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

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

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
https://beverlyhills-org.zoom.us/my/committee
Meeting ID: 516 191 2424
Passcode: 90210

You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+1669909128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Monday, May 1, 2023
3:00 PM

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

In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live 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) Continued Discussion Regarding Citywide Holiday Décor for Winter 2023

3) Future Agenda Items
4) Adjournment

Huma Ahmed
City Clerk

Posted: April 27, 2023

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including Room 280A is wheelchair accessible.
MEMORANDUM

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

FROM: Teresa Revis, Associate Project Manager

DATE: May 1, 2023

SUBJECT: Continued Discussion Regarding 2023 Citywide Holiday Décor

ATTACHMENTS: 1. Beverly Cañon Gardens – Second Element Options
               2. Robertson Blvd Updated Renderings
               3. Citywide Holiday Décor Item from April 24, 2023 Liaison Meeting

INTRODUCTION

This item is a continuation of the April 24, 2023 City Council Rodeo Drive/Special Events/Holiday Program Committee Liaison meeting. For further details, please reference the Citywide Holiday Décor Item from the April 24, 2023 Liaison Meeting (Attachment 3). Video Link: https://beverlyhills.granicus.com/player/clip/9159?view_id=73&redirect=true&h=c22d21f033d8d838eefe08fdd5cc5247

DISCUSSION

At the April 24, 2023 Liaison meeting, staff presented the items in need of direction for the 2023 holiday season and received the following comments which will be taken to the full City Council for approval at a later date.

Lily Pond (est. $95,000)
The Liaisons supported the upgraded audio, increased show frequency, ripple effect and replacement parts/equipment.

N. Beverly Spans (est. $450,000)
The Liaisons supported the combination option with the RGB canopy lights and the warm white hanging elements. The rendering was a concept image and staff is working closely with the City’s vendors to determine the feasibility of the proposed custom design. As an alternative, staff is reviewing options in the market that may be available for purchase and use as the accent in the combination option. Staff will share images at the May 1st Liaison meeting so that the Liaisons can make a more informed recommendation.

Beverly Cañon Gardens (est. $200,000 - $350,000)
The Liaisons supported the large walk-through tree concept with the criss-cross light pattern. Attachment 1 shows options for the proposed patio décor element that is also proposed for display in Beverly Cañon Gardens.
Robertson Boulevard (est. $85,000 - $150,000)
The Liaisons did not recommend the proposed light pole fixtures at this time and requested that staff look at wrapping the light poles with lights. Attachment 2 is updated renderings that show the light poles with the proposed fixtures and with garland and bows.

City Hall Projection Mapping (est. $750,000)
The Liaisons supported continuing the projection mapping show at the same location with almost all new content.

Staff recommends keeping the wrapping paper as the framework for the show, as well as keeping the Christmas Tree and Menorah scenes, but will work with our consultant to create additional content for the remainder of the show.

Additional discussion is requested regarding interest in continuing this for multiple years, if there is interest in multi-year show, as well as if the name of the show, “Unwrap the Magic,” will continue for the 2023 season and beyond. A link to the full 2022 “Unwrap the Magic” show maybe found at https://vimeo.com/775971429. If requested, Staff will look at options and return to the Liaison to discuss infrastructure as a separate item.

Additional items for discussion:
The items below were included in the April 24, 2023 report and presentation but were not discussed at that meeting.

Small Business Assistance Task Force Requests
During the January 30, 2023 Small Business Assistance Task Force meeting, business owners requested that the City consider keeping the N. Cañon Drive Spans up year-round and consider increasing holiday décor on Brighton Way and Camden Drive. At the March 28, 2023 Small Business Assistance Task Force meeting, these requests were referred to the Rodeo Drive/ Special Events/ Holiday Lighting Liaisons for review and consideration.

N. Cañon Drive Spans (est. $13,500)
The N. Cañon Drive spans were purchased and first installed in 2021 and are installed each year for the holidays and programmed with a full range of movement and color. If the N. Cañon Drive spans are left installed year-round, staff recommends programming them to be warm white so that the holiday display remains unique.

The City’s consultant estimates that the life span of the lights would decrease from 5 years to 3 years. The purchase cost of the spans is the most expensive individual cost, at $448,000, with the annual install, removal, storage cost being $98,500. If the spans are installed year-round, there would also be an increase in maintenance, programming and replacement parts ($13,500 per year) but a decrease in install/removal/storage cost ($98,500 per year). If the spans are up for 5 years, the amortized annual cost is higher to keep them up, but if there is a 10 year commitment, the annual cost is decreased. Below is the typical cost of the spans which does not take into account that the spans are currently 2 years old, since we’re not certain how that will impact their life-span.
Typical Cost Comparison for N. Cañon Spans

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<tr>
<th>Year</th>
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5-year amortized cost $168,400 $187,200

10-year total $1,684,000 $1,438,000

10-year amortized cost $168,400 $143,800

Increased Holiday Décor on Camden Drive (est. $25,000)
In 2022, Camden Drive décor was street pole banners with up-lights and warm white LED lights wrapping the tree trunks. If the Liaisons would like to increase the holiday décor on this street, staff recommends using the Robertson décor from last year which is colored tree wrap lights and colored light fall tubes in the canopy of the ficus trees along Camden Drive.

Increased Holiday Décor on Brighton Way (est. $100,000)
In 2022, Brighton Way décor included pole banners with up-lights and warm white LED lights wrapping the trunks of the palm trees as well as garland and bows all the way down the street. The holiday music was also extended down Brighton Way in 2022. Staff discussed options for increased décor on Brighton Way and recommend considering an intersection treatment at Brighton Way and Camden Drive. A similar treatment was installed near the crosswalks in 2021 as part of a pedestrian study pilot project and is one way to create holiday excitement while also improving the pedestrian experience at a time when additional visitors are in the City to shop, dine, and enjoy the décor. If the Liaisons would like more detail on this idea, staff will return with a detailed estimate and holiday design options. It would be a temporary installation that could be recreated each holiday season with the same or a new design on the ground.

Fiscal Impact
There is no request for additional funding based on the staff recommendations outlined above. The funding has already been included in the FY 2023/2024 CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations ($3,500,000 budget). No additional funds are requested at this time.
### Estimated Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Item Description</th>
<th>Estimate</th>
</tr>
</thead>
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<tr>
<td>Lily Pond</td>
<td>Improved Audio Replacement parts &amp; equipment (NTE) Ripple maker for water movement</td>
<td>$35,000 $50,000 $10,000</td>
</tr>
<tr>
<td>N. Beverly Spans</td>
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<td>No tree installation Light Pole Fixtures Instead Garland and Bows</td>
<td>Savings of $50,000 $85,000 - $150,000 $85,000</td>
</tr>
<tr>
<td>Projection Mapping</td>
<td>New content in same location</td>
<td>$750,000</td>
</tr>
<tr>
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<td>Year Round install</td>
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<td>Brighton Way</td>
<td>Intersection treatment</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

**Total range of items above:** $1,418,500 to $1,883,500

**Year-round Décor and Holiday decorations continuing items from prior years:** $1,500,000

**Total with all options and continuing items:** $3,383,500

**CIP BUDGET AMOUNT FOR FY 23/24** $3,500,000

Staff will return to the Liaisons at a future date to discuss the 2023 holiday décor proposal for Rodeo Drive as well as programming or lighting ceremony requests for the 2023 holiday season. Those items are not part of the FY 2023/2024 CIP (No. 00635) and will be presented for review at a future meeting with separate identified Tourism and Marketing funding.

**Recommendation**

At this time staff recommends that the Liaisons provide direction regarding:
- Beverly Cañon Gardens décor
- Robertson Boulevard décor
- Small Business Task Force Requests
  - N. Cañon Spans Year Round Display
  - Additional Holiday Décor on Camden Drive
  - Additional Holiday Décor on Brighton Way
Attachment 1 – Beverly Cañon Gardens

Option 1

Option 2
Robertson Boulevard

Option 3

Option 4
ATTACHMENT 3
Introduction
This report provides the City Council Rodeo Drive/Special Events/Holiday Program Committee Liaisons of Vice Mayor Friedman and Councilmember Bosse (Liaisons) with an overview of the City’s proposed 2023 holiday décor and lighting items that require direction.

Discussion
Each year the City sponsors a signature Holiday Décor Program designed to create traditions, celebrate the season, and attract visitors from around the region to shop, dine, and stay in Beverly Hills. This report provides an overview of the 2022 décor and requests direction from the Liaisons on the proposed schedule for 2023, decor items for 2023, and Small Business Assistance Task Force requests.

2022 Décor Recap
In 2022 the citywide holiday décor included the following. Images are available in Attachment 2.

- Warm white lights throughout the business districts
- Street pole banners, signage and flyers/postcards (new design in 2021)
- Christmas Tree (new in 2022) and Menorah (new base in 2022) at Lily Pond
- Lights on the Lily Pond Show (new in 2021)
- Street spans on N. Cañon (new in 2021)
- Street spans on Wilshire and N. Beverly
- Santa and Reindeer Display (new in 2021)
- Colored lights, starlight spheres and sidewalk sculptures on La Cienega*
- Mixed colored lights and colored lightfall tubes on Robertson
- Colored lights and sidewalk sculptures on S. Beverly
- Snowflakes in the canopy on the west side of S. SMB
- Garland and bows (new and expanded in 2022)
- Background Audio (new in 2022)
- Beverly Cañon Gardens Glowing Gardens Light Sculptures**
some replacement starlight spheres were purchased in 2021 and the sculptures were updated with new graphics in 2021
**décor rented each year

2023 Schedule and Hanukkah
The installation timeline for holiday décor remains relatively the same each year, beginning in early Fall with the installation complete in time for the Rodeo Drive Holiday Lighting Celebration that historically occurs on Thursday night, the week before Thanksgiving.

Proposed 2023 Holiday Season Décor Dates:
- All lights and décor installed by no later than – Saturday, November 11, 2023 (for review and punch list prior to Lighting Event)*
- Rodeo Drive Holiday Lighting Celebration – Thursday, November 16, 2023
- Thanksgiving Day – Thursday, November 23, 2022
- Hanukkah – Thursday, December 7, 2023 through Friday, December 15, 2023
- Christmas Day – Monday, December 25, 2023
- Removal of lights and décor to begin - Tuesday, January 2, 2024
*Staff is working with the Metro team to determine install date for the Santa and Reindeer Display

For 2023, the Hanukkah elements will include:
- blue and white lighting in the spans along N. Cañon Drive along with other colors;
- lights on the Lily Pond show to include Hanukkah and Christmas music in each show throughout the season;
- blue and white lights and decor in new décor if possible (Beverly Cañon Gardens and N. Beverly spans);
- lighting the menorah each night of Hanukkah; and
- blue lights turned on in the Wilshire Spans for each night of Hanukkah.

Planning for 2023
At the end of each holiday season, staff works with the contractor to review the décor items and assess work needed for the next year. This year the Beverly Spans will need to be replaced and Robertson Boulevard will need a new design. The citywide street pole banner design will be in its final year in 2023 (three year design campaign) and the Lily Pond lights will need some replacement items to make sure it is as full and fresh as it has been in the past two years.

Lily Pond
The Lily Pond reeds were created in 2021, in 2022 all of the replacement reeds and equipment were used during the display period. Therefore, staff is including funds in the budget to allow for replacement of these spare items. In order to keep the show new and fresh, it is also recommended to add a ripple effect to the pond water and improve the speakers for a more full sound while using caution to not impact the neighbors. Staff will ensure the pond water ripple effect will not damage the plant life or wildlife in the pond before and during installation and operation. For the past two years the show has been...
scheduled for once an hour, this year staff recommends the show run every half hour to allow more visitors to enjoy the lights and music.

*Estimated cost for Lily Pond Improvements* ($95,000)

**N. Beverly Spans**
The N. Beverly Spans were purchased and first installed in 2017; replacement lights were purchased in 2020. In 2021 the spans had significant maintenance issues which resulted in expending all remaining replacement lights. In 2022, staff extended their use by installing only 8 spans instead of 10 and using the remaining spans for replacement parts. The 8 spans were installed and staff saw numerous failures and maintenance issues. Staff recommends replacing the spans with an entirely new design for 2023. Attachment 3 has renderings of 4 options for replacement spans.

*Estimated Cost for N. Beverly Span Replacement* ($450,000)

**Beverly Cañon Gardens (Garden)**
In 2022 the décor for Beverly Cañon Gardens consisted of abstract scribble light tube trees in the grass and the patio as well as over the fountain. The Garden was transformed with the programmed color-changing structures in each section of the Garden. A giant glowing heart sculpture anchored the park on the west side and created photo-opportunities.

Staff received positive feedback from visitors throughout the season, however, the three adjacent businesses each stated that the décor did not reflect the spirit of the holidays and wasn’t overly festive. Some stated that the color wash from the neon colors were not appealing and the layout was unattractive. There were also concerns about the lack of daytime appeal, the disruption of the fountain, maintenance issues and concerns about the safety of the decor.

In past years, the City has created a more traditional holiday focused display with a main tree in the grass and another in the patio. In 2021 the décor for Beverly Cañon Gardens consisted of a 36 foot walk-through Sequoia Tree customized to create *The Elf Tree*. A second walk through element in the garden was the lighted rings which were decorated with blue and silver ornaments. Attachment 4 includes images of the décor in the Garden for the past 5 years.

Based on the feedback received, staff recommends returning to a central tree in the grass with a second décor item in the patio. We may be able to negotiate a discount if the base tree is used for multiple years, with new ornaments and decorations each year. The tree recommendation is the 36’ walk through tree with gates. The décor package recommended will include a criss-cross light pattern and bright-colored ornaments mixed with some pre-lit ornaments.

*Estimated Cost for Beverly Cañon Gardens* ($200,000 - $350,000)

**Robertson Boulevard (Boulevard)**
This year the *Robertson Boulevard Sidewalk Improvement* project is underway. Staff recommends installing decorative fixtures on the light poles. These would be installed instead of the street pole banners and are a unique, festive and elegant décor option for
Robertson Boulevard. The fixtures are approximately 3 feet wide and 5 feet tall and include twinkle lights as well as sparkling discs to create an impact at night as well as during the day. Attachment 5 shows a rendering of the installation on the street light poles and five options for the decor. If the Liaisons would like to move forward with one of these options, Staff will return with the specific cost to purchase as well as the ongoing annual cost to install, maintain, remove and store them for the estimated life span of 5 years. If the Liaisons do not recommend these options, staff recommends installing the street light pole banners with up-lights and adding pre-lit warm-white garland and bows to the light poles.

    Estimated Cost for Robertson Boulevard decorative fixtures ($85,000 - $150,000)

Projection Mapping
For 2022, staff worked closely with the City Council Liaisons to create a unique projection mapping light show called Unwrap the Magic on the City Hall Tower. The video was projected onto the north and west facing sides of the tower and included a seven-minute show that ran every half hour, every day during the 46 days of the holiday season from 6 pm until 9:30 pm with additional clips in-between the shows. These clips could be selected from a kiosk located at the prime viewing area at the southeast corner of N. Crescent Drive and N. Santa Monica Blvd.

Staff requests direction from the Liaisons regarding the following options for 2023:
1. Discontinue the use of projection mapping.
2. Continue the show exactly as in 2022. This option offers the most cost savings.
3. Continue the show as in 2022 but replace one of the scenes with new content.
4. Create an all new show in the same location.
5. Create an all new show in a different location.

If the Liaisons recommend continuing the projection mapping, staff recommends option 2 or 3 for the most cost savings and to build on the momentum of last year. These options help to create traditions for residents and visitors while also capitalizing on the marketing from 2022. Additionally, if there is interest in continuing this in the same location for multiple years, staff can work on additional infrastructure to support the project and provide savings over multiple years.

    Estimated Cost ($500,000 - $750,000)

Small Business Assistance Task Force Requests
During the January 30, 2023 Small Business Assistance Task Force meeting, business owners requested that the City consider keeping the N. Cañon Drive Spans up year-round and consider increasing holiday décor on Brighton Way and Camden Drive. At the March 28, 2023 Small Business Assistance Task Force meeting, these requests were referred to the Rodeo Drive/ Special Events/ Holiday Lighting Liaisons for review and consideration.

    N. Cañon Drive Spans
The N. Cañon Drive spans were purchased and first installed in 2021 and are installed each year for the holidays and programmed with a full range of movement and color. If the N. Cañon Drive spans are left installed year-round, staff recommends programming them to be warm white so that the holiday display remains unique.
The City’s consultant estimates that the life span of the lights would decrease from 5 years to 3 years. The purchase cost of the spans is the most expensive individual cost, at $448,000, with the annual install, removal, storage cost being $98,500. If the spans are installed year-round, there would also be an increase in maintenance, programming and replacement parts ($13,500 per year) but a decrease in install/removal/storage cost ($98,500 per year). If the spans are up for 5 years, the amortized annual cost is higher to keep them up, but if there is a 10 year commitment, the annual cost is decreased. Below is the typical cost of the spans which does not take into account that the spans are currently 2 years old, since we’re not certain how that will impact their life-span.

### Typical Cost Comparison for N. Canon Spans

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**Estimated Cost for 2023 ($13,500)**

*Increased Holiday Décor on Camden Drive and Brighton Way*

In 2022, Camden Drive décor was street pole banners with up-lights and warm white LED lights wrapping the tree trunks. If the Liaisons would like to increase the holiday décor on this street, staff recommends using the Robertson décor from last year which is colored tree wrap lights and colored light fall tubes in the canopy of the ficus trees along Camden Drive.

**Estimated Cost for Camden Drive ($25,000)**

In 2022, Brighton Way décor included pole banners with up-lights and warm white LED lights wrapping the trunks of the palm trees as well as garland and bows all the way down the street. The holiday music was also extended down Brighton Way in 2022. Staff discussed options for increased décor on Brighton Way and recommend considering an intersection treatment at Brighton Way and Camden Drive. A similar treatment was
installed near the crosswalks in 2021 as part of a pedestrian study pilot project and is one way to create holiday excitement while also improving the pedestrian experience at a time when additional visitors are in the City to shop, dine, and enjoy the décor. If the Liaisons would like more detail on this idea, staff will return with a detailed estimate and holiday design options. It would be a temporary installation that could be recreated each holiday season with the same or a new design on the ground.

*Estimated Cost for Brighton Way Intersection ($100,000)*

**Fiscal Impact**
There is no request for additional funding based on the staff recommendations outlined above. The funding has already been included in the FY 2023/2024 CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations ($3,500,000 budget). No additional funds are requested at this time.

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**Total range of items above:** $1,418,500 to $1,883,500

**Year-round Décor and Holiday decorations continuing items from prior years:** $1,500,000

**Total with all options and continuing items:** $3,383,500

**CIP BUDGET AMOUNT FOR FY 23/24:** $3,500,000
Staff will return to the Liaisons at a future date to discuss the 2023 holiday décor proposal for Rodeo Drive as well as programming or lighting ceremony requests for the 2023 holiday season. Those items are not part of the FY 2023/2024 CIP (No. 00635) and will be presented for review at a future meeting with separate identified Tourism and Marketing funding.

**Recommendation**

At this time staff recommends that the Liaisons provide direction regarding:

- 2023 Holiday Schedule and Hanukkah Décor
- Lily Pond additional items
- Beverly Cañon Gardens Décor direction
- Robertson Boulevard décor options
- Projection Mapping options
- Small Business Task Force Requests
  - N. Cañon Spans Year Round Display
  - Additional Holiday Décor on Camden Drive
  - Additional Holiday Décor on Brighton Way
CITYWIDE HOLIDAY DÉCOR
WINTER 2023

Rodeo Drive Committee/Special Events/Holiday Program Committee

April 24, 2023
2022 Décor Recap
2023 Schedule and Hanukkah Lights

Proposed 2023 Holiday Season Décor Dates:

• Install prior to Rodeo Drive Holiday Lighting Celebration – Thursday, November 16, 2023 – tbd
• Removal of lights and décor to begin - Tuesday, January 2, 2024
* Staff is working with the Metro team to determine install date for the Santa and Reindeer Display
* Where possible, lights will include Hanukkah throughout the season
Planning for 2023

Lily Pond
- Replacement parts and equipment needed
- Recommend improved Audio
- Recommend ripple maker
- Estimated Cost: $95,000

N. Beverly Spans
- Spans have reached their life span
- Extensive maintenance in 2022
- Recommend replacement with new design
- Estimated Cost: $450,000
N. Beverly Spans - Swag
N. Beverly Spans - Stars
N. Beverly Spans - Canopy
Planning for 2023

Beverly Cañon Gardens
Planning for 2023

- Past lighting is no longer feasible
- Recommend decorative light pole fixture
- Will not have banners
- Purchase cost estimate $85,000-$150,000
- Annual cost of install/ maintain/ remove/ store is $35,000

Pole Décor Options:
Do you want to consider Projection Mapping again?

Options:
1. Discontinue Projection Mapping
2. Continue the same show at same location
3. Continue with minimal new content
4. Create a new show in the same location
5. Create a new show in a new location

Cost Estimate: $500,000 to $750,000
Small Business Task Force

Request for Year-Round Spans on N. Cañon Dr. and additional holiday Décor on Brighton Way and Camden Dr.

N. Canon Drive

Camden Drive

Brighton Way

Canon Spans in 2022

Camden Drive

Brighton Way

Rendering of Canon spans in warm white

Colored tree wrap and canopy decor

Example of Intersection treatment
**Fiscal Impact**

No request for additional funding at this time. The funding is already included in the proposed CIP budget for the Year-round Décor and Holiday Decorations (CIP 635) ($3,500,000).

<table>
<thead>
<tr>
<th>Item</th>
<th>Options</th>
<th>Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lily Pond</td>
<td>Improved Audio</td>
<td>$35,000</td>
</tr>
<tr>
<td></td>
<td>Allotment for replacement parts and equipment</td>
<td>$50,000</td>
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<tr>
<td></td>
<td>Ripple maker for water movement</td>
<td>$10,000</td>
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<tr>
<td>N. Beverly Spans (new)</td>
<td></td>
<td>$450,000</td>
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<tr>
<td>Beverly Canon Gardens (rental)</td>
<td></td>
<td>$200,000 - $350,000</td>
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<tr>
<td>Robertson Blvd</td>
<td>No tree installation</td>
<td>Savings of $50,000</td>
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<tr>
<td></td>
<td>Light Pole Design</td>
<td>$85,000 – $150,000</td>
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<tr>
<td>Projection Mapping</td>
<td>Multiple options</td>
<td>$500,000 – $750,000</td>
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<tr>
<td>N. Canon Spans</td>
<td>year-round</td>
<td>$13,500</td>
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<tr>
<td>Camden Drive</td>
<td>Colored tree wrap and light fall tubes in canopy</td>
<td>$25,000</td>
</tr>
<tr>
<td>Brighton Way</td>
<td>Intersection treatment and curb extension</td>
<td>$100,000</td>
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<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>$1,418,500 - $1,883,500</strong></td>
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<tr>
<td><strong>Year-round Décor and Holiday decorations continuing items:</strong></td>
<td></td>
<td><strong>$1,500,000</strong></td>
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<tr>
<td><strong>Total with all options and continuing items:</strong></td>
<td></td>
<td><strong>$3,383,500</strong></td>
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RECOMMENDATION

At this time staff recommends that the Liaisons provide direction on:
• Proposed Holiday Schedule and Hanukkah Decor
• Lily Pond added items
• N. Beverly Span replacement
• Beverly Cañon Gardens decor
• Robertson Boulevard decor
• Projection Mapping
• Small Business Task Force Requests:
  • N. Cañon Drive Spans year-round
  • Camden Drive additional décor
  • Brighton Way additional décor
ATTACHMENT 2
Citywide Holiday Décor – 2022 Recap
Graphics and Information

Banner Designs

Gobo Projection

Press releases

Sample signage

Map and postcard

Signage on the street
Citywide Holiday Décor – 2022 Recap
Beverly Gardens Park

Menorah with base and packages

Christmas Tree with packages

Lights on the Lily Pond
Citywide Holiday Décor – 2022 Recap
Street Spans

N. Beverly Drive Street Spans

N. Cañon Drive Street Spans
Citywide Holiday Décor – 2022 Recap
Street Spans and Santa Display

Wilshire Boulevard Street Spans

Santa and Reindeer Display at the intersection of Wilshire and Beverly
Citywide Holiday Décor – 2022 Recap
Canopy and Sidewalk

S. Beverly Drive Street Spans and Sidewalk Structures

Canopy décor on S. Santa Monica Boulevard
Citywide Holiday Décor – 2022 Recap

Canopy and Sidewalk

La Cienega Boulevard Canopy and Colored Lights

Robertson Boulevard Canopy and Colored Lights
Citywide Holiday Décor – 2022 Recap
Projection Mapping
Citywide Holiday Décor – 2022 Recap

Garland and Audio

- New garland and bows installed on light poles on S. Santa Monica Blvd, and Dayton and Brighton.

- N. Canon
- N. Beverly
- Rodeo* using RDC median speakers
- Brighton Canon to Rodeo (expand to Bedford)
- Dayton from Canon to Rodeo (expand to Camden)
ATTACHMENT 3
N. Beverly Drive Spans

Concept

Option 1

Option 2
N. Beverly Drive Spans

Concept
ATTACHMENT 4
Beverly Cañon Gardens
2022 Decor
Beverly Cañon Gardens

2020 Decor
Beverly Cañon Gardens
2019 Decor
Beverly Cañon Gardens
2018 Decor
Beverly Cañon Gardens
2017 Decor
ATTACHMENT 5
Robertson Blvd Proposed Décor Options

Overview

• Rendering of new plantings on Robertson Blvd.
• Proposal is to install décor on the light poles
• They will take the place of the banners

Option 1
Robertson Blvd Proposed Décor Options

Light Pole Design Options