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

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

TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting
https://beverlyhills-org.zoom.us/my/committee
Meeting ID: 516 191 2424
Passcode: 90210
You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Monday, September 27, 2021
4:00PM

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and
staff may participate in this meeting via a teleconference. In the interest of
maintaining appropriate social distancing, members of the public can view this
meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or
35 on Spectrum Cable, and can participate in the teleconference/video conference by
using the link above. Written comments may be emailed to
mayorandcitycouncil@beverlyhills.org

AGENDA

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

2) Review and Selection of Citywide Holiday Streetpole Banner Designs

3) Adjournment
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.
INTRODUCTION

This report provides the City Council Liaison /Rodeo Drive/Special Events Holiday Program Committee (Mayor Wunderlich and Vice Mayor Bosse) with new design options for the selection of citywide holiday streetpole banner designs.

DISCUSSION

Each year the City sponsors a signature holiday décor program designed to celebrate the season and attract visitors from around the region to shop, dine and stay in Beverly Hills. For the 2021 holiday season, the Rodeo Drive Holiday Décor elements were reviewed and approved by the City Council on July 15th. Additionally, the 2021 citywide holiday décor elements were reviewed and approved by the City Council on July 27th. Furthermore, the holiday lighting celebration, to occur on Rodeo Drive on Thursday, November 18, 2021, was reviewed and approved by the City Council on September 14th. This report provides the City Council Liaisons with the new design options for the selection of citywide holiday streetpole banners (Attachment 1).

As part of the 2017 holiday season, BOLD Holiday banners were designed and fabricated (Attachment 2). These banners were utilized during the 2017, 2018, and 2019 holiday seasons and installed citywide (except for Rodeo Drive which has its own holiday banners). During the 2020 holiday season, the #BHHealthyCity COVID-19 messaging banners were in place and the holiday banners were not installed that year. Currently, the streetpole banners in the business triangle display the “Welcome to” banner campaign (Attachment 3). This campaign will be fully removed and replaced by the new holiday banners throughout the business triangle and beyond once approved.

Installation of all holiday banners and décor for the 2021 holiday season is scheduled for completion by no later than Thursday, November 18th. The removal of the 2021 holiday season banners and décor will begin as early as Monday, January 3rd.

For the 2021 holiday season, staff reached out to three different design firms to obtain quotes for creation of new holiday streetpole banner designs. The City selected firms with experience
in branding and marketing, including several that have done significant work for other local
governments. After a detailed review, staff selected the firm Symblaze to perform the design
work. Symblaze is a full service digital agency based in West Hollywood with years of
experience with design, branding and rebranding. The company has worked with several cities
in the region, including projects for the City of West Hollywood and the City of Palm Springs as
well as for private clients such as Google, Vodafone and Sinclair Broadcast Group. The firm is
also currently retained by the Beverly Hills Chamber of Commerce to help with design work for
the rebrand of the shop local campaign and the new business attraction marketing materials.

Symblaze has provided four design concepts for review by the City Council Liaisons.

**FISCAL IMPACT**

There is no request for additional funding based on the design concepts provided in this report
for citywide holiday streetpole banners. Funds have already been allocated in the FY
2021/2022 Policy and Management budget for the design and fabrication of the holiday street
pole banners with the costs for installation and removal of the holiday streetpole banners in
2021 coming from the CIP (No. 00635) for Citywide Decorative Lighting and Holiday
Decorations.

**RECOMMENDATION**

It is recommended that the City Council Liaisons provide direction and feedback regarding a
preferred holiday streetpole banner design concept. Once selected, the preferred concept will
be presented to the full City Council for review and approval at the October 12, 2021 Council
Meeting. The Liaisons may also provide a recommendation regarding if the preferred holiday
design concept is recommend to be utilized for multiple years (2021, 2022, and 2023) or for a
single year (2021 only).
Attachment 1
Concept A: Gifts from the City
Concept A: Gifts from the City

Wrapped presents—from the City, with love.

• Smattering of photorealistic elements over rich colors creates airy whimsy.
• Reflective gold texture of City shield & BOLD logo are embraced & amplified.

NOTE: This artist added bonus New Year’s Eve banner!
A

All

(cont’d)
A

In Context
In Context (cont’d)
Concept B: Pop Art
Concept B: Pop Art

Boldest, most vibrant, most assertive option.

• Sideways, ALL CAPS text slapped on intense colors is confident, modern—yet stylish.

• Semitransparent icons elegantly suggest each holiday without overstating the case.

• Difference between B1 & B2: how they handle holiday-themed icons.
B2

In Context
Concept C: Warm & Cozy
Concept C: Warm & Cozy

The most traditional of the set.

• Layouts are bold & modern—and sprinkled with gold glitter!—but core objects are familiar, comforting holiday elements.

• Beverly Hills brand is strongly infused: City shield & flowing ribbons which echo filigree surrounding City shield.

• Again, reflective gold texture of City shield & BOLD logo are embraced & amplified
In Context

C

17
Concept D: Surrealist
Most experimental, least conventional of the set.

- Artist was inspired by idea of silhouetted hands receiving gifts—an odd combo of shadows + solid forms.
- Aggressively nontraditional colors, flowing lines of shadowy arms, & streamlined text create mood that’s modern—even avant-garde.
- Mysterious & chicly elegant.

These are what Salvador Dalí might have created if City had hired him to make holiday banners!
In Context

CHRISTMAS THAT SHINES

HOLIDAYS THAT INDULGE

HANUKKAH THAT SPARKLES

CHRISTMAS THAT SHINES

HOLIDAYS THAT INDULGE

HANUKKAH THAT SPARKLES
Thank you.
Let’s talk!
Attachment 2
2017-2019 BOLD Holidays
Streetpole Banners Citywide
Attachment 3
2021 “Welcome To” Streetpole Banners