he discusses Googie architecture in Beverly Hills and beyond in this lecture offered at the Beverly Hills Library Auditorium.

• **Trousdale Coach Tour**
  Paul W. Trousdale, the real estate developer, created Beverly Hills’ fashionable Trousdale Estates. Board this coach tour at Greystone and discover the neighborhood in the most unique way.

• **Historic Rodeo Drive Guided Walking Tour**
  A guided walking tour led by the Beverly Hills Historical Society showcasing historic Rodeo Drive.
Additional events have been discussed with local businesses, but as yet have unconfirmed details. They will be finalized pending Council approval, but could include highlighting community treasures such as Edelweiss Chocolate, a lecture at Spago restaurant, or taking in a midcentury mural at the rooftop of the Beverly Hilton Hotel.

**Ticketing and Public Benefit**

*MADE in Beverly Hills* is proposed to be announced at a public event in Palm Springs on Friday, February 24, 2023 during Modernism Week, which draws the attention of 150,000 attendees from all 50 states and 24 different countries, with 48% coming from Southern California. After the announcement, there will be a Modernism Week lecture titled *MADE in Beverly Hills*. The lecture panel would include architectural expert Steven Price, Alan Hess, and David Silverman. The City would make a synchronized concurrent announcement with the Modernism Week event announcement, and Modernism Week would like to invite Mayor Lili Bosse to be involved in the announcement, either virtually or in-person as her schedule allows.

On March 1, 2023, Tickets for MADE in Beverly Hills will go on presale exclusively for Beverly Hills residents. Tickets for the general public will go on sale Wednesday, March 15. During the presale period, Beverly Hills residents will have the opportunity to purchase tickets for all events and some events will be offered with a special discounted price. Events that do not carry a cost (free) will be available for reservation first to Beverly Hills residents during this time period as well.

Events will be a combination of both free events and ticketed events, making it reasonable for many to take advantage of some of the activities. MADE in Beverly Hills will attract both local residents and Southern California enthusiasts to explore the art, architecture, design and landscapes that have made Beverly Hills a world class city. Modernism plans to create with staff a free Beverly Hills Trolley route that will have interactive architectural elements at various stops along the way. This tour will bring awareness and education to significant areas in Beverly Hills. Modernism Week also offers a volunteer program, where MADE enthusiasts assist with the events, at the hub, or as docents. These volunteer opportunities, including the necessary training, would be open to residents who wish to participate in the events.

The 4-day event will also increase tourism and awareness throughout the City, give the community the opportunity to engage with like-minded attendees, and discover the history and importance of all that Beverly Hills has to offer, including the “After Dark” program to engage guests to patronize local businesses in Beverly Hills.

For the events that are a direct City collaboration, a ticket-sharing model has been proposed by MADE. Beverly Hills would receive 30% of all ticket revenue for these events, and the MADE organization would receive 70%. This is a higher rate than is current for the Palm Springs partners, as this inaugural event working with a City partner is new for the nonprofit. The revenue generated could offset any hard costs that occur, such as newspaper advertisements, or follow the charity model currently utilized by MADE. This proposed revenue split requests direction from the Council Liaisons.

**Partners and Marketing Outreach**

After its announcement at Modernism Week, the new *MADE in Beverly Hills* event will then have a large promotional push by their organization, and in partnership with the City in various marketing channels. All promotion and marketing of tickets will be coordinated with the City of Beverly Hills, with the City having review and approval of materials that utilize the City shield. Modernism Week will also reach out to its 200,000 social media followers and will do email campaigns to 54,000 subscribers, as well as place advertisements in additional publications not
typical for a City outreach, such as Architectural Digest. An estimated 1.5 million media impressions are anticipated from the announcement through to the conclusion of the events.

In planning for the first MADE in Beverly Hills, staff from Modernism Week conducted extensive research about the history of Beverly Hills and met with many experts on the important architecture resting within the City. Additionally, the organization has conducted outreach to various City partners, community organizations, and local businesses for support (Attachment 2).

Arts and Culture, Recreation and Parks, Architectural, and Design Review Commission Chairs and Vice Chairs met with Modernism Week representatives to give feedback on the proposal. The Arts and Culture Commission was the only commission to receive a formal presentation at their January 10, 2023, meeting, and are in enthusiastic support of MADE in Beverly Hills, particularly with the Beverly Hills community being the first area outside of Palm Springs to have a festival of this kind.

Modernism Week has also led outreach meetings with City Partners: Beverly Hills Chamber of Commerce (Chamber), Beverly Hills Conference and Visitors Bureau (CVB), and the Rodeo Drive Committee (RDC). The partnership with the City and Modernism Week will also work jointly with the Beverly Hills Chamber of Commerce and with the Beverly Hills Visitor Center (lovebeverlyhills.com) to create social media campaigns and form a collaboration between all parties.

In addition to local businesses that would be hosting events, such as Beverly Hills Hotel, UTA, and businesses such as Spago and Edelweiss Chocolate, Modernism Week has also met with community organizations: the Beverly Hills Historical Society, the Los Angeles Conservancy, and Virginia Robinson Gardens. Community Services staff have been in each of these meetings to help guide these proposals, and have also led interdepartmental discussions with Community Development, Public Works, and Policy and Management.

Notable guests may include but are not limited to: Beverly Hills Mayor and Councilmembers, Modernism Week Board of Directors, architectural historian Steven Price, architectural historian Alan Hess, and fashion designer Trina Turk.

**FISCAL IMPACT**

As part of the City partnership, as a 501(c)(3) nonprofit, Modernism Week is requesting Liaison recommendation to waive various permit and facility use fees in order to launch this new world-class event series and offer opportunities and tickets at a free or comparable price point for many of the events. MADE in Beverly Hills is estimated to bring in ticket revenue that is utilized for the following: operations and logistics the event program as a whole, giving funds back to the City as part of the revenue split, and future planning and opportunities for education, conservation and free events as a nonprofit. The organizers request from Beverly Hills, as part of the partnership, a waiver of various fees totaling $56,466.

The festival is entirely underwritten by generous donors to Modernism Week and ticket income from events. All revenue is utilized to put on the events, as well as to programs such as scholarships, conservation, education, and other free programs. As part of the proposal, a current revenue split of 30% City and 70% MADE organization for all direct City-led events is being offered for recommendation by Liaisons. The following waivers are proposed for Liaison support:
**Greystone Mansion - Fee Waiver of $33,500**

Council Liaison approval is requested to recommend a waiver of permit, rental fees and staff costs for use of Greystone Mansion event on May 4-7, 2023. Greystone will serve as a tour location, and a “hub” for visitors to MADE in Beverly Hills to get more information, check-in, acquire maps and menus, etc., as well as be the host venue for tours and lectures. The estimated amount to be waived is $33,500, which includes facility use fees and staff costs that include program delivery for the 4 days.

**Wallis Annenberg Performing Arts Center – One Free-Use Day**

The partnership between the City and Modernism Week would request Council approval to allow MADE in Beverly Hills (1) of the City’s free-use days to utilize the Promenade Terrace of the Wallis Annenberg Center for the Performing Arts (The Wallis) for their opening night on Thursday, May 4, 2023.

As part of the City’s policy with The Wallis, free-use days are available to the City for various events, and are historically underutilized. MADE in Beverly Hills will be responsible for all other production and labor costs associated with the event. This event was designed to be hosted in a prime Business Triangle location to bring visibility and attention to the arts and architecture in Beverly Hills.

**9400 S Santa Monica Blvd – Waiver of $1,256 in Permits for Use of Terrace**

Council Liaison approval is requested to recommend a waiver of fees for special event ($1,086) and public assembly ($170) permits to utilize the third floor Terrace of 9400 S. Santa Monica Boulevard. The Terrace area is directly above both the Chamber and CVB and would serve as part of an official “hub” for MADE in Beverly Hills. A “hub” is a site where all attendees will gather for information, ticketing, educational events, and social gathering. MADE in Beverly Hills will also utilize offices and the conference room available via the Chamber of Commerce, and assistance from the Conference and Visitors Center, with their support.

**Beverly Hills Trolley – Waiver of $9,856 in Fees**

Council Liaison recommendation is requested for a waiver of fees for a Trolley with driver. These Architecture Trolley rides plan to take place daily throughout Beverly Hills. The estimated amount to be waived for one trolley over 4 days is $9,856. The rides will make a four-mile loop through Beverly Hills Thursday-Sunday, May 4-7 from 9am to 5pm to highlight important architectural and historical locations throughout the city, and will be free to the public for approximately 26 seated riders per trip (up to 832 guests throughout the 4 days).

**Beverly Hills Shuttles and Drivers – Waiver of $4,944 in Fees**

Council Liaison recommendation is requested regarding a recommended waiver of use and labor fees for Shuttles with drivers for the planned tours above Sunset Boulevard. The estimated amount to be waived is $4,944 for the 4 days, with 1 shuttle on Thursday and Friday, and 2 shuttles on Saturday and Sunday. Shuttles will be utilized to reach Virginia Robinson Gardens, Greystone Mansion, and the Trousdale Estates. These shuttles will be highly coordinated for the start and finish of the various tours and will at no time park in front of any residence or area that is not taking direct part in a tour. Only active loading and unloading of guests will take place on the property of each of the various venues. These tours are all offered at a lower cost to make them as accessible as possible to the public.
Beverly Hills City Hall – Special Use of City Hall
Council Liaison approval is requested to recommend special use of City Hall for an architectural tour, including “hard hat” portions still under renovation. While not incurring additional costs, tours will be outside of the typical use of City Hall. Led by the City Architect, attendees will be given an in-depth overview of the history of City Hall, plus they will visit the historic foyer, Council Chamber, and Municipal Gallery, as well as the newly renovated fifth floor exhibition space, and eighth / ninth floor viewing deck. These tours will have limited numbers of guests per tour with proper security, so as not to interfere with daily City Hall operations. An exhibition on City Hall in one of the aforementioned spaces will be curated by City research librarians.

City Parking Lots – Parking Validation for Event Volunteers in City Lots
As part of the partnership, Council Liaisons are requested to recommend approval for parking validations for volunteers that stay longer than 2 hours in City garages. Volunteers are an essential component to help support and manage all the events being offered during MADE in Beverly Hills. To not impact any of the metered or residential parking, volunteers would be required to park in designated City garages, with many staying longer than the current offer of 2-hours free. Up to 50 volunteers may be needed daily (up to 200 total), and events are typically charged an $8 all-day validation. It should be noted that volunteers for City events are often not charged this rate, and that guests of the various events and tours will be required to pay posted parking rates.

Use of Beverly Hills Shield for Marketing and Advertisements
Council Liaison approval requested for the use of the City of Beverly Hills shield by MADE in Beverly Hills for all promotional purposes attributed to this series of events. The announcement of MADE in Beverly Hills will be Friday, February 24, 2023, as part of an important launch event during Modernism Week.

While the Modernism Week team will be managing the festival’s marketing materials, online presence, and press, the City communication team will be a full partner (Attachment 3). Pending confirmation of the City’s partnership, all materials will include the City’s shield and be shared with City leadership for review, approval, and further promotion. Typical costs of $3,290 for advertisement and promotion of the event in the local Beverly Hills newspapers and all City social and cable channels are requested from the City’s Communication team, with additional promotion from the Community Services Department’s press release, newsletter, online listings, and social media.

Any and all other City policies and requirements will be followed, such as requirement for insurance getting approval for the permits (with fees waived), a Charitable Solicitation Permit, and a current Business License for Modernism Week.

The following waivers are requested to be recommended by City Liaisons. Please note all the waivers below are funds that are not to be collected by various departments, except where noted*:

<table>
<thead>
<tr>
<th>Recommended Request</th>
<th>Waiver from City</th>
<th>Special Use / Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greystone Facility Use Waiver</td>
<td>$35,500</td>
<td>(1) Free-Use Day of the Wallis</td>
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<tr>
<td>Permit Waivers for 9400 S SM Blvd Terrace</td>
<td>$1,256</td>
<td>Use of Chamber &amp; CVB directly coordinated with their teams</td>
</tr>
<tr>
<td>Beverly Hills Trolley</td>
<td>$9,856</td>
<td></td>
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<tr>
<td>Beverly Hills Shuttle</td>
<td>$4,944</td>
<td></td>
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<tr>
<td>Use of City Hall</td>
<td>$0</td>
<td>Special Use of City Hall for tours with staff</td>
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<td>---------------------------------------------------</td>
<td>----</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Volunteer Parking Validations</td>
<td>$1,600</td>
<td>Up to 200 volunteer validations at $8 each</td>
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<tr>
<td>Newspaper Advertisements (will include use of City Shield)</td>
<td>$3,290</td>
<td>*As is typical for City-partnered events, request is for the budget to come from Communication for newspaper ads</td>
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<tr>
<td>Total:</td>
<td>$56,446</td>
<td>Total Waivers for 4-day Event Series</td>
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</tbody>
</table>

**RECOMMENDATION**

City staff request Liaison recommendation regarding a partnership with Modernism Week for a new event *MADE in Beverly Hills*, including the following:

- Request of Waiver of Fees and Permits for Use of Greystone Mansion;
- (1) Free-Use City Day of The Wallis;
- Waiver of Permits for 9400 S. Santa Monica Boulevard Terrace;
- Use of Beverly Hills Trolleys and Drivers for Free Tours;
- Use of Beverly Hills Shuttles and Drivers for Tours;
- Special Use of City Hall and Council Chambers for Tours;
- Parking Validations for Volunteers – for an approximate total waiver of $56,446 for the 4-day event series; and
- Request for Use of the City Shield for Marketing and Promotion.

If recommended, this item will be placed on the Study Session of the February 7, 2023, Council Meeting, and be announced, once approved by the City and by MADE at Modernism Week on February 24, with tickets on advance sale and reservation for Beverly Hills residents on March 1 before being made available to the public March 15.
City of Beverly Hills
Special Event Request

MADE in Beverly Hills
May 4-7, 2023
Name of organization hosting the event:

MADE dba Modernism Week

Type of event:

MADE in Beverly Hills is a 4-day festival that will feature arts, architecture, fashion, design, and outdoor landscapes throughout Beverly Hills. It will feature over 20 events including iconic residential, commercial, parks and municipal tours, lectures, films, a luncheon fashion show, and cocktail parties. It’s a citywide celebration and education of Beverly Hills architecture, art, culture, and community.

Type of activities:

The proposed draft event schedule is attached. (see schedule guide)

Proceeds support MADE dba Modernism Week. We are a 501(c)(3). Our EIN is 27-1259579. MADE’s mission is to celebrate and foster appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation and sustainable modern living.

Dates and hours for the event:

May 4, 2023 9:00 a.m. to May 7, 2023 8:00 p.m.

Location of the event:

There are various locations throughout Beverly Hills. Here is a list of venues:

- Beverly Gardens Park
- Beverly Hills City Hall
- Beverly Hills Farmers Market
- Beverly Hills Hotel
- Beverly Hills Public Library
- Beverly Hills Trolley
- Beverly Hills Visitor Center
- Beverly Hills Women’s Club
- Edelweiss Chocolates
- Featured Beverly Hills residential home (TBD)
- Greystone Mansion
- Promenade Event Terrace at The Wallis
- The Beverly Hilton
- Trousdale Estates
- United Talent Agency
- Virginia Robinson Gardens
- Waldorf Astoria Beverly Hills

Total overall budget (funding & expenses) associated with the event:

Funding for the event will come from ticket sales and sponsorships. Projected gross sales revenue is $220,000. The projected expenses for the 4-day event is $175,000.

Letter of support from the local Beverly Hills community and/or groups (3-5 letters):

Letters are forthcoming.

Expected number of attendees:

6,000
Target demographic for event:

The target audience for this event is local Beverly Hills residents, art and architecture aficionados in the County of Los Angeles and southern California.

The projected age of attendees is: The projected income levels for attendees is:

10% 18-24 27% $200,000 +
40% 25-45 46% $100,000-$200,000
36% 46-65 36% $50,000-$100,000
15% 66+ 15% Up to $50,000

There will be an emphasis on kid-friendly activities to engage the next generation.

Explain the public benefit of the event (Must meet one or more of the following criteria):

**MADE in Beverly Hills** will attract local residents and southern California enthusiasts to tour and explore the art, architecture, design and landscapes that have made Beverly Hills a world class city. The 4-day event will increase tourism and awareness throughout the entire city. This event gives the community the opportunity to engage with like-minded attendees and discover the history and importance of all that Beverly Hills has to offer. From lectures, to tours, to social gatherings, this is a celebration and education of what makes Beverly Hills so remarkable.

We will be creating a free Beverly Hills Trolley route that will have interactive architectural elements at various stops along the way. This tour will bring awareness and education to significant areas in Beverly Hills.

The After Dark program will engage guests to patronize local businesses in Beverly Hills.

Name notable attendees connected to the event; board of directors, etc.:

Notable guests will include, but not limited to: Beverly Hills mayor and councilmembers, Modernism Week board of directors, architectural historian Steven Price, architectural historian Alan Hess, and fashion designer Trina Turk.

Describe whether this event will be public and/or ticketed or invitation/private:

This event is open to the public. Activities will be ticketed and will have both free and paid admissions.

Describe how publicity/marketing will be managed:

Modernism Week 2023 is being held February 16-26, 2023. This event draws 150,000 attendees from all 50 states and 24 different countries. Forty-eight percent of attendees come from southern California. Tickets for **MADE in Beverly Hills** will go on pre-sale March 1, 2023 to Beverly Hills residents. On March 15, 2023, tickets will be available to the public. We plan on doing a marketing push during Modernism Week. We will have an outpost at CAMP and will also have a **MADE in Beverly Hills** lecture that will feature experts Steven Price, Alan Hess, and David Silverman. Modernism Week will also reach out to our 200,000 social media followers and will do email campaigns to our 54,000 subscribers.

We will also work jointly with the Beverly Hills Chamber of Commerce and with Beverly Hills Visitor Center (lovebeverlyhills.com). We will create social media campaigns and form a collaboration between all parties.
Impact to the City as it relates to traffic, noise, and parking:

The impact of traffic, noise, and parking will be minimal. The highest capacity activities’ venues have public parking. No activity will go later than 10:00 p.m.

There will be four primary areas where guests will be parking: Beverly Hills Women’s Club, Greystone Mansion and the self-parking structures on North Rexford Drive and North Crescent Drive.

The Beverly Hills Trolley will have a 30 minute route that will transport guests from City Hall to Sunset and back. (see attached trolley route)

The Beverly Hills shuttles will transport guests from the Beverly Hills Women’s Club to Greystone Mansion and back. (see attached shuttle route)

Permits requested for the event:

For permits, see in-kind services below.

City request as it relates to in-kind services, funding, additional city space and/or production of the event:

Modernism Week would like to partner with the city in offering this event. For the partnership, the city would receive sponsorship recognition for its in-kind services. The in-kind services requested are:

—Waiver of certain event permit fees:
   1. Valet permit for opening night gala.
   2. Permit for use of City Hall and the council chambers for interior tours.
   3. Permit for use of the Promenade Terrace at The Wallis for the opening night party.

—Participation in use of Beverly Hills Visitor Center second floor and rooftop for event headquarters and a lecture and presentation space.

—Participation in use of Beverly Hills Trolleys and drivers for the free Architecture Trolley Ride.

—Participation in use of Beverly Hills shuttles and drivers for north of Sunset tours.

—Participation in use of Beverly Hills City Hall for City Hall tour.

—Participation in use of Greystone Mansion for weekend tours and lectures.

—Permission to use City of Beverly Hills shield with MADE in Beverly Hills.
MADE in Beverly Hills
MAY 4 - 7, 2023

PROPOSED DRAFT
Ticket prices and tour dates are subject to change and will be finalized after working with participating organizations, venues and partners, including the City.

SCHEDULE GUIDE
City Hall Tower Tour and Sculpture Park Tour
The first public tour offered of the newly remodeled/restored City Hall, with access to the top look-out tower.
$15 (1 hr)
Beverly Hills City Hall, 455 N Rexford Dr, Beverly Hills, CA 90210
3 times from 09:00 AM to 02:00 PM
Tour (Exterior), Tour (Interior), Tour (Art)

Virginia Robinson Gardens Tour
Tour the gardens of one of Beverly Hills' legendary residents, Virginia Robinson. This guided tour on the 6 acre estate will showcase all the gardens, including the mature grove of over 100 Australian King Palms.
$20 (1 hr)
Beverly Hills City Hall, 455 N Rexford Dr, Beverly Hills, CA 90210
7 times from 09:00 AM to 04:00 PM
Guided, Tour (Gardens), Landscapes

Architectural Trolley Ride
Hop on board and take the trolley route with interactive architectural stops around Beverly Hills.
Free (30 min)
Beverly Hills Trolley, 445 N Rexford Dr, Beverly Hills, CA 90210
Daily from 09:00 AM to 04:00 PM
Free, Tour (Trolley), Interactive, Educational

Opening Night Gala
Come celebrate with cocktails, small dishes, and live music as we toast the beginning of MADE in Beverly Hills. The city council will welcome guests and kick off the weekend of festivities.
$250 (3 hrs)
Promenade Terrace at The Wallis, 9390 N Santa Monica Blvd, Beverly Hills, CA 90210
1 time from 06:00 to 9:00 PM
Cocktail Party, Small Plates, Live Music

MADE in Beverly Hills After Dark
A collection of Beverly Hills restaurants and bars have crafted special drinks and dishes just for the weekend. Receive a map and menu and plan your weekend for MADE in Beverly Hills after dark.
(4 hrs)
Citywide
Nightly from 06:00 PM to 10:00 PM
Culinary, Cocktails
Beverly Hills Hotel Signature Design Tour: Paul R. Williams
Paul R. Williams is known as the architect to the stars. Tour the Beverly Hills Hotel and discover how he put his signature of this iconic landmark.
$60 (1.5 hrs)
Beverly Hills Hotel, 9641 Sunset Blvd, Beverly Hills, CA 90210
4 times from 09:00 AM to 04:30 PM
Guided, Tour (Interior), Tour (Exterior)

City Hall Tower Tour and Sculpture Park Tour
The first public tour offered of the newly remodeled/restored City Hall, with access to the top look-out tower.
$15 (1 hr)
Beverly Hills City Hall, 455 N Rexford Dr, Beverly Hills, CA 90210
3 times from 09:00 AM to 02:00 PM
Tour (Exterior), Tour (Interior), Tour (Art)

Virginia Robinson Gardens Tour
Tour the gardens of one of Beverly Hills' legendary residents, Virginia Robinson. This guided tour on the 6 acre estate will showcase all the gardens, including the mature grove of over 100 Australian King Palms.
$20 (1 hr)
Virginia Robinson Gardens, 1008 Elden Way, Beverly Hills, CA 90210
7 times from 09:00 AM to 04:00 PM
Guided, Tour (Gardens), Landscapes

Architectural Trolley Ride
Hop on board and take the trolley route with interactive architectural stops around Beverly Hills.
Free (30 min)
Beverly Hills Trolley, 445 N Rexford Dr, Beverly Hills, CA 90210
Daily from 09:00 AM to 04:00 PM
Free, Tour (Trolley), Interactive, Educational

“Regarding Paul R. Williams with Photographer Janna Ireland”
Photographer Janna Ireland and architectural historian Alan Hess in conversation about Black architect Paul R. Williams and how her photography provides a fresh look at his work.
$10 (45 min)
Beverly Hills Public Library, 444 N Rexford Dr, Beverly Hills, CA 90210
10:00 AM to 10:45 AM
Film
FRIDAY, MAY 5, 2023

**Greystone Mansion Self-guided Tour**
Self-guided tour of the first floor of the Greystone Mansion.
$10 (1 hr)
Greystone Mansion, 905 Loma Vista Dr, Beverly Hills, CA 90210
6 times from 10:00 AM to 03:50 PM
Self-guided, Tour (Exterior), Tour (Interior), Tour (Gardens)

**Greystone Mansion: Exclusive Access Tour**
Get an exclusive behind the scenes tour of beyond the first floor of Greystone, including the bowling alley, prohibition bar and so much more. This tour is guided by Sara Scrimshaw, Greystone’s venue director.
$60 (1 hr)
Greystone Mansion, 905 Loma Vista Dr, Beverly Hills, CA 90210
2 times from 10:00 AM to 05:00 PM
Guided, Tour (Exterior), Tour (Interior), Tour (Gardens)

**Mystery Murals and Cocktails at The Beverly Hilton**
Sip a cocktail, hear the story, and view the recently uncovered murals that haven’t been seen in 50 years.
$25 (40 min)
The Beverly Hilton, 9876 Wilshire Blvd, Beverly Hills, CA 90210
03:00 PM to 5:00 PM
Reception, Cocktails

**MADE in Beverly Hills After Dark**
A collection of Beverly Hills restaurants and bars have crafted special drinks and dishes just for the weekend. Receive a map and menu and plan your weekend for MADE in Beverly Hills after dark.
(4 hrs)
Citywide
Nightly from 06:00 PM to 10:00 PM
Culinary, Cocktails
Beverly Hills Featured Home Tour
Take an interior tour of an iconic home in the heart of Beverly Hills.
$60 (1 hr)
Beverly Hills, CA 90210
8 times from 09:00 AM to 01:00 PM
Self-guided, Tour (Exterior), Tour (Interior)

Beverly Hills Hotel Signature Design Tour: Paul R. Williams
Paul R. Williams is known as the architect to the stars. Tour the Beverly Hills Hotel and discover how he put his signature of this iconic landmark.
$60 (1.5 hrs)
Beverly Hills Hotel, 9641 Sunset Blvd, Beverly Hills, CA 90210
4 times from 09:00 AM to 04:30 PM
Guided, Tour (Exterior), Tour (Interior)

City Hall Tower Tour and Sculpture Park Tour
The first public tour offered of the newly remodeled/restored City Hall, with access to the top look-out tower.
$15 (1 hr)
Beverly Hills City Hall, 455 N Rexford Dr, Beverly Hills, CA 90210
3 times from 09:00 AM to 02:00 PM
Tour (Exterior), Tour (Interior), Tour (Art)

Historic Rodeo Drive Guided Walking Tour
Historic Rodeo Drive guided walking tour with the Beverly Hills Historical Society.
$20 (1 hr)
Beverly Hills Visitor Center, 9400 S Santa Monica Blvd #102, Beverly Hills, CA 90210
2 times from 09:00 AM to 02:00 PM
Presentation, Tour (Exterior), Tour (Walking)

Paul Trousdale and the Midcentury Modern Movement
Discover more about the man that made the most dynamic impact on the midcentury movement in Beverly Hills.
$15 (1 hr)
Greystone Mansion Theater, 905 Loma Vista Dr, Beverly Hills, CA 90210
1 time 09:00 AM to 10:00 AM
Presentation, Book Signing


**Architectural Trolley Ride**
Hop on board and take the trolley route with interactive architectural stops around Beverly Hills.
Free (30 min)
Beverly Hills Trolley, 445 N Rexford Dr, Beverly Hills, CA 90210
Daily from 09:00 AM to 04:00 PM
Free, Tour (Trolley), Interactive, Educational

**Greystone Mansion Self-guided Tour**
Self-guided tour of the first floor of the Greystone Mansion.
$10 (1 hr)
Greystone Mansion, 905 Loma Vista Dr, Beverly Hills, CA 90210
6 times from 10:00 AM to 03:50 PM
Self-guided, Tour (Exterior), Tour (Interior), Tour (Gardens)

**Greystone Mansion: Exclusive Access Tour**
Get an exclusive behind the scenes tour of beyond the first floor of Greystone, including the bowling alley, prohibition bar and so much more. This tour is guided by Sara Scrimshaw, Greystone’s venue director.
$60 (1 hr)
Greystone Mansion, 905 Loma Vista Dr, Beverly Hills, CA 90210
2 times, 10:00 AM and 03:00 PM
Guided, Tour (Exterior), Tour (Interior), Tour (Gardens)

**Trousdale Coach Tour**
Paul W. Trousdale, the real estate developer, created Beverly Hills’ fashionable Trousdale Estates. Board this coach tour and discover the neighborhood in the most unique way.
$60 (40 min)
Greystone Mansion parking Lot, 905 Loma Vista Dr, Beverly Hills, CA 90210
6 times from 10:00 AM to 04:00 PM
Guided, Tour (Coach), Tour (Exterior)

**Googie Modern: Union 76 and Beyond**
Join architect and historian Alan Hess as he discusses Googie architecture in Beverly Hills and beyond.
$15 (1 hr)
Greystone Mansion Theater, 905 Loma Vista Dr, Beverly Hills, CA 90210
1 time at 11:00 AM
Presentation, Book Signing
The Virginia Robinson’s Gardens Luncheon, Tour and Fashion Show
Join fashion designer Trina Turk for a luncheon and fashion show and tour the gardens and home of retail icon Virginia Robinson.
$175 (2 hrs)
Virginia Robinson Gardens, 1008 Elden Way, Beverly Hills, CA 90210
1 time from 11:00 AM to 01:00 PM
Tour (Exterior), Tour (Interior), Fashion Show, Luncheon, Wine Reception

“Tour of Tony Duquette’s Dawnridge Estate with Hutton Wilkinson”
Explore Dawnridge, the legendary home of designer Tony Duquette with Hutton Wilkinson and Jaime Rummerfield.
$10 (45 min)
Beverly Hills Public Library, 444 N Rexford Dr, Beverly Hills, CA 90210
1 time from 02:00 PM to 02:45 PM
Film

The Rodeo Revolution 1960-1981
Enjoy a glass of wine and cicchetti and meet Rose Apodaca and find out how Fred Hayman started a fashion revolution on Rodeo Drive.
$100 (2 hrs)
Spago, 176 N Canon Dr, Beverly Hills, CA 90210
1 times from 04:00 PM to 06:00 PM
Small Plates, Wine, Presentation, Book Signing

MADE in Beverly Hills After Dark
A collection of Beverly Hills restaurants and bars have crafted special drinks and dishes just for the weekend. Receive a map and menu and plan your weekend for MADE in Beverly Hills after dark.
(4 hrs)
Citywide
Nightly from 06:00 PM to 10:00 PM
Culinary, Cocktails

Top of 90210: Jean-Georges at the Waldorf Astoria
Come enjoy an amazing view of the city at this penultimate night party at the top of the Waldorf Astoria. Enjoy live music, cocktails and small plates, while we dance at the top of 90210.
$250 (3 hrs)
The Rooftop by JG, Waldorf Astoria Beverly Hills, 9850 Wilshire Blvd, Beverly Hills, CA 90210
07:00 PM to 10:00 PM
Cocktail Party, Small Plates, Live Music
SUNDAY, MAY 7, 2023

City Hall Tower Tour and Sculpture Park Tour
The first public tour offered of the newly remodeled/restored City Hall, with access to the top look-out tower.
$15 (1 hr)
Beverly Hills City Hall, 455 N Rexford Dr, Beverly Hills, CA 90210
3 times from 09:00 AM to 02:00 PM
Tour (Exterior), Tour (Interior), Tour (Art)

Chasen's Chili Cook Off Competition
Join contestants as they put their culinary skills to the test in recreating the infamous Chasen’s Chili.
Free (2 hr)
Beverly Hills Farmers Market, 9300 Civic Center Dr, Beverly Hills, CA 90210
10:00 AM to 12:00 PM
Free, Culinary

Architectural Trolley Ride
Hop on board and take the trolley route with interactive architectural stops around Beverly Hills.
Free (30 min)
Beverly Hills Trolley, 445 N Rexford Dr, Beverly Hills, CA 90210
Daily from 09:00 AM to 04:00 PM
Free, Tour (Trolley), Interactive, Educational

Edelweiss Chocolates Tour
Tour the oldest chocolate shop in Los Angeles and the one that inspired the famous chocolate factory scene from I Love Lucy.
$10 (1 hr)
Edelweiss Chocolates, 444 N Canon Dr, Beverly Hills, CA 90210
6 times from 11:00 AM to 04:00 PM
Tour

Greystone Mansion Self-guided Tour
Self-guided tour of the first floor of the Greystone Mansion.
$10 (1 hr)
Greystone Mansion, 905 Loma Vista Dr, Beverly Hills, CA 90210
6 times from 10:00 AM to 03:50 PM
Self-guided, Tour (Exterior), Tour (Interior), Tour (Gardens)
**Greystone Mansion: Exclusive Access Tour**
Get an exclusive behind-the-scenes tour of beyond the first floor of Greystone, including the bowling alley, prohibition bar and so much more. This tour is guided by Sara Scrimshaw, Greystone’s venue director.
$60 (2 hrs)
Greystone Mansion, 905 Loma Vista Dr, Beverly Hills, CA 90210
2 times, 10:00 AM and 03:00 PM
Guided, Tour (Exterior), Tour (Interior), Tour (Gardens)

**Beverly Hills ArtWalk Guided Tour**
Join us for an ArtWalk guided tour featuring a tailored selection of historic and world-renowned public art in Beverly Gardens Park.
Free (1.5 hrs)
Beverly Gardens Park, 9439 Santa Monica Blvd, Beverly Hills, CA 90210
11:00 AM to 12:30 PM
Free, Guided, Tour (Art)

**Los Angeles Conservancy’s Presentation and Sunday Drive Tour of Paul R. Williams in Beverly Hills**
Attend a Los Angeles Conservancy presentation followed by a self-driving tour of Paul R. Williams in Beverly Hills.
$20 (1 hr)
Beverly Hills Public Library, 444 N Rexford Dr, Beverly Hills, CA 90210
12:30 PM to 01:30 PM
Presentation, Self-driving Tour, Tour (Exterior)

**Special Screening of Beverly Hills Cop: Axel Foley**
A special Netflix screening of the fourth installment in the *Beverly Hills Cop* franchise.
$25 (2 hrs)
United Talent Agency, Screening Room, 9336 Civic Center Dr, Beverly Hills, CA 90210
06:00 PM to 08:00 PM
Film

**MADE in Beverly Hills After Dark**
A collection of Beverly Hills restaurants and bars have crafted special drinks and dishes just for the weekend. Receive a map and menu and plan your weekend for MADE in Beverly Hills after dark.
(4 hrs)
Citywide
Nightly from 06:00 PM to 10:00 PM
Culinary, Cocktails
Beverly Hills Trolley Route

4.2 Miles

Beverly Hills Trolley Route Map
Beverly Hills Women's Club to Greystone Mansion

Distance: 3.0 Miles

1. Drive 3.0 miles, 13 min
Attachment 2
January 5, 2022

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

Dear Honorable Mayor Bosse and Members of the City Council,

The purpose of this letter is to provide written notification of Beverly Hills Conference & Visitors Bureau’s support for MADE’s application to the City of Beverly Hills Special Events Committee for their show in Beverly Hills, May 4-7, 2023.

As one of the primary marketing arms of the City of Beverly Hills, we are excited to promote an event like this which closely aligns with the arts and culture messaging that is one of our strategic areas of focus. We believe this event will help to showcase the incredible architecture, landscapes and art and culture that are part of what makes our city so incredible.

This is a fantastic opportunity for the city and we look forward to promoting it in all of our communications. We are very excited at the positive impact this will have on the city.

Sincerely,

Julie Wagner, CDME
Chief Executive Officer
Beverly Hills Conference & Visitors Bureau

cc: Nancy Hunt-Coffey
    BHCVB Board of Directors
Thursday, January 5, 2023

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

Dear Honorable Mayor Bosse and Members of the City Council,

The Rodeo Drive Committee supports MADE’s application to the City of Beverly Hills Special Events for MADE in Beverly Hills, May 4-7, 2023.

We believe this event will showcase all the wonderful architecture, landscapes, art, culture, and design that have made Beverly Hills a world class city. This is a great opportunity for residents and visitors to learn about and engage with the City’s rich cultural history.

We wholeheartedly support this event.

Sincerely,

Kathy Gohari
President
Rodeo Drive Committee
January 20, 2023

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

Dear Honorable Mayor Bosse and Members of the City Council:

The Beverly Hills Chamber of Commerce supports MADE’s application to the City of Beverly Hills Special Events for MADE in Beverly Hills, May 4-7, 2023.

The Chamber believes this event will showcase all the wonderful architecture, landscapes, art, culture, and design that have made Beverly Hills a world class city. This is a great opportunity for residents and visitors to learn about and engage with the City’s rich cultural history.

Our business community will also benefit greatly from this event. As a result of the four-day event, tourism to the City will increase, which in turn will increase the number of people who will be willing to enjoy our City's world-class retail and dining experiences.

The Chamber wholeheartedly supports this event.

Sincerely,

Todd Johnson
President and CEO
Beverly Hills Chamber of Commerce
January 12, 2023

Mayor Bosse, Vice Mayor Gold, Councilmember Mirisch,  
Councilmember Friedman, Councilmember Nazarian  
Beverly Hills City Council  
455 N. Rexford Drive, Rm 400  
Beverly Hills, CA  90210

Dear Mayor and Councilmembers,

The Beverly Hills Women’s Club supports MADE’s application to the City of Beverly Hills Special Events for **MADE in Beverly Hills, May 4-7, 2023**.

We believe this event provides a wonderful opportunity to showcase the gorgeous architecture, landscapes, art, culture, and design that have made Beverly Hills a world class city. A terrific opportunity for neighbors and visitors alike to learn about and engage with the City’s rich cultural history, including the archival treasure trove found inside the BHWC’s Gable & Wyant designed Clubhouse.

We wholeheartedly welcome this festival!

Sincerely,

Hollis Leech  Katherine Gaffney  Amanda Hill  Madeleine Schulsinger
Antonella Carlevaro-Rossi  Heather Carter  Ann Marie Scaglione

Board of Directors  
Antonella Carlevaro Rossi  Heather Carter  
Katherine Gaffney  Amanda Hill  
Hollis Leech  Madeleine Schulsinger  
Ann Marie Scaglione
January 5, 2023

Mayor Bosse, Vice Mayor Gold, Councilmember Mirisch,
Councilmember Friedman, Councilmember Nazarian
Beverly Hills City Council
455 N. Rexford Drive, Rm 400
Beverly Hills, CA 90210

Dear Mayor and Councilmembers,

The Beverly Hills Historical Society has been asked to participate in the inaugural Beverly Hills Modernism Week. We support approval of MADE’s application to the City of Beverly Hills Special Events for **MADE in Beverly Hills, May 4-7, 2023**.

The MADE organizers assured us this event will be an excellent opportunity for residents and visitors to experience the history, architecture, art, culture, and design that make Beverly Hills the most famous small town in the world.

We support this event.

Sincerely,

Phillip Savenick
President
The Beverly Hills Historical Society
January 3, 2023

Mayor Bosse, Vice Mayor Gold, Councilmembers Mirisch, Friedman and Nazarian
Beverly Hills City Council
455 N. Rexford Drive, Rm 400
Beverly Hills, CA 90210


Dear Mayor and Councilmembers,

As Chairman of the Design Review Commission, I was recently invited to participate in a presentation about MADE’s application to the City of Beverly Hills Special Events for their proposed May 4-7, 2023 event.

However, as the presentation was not made before the full Commission, I am only representing myself with this letter. I have suggested that a presentation be made to the full DRC Commission and hope that it will occur soon.

In the meantime and reflecting on the presentation, I was impressed by it especially when I learned that it was not to be limited to showcasing mid-century “modern” architecture in our wonderful City. Instead the event is meant to include architecture, landscapes, art and other contributors to our built environment that were considered innovative and forward thinking for their time.

This larger interpretation of “modern” architecture resonated with me. I am sure one of my favorite architects, renowned Italian Renaissance Master Architect Andre Palladio, would be tickled to hear this as his 16th century practice was based on learning from the past while incorporating innovative (modern for the time) concepts, amenities and lifestyle choices in his projects.

Our wonderful city is filled with many examples of these types of built environments designed over the years by recognized masters of their industry. Not limiting this event to “mid-20th century modern” projects is brilliant and, in my opinion, is the main reason why this event will be a great success on many levels.

I believe this event will showcase all the wonderful architecture, landscapes, art, culture, and design that have contributed to making Beverly Hills the world class city it is. This is a great opportunity for residents and visitors to learn about and engage with the City’s rich cultural history.

I understand that timing may be an issue on this topic. Should you have any questions or concerns about my position on this event, please reach out to me.

With Kindest Regards,

Tony Spann

Anthony P. Spann AIA

Contact Information:
Anthony P. Spann, AIA  Architecture, Planning & Development  805.588.5431  apspann20@gmail.com
January 5, 2023

Mayor Bosse, Vice Mayor Gold, Councilmember Mirisch, Councilmember Friedman, Councilmember Nazarian
Beverly Hills City Council
455 N. Rexford Drive, Rm 400
Beverly Hills, CA 90210

Dear Mayor and Councilmembers,

The Beverly Hills Hotel supports MADE’s application to the City of Beverly Hills Special Events for MADE in Beverly Hills, May 4-7, 2023.

We believe this event will showcase all the wonderful architecture, landscapes, art, culture, and design that have made Beverly Hills a world class city. This is a great opportunity for residents and visitors to learn about and engage with the City’s rich cultural history.

We wholeheartedly support this event.

Sincerely,

Brittany Williams
Director of Communications

The Beverly Hills Hotel and Bungalows & Hotel Bel Air
9641 Sunset Boulevard
Beverly Hills 90210, United States
January 18, 2023

Mayor Bosse, Vice Mayor Gold, Councilmember Mirisch, Councilmember Friedman, Councilmember Nazarian
Beverly Hills City Council
455 N. Rexford Drive, Rm 400
Beverly Hills, CA 90210

Dear Mayor and Councilmembers,

Trina Turk supports MADE’s application to the City of Beverly Hills Special Events for MADE in Beverly Hills, May 4-7, 2023.

This is a wonderful opportunity for visitors and the community to learn about the City’s beautiful architecture, design, art, and culture that have made Beverly Hills one of the most iconic cities in the world.

We happily support this event.

Sincerely,

Kimberly Webb
Vice President of Marketing
Trina Turk