REVISED AGENDA
Beverly Hills City Council Liaison / Rodeo Drive / Special Events/ Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Room 280A
Beverly Hills, CA 90210

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
https://beverlyhills-org.zoom.us/my/committee
Meeting ID: 516 131 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)

Thursday, August 18, 2022
3:30 PM

In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special Events/ Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

AGENDA

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

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

3) Request for a Temporary Street Closure of the 400 Block of North Crescent Drive and Temporary Exemption of Municipal Code Relating to Landing of a Helicopter for "Beverly Hills Cop 4"

4) Update Regarding 2022 Citywide Holiday Décor

5) Proposal from the Rodeo Drive Committee Regarding the 2022 Rodeo Drive Holiday Lighting Celebration (November 17, 2022) and the Rodeo Drive Holiday Décor Plan

6) Discuss Community Services Holiday Programming and Events, including Holidays at Greystone Mansion and Gardens on December 3-4, 2022

7) Future Agenda Items

8) Adjournment

Huma Ahmed
City Clerk

Posted: August 17, 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 forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including Room 280A is wheelchair accessible.
Item 2
STAFF REPORT

Meeting Date: August 18, 2022
To: City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee
From: Laura Biery, Marketing & Economic Sustainability Manager
Subject: A RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME
Attachments: 1. Proposed resolution

RECOMMENDATION

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

FISCAL IMPACT

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

INTRODUCTION

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

BACKGROUND

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

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

DISCUSSION

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

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

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

Laura Biery
Secretary of the
City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee
Approved By
Attachment 1
RESOLUTION NO. CCL-SEC-04

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Adopted: August 18, 2022

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

On June 21, 2022, the Beverly Hills City Council approved a request for temporary street closures and logistical film elements for the upcoming feature film "Beverly Hills Cop 4", after a recommendation of the Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons). During the June 21, 2022, City Council presentation, Council approved a conditional filming permit, contingent upon the reading and approval of the film script by City representatives. On July 26, 2022, the City notified the production that the script received final approval.

The Netflix Production team is returning to the Liaisons to request an additional temporary street closure, and a temporary exemption of the City’s Municipal Code relating to landing a helicopter (Code 5-6-601) on N. Crescent Drive on September 24, 2022 (details below).

Council approval for the temporary street closures and special elements of this particular film was granted on the basis that the production provided a script to be reviewed and approved by City Staff representatives. The script was reviewed and approved in July by City Staff representatives, with the helicopter scene at City Hall in it, however this element was not confirmed at the time of the initial Council approval provided in June.

Film permits, which do not include street closures and other special effects elements, are typically reviewed administratively by the Special Events and Filming Division, and then coordinated with the Beverly Hills Police Department (BHPD), the Beverly Hills Fire Department (BHFD), the Public Works Department and other divisions, as necessary, before approval. This particular project, as well as other unique films similar to the “Beverly Hills Cop” features, require Council review and
approval due to the considerations of flying and landing a helicopter for a short scene, and the associated street closure.

Staff will continue to work with production on the schedule for all Beverly Hills Cop 4 various filming dates September 2022 through November 2022.

DISCUSSION

“Beverly Hills Cop 4” is the latest installment in a comedy law enforcement franchise that features a stylized version of Beverly Hills, and it’s Police Department, with Detective Axel Foley, portrayed by Eddie Murphy. The first film, released in 1984, had significant portions filmed on location in Beverly Hills.

As with the original request for street closures and action sequences, production is returning to request a closure for a helicopter stunt in order to maintain the authenticity of the film’s namesake location, utilizing the actual location of Beverly Hills City Hall, which stands in for the fictionalized Police Department in the movies, for a precision flight helicopter scene (Attachment 1).

The film’s production team seeks to request support for the following:

- A temporary street closure of the 400 block of N. Crescent Drive on Saturday, September 24 from 8am – 2pm for an administrative landing zone for a helicopter;
- To have a professional motion picture helicopter pilot conduct a precision flight maneuver above the Crescent Courtyard of City Hall, and hover for a precision flight scene under 500 feet; and
- A temporary exemption of Beverly Hills Municipal Code 5-6-601 relating to the landing of a helicopter in the City.

All other potential filming locations, and film related requests fall under current Beverly Hills Municipal Code and administrative processes for regularly issued film permits by the Special Events and Filming Division, or were previously approved by City Council. There is no request to waive the filming application fee, insurance, film permit or personnel fees for this closure and permit by the “Beverly Hills Cop 4” production.

Helicopter Precision Filming at City Hall

The flight maneuver of this type, under 500 feet, requires Federal Aviation Administration (FAA) review and approval, including the sign-off of the local municipality where the scene will be filmed. To help ensure the safety of the public by containing the scope of work, production recommends that the City close the 400 block of N. Crescent Drive to utilize this street closure as an administrative landing zone for the aircraft. Due to the City’s Municipal Code 5-6-601, there are no existing designated landing zones for helicopters in Beverly Hills. Attachment 2 shows a map that illustrates this landing zone, and the area that production is required to control vehicles and pedestrians within the flight path, per the FAA.
Closing N. Crescent Drive to serve as a landing zone would greatly reduce the flight path, thus reducing impacts to residents and businesses. To safely accomplish this precision maneuver, intermittent traffic control would be conducted on both N. and S. Santa Monica Boulevards and N. Rexford Drive only while the helicopter is flying under 500 feet. This traffic control would be conducted for only minutes at a time while the helicopter is in flight and the scene is filmed. Vehicle and pedestrian traffic would be allowed to flow freely when the helicopter is stationary on the ground, and the scene is reset. Filming the scene can take multiple minutes-long “takes” over a six hour period between the hours of 8am-2pm on Saturday, September 24, 2022, with alternating traffic control detouring both vehicles and pedestrians, and free flow of traffic everywhere outside the production-only radius of City Hall.

The helicopter is proposed to fly from Long Beach Airport, and approach the City at a safe altitude, determined by the FAA. Once the helicopter is ready to conduct the filming scene, it will remain within the radius in the attached diagram under 500 feet, performing a stationary hover at the Crescent Courtyard steps of City Hall. Once the filming is completed, the helicopter will depart back to Long Beach airport.

Production has hired helicopter aviation expert Fred North, a professional motion picture helicopter pilot with over 15,000 hours shooting feature films and commercials, and more than 18,000 total flying hours. Mr. North will be flying his personal Airbus H125 helicopter equipped with a special reduced size dashboard/cockpit to enhance the visuals for movie flying work. The helicopter is also specially equipped to fly without doors and with limited fuel to minimize the weight.

On August 15, 2022, the film production, including the Pilot, met with City Staff and Beverly Hills Police and Fire Chiefs, as well as Public Works and Park Rangers, to discuss the logistics and address any concerns regarding filming this precision helicopter flight scene. The review included a discussion about how to mitigate any potential hazards with this proposal, including street poles, banners, palm trees and dust. All affected departments within the flight radius have discussed the details of temporarily changing their operations in order to conduct the required traffic control around the Civic Center, Beverly Gardens Park, and streets, including parking, the Library, IT, Police and Fire.

Public safety services will not be impacted at any time. As with previous street closures and intermittent traffic control, such as for National Night Out and the LA Marathon, Police and Fire will have the ultimate authority, and unified command with production, so that any emergency calls will be addressed with typical response times.

This request is presented to the Liaisons for recommendation and feedback. Those recommendations and feedback will be shared with City Council at the formal session on Tuesday, August 23, 2022, to ask for a temporary exemption to the helicopter landing ordinance, as well as the N. Crescent Drive street closure.
Notifications
As is required and standard for all street closures, robust notification around the radius will be made. While customary to have productions take the lead in notifications, due to the sensitive nature of this request, the City’s Communications team will take an active role in the review and dissemination of notification materials. In addition to the standard written notifications provided to residents and businesses by the production, the City’s communications team will assist with extensive advanced warning including message signboards, a Nixle email and BHPD text alert, a Citywide notification phone call, and the activation of the City’s Hotline. The Hotline, serviced by City staff, has served as a point of contact directly for the community during a significant event. The hotline has been successful in previous closures, filming and special events, by assisting emergency dispatch with a location to transfer any calls related to filming.

FISCAL IMPACT
All City permits and fees as well as any associated costs will be the responsibility of “Beverly Hills Cop 4,” and include full cost recovery for personnel, equipment, signage, etc., and all film permits. This project is more typical of a large-scale private event, such as the LA Marathon or the Golden Globes. Therefore, advanced planning and staff development required by this project will require the Street Closure Fee and the PD Admin Fee, under the Major Private Special Events category.

Estimates for this “Beverly Hills Cop 4” closure of N. Crescent Drive are based on current rates (as of July 1, 2022). Previous film permit and street closure estimates can be viewed on the prior Agenda Report (Attachment 3):

<table>
<thead>
<tr>
<th>Fees for Proposed Closures* (Paid by Production)</th>
<th>Estimated Cost</th>
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<tbody>
<tr>
<td>Film Permits</td>
<td>$4,632.00</td>
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<tr>
<td>Street Closure Fees (N. Crescent Drive)</td>
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<td>PD Admin Fee for Major Private Events</td>
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<td>Fire Safety Officers**</td>
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<td>Public Works Personnel**</td>
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<td>Park Rangers**</td>
<td>TBD</td>
</tr>
<tr>
<td>Signage, Equipment Costs**</td>
<td>TBD</td>
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</tbody>
</table>

*Fees shown in table represent estimates for September 24, 2022 filming day that require the closure. Full fees will be assessed and paid depending on all final film permits.
**For all street closures and film permits, personnel hours are billed at a hourly rate of actual time worked, and are as-yet to be determined.

For all street closures, Risk Management requires General Liability Insurance in the amount of $5 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, to be provided by the production. All film permits require insurance as well.

RECOMMENDATION
Staff requests City Council Liaisons feedback on the “Beverly Hills Cop 4” proposal for the following:
• A temporary street closure of the 400 block of N. Crescent Drive on Saturday, September 24 from 8am – 2pm for an administrative landing zone for a helicopter;
• To have a professional motion picture helicopter pilot conduct a precision flight maneuver on Crescent Courtyard of City Hall and hover for a precision flight scene under 500 feet; and
• A temporary exemption of Beverly Hills Municipal Code 5-6-601 relating to the landing of a helicopter in the City.

Upon the Liaisons recommendation, City Staff will bring the completed proposal, including recommendations and feedback from the Liaisons, to City Council at the August 23, 2022, Formal Meeting.
Attachment 1
August 15, 2022

Mayor and Council,

I’ve attached the FAA Radius map to illustrate what we will need to control within our flight path per FAA guidelines. To help ensure the safety of the public by containing the scope of our work, I recommend that we do the following:

- Film date and time: Saturday, September 24, 2022, 8:00AM – 2:00PM
- Close the 400 block of Crescent Drive to create an administrative landing zone (LZ) for our aircraft which is an Airbus H-125 Helicopter
- ITC (Intermittent Traffic Control) on Santa Monica Blvd., Little Santa Monica Blvd. and Rexford Drive only when the helicopter is airborne, 5-10 minutes per take. Traffic will be released between takes.
- Action: We consider this precision flying, and not a stunt as the helicopter will circle City Hall before safely touching the steps that will be padded for protection. It will not land, just briefly rest its skids before pulling back up.
- Aircraft: The Airbus H-125 has been especially equipped for precision flying. It has a reduced dashboard and we have removed the doors of the helicopter to maximize visibility and increase safety.
- Pilot: Fred North has more than 20,400 hours of experience over 41 years, 25 of those years stunt flying in films, without one accident. He holds the world record for highest altitude in a helicopter at 48,000 feet. Fred has performed similar precision flying in major cities including downtown Los Angeles and San Francisco for the Dwayne Johnson film entitled “San Andreas,” and more recently over residential neighborhoods surrounding Atlanta on the Tom Cruise film entitled “American Made.”

Thank you for your time and consideration.

Best regards,

Dan Cooley,
Supervising Location Manager
“Beverly Hills Cop – Axel F”
Netflix Productions
646-326-3493 - cell
Attachment 2
Attachment 3
INTRODUCTION

On June 16, 2022, the City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee (Liaison Committee), reviewed the request from Netflix and Paramount Pictures for temporary street closures and special film elements associated with filming “Beverly Hills Cop 4” in Beverly Hills. This item seeks City Council approval of the recommendation from the Liaison Committee, including review and approval of script pages depicting Beverly Hills by a designated representative from Beverly Hills Police Department (BHPD), and support for the logistical film proposal.

Film permits, which do not include street closures and other special effects elements, are typically administratively reviewed by the Special Events and Filming Division and then coordinated with the BHPD, the Beverly Hills Fire Department (BHFD), the Public Works Department and other divisions, as necessary, before approval. This particular project, as well as other unique films similar to “Beverly Hills Cop 4” features, have required Council review and approval due to the considerations around action sequences and requested street closures.

DISCUSSION

“Beverly Hills Cop 4” is the latest installment in a comedy law enforcement franchise that features a stylized version of Beverly Hills, and it’s Police Department, with Detective Axel Foley, portrayed by Eddie Murphy. The first film, released in 1984, had significant portions filmed on location in Beverly Hills. In order to maintain the authenticity of the film’s namesake location, this film production is requesting to, once again, utilize actual locations in Beverly Hills for scenes.
With the aforementioned condition that script pages depicting Beverly Hills be reviewed and approved by a representative from BHPD, the film’s production team requests approval for the following:

- A temporary street closure for an intersection of Wilshire at one of three proposed locations (McCarty, Crescent or Doheny Drive) for an approximate 12 hour duration on a Sunday, likely in October (exact dates and duration yet to be determined). Sunday is the day of the week that has been evaluated to have the least impact to residents, business, and visitors. The film production company is aware that Sunday, September 25, 2022 is the start of Rosh Hashanah.
- Proposed special effects include simulated gunfire and staged car crashes to be filmed during this closure. No live ammunition will be utilized and BHPD will supervise. BHFD will also be on site.
- A temporary intermittent street closure and traffic control for wrong-way traffic filming on Rodeo Drive from Wilshire to North of Dayton for an approximate 12 hour duration on a date in September or October (exact dates yet to be determined).

Final dates and duration of the film days, closures and intermittent traffic control detailed above will be administratively reviewed, approved, and permitted with City departments, through the Filming division. All other potential filming locations and film related requests fall under current Beverly Hills Municipal Code and administrative processes for regularly issued film permits by the Special Events and Filming Division. This includes possible filming at the Civic Center, City Hall, City Parks, residential and business locations. Film shoots take place in all of these proposed locations, frequently and with precedent, following current procedures for notifications, approval from residents and business owners to utilize their locations, and insurance requirements. There is no request to waive the application fee, insurance, permit or personnel fees for these permits by the “Beverly Hills Cop 4” production.

The film project will also be making a separate request for use of the Beverly Hills trademarked City shield, possible location establishment shots, and marketing for the movie. This separate proposal will be presented to the Beverly Hills City Council Liaison/Branding and Licensing Committee for direction prior to coming before the full City Council for separate approval. Once the request proposal from the production is received regarding the use of the City Shield in marketing materials, the proposal will be shared with CMG Worldwide (the City's licensing agency) and then subsequently calendared for review by the Branding and Licensing Committee. Concurrently, the Special Events and Filming Division will proceed with the direction given by the Special Event Council Liaisons for the logistics of the film project.

**BHPD Details**

BHPD has been cinematically depicted in the previous films, and has been working with the production company on the aforementioned street closures, simulated gunfire, and a staged car crash in order to make sure these elements are done safely and in accordance with best practices. BHPD reviews and determines best approaches to these aspects of film permits by closely working with the BHFD and the Public Works Department.

Based on the support and/or direction of the Special Event Council Liaisons of these logistical requests, the following may occur in partnership with BHPD and may be coordinated by the Chief's Office:
• Production team tour of BHPD.
• Past movies have featured faux versions of the Beverly Hills Police Department patch, uniform, vehicles, and department locations, which have been developed by the production's art department. Requests for photographs of these items and areas are being considered.
• Ride-a-longs with Officers, general questions about day-to-day work, as well as questions regarding BHPD's initiatives and programs are of interest to the production team. These topics are being considered.

Notifications and City Partners
The Chamber of Commerce, Conference and Visitors Bureau, and the Rodeo Drive Committee have been notified and reviewed the applicable proposals for these logistical asks for each partner agency. For past productions, the Chamber has provided productions with film-friendly local businesses that can be patronized during these film shoots.

As is required and standard for all film shoots and street closures, robust notification around the radius of the specific film locations will be made. The notifications will include information for residents, businesses, churches and temples around the filming area. Extensive advanced warning will be provided in the form of written notices to the residents and businesses within a radius around the closure areas. This includes advanced message signboards and a point of contact from the production and the City.

Staff have reviewed the proposed temporary closures and found no conflicts currently exist with the Metro Purple Line Extension construction work. Details for the street closures, including finalized date and time, will be coordinated with City Staff and Metro.

FISCAL IMPACT
All City permits and fees as well as any associated costs will be the responsibility of "Beverly Hills Cop 4," and include full cost recovery for personnel, equipment, signage, etc., as with all film permits. The advanced planning and staff development required by this film project is more typical of a large-scale private event, such as the LA Marathon or the Golden Globes. Therefore, while this is a filming project, the Street Closure Fee and the PD Admin Fee, under the Major Private Special Events category, are also applicable.

Estimate for "Beverly Hills Cop 4" closures based on current rates (as of July 1, 2022):

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</tbody>
</table>

*Fees shown in table represent estimates for the days of filming that require closures only. Full fees will be assessed and paid depending on all final film permits, including non-closure locations.
**For all street closures and film permits, personnel hours are billed at an hourly rate of actual time worked, and are as-yet to be determined.

For all street closures, Risk Management requires General Liability Insurance in the amount of $3 million dollars (per occurrence) naming the City of Beverly Hills as an...
RECOMMENDATION

Staff recommends the City Council discuss the recommendation of the Beverly Hills City Council Liaison/ Rodeo Drive/ Special Event/ Holiday Program Committee (Mayor Bosse and Councilmember Wunderlich) regarding the request from Netflix Productions for the following elements associated with filming "Beverly Hills Cop 4" in Beverly Hills:

- A temporary street closure for an intersection of Wilshire at one of three proposed locations (McCarty, Crescent or Doheny Drives) for an approximate 12 hour duration on a Sunday in October (exact dates and duration yet to be determined). Sunday is the day of the week that has been evaluated to have the least impact to residents, business, and visitors.
- Proposed special effects including simulated gunfire and staged car crashes to be filmed during this closure. No live ammunition will be utilized and BHPD will supervise. BHFD will also be on site.
- A temporary intermittent street closure and traffic control for wrong-way traffic filming on Rodeo Drive from Wilshire to North of Dayton for an approximate 12 hour duration on a date in September or October (exact date yet to be determined).

On June 16, 2022 meeting, the Council Liaisons recommended that the approval of this agenda item is contingent upon script pages depicting Beverly Hills be reviewed and approved by a designated representative from Beverly Hills Police Department's Office of the Chief. This review and approval will take place before film permits are issued by the City. Any particular agreements for confidentiality of the script pages, such as a non-disclosure agreement, will be reviewed by the City Attorney's Office and the legal team for Netflix Productions, LLC. With this condition met, full support was given by the Liaisons for the logistical requests made by the production on June 16, 2022.

David Yelton,
Assistant Director of Community Development & Building Official

Approved By
Attachment 1
May 31st, 2022

Attn: Mayor Bosse and Council

I am writing on behalf of Netflix Productions and Paramount Pictures in regard to our upcoming feature film, Beverly Hills cop 4.

World renowned Producer, Jerry Bruckheimer is reviving the franchise that was filmed primarily in Beverly Hills and we hope to do the same. As the backdrop for our film, we want to immortalize Beverly Hills on the silver screen. In order to truly show the best of BH, we want to film a chase sequence through Two Rodeo, down the iconic staircase and back up Rodeo culminating at the Gucci storefront.

Logistically, this would involve obtaining permission from the property owner of Two Rodeo, procuring the proper permits to ITC Rodeo for an entire day of filming, and working with the many shops whose names and logos we want to show on screen.

This would most likely be a single day event during in either September or October (after summer but before the holidays). I have attached an overhead map to help illustrate our driving route as we would have an actor on a small 3 wheeled electric cart being chase on foot through Two Rodeo, then by car Northbound up Rodeo Drive, cutting across oncoming traffic and ending in front of the Gucci Storefront. We would have a large crew of 100 plus people and background actors and would most likely need some street parking on Rodeo for our high-end picture cars.

We hope that this film will do for Beverly Hills what the first two Beverly Hills Cop movies did for Beverly Hills all those years ago.

Thank you for your consideration,

Dan Cooley
Supervising Location Manager - Beverly Hills cop 4
Attachment 2
BHC4: WILSHIRE INTERSECTION CLOSURE
McCarty, Crescent or Doheney Dr. for approx. 12 hours
Proposed intersections below
One will be selected with City staff
Attachment 3
BHC4: TWO RODEO & GUCCI
Rodeo Dr. - Between Brighton Way & Wilshire Blvd

GUCCI

CROSSWALK

Go4 DRIVEPATH START (BOLLARDS & KIOSK)

TWO RODEO

STAIRCASE
Attachment 4
CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT

MEMORANDUM

TO: City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee
FROM: Magdalena Davis, Special Event and Filming Coordinator
DATE: June 16, 2022
SUBJECT: Request for Temporary Street Closures and Special Film Elements for “Beverly Hills Cop 4”
ATTACHMENT:
1. Proposal Letter from Beverly Hills Cop 4
2. Proposed Wilshire Intersections Closure Maps
3. Proposed Rodeo Drive Special Elements Map

INTRODUCTION
The Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons) is presented a request from Netflix Productions and Paramount Pictures regarding support for the logistical elements of filming an upcoming feature film, “Beverly Hills Cop 4.” The filming will include temporary street closures, wrong-way traffic filming, simulated gunfire and a staged car crash (details below).

Film permits, which do not include street closures and other special effects elements, are typically administratively reviewed by the Special Events and Filming Division and then coordinated with the Beverly Hills Police Department (BHPD), the Beverly Hills Fire Department (BHFD), the Public Works Department and other divisions, as necessary, before approval. This particular project, as well as other unique films similar to the “Beverly Hills Cop” features, have required Council review and approval due to the considerations around action sequences and requested street closures.

The current production schedule for Beverly Hills Cop 4 proposes filming dates for September and October. This report presents the Council Liaisons with the concepts for the street closure and action sequences. Currently, the exact dates for the street closures are to be determined. City Staff will coordinate all logistics for the selected future dates.

DISCUSSION
“Beverly Hills Cop 4” is the latest installment in a comedy law enforcement franchise that features a stylized version of Beverly Hills, and its Police Department, with Detective Axel Foley, portrayed by Eddie Murphy. The first film, released in 1984, had significant portions filmed on location in Beverly Hills. In order to maintain the authenticity of the film’s namesake location, this film production is requesting to, once again, utilize actual locations in Beverly Hills for scenes.
The film’s production team seeks to request support for the following:

- A temporary street closure for an intersection of Wilshire at one of three proposed locations (McCarty, Crescent or Doheny Drives) for an approximate 12 hour duration on a Sunday in September or October (exact date yet to be determined). Sunday is the day of the week that has been evaluated to have the least impact to residents, business, and visitors. The film production company is aware that Sunday, September 25, 2022 is the start of Rosh Hashanah.
- Proposed special effects include simulated gunfire and staged car crashes to be filmed during this closure. No live ammunition will be utilized and BHPD will supervise. BHFD will also be on site.
- A temporary intermittent street closure and traffic control for wrong-way traffic filming on Rodeo Drive from Wilshire to North of Dayton for an approximate 12 hour duration on a date in September or October (exact date yet to be determined).

All other potential filming locations and film related requests fall under current Beverly Hills Municipal Code and administrative processes for regularly issued film permits by the Special Events and Filming Division. This includes possible filming at the Civic Center, City Hall, City Parks, residential and business locations. Film shoots take place in all of these proposed locations, frequently and with precedent, following current procedures for notifications, approval from residents and business owners to utilize their locations, and insurance requirements. There is no request to waive the application fee, insurance, permit or personnel fees for these permits by the “Beverly Hills Cop 4” production.

The film project will also be making a separate request for use of the Beverly Hills trademarked City shield, possible establishing shots, and marketing for the movie. This separate proposal will be presented to the Beverly Hills City Council Liaison/ Branding and Licensing Council Committee for direction prior to coming before the full City Council for separate approval.

Once the request proposal from the production is received regarding the use of the City Shield in marketing materials, the proposal will be shared with CMG Worldwide (the City’s Licensing agency) and then subsequently calendared for review by the Branding and Licensing Committee. Concurrently, the Special Events and Filming Division will proceed with the direction given by the Special Event Council Liaisons for the logistics of the film project.

**BHPD Details**

BHPD has been uniquely portrayed in the previous films, and has been working with the production company on the aforementioned street closures, simulated gunfire, and a staged car crash in order to make sure these elements are done safely and in accordance with best practices. BHPD reviews and determines best approaches to these aspects of film permits by closely working the BHFD and the Public Works Department.
Based on the support and/or direction of the Special Event Council Liaisons of these logistical requests, the following may occur in partnership with BHPD and may be coordinated by the Chief's Office:

- Production team tour of BHPD.
- Past movies have featured faux versions of the Beverly Hills Police Department patch, uniform, vehicles, and department locations, which have been developed by the production's art department. Requests for photographs of these items and areas are being considered.
- Ride-alongs with Officers, general questions about day-to-day work, as well as questions regarding BHPD's initiatives and programs are of interest to the production team. These topics are being considered.

Notifications and City Partners

The Chamber of Commerce, Conference and Visitors Bureau, and the Rodeo Drive Committee have been notified and reviewed the proposals for these logistical asks. For past productions, the Chamber has provided productions with film-friendly local businesses that can be patronized during these film shoots.

As is required and standard for all film shoots and street closures, robust notification around the radius of the specific film locations will be made. The notifications will include information for residents, businesses, churches and temples around the filming area. Extensive advanced warning will be provided in the form of written notices to the residents and businesses within a radius around the closure areas. This includes advanced message signboards and a point of contact from the production and the City.

Staff have reviewed the proposed temporary closures and found no conflicts currently exist with the Metro Purple Line Extension construction work. Details for the street closures, including finalized date and time, will be coordinated with City Staff and Metro.

FISCAL IMPACT

All City permits and fees as well as any associated costs will be the responsibility of "Beverly Hills Cop 4," and include full cost recovery for personnel, equipment, signage, etc., as with all film permits.

Yet the advanced planning and staff development required by this film project is more typical of a large-scale private event, such as the LA Marathon or the Golden Globes. Therefore, while this is a Filming project, the Street Closure Fee and the PD Admin Fee, under the Major Private Special Events category, are also applicable.

Estimate for "Beverly Hills Cop 4" closures based on current rates (as of July 1, 2022):
<table>
<thead>
<tr>
<th>Fees for Proposed Closures* (Paid by Production)</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film Permits</td>
<td>$4,632.00</td>
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<tr>
<td>Street Closure Fees (2 locations)</td>
<td>$13,712.00</td>
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<tr>
<td>PD Admin Fee for Major Private Events</td>
<td>$11,576.00</td>
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<tr>
<td>Police Officers**</td>
<td>TBD</td>
</tr>
<tr>
<td>Fire Safety Officers**</td>
<td>TBD</td>
</tr>
<tr>
<td>Public Works Personnel**</td>
<td>TBD</td>
</tr>
<tr>
<td>Signage, Equipment Costs**</td>
<td>TBD</td>
</tr>
</tbody>
</table>

*Fees shown in table represent estimates for the days of filming that require closures only. Full fees will be assessed and paid depending on all final film permits, including non-closure locations.

**For all street closures and film permits, personnel hours are billed at a hourly rate of actual time worked, and are as-yet to be determined.

For all street closures, Risk Management requires General Liability Insurance in the amount of $3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, to be provided by the production. All film permits require insurance as well.

**RECOMMENDATION**

Staff requests City Council Liaisons feedback is requested on the “Beverly Hills Cop 4” proposal for the following:

- A temporary street closure for an intersection of Wilshire at one of three proposed locations (McCarty, Crescent or Doheny Drives) for an approximate 12 hour duration on a Sunday in September or October (exact date yet to be determined). Sunday is the day of the week that has been evaluated to have the least impact to residents, business, and visitors. The film production company is aware that Sunday, September 25, 2022 is the start of Rosh Hashanah.
- Proposed special effects include simulated gunfire and staged car crashes to be filmed during this closure. No live ammunition will be utilized and BHPD will supervise. BHFD will also be on site.
- A temporary intermittent street closure and traffic control for wrong-way traffic filming on Rodeo Drive from Wilshire to North of Dayton for an approximate 12 hour duration on a date in September or October (exact date yet to be determined).

City Staff will bring the completed proposal to City Council at the June 21, 2022 Formal Meeting.
Item 4
TO: City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee

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

DATE: August 18, 2022

SUBJECT: Update Regarding 2022 Citywide Holiday Décor

ATTACHMENT: 1. Updated Rendering of Beverly Cañon Gardens Scribbles

Introduction
This report provides the City Council Rodeo Drive/Special Events/Holiday Program Committee Liaisons of Mayor Bosse and Councilmember Friedman (Liaisons) with an update regarding the City’s proposed 2022 holiday décor and lighting items that were discussed at the previous Liaison meeting on August 1, 2022.

Discussion
At the August 1, 2022 Liaison meeting, direction was provided regarding a number of items for the 2022 Citywide Holiday Décor program. Staff has a brief update to present to the Liaisons today.

First, on August 1, the Liaisons recommended the Scribbles Alternative design for Beverly Cañon Gardens. Staff has an updated rendering to show the selection of the Liaisons that includes the final design. Staff is working on procuring the materials and the cost estimate is still at $475,000, which is within the range provided at the previous meeting.

Next, in addition to the Holiday season dates that were provided at the last meeting, Staff has included the proposed Holidays at Greystone Mansion and Gardens Event weekend on December 2 and 3, 2022 which will be discussed in more detail in a separate report. Also, the annual Menorah Lighting Ceremony is planned for Monday, December 19, 2022. The full list of dates is below.

Proposed 2022 Holiday Season Décor Dates:
- All lights and décor installed by no later than – Saturday, November 12, 2022 (for review and punch list prior to Lighting Event)*
- Rodeo Drive Holiday Lighting Celebration – Thursday, November 17, 2022
- Thanksgiving Day – Thursday, November 24, 2022
- Holidays at Greystone Mansion and Gardens – Saturday, December 2, 2022 and Sunday, December 3, 2022
- Hanukkah – Sunday, December 18, 2022 through Monday, December 26, 2022
- Menorah Lighting Ceremony – December 19, 2022 at Beverly Gardens Park
- Christmas Day – Sunday, December 25, 2022
• Removal of lights and décor to begin - Monday, January 2, 2023

*Staff is working with the Metro team to determine install date for the Santa and Reindeer Display over Wilshire Boulevard

Finally, at the August 1, 2022 meeting, staff shared a proposal for projection mapping on City Hall for the holidays and the Liaisons provided direction to move forward with the concept on the corner two sides of the upper tower of City Hall (N. Santa Monica side and Crescent side). This is the most visible area so visitors are easily drawn in and can view the show from Crescent Drive or N. Santa Monica or on the lawn near the Ai WeiWei designed sculpture, “Iron Root”. The west facing side of City Hall is viewable from far to the west, including from one of our other holiday décor highlights, the Lily Pond Glowing Reeds at Beverly Gardens Park.

The projection mapping show is estimated to last 5 to 9 minutes with 15 to 20 minutes in-between shows. The setup includes a primary viewing area with speakers to have coordinated audio and is scheduled to run nightly from 6 pm, with the last show ending by 10 pm. The show will occur nightly during the holiday season starting on Thursday, November 17th and running through January 1st for a total of 46 days.

Based on the direction of the Liaisons, Staff has moved forward with this location and duration and conducted a site visit with potential firms. Staff received proposals from 5 firms, 4 of which provided detailed estimates that are within the projected budget of $750,000. During the Liaison meeting Staff will show a video and content from the recommended firm.

City staff was approached about a potential sponsorship opportunity by one of the manufacturers of the projection equipment. Staff did explore the sponsorship option and have determined that it did not provide enough value for the project.

The content proposals provided range from an artistic story with vibrant paint colors to a winter wonderland with icicles and snowflakes to transforming the tower into a giant gift box that continues to give throughout the show. One recommendation is to include iconic Beverly Hills Landmarks into the animation. During the interim, there can be an interactive element allowing the public to ‘put’ digital content onto the building, like ornaments or snowflakes or even pre-installed messaging, such as social media hashtags, or happy holidays onto the building.

Following City Council approval of the Citywide Holiday Décor program at the August 23, 2022 City Council Meeting, Staff will meet with the selected firm that meets our projection mapping needs and begin content creation.

Fiscal Impact

There is no request for additional funding based on the Liaison recommendations outlined above. These funds have already been allocated in the FY 2022/2023 CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations ($3,540,000 budget). No additional funds are requested at this time.
<table>
<thead>
<tr>
<th>Item</th>
<th>Detail</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robertson Blvd</td>
<td>Not installing the canopy decor</td>
<td>Savings of $50,000</td>
</tr>
<tr>
<td>Garland and Bows</td>
<td>Replace on existing streets</td>
<td>$75,000</td>
</tr>
<tr>
<td>Beverly Garden Park Tree</td>
<td>Replace with 14' tree</td>
<td>$22,000</td>
</tr>
<tr>
<td></td>
<td>Upgrade Menorah Base</td>
<td>$12,000</td>
</tr>
<tr>
<td>Background Audio</td>
<td>Updated area, purchase cost</td>
<td>$90,000</td>
</tr>
<tr>
<td>Beverly Canon Gardens (rental)</td>
<td>Scribbles</td>
<td>$475,000</td>
</tr>
<tr>
<td>Projection Mapping</td>
<td>Corner of Tower</td>
<td>$750,000</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>$1,374,000</strong></td>
</tr>
<tr>
<td><strong>Year-round Décor and Holiday Decorations continuing items:</strong></td>
<td></td>
<td><strong>$1,750,000</strong></td>
</tr>
<tr>
<td><strong>Total with all new and continuing items:</strong></td>
<td></td>
<td><strong>$3,124,000</strong></td>
</tr>
</tbody>
</table>

The Community Services Department will provide a separate report at today’s meeting to discuss an additional request for $50,000 within the CIP. The additional $50,000 will be added to the list of new items and the revised budget of new and continuing items will be $3,174,000 if approved by the Liaisons.

**Recommendation**

The following recommendations will be moving forward to the full City Council at the August 23, 2022 City Council Meeting for approval, as was recommended by the Liaisons at the August 1, 2022 meeting:

- Continuation of annual décor
- Garland and Bow replacement with reuse of old material when possible
- Beverly Gardens Park
  - Tree replacement with a new 14 foot tree
  - Upgrade the menorah base
- Background audio with a revised layout
- Beverly Drive span reuse with 8 spans instead of 10
- Beverly Cañon Gardens décor selection of the Scribbles
- Projection Mapping of the corner of the tower for 46 days and running nightly from 6 pm to 10 pm
- Key dates and installation schedule as outlined above
- Robertson Blvd modified installation – only multicolored tree trunk wraps, not canopy decor
- No Gateways this year – staff presented a proposal to install canopy lights and tree wrap lights and this was not approved by the Liaisons at this time (estimate was $10,000)
Attachment 1
SCIBBLES

Graceful ribbons of light spring forth from the central fountain and nearby plazas. Visitors are enchanted by colors and animation moving along the cursive forms reminiscent of artful brushstrokes, droplets of water, shooting stars, or golden embers rising from a fireplace.

Nearby, a familiar form extends the light ribbon motif to create a giant glowing heart. Guests step inside the sculpture embraced by the love of the community and the season for a memorable photo op.

Color change over time to create different moods and motifs, utilizing warm colorful palettes, as well as traditional reds, greens and golds of Christmas, and the blues and whites celebrating Hanukkah.
Item 5
Memorandum

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

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: August 18, 2022

SUBJECT: Proposal from the Rodeo Drive Committee Regarding the 2022 Rodeo Drive Holiday Lighting Celebration (November 17, 2022) and the Rodeo Drive Holiday Décor Plan

ATTACHMENT: 1. Proposal for Rodeo Drive Holiday Décor and Lighting Celebration

INTRODUCTION
This report provides the City Council Liaison /Rodeo Drive/ Special Events/ Holiday Program Committee of Mayor Bosse and Councilmember Friedman (Liaisons) with an overview of the proposed Rodeo Drive holiday décor and the Rodeo Drive Holiday Lighting celebration to occur on the evening of Thursday, November 17, 2022.

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 Citywide Holiday Décor elements were reviewed by the Liaisons on August 1, 2022 with an update provided during today’s meeting. This report provides the proposal from the Rodeo Drive Committee (RDC) for the Rodeo Drive holiday décor and the Rodeo Drive Holiday Lighting celebration to occur on Rodeo Drive on Thursday, November 17, 2022 (Attachment 1). The Community Services Department will also provide an update in a separate report regarding holiday programming and décor during today's Liaison Meeting.

Rodeo Drive Decor Proposal
Each year, the RDC curates unique décor for Rodeo Drive. This year’s Rodeo Drive holiday décor proposal includes the following elements:
- Rodeo Drive Holiday Decor – November 17, 2022 – January 1, 2023
  - Palm Tree Lights
  - Street Pole Banners
  - Beverly Hills Express Median décor
  - Enhanced Audio System and Playlist on Weekends

Rodeo Drive Holiday Lighting Proposal
The RDC’s proposed programming elements for the 2022 Holiday Lighting Celebration include:
- Holiday Lighting Celebration – Thursday, November 17, 2022 from 5pm-8pm
  - Multiple Live Vocal Performances including a Headliner Performance
  - Appearance by Santa
The 2022 Rodeo Drive Holiday Lighting Celebration event will require the following street closures as detailed below:

<table>
<thead>
<tr>
<th>Street Closure</th>
<th>Start Time</th>
<th>End Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rodeo Drive</strong> (From Wilshire Blvd. to S. Santa Monica Blvd.)</td>
<td>Wednesday, November 16th 9:00PM</td>
<td>Friday, November 18th 6:00AM</td>
</tr>
<tr>
<td><strong>Dayton Way</strong> (From Rodeo Drive to the alleyways on either side)</td>
<td>Wednesday, November 16th 9:00PM</td>
<td>Friday, November 18th 6:00AM</td>
</tr>
<tr>
<td><strong>Brighton Way</strong> (From Rodeo Drive to the alleyways on either side)</td>
<td>Wednesday, November 16th 9:00PM</td>
<td>Friday, November 18th 6:00AM</td>
</tr>
</tbody>
</table>

**Note, access the Rodeo Collection Garage will be discussed with impacted tenants. Access to the City’s Brighton Garage and Two Rodeo Garage will be maintained through the alleyways.**

In addition to the Rodeo Drive Holiday Lighting celebration, the RDC is proposing to have an enhanced audio system and playlist for the 7 weekends between November 17th and January 1st. This enhanced audio system will include speakers in the center median as well as a customized playlist curated by a DJ. Music will be specially curated to blend the transitions between songs and include a mix of holiday classics, Hanukkah, and Christmas tunes. The holiday playlist will be played on weekends during the holiday season on Rodeo Drive.

Earlier this year, City Council requested staff to explore the cost estimate to purchase the median speaker system for Rodeo Drive rather than install and remove the system with each large scale event such as Concours D’Elegance and Holiday Lighting. Staff will present those cost estimates and comparisons as part of the Liaison meeting presentation.

Staff has identified funding in the FY 22/23 budget for the Rodeo Drive holiday décor and Rodeo Drive Holiday Lighting celebration for a total budget of $1,353,372.

The proposal from the RDC also includes a request for the City to waive or absorb several fees. Those include costs for labor for public safety and public works personnel, as well as permits, traffic control equipment, and k-rails. The total estimated cost for flat-rate fee waivers as well as paying for the applicable traffic control equipment is $97,962. This cost is built into the listed overall event budget to show the true cost of the event itself.

Lyn Winter, Inc. (RDC public relations agency) and BOLD LA (RDC Social Media Agency), as well as the Beverly Hills Conference and Visitors Bureau, the Beverly Hills Chamber of Commerce, and the City of Beverly Hills, 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 specific community marketing and publicity initiatives. Funding is available for local advertisements in the current approved Policy and Management budget.
FISCAL IMPACT

The 2022 Rodeo Drive Holiday Décor and Rodeo Drive Holiday Lighting celebration are funded by the Tourism and Marketing budget (00101311). Funding is available to cover the funding request by the RDC of $1,353,372. For reference, Staff will provide a cost comparison to previous RDC Holiday Décor and Lighting Celebration budgets during the Liaison meeting.

The RDC is requesting a waiver of all City permits and fees, and any associated costs for hourly personnel, equipment, signage, etc., as well an as absorption of costs of print advertisements in local newspapers. The estimate included in the report of $97,962 reflects the current FY 22/23 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.

Marketing, digital media, and ad buys are also included in the existing FY 22/23 Policy and Management budget. No additional appropriation is required.

It should be noted that funding for the Rodeo Drive Holiday Décor as well as the Rodeo Drive Holiday Lighting Celebration comes from Transient Occupancy Tax (TOT). The City has maintained a policy of funding its tourism and marketing programs (such as the Rodeo Drive Holiday Décor and Holiday Lighting Celebration) from a specific allocation of TOT. The City collects a total of fourteen percent TOT based on gross room sales from the City's hotels. Two of the fourteen percent, or one-seventh of the total TOT revenue, has been the basis of calculating the funding for the Tourism and Marketing budget in Beverly Hills for approximately 25 years.

The Finance Department currently estimates a TOT revenue forecast of $44,000,000 for FY 22/23. This will result in a one-seventh amount of $6,285,714. This funding is used for funding programs such as the Concours D'Elegance, the Conference and Visitors Bureau, the Rodeo Drive Committee, a portion of the Beverly Hills Chamber of Commerce Work Plan, intellectual property legal services, landscaping on Rodeo Drive, the Rodeo Drive Holiday Décor and the Rodeo Drive Holiday Lighting celebration.

RECOMMENDATION

Staff requests the City Council Liaisons review and provide feedback regarding the 2022 Rodeo Drive Holiday Décor and Rodeo Drive Holiday Lighting celebration event and street closure requests as described further in Attachment 1 to this report.

If recommended by the Liaisons, Staff will bring forward an item at the August 23, 2022 City Council Meeting for the full City Council to review and approve.
Attachment 1
HOLIDAY DÉCOR & LIGHTING CELEBRATION

J. Ben Bourgeois Productions, Inc.
Beverly Hills Train Stations

Historically, there were two railway stations in Beverly Hills with three train lines. With the first constructed in 1896, they came to be served by the Pacific Electric and Southern Pacific railroads until the 1960s.

It's the Santa Monica Boulevard and North Canon Drive station that became the heart of Beverly Hills due to the tiny train station providing the only gateway to the City. Freight trains and the Pacific Electric Red Car passenger line shared the right-of-way which ran along Santa Monica Boulevard. The trains are long gone, but the median in which the tracks once laid still divides Santa Monica Boulevard as a reminder of the beloved trains of yesteryear. In time, the area evolved into the main center of government and culture with the building of the Beverly Hills City Hall and US Post Office, the Civic Center, and more currently the Wallis Annenberg Center for the Performing Arts.

*** Photos provided by the Beverly Hills Historical Society.***
The Beverly Hills Express will be rolling into Beverly Hills this season bringing the magic and adventure of the holidays to Rodeo Drive. The Beverly Hills Express is front and center lining our imaginary center median “train tracks” from Wilshire Blvd. to Santa Monica Blvd.

The bright red sparkly Train Engine and Caboose will each range from 4’ wide to 16’ in length and towering to 10’ in height. Luxury vintage passenger cars in bright red and blue as well as trailer cars with matching holiday packages and ornaments will be stacked high to fill the tracks. Our Beverly Hills Express Helper Bears will inspire shoppers as they make their way through the many fabulous boutiques.

Vibrant lighting enhances the featured décor during the evening hours and brings all to life. Our 16 stunning center median Palm Trees will be wrapped in magical warm white miniature lights while the palm fronds on each tree are dripping in over 30 rain drop warm white lights per tree.

Added to our custom printed banners installed on the Rodeo Drive banner poles will be additional warm white miniature lights wrapped on each to complete the look.

The Beverly Hills Express will be making its way down the center median imaginary tracks this 2022 Holiday Season to encourage shopping on Rodeo Drive and everywhere in Beverly Hills!

J. Ben Bourgeois Productions, Inc.
Teddy Bears & Gifts

Optional - Beverly Hills Shield Logo on Train Cars
Open Cargo

*** Exploring Hanukkah inspired props (dreidel & menorah) for blue train cars.
Train Car Dimensions:
16' L x 4' W x 12' H

Wheel Colors:

Gold Glitter
Silver Glitter

Wheel Dimensions:
4' Diameter

Gift Boxes:
4' - 6' tall

Ornaments:
2.5' Diameter

Candy Canes:
6' - 8' tall

400 Block — One Red Caboose, One Blue & One Red Open Cargo Car, &
One Red Passenger Car

***: Banner options on other page, not actual in rendering
The center median palm trees of Rodeo Drive will be embellished with dripping lights while the tree trunks are wrapped with sparkling warm white lights to illuminate the track for the Beverly Hills Express. The banner poles wrapped in strands of warm white lights will enhance the overall look!

*** Banner options on other page, not actual in rendering.
Street Banners

Option: A

Option: B

Option: C

***: Three center median options shown, single panel sidewalk design to complement center median double panels.
LIGHTING CELEBRATION

Thursday, November 17, 2022
5:00 pm - 8:00 pm

J. Ben Bourgeois Productions, Inc.
The City of Beverly Hills and Rodeo Drive are the epicenter of style and is the place to be on Thursday, November 17th for this year's annual Holiday Lighting Celebration. Once again guests will experience an evening with a festive flair entrenched in over-the-top fun and entertainment.

Rodeo Drive will be the North Star of everyone's holiday spirit and delight. It will sparkle with excitement and wonder from Santa Monica Blvd. to Wilshire Blvd. Activating three electrified performance zones, the evening's entertainment will entertain and engage guests continuously throughout the evening. A "WOW" moment of the night is tradition as the Mayor and City Council Members “push the button” to illuminate Rodeo Drive's center median bringing to life the Beverly Hills Express as it sparkles and glows in awe and wonderment.

Continuing through the evening, attendees will be dazzled by top entertainment, delectable food and fanciful photo opportunities. Then, without skipping a beat, the crescendo of the evening begins with the arrival of Santa Claus with his Holiday Helpers in full brilliance. And no Lighting Celebration finale would be complete without a vibrant fireworks spectacular show dazzling in the night sky as everyone's final enchantment.

J. Ben Bourgeois Productions, Inc.
The two Main Stage video walls will run curated holiday content, branding and IMAG feeds of ancillary program elements. Mirrored content will also play on flat screen monitors lining Rodeo Drive. Attendees will not miss any of the evening’s program or important messaging.

*** Graphics are inspirational only. Final graphics pending concept approval. **
ENTERTAINMENT

J. Ben Bourgeois Productions, Inc.
Host & DJ

MC & Host - Cory

DJ - DJ Z
Two Large Snow Globes with Talent Inside
One male & one female talent per rotation. Potential performers: Elf, Ballerina & Snow Princess
Interactive Roaming Performers

Rhythmic Gymnastic Performer
Roaming Rodeo Drive

Roller Skating Holiday Ornaments
Two rolling skaters
Interactive Roaming Performers

Holiday Helpers
Reimagined with a fresh new costumed look!
Interactive Roaming Performers

Specialty Stilts
Father Time and the Holiday Snow Queen roam Rodeo Drive for meet & greets, photo ops, etc.
Interactive Roaming Performers

Aerialist
One lollipop lyra on the street with two performers in rotation

Rolling Platforms
One performer each
Stage Performers

Formal Dressed “Traditional” Carolers

Holiday “Modern” Acapella Singers
Dressed in blue & white winter sweaters
Stage Performers

Holiday Crooners

*Modern vocals singing treasured holiday songs mixed with some classical favorites*
Stage Performers

"Shoppers Delight"
Featuring our Holiday Helpers in a spectacular dance moment
Stage Performers

Holiday Culture Spectacular
Holiday Mariachi and Folkloric Dancers (images are for inspiration)
Headline Performer

TO BE ANNOUNCED
Led by his Holiday Helpers, Santa Claus will be making his exciting grand entrance high atop the Beverly Hill Fire Engine.
Optional Entertainment

Optional Holiday Ribbon Girls

Optional Glam Girls
Dressed in Red/Gold and in silver/blue
FOOD & BEVERAGES
**Food Trucks & Catering**
Beverly Hills Chamber will create a Beverly Hills Restaurant Guide for the evening.

**Selection pending availability and proper city licensing**
Wine Garden

Food & Beverage available for purchase by attendees
INTERACTIVE ACTIVATIONS

J. Ben Bourgeois Productions, Inc.
Photo Opportunity

UNDER
CONSTRUCTION
- Chamber to promote the event on their social media channels: Instagram, Facebook, Twitter and on NowBeverlyHills channels: Instagram, Facebook.

- Chamber to feature the event in upcoming eNewsletters for members and nonmembers (with a distribution size of 10,000 email subscribers).

- Chamber to feature the event in upcoming eNewsletters for NowBeverlyHills (with a distribution size of 4,000 email subscribers).

- Chamber to do a restaurant guide of where to eat on event night, including kid friendly restaurants and reach out to Chamber members to coordinate calendars to avoid conflicts with any of their members. Then promote the event in the NowBeverlyHills newsletter and on NowBeverlyHills channels a week to 10 days out.

- Chamber will mention the event during upcoming meetings with businesses to additionally promote the event.

- CVB will promote the event on their social media channels: Instagram, Facebook, Twitter, Pinterest and create an events page that social media posts would link to.

- CVB will also create an event image “slider” on their website home page which will link to the event page.

- CVB will feature the event in their upcoming E-newsletters for Visitors, Partners, Trade and Media (with a distribution size of 38,000 email subscribers).

- CVB will do a “round up” to eat on event night and reach out to partner hotels for any information on their related holiday events to include in an article on the CVB website and promote on CVB channels. This to be done a week to 10 days out.

- The CVB to promote hotel packages on the CVB microsite and the media buy that goes with them, encouraging everyone to come and stay in BH.
CITY OF BEVERLY HILLS
RODEO DRIVE HOLIDAY DÉCOR & PALM TREE LIGHTING
THEME: "Beverly Hills Holiday Express"
DISPLAYED: Thursday, November 17, 2022 - Sunday, January 1, 2023
INSTALLATION: November 9 - 13, 2022
REMOVAL: January 2-4, 2023

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<th>Item</th>
<th>Description</th>
<th>Estimated Cost</th>
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<tbody>
<tr>
<td>1</td>
<td>CENTER MEDIAN LIGHTING - Palm Trees, Banner Poles &amp; Scenic Decor Lighting Elements</td>
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<td>2</td>
<td>Palm Tree &amp; Banner Pole Wrap Lighting, Rain Drop Lights &amp; Scenic Décor Fixture Lighting</td>
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<td>CENTER MEDIAN HOLIDAY DÉCOR ELEMENTS - Trains, Oversized Props &amp; Packages</td>
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<td>4</td>
<td>Train Design - Engine, Caboose, Freight &amp; Passenger Cars, Packages, Bears &amp; Labor</td>
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<td>5</td>
<td>CENTER MEDIAN PROTECTION ELEMENTS - Securing Train Design Elements &amp; Props</td>
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<td>6</td>
<td>Red Rope, Corner Posts, Cart, Labor &amp; Maintenance</td>
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<td>7</td>
<td>POWER AND ELECTRICAL DISTRIBUTION - Center Median Power Plan</td>
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<td>CAD Drawing, Power Distro Plan, Operation &amp; Labor (Power Provided by City of BH)</td>
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<td>9</td>
<td>PRODUCTION LABOR &amp; EXPENSES - Management</td>
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<td>13</td>
<td>PRINTING EXPENSES</td>
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<td>Street Banners, Printing, Graphic Design/Labor Fees and Miscellaneous Signage</td>
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<td>15</td>
<td>PERMITS - City of Beverly Hills</td>
<td>CITY OF BH</td>
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<td>16</td>
<td>TCO's, Street Permits, Public Right of Way, etc.</td>
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<td>17</td>
<td>GRAND TOTAL - DÉCOR BUDGET</td>
<td>$449,592.00</td>
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## Lighting Celebration Budget

**CITY OF BEVERLY HILLS**
**HOLIDAY LIGHTING CELEBRATION**

**EVENT:** Thursday, November 17, 2022  
**TIME:** 5:00pm - 8:00pm  
**INSTALLATION:** November 16, 2022 @ 9:00pm/Out by 6:00am on November 18, 2022

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<td>OPENING NIGHT CELEBRATION - Thursday, November 17, 2022</td>
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<td>(3) Staging Platforms, Lighting, Audio, Technical &amp; Video/LED Wall Elements</td>
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<td>OPENING NIGHT CELEBRATION - Technical Labor &amp; Overnight Crew</td>
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<td>Labor for all Technical Departments, Technical Direction, Crew Chief &amp; Leads</td>
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<td>POWER AND ELECTRICAL DISTRIBUTION/CENTER MEDIAN &amp; SHOW</td>
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<td>Event Marketing, PR Campaign, Digital Media Outreach &amp; Ad Buys</td>
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<td>GRAND TOTAL - HOLIDAY LIGHTING CELEBRATION</td>
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## Summary Budget

<table>
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<th>Description</th>
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<tr>
<td><strong>CITY OF BEVERLY HILLS</strong></td>
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<tr>
<td><strong>RODEO DRIVE HOLIDAY DÉCOR &amp; PALM TREE LIGHTING</strong></td>
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<td>DISPLAYED: Thursday, November 17, 2022 - Sunday, January 1, 2023</td>
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<td>GRAND TOTAL - DÉCOR BUDGET</td>
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<td><strong>HOLIDAY LIGHTING CELEBRATION</strong></td>
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<tr>
<td>EVENT: Thursday, November 17, 2022 (5PM - 8PM)</td>
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<td>GRAND TOTAL - HOLIDAY LIGHTING CELEBRATION</td>
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<tr>
<td>TOTAL FUNDING REQUEST TO THE CITY OF BEVERLY HILLS</td>
<td>$1,353,372.00</td>
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BE AMAZING!

J. Ben Bourgeois Productions, Inc.
Item 6
CITY OF BEVERLY HILLS
COMMUNITY SERVICES
MEMORANDUM

TO: City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee
FROM: Jenny Rogers, Community Services Director
       Magdalena Davis, Community Services Manager
       Benjamin Johnson, Arts and Culture Manager
DATE: August 18, 2022
SUBJECT: Discuss Community Services Holiday Programming and Events, including Holidays at Greystone Mansion and Gardens on December 3-4, 2022
ATTACHMENT: 1. Community Services Holiday Programming and Events Presentation

INTRODUCTION
This report provides the Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons) of Mayor Bosse and Councilmember Friedman with an overview of Community Services holiday programming, décor, and events, including a special event, Holidays at Greystone Mansion and Gardens on December 3-4, 2022. There is no request for additional funding, based on the staff recommendation to utilize allocated funds in FY 2022/2023 from CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations, and FY 2022/2023 Community Services approved budget.

DISCUSSION
Each year Community Services Department participates in the Citywide Holiday program with festive elements and themes added to existing programming, as well as signature special events featuring Greystone Mansion and Gardens (Greystone). This report provides an overview of the previous Community Services holiday offerings, what is new for 2022, and requests Liaisons direction for the proposal.

Previous Holidays
Community Services has coordinated events and programming for many years, and in 2019 the grand “Joy to the Holidays” event at Greystone as well as additional community events and programming, joined the Citywide BOLD Holiday events in promotion and funding. A total budget of $90,000 was awarded from the General Fund to produce the schedule of holiday occasions.

In 2020, due to pandemic, Community Services adapted the festive programming to include Outdoor Drive-In Movies at Greystone showcasing a series of holiday movies that the community could enjoy from the comfort of their own cars in collaboration with Next Beverly Hills. This Greystone event was in addition to virtual activities without décor, utilizing existing budgets for any nominal giveaways or materials needed for at-home programming.
With 2021, the department returned to in-person events and programming, with an outdoor-only “Greystone Winter Garden” holiday event. The 2-day weekend daytime event utilized an existing budget of $19,000 to offer music, crafts, photo moments, and décor for the garden areas of Greystone only. A sold-out crowd saw almost 600 guests visit and enjoy the this complimentary experience at the historic site.

Traditionally, events at Greystone, both holiday and open-house occasions, have utilized the City’s reservation system, providing Beverly Hills residents with priority registration in advance of the general public. All spaces, including resident priority registration, have sold out every holiday event since 2018 (events are complimentary, as such, “sold out” refers to hitting capacity on the number of available reservations). Walk-ups have traditionally also been accommodated, whenever space and safety allows.

**Holiday Décor, Programming and Events 2022**

For 2022, Community Services is focusing on the return of a full slate of programming and events, in-person, Citywide from mid-November through the New Year. These include multicultural winter holidays details, and traditional fun for all ages:

- Both Roxbury and La Cienega Community Centers (Centers) will be decorated in various themes, including Thanksgiving, Winter Holidays, and Hanukkah, with trees and a menorah;
- New for this year, refurbished décor, used in past years in other areas of the City, will provide additional festive elements to the parks and Centers;
- Beverly Hills Active Adult Club (BHAAC) Thanksgiving Luncheon at Roxbury on either November 11 or 18 will provide a delicious meal and music for seniors;
- Tentatively on December 9, BHAAC Holiday Dance will feature musical entertainment, dancing, and refreshments for seniors at Roxbury Community Center;
- Seasonal chartered bus excursion trips for seniors are scheduled to return on to-be-determined dates. Past visits have included viewing Citywide holiday décor and shows;
- The City’s preschool program will create holiday cards in a multitude of themes, including Hanukkah, to be given to seniors;
- From December 23-January 3, Youth Winter Break Camp(s) will be offered at both Roxbury and La Cienega Centers for elementary through teens;
- Holiday book displays in the Children’s and Adult Library, will feature various diverse traditions, including holiday cooking and Hanukkah;
- Returning to the Farmer’s Market this year is a special Holiday Craft Market scheduled for December 11 with 10+ holiday vendors selling items perfect to gift family and friends; and
- A new holiday cookie contest at the Farmer’s Market is also planned to judge the best and most festive homemade cookies. The contest event will also feature special live holiday music, and arts activities for youth, all incorporating Hanukkah as well.

These beloved traditions, and new elements, will be accommodated in the Community Service department’s approved FY 2022/2023 budget.
Holidays at Greystone Mansion and Gardens

The holidays have been special at Greystone in past years, with a grand event taking place over a weekend. For 2022, staff propose to return to an indoor and outdoor event, featuring spectacular décor that incorporates fun experiences, selfie moments, multicultural décor and stories throughout, live music, crafts, and a fantastic show in the Greystone Theater (Attachment 1). With a bolder and reimagined weekend of fun, the recommendation of staff is to make this an annual tradition for Beverly Hills that helps to bring a sense of community to the holiday festivity of the entire city.

Many elements of the outdoor and mansion décor will remain all holiday season long to decorate the architecture in a festive way. Some of the items that serve as interactive photo backdrops will be removed due to outside rentals of Greystone utilizing the space, but the public would be able to still enjoy the decorative elements that remain for the month, including decorations on the gate, gardens, columns, bannisters, etc., during the current visiting hours of the venue 10am – 5pm daily.

This year’s Holidays at Greystone Mansion and Gardens is proposed to take place on Saturday, December 3 and Sunday, December 4, during the daytime, and be open to the public through free reservations. A “Jolly Trolley” with stops at City Hall and Rodeo Drive will ensure that residents and guests can travel with ease to enjoy the complimentary festivities from the Civic Center and Business Triangle.

Beverly Hills residents will have the opportunity for “priority” reservations, and as in past years, staff expects nearly all slots to be reserved by local Beverly Hills residents. If all spaces sell out, as in previous years, staff estimates that over 2,400 guests will be welcomed over the weekend.

With the previous event only taking place outdoors, this indoor mansion and outdoor gardens and courtyard event will showcase a return to the holiday splendor of previous years over the weekend:

Gardens
- A vendor with experience in decorating the historic property will be retained to bring back updated family favorites from previous years, as well as add new and diverse décor indoors and out;
- Outdoor grounds would feature a self-guided walking tour of décor for outdoor wellness;
- The upper and lower gardens would also feature photo-op moments, utilizing the décor for a permit family portrait or selfie with friends; and
- New to the gardens is a feature of pomegranates and fruit décor that is traditionally featured in Persian winter solstice holiday, Yaldâ Night.

Courtyards
- Each of the mansion’s courtyards will have experiential décor that showcases the historic property’s beautiful architecture, while providing joyful experiences for all ages;
- Proposed décor for the courtyard includes a peek at the garage at the North Pole, with Santa’s sleigh setup for a photo opportunity;
• As it was the most popular installation last year, the courtyard tree lot maze is proposed to be larger than ever; and
• Beautiful poinsettias and flameless luminaria paper lanterns, traditional to Feliz Navidad holiday, will dress the courtyard fountain.

Mansion
• New for this year, the entire first floor of the mansion will be decorated, as well as the Greystone Theater;
• Notable indoor décor highlights include large-scale trees in the “card room”, each decked with mosaic of ornaments and lights from various holiday traditions, including Kwanzaa, Christmas, Yaldâ and Hanukkah, with lighting adding a panorama of color; and
• The mansion’s dining room will become the “wish room”, a nighttime wonderland flocked with snow-covered trees. Children and adults can make wish ornaments in a craft area and add them to the wish trees in the room where windows will be darkened to create a starry night and magical views through the solarium window.

Each of the decorated rooms and areas will serve not only as a beautiful showpiece of the Greystone Mansion and Gardens, but a fun experience for guests. A treasure-hunt of décor elements is proposed for adventure-seekers to explore the whole grounds looking for holiday fairies, colorful characters, and secret doors, with all of the areas and props serving as perfect holiday photo backdrops.

All of the décor mentioned in this report is proposed to be funded with $50,000 of the $3.54 million Council-approved FY 2022/2023 CIP funding for holiday decorations. The following experiences that make up the weekend special event will be produced from the approved Community Services budget, for approximately $20,000:

Special Event Elements
• Holiday family dress-up dance party with live band (klezmer band Mostly Kosher is proposed), or live DJ, with hats, boas and holiday accessories;
• Roaming carolers in traditional garb, with singalong portions of performances;
• Santa, Mrs. Claus and other live characters for photos and interactions with guests;
• Equipment and supplies for the Spark of Love Toy Drive in partnership with Beverly Hills Fire Department;
• Wishing tree ornaments and other kid-friendly crafts offered including cooking decorating, creative wrapping paper, and homemade cards. Costs for these giveaways to guests would be defrayed by utilizing former décor pieces, such as garland for wreath-making, wrapping paper origami, and ribbon ornaments;
• Global and traditional holiday music play throughout the grounds and any area without live entertainment for a complete immersive way for guests to experience how Beverly Hills celebrates the holidays;
• Fireside stories with live poetry and multicultural tales, including Hanukkah and Kwanzaa, next to the fireplace inside the mansion; and
• For the first time in Beverly Hills, the famous local Bob Baker Marionettes would have an imaginative 25 minute shows every hour in the theater, perfect for children and families. This holiday show would feature Hanukkah puppets and elements custom to Beverly Hills, and could welcome up to 700 guests over the weekend!

The promotion for Holidays at Greystone, as well as all regular holiday programming and events open to the public, would be a collaborative part of Citywide Holiday marketing efforts, including with the City Partners (Rodeo Drive Committee, Beverly Hills Chamber of Commerce, and the Beverly Hills Conference and Visitors Bureau).

FISCAL IMPACT

Based on the proposals outlined in this report, there are no requests for additional funding at this time. Unlike the appropriation of $90,000 for décor, events and programming in 2019, and the $19,000 budget in 2021, the $50,000 funding for décor in 2022 is available in the CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations, and the remaining programming funds of up to $20,000 is already accounted for in the Community Services budget, for FY 2022/2023.

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<td>Event Programming</td>
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<tr>
<td>Bob Baker Marionette Show</td>
<td>$5,000</td>
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<tr>
<td>Mostly Kosher Band</td>
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<tr>
<td>Live Actors, Carolers, Storytellers</td>
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<td>Supplies and Event Equipment*</td>
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<td>Total</td>
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<td>Grand Total</td>
<td>$70,000 No Additional Funding Requested</td>
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*This does not include a rain plan, which would include a tent for the courtyard at an additional cost.

RECOMMENDATION

Staff recommends City Council Liaisons provide feedback on the Community Services holiday programming and events. City Staff will bring the recommendation forward as part of a consolidated Citywide Holidays report to the full City Council at the August 23, 2022 City Council Meeting.
Attachment 1
Community Services

Holidays

Events & Programming, including
Holidays at Greystone Mansion & Gardens
December 3 & 4, 2022
Community Services Holidays

› Each year, CS participates in Citywide Holiday program
› Add festive elements to existing CS programming & events
› Signature holiday décor & special weekend event at Greystone with décor up for entire holiday season
› For 2022, no additional funding requested
2022 CS Holiday Programming

A RETURN TO A FULL SCHEDULE OF EVENTS & DECOR

› Includes multicultural winter holidays details & traditional fun for all ages
› Senior activities at Roxbury
› Youth camps & activities
› Displays, music & décor at centers & libraries, including Hanukkah
› Farmer’s Market Holiday Craft Market & Cookie Contest
HOLIDAYS AT GREYSTONE MANSION & GARDENS 2022

Indoor mansions, gardens & courtyards will be decorated

For the weekend event, décor will double as incredible experiences & photo moments

Event programming with live entertainment & shows

December 3-4 for 2,400+ guests
Decorative & Experiential in the Gardens, Courtyard & Mansion
Returning Updated Favorites & New Multicultural Decor

Popular Tree Maze, bigger than ever

Décor will incorporate Hanukkah, Kwanzaa, Yaldā & Feliz Navidad traditions
Holidays at Greystone Event

- HOLIDAY DRESS UP DANCE PARTY
- ROAMING CAROLERS & LIVE CHARACTERS
- HOLIDAY CRAFTS & COOKIES
- WISHING TREES
- FIRESIDE HOLIDAY STORIES
- TRADITIONAL & GLOBAL MUSIC
Returning & New Holiday Fun

Spark of Love Toy Drive

Multicultural Wish Trees
Bob Baker Marionettes

- Greystone Theater would welcome the famous Bob Baker Marionette Show, performing for the first time in Beverly Hills
- The 25 minute long show will incorporate Hanukkah and holidays into a family show
- With shows every hour, up to 700 guests could experience the magic over the weekend.
### Budget

- Budget is available in the CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations
- Remaining funds of up to $20,000 is CS budget
- Both approved FY 2022/2023

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<td><strong>Total</strong></td>
<td><strong>$70,000</strong></td>
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Community Services looks forward to a return to Citywide holidays!