



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 HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Tuesday, April 18, 2017
3:00 PM**

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) Rodeo Drive Committee FY 2016/2017 Programs Update

for 
Byron Pope, City Clerk

Posted: April 14, 2017



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/ RDC/Special Events Committee

FROM: Huma Ahmed, Community Outreach Manager
Cynthia Owens, Senior Management Analyst

DATE: April 18, 2017

SUBJECT: Rodeo Drive Committee FY 2016/2017 Programs Update

ATTACHMENT: 1. Rodeo Drive Committee Mid-Year Program Budget PowerPoint
2. Rodeo Drive Committee Agreement

INTRODUCTION

The Rodeo Drive Committee (RDC) will provide a presentation (Attachment 1) to the City Council Liaison/RDC/Special Events Committee (Committee) of their accomplishments for Fiscal Year (FY) 2016/17.

The RDC plans to request a reallocation of their budget to address a current funding short-fall which resulted from previous event programming. This request is contingent upon the Committee's approval.

DISCUSSION

A table summarizing the changes described above is below:

Program	Approved	Incremental Revenue	Spent	Additional City Funding	Budgeted to be Spent	Subtotal Remaining	Reallocation of City Funding	Total Remaining	
Holiday - Lighting Ceremony and Décor	400,000.00	14,970.00	(1) (494,469.26)	(2) 26,895.00	(3) -	(52,604.26)	25,000.00	(4) (27,604.26)	
Holiday - Fireworks and Photo Installation	75,000.00	20,000.00	(5) (114,717.50)	-	-	(19,717.50)	19,717.50	(6) -	
Social Media Marketing	165,000.00	-	(66,568.56)	-	(69,300.00)	29,131.44	(19,717.50)	(7) 9,413.94	
General Marketing	200,000.00	-	(21,670.00)	-	(136,740.00)	41,590.00	(25,000.00)	(8) 16,590.00	
Concours d'Elegance	40,000.00	-	-	-	(40,000.00)	-	-	-	
LIVE! From Rodeo Drive	60,000.00	-	-	-	-	60,000.00	-	60,000.00	
Walk of Style	125,000.00	-	-	122,498.00	(9) -	247,498.00	-	247,498.00	
Website	10,000.00	-	(1,650.00)	-	(8,350.00)	-	-	-	
TOTAL	1,075,000.00	34,970.00	(699,075.32)	149,393.00	(254,390.00)	305,897.68	-	333,501.94	(10)

- (1) Sponsorship funds procured by RDI
- (2) Includes \$26,895.60 to account for rain contingency plan
- (3) \$26,895.60 received from the City for rain contingency costs
- (4) Moved from General Marketing as permitted by the Fiscal Year 2016/2017 agreement
- (5) Sponsorship funds from the Bevelry Hills Conference and Visitors Bureau
- (6) Moved from Social Media Marketing as permitted by Fiscal Year 2016/2017 agreement
- (7) Amount reallocated to Holiday – Fireworks and Photo Installation
- (8) Amount reallocated to Holiday – Lighting Ceremony and Décor
- (9) Fiscal Year 2015/2016 carryover funding. Funding with with RDI
- (10) Excludes \$27,604.26 deficit from Holiday Lighting Ceremon and Décor

This information was presented to staff on March 31, 2017 by the RDC and their agency of record. It was recommended that the requests to carryover funding, in addition to applying funds within the RDC towards deficits for events already held, be presented to the City Council Liaison/RDC/Special Events Committee for direction.

RECOMMENDATION

The Rodeo Drive Committee is requesting an amendment to their contract be approved by the Committee that will:

- (1) Carry over \$125,000 from the FY 2016/17 Walk of Style funds to FY 2017/18 Walk of Style. This will be in addition to the allocation they will receive as part of the Tourism and Marketing budget.
- (2) Apply \$70,583.856 from \$122,498 FY 2015/16 Walk of Style carryover funds to offset the \$27,604.26 deficit from the FY 2016/17 Holiday Lighting Ceremony and Décor and \$42,979.60 deficit for the FY 2015/16 Rodeo Concours d'Elegance (Held in June 2016)
- (3) Carry over \$51,914.14 from the remaining FY 2015/16 Walk of Style carry over funds to the FY 2017/18 Walk of Style
- (4) Reallocate \$60,000 from a current work plan program, LIVE! From Rodeo, toward the 2017 Rodeo Drive Concours d'Elegance

Attachment 1



AGENCY

MID YEAR PROGRAM | BUDGET



COMPLETED PROGRAMS
SEPTEMBER 2016 - FEBRUARY 2017



HOLIDAY LIGHTING CAMPAIGN | NOVEMBER 2016 EXPERIENTIAL HIGHLIGHTS



- Over 1,000 Attendees, total of 3,000 LED #OnlyOnRodeo LED bracelets were distributed
- Through the #RodeoGivesBack Campaign, the RDC raised \$30,000 for local charities.
- Over 10,000 lights adorning 58 palm trees
- Involved 8 Local Vendors for the Beverly Hills Taste of the Holidays
- 2 Experiential Consumer Photo Activations
- Over 20 life size gift boxes in the median decor
- RDC was able to execute an emergency rain plan within 48 hours

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HOLIDAY LIGHTING CAMPAIGN | NOVEMBER 2016 - JANUARY 2017

#ONLYONRODEO GIFT BOX INSTALLATION HIGHLIGHTS - Secured over 12M Impressions of Earned Media



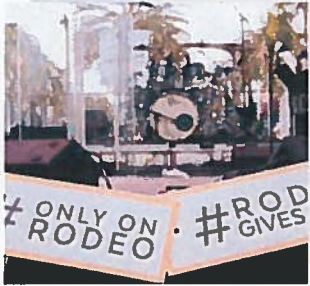
Secured received over 12 Million Impressions in Earned Media in just a 6 week time frame.

Overall garnered increase in engagement + foot traffic to Rodeo Drive.

Received press coverage + showcased Rodeo Drive as a millennial shopping destination.

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HOLIDAY LIGHTING CAMPAIGN | SEPTEMBER 2016 - JANUARY 2017
SOCIAL MEDIA HIGHLIGHTS - Earned over 10.5M Total Impressions in Earned Media



#ONLYONRODEO

4.8M Impressions from this hashtag alone
 Reached over 2.3 million Instagram users
 Tagged in over 600 posts since the hashtag was launched



#RODEOGIVESBACK

3.4M Impressions from this hashtag alone
 Reached over 2.2M Instagram users
 A total of 223 posts featuring the hashtag



CHRISSELLE LIM PARTNERSHIP

Secured 2.3M Impressions + 1.5M Monthly Page Views
 Reached over 772K Instagram Users
 Chriselle Lim donated \$5,000 to the Maple Counseling Center

HOLIDAY LIGHTING CAMPAIGN | SEPTEMBER 2016 - JANUARY 2017
TRADITIONAL PRESS HIGHLIGHTS - Earned over 100M Total Impressions

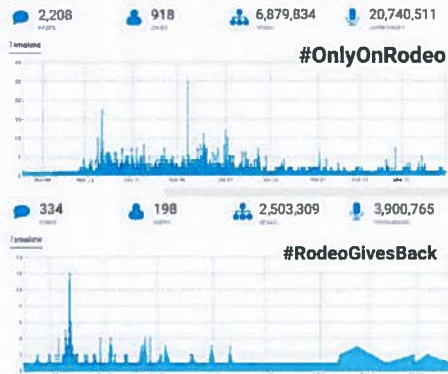


Reached an audience of nearly **100 million** through coverage in local, regional, national, and international media outlets including the following:

- The Hollywood Reporter/Pret-A-Reporter Story reached an audience of over **15 million**
- CBS Los Angeles Event Listing reached an audience over over **60 million**
- TV broadcast on KTLA's 6 PM news reached an audience of over **5.5 million**

INSTAGRAM METRICS - @RODEODRIVE | SEPTEMBER 2016 - PRESENT

SOCIAL MEDIA HIGHLIGHTS & HASHTAG PERFORMANCE



Since AGENC has taken over the RDC Instagram Account in September 2016, AGENC has grown the following for #OnlyOnRodeo + #RodeoGivesBack:

- **Current Impressions:** 24.6 million
- **Current Reach:** 9.4 million
- **Current Followers:** 12.2K
 - Rodeo Drive's Instagram account has grown in followers by over 58% in 7 months.

ADDITIONAL DIGITAL PARTNERSHIPS & CONTENT CREATION | JANUARY - FEBRUARY 2017

SOCIAL MEDIA HIGHLIGHTS - Secured over 893K Total Impressions in Earned Media



@LE FASHION MONSTER
Deniz Selin | 96.3K Followers

Instagram Posts Impressions: 465K

Instagram Posts Reach: 93K

Total Amount of Posts: 5



@EVERYDAYPURSUITS
Ashley Torres | 108K Followers

Instagram Posts Impressions: 428K

Instagram Posts Reach: 104K

Total Amount of Posts: 4

LIVE SOCIAL COVERAGE | AWARDS SEASON

SOCIAL MEDIA HIGHLIGHTS - Additional Earned Media Highlights



LIVE social coverage on digital platforms promoting Rodeo Drive designers for the following:

AWARDS SEASON | RED CARPET TO RODEO

- Golden Globes, Grammys & Academy Awards
*Golden Globes posts increased the @RodeoDrive following by 200 followers, and we had over 11K impressions in earned media in just 3 hours!

FASHION WEEKS | RUNWAY TO RODEO

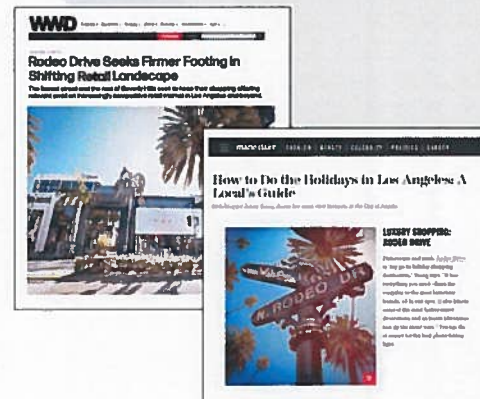
- NYFW, Milan Fashion Week, Paris Fashion Week & Men's Fashion Week

IN-STORE EVENTS | #ONLYONRODEO

- Fendi, Louis Vuitton, Dior, Armani, Spa on Rodeo, Breguet, IWC, Beverly Wilshire and more!

ADDITIONAL PRESS COVERAGE

TRADITIONAL PRESS HIGHLIGHTS - Secured over 3M Total Impressions in Earned Media



AGENC secured placements garnering over 3M total earned media impressions.

Media outlets include *Women's Wear Daily*, *MarieClaire.com*, *FoxLA.com*, *Business Wire*, *Gayot*, *Marpop.com* and more!

Placements highlighted experiential retail trends on Rodeo Drive as well as positioned the street as a luxury shopping destination.

Pending Placements:

DEPARTURES - Spring/Summer 2017

Feature Rodeo Drive as one of the top experiential retail shopping destinations. Issue to come out in Spring/Summer of 2017



UPCOMING PROGRAMS
MARCH - JUNE 2017



UPCOMING SPRING PHOTO INSTALLATION
GENERAL MARKETING - *Budget Allocated: 87K - Approved*



Timing: 6 Week Time Frame - April-June 2017

Location: Two Rodeo Drive

We will be unveiling our new spring installation later in April.

This will be an exciting floral installation mirroring the trends we see at iconic fashion events like the CFDA Awards and images in the Instagram feeds of our favorite fashionistas and lifestyle influencers.

UPCOMING #ONLYONRODEO NETWORKING MIXER
 GENERAL MARKETING - Budget Allocated: 10K - Proposed Initiative



Provide a networking and educational experience exclusive to RDC members and key opinion leaders only.

Recommended Location & Timing

- May 2017
- Cut at Beverly Wilshire, Burberry Rooftop, etc.

Guest Speaker (s)

- Partner with key opinion leader(s) & RDC members to discuss upcoming luxury trends, Runway to Rodeo, experiential retail, etc.

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UPCOMING DIGITAL MEDIA PARTNERSHIPS & CONTENT CREATION
 SOCIAL MEDIA - Budget Allocated: 46K - Proposed Initiative



MARIANNA HEWITT
 @marianna_hewitt

Timing: Spring/Summer Partnership
 692K Instagram Followers
 27.4K Facebook Likes
 37.6K Twitter Followers

**Past Brands Marianna has collaborated with: Dior, Moët et Chandon, Celine, Chanel, Gucci, YSL, etc.*



CHRISTINE ANDREW & CODY WESTON
 @hellofashionblog + @codywestonandrew

Timing: Concours d'Elegance Partnership
 1M Instagram Followers Collectively
 66K Facebook Likes
 5K Twitter Followers

**Past Brands both have collaborated with: Beverly Wilshire, American Express, Saks 5th Avenue, Mercedes, BMW, Audi*

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CITY FUNDING OVERVIEW FOR FY 2016 - 2017

Rodeo Drive Holiday Lighting Ceremony and Décor

- RDC produced the Holiday Lighting Ceremony and Décor program and incurred a deficit of approximately \$54,499.26, \$26,895.00 of which was due to emergency rain contingency planning
- The City of BH reimbursed \$26,895.00 to RDC, which was outside of its City Funding Agreement with the RDC
- The remaining deficit of \$27,604.26 was due to replacement street lights the City required

Rodeo Drive Walk of Style

- RDC will not produce a Walk of Style this fiscal year; consequently, RDC will not spend the \$125,000, which has been approved, but not yet funded by the City
 - RDC will not spend the \$122,498 in carryover Walk of Style funds (in RDC's possession) from FY 2015-2016
- Rodeo Drive Walk of Style is currently planned to re-launch in FY 2017-2018 following a hiatus and strategic repositioning. To help re-establish this annual fashion event, the hiatus will allow updates to the event concept, timing, nominations process and selections committee

Rodeo Drive Concours d'Elegance

- RDC produced the Concours d'Elegance in FY 2015-2016 with its previous agency of record
- RDC incurred a deficit of \$42,979.60, which it funded through savings, due to lack of sufficient sponsorship dollars (total event cost of ~\$212,000)

LIVE! from Rodeo Drive

- Program initiated by RDC's previous agency of record and will not be executed this fiscal year; consequently, RDC will not spend the \$60,000, which has been approved, but not yet funded by the City

RDC is seeking Liaison Committee recommendations for the following

- Apply \$60,000 from LIVE! from Rodeo toward Concours d'Elegance
- Apply \$70,583.86 from \$122,498 FY 2015-2016 Walk of Style carryover funds to offset the \$27,604.26 deficit from FY 2016-2017 Holiday Lighting Ceremony and Décor and \$42,979.60 deficit from FY 2015-2016 Concours d'Elegance
- Carry over \$51,914.14 (difference between \$122,498 and \$70,583.86) from remaining FY 2015-2016 Walk of Style carryover funds to FY 2017-2018 Walk of Style
- Carry over \$125,000 FY 2016-2017 Walk of Style funds to FY 2017-2018 Walk of Style

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CITY FUNDING FOR FISCAL YEAR | JULY 2016 - FEBRUARY 2017 OVERALL BUDGET

Program	Approved	Incremental Revenue	Spent	Additional City Funding	Budgeted to be Spent	Subtotal Remaining	Reallocation of City Funding	Total Remaining
Holiday - Lighting Ceremony and Décor	400,000.00	14,970.00 ⁽¹⁾	(494,469.26) ⁽²⁾	26,895.00 ⁽³⁾	-	(52,604.26)	25,000.00 ⁽⁴⁾	(27,604.26)
Holiday - Fireworks and Photo Installation	75,000.00	20,000.00 ⁽⁵⁾	(114,717.50)	-	-	(19,717.50)	19,717.50 ⁽⁶⁾	-
Social Media Marketing	165,000.00	-	(66,568.56)	-	(69,300.00)	29,131.44	(19,717.50) ⁽⁷⁾	9,413.94
General Marketing	200,000.00	-	(21,670.00)	-	(136,740.00)	41,590.00	(25,000.00) ⁽⁸⁾	16,590.00
Concours d'Elegance	40,000.00	-	-	-	(40,000.00)	-	-	-
LIVE! From Rodeo Drive	60,000.00	-	-	-	-	60,000.00	-	60,000.00
Walk of Style	125,000.00	-	-	122,498.00 ⁽⁹⁾	-	247,498.00	-	247,498.00
Website	10,000.00	-	(1,650.00)	-	(8,350.00)	-	-	-
TOTAL	1,075,000.00	34,970.00	(699,075.32)	149,393.00	(254,390.00) ⁽⁹⁾	305,897.68	-	333,501.94 ⁽¹⁰⁾

(1) Sponsorship funds procured by RDC.

(2) Includes \$26,895.60 to account for rain contingency plan.

(3) \$26,895.60 received from the City of BH for rain contingency costs.

(4) From General Marketing category (permitted under FY 2016 - 2017 RDI / City of BH Agreement).

(5) Sponsorship funds from the BH CVB.

(6) From Social Media Marketing category (permitted under FY 2016 - 2017 RDI / City of BH Agreement).

(7) Amount reallocated to Holiday - Fireworks and Photo Installation.

(8) Amount reallocated to Holiday - Lighting Ceremony and Décor.

(9) FY 2015 - 2016 carryover funding. Cash with RDC.

(10) Excludes \$27,604.26 deficit from Holiday Lighting Ceremony and Décor.

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AGENC

EXPERIENTIAL + DIGITAL MARKETING



Attachment 2

AGREEMENT NO.

484-16

AMENDMENT NO. 1 TO AN AGREEMENT BY AND
BETWEEN THE CITY OF BEVERLY HILLS AND RODEO
DRIVE, INC. FOR FISCAL YEAR 2016-2017 MARKETING
AND SPECIAL EVENTS

NAME OF CONTRACTOR:	Rodeo Drive Inc.
RESPONSIBLE PRINCIPAL OF CONTRACTOR:	Mark Tronstein, President
CONTRACTOR'S ADDRESS:	P.O. Box 853 Beverly Hills, CA 90212
CITY'S ADDRESS:	City of Beverly Hills 455 N. Rexford Drive Beverly Hills, CA 90210 Attention: Mahdi Aluzri, City Manager
COMMENCEMENT DATE:	November 15, 2016
TERMINATION DATE:	June 30, 2017
CONSIDERATION:	Original Agreement Not-to-Exceed: \$1,000,000 This Amendment No. 1: \$75,000 Total Not-to-Exceed: \$1,075,000

AMENDMENT NO. 1 TO AN AGREEMENT BY AND
BETWEEN THE CITY OF BEVERLY HILLS AND RODEO
DRIVE, INC. FOR FISCAL YEAR 2016-2017 MARKETING
AND SPECIAL EVENTS

This Amendment No. 1 is to that certain Agreement by and between the City of Beverly Hills (hereinafter called "CITY"), and Rodeo Drive, Inc. (hereinafter called "CONTRACTOR") for Fiscal Year 2016-17 Marketing and Special Events, dated June 21, 2016 and identified as Contract No. 205-16 ("Agreement").

CITY and CONTRACTOR desire to amend the Agreement.

NOW, THEREFORE, the parties hereby agree as follows:

A. Section 1 of the Agreement shall be amended and restated as follows:

Section 1. Scope of Work and Authorization of Funding. RDI shall provide the services (both personnel and deliverables) necessary to produce the following programs (the "Programs") during Fiscal Year 2016-17 (July 1, 2016 through June 30, 2017): (i) the Rodeo Drive Walk of Style®, (ii) Rodeo Drive Concours d'Elegance, (iii) Holiday Décor and Lighting Ceremony, (iv) Holiday Photo Activations, (v) LIVE! From Rodeo Drive, (vi) General Marketing, (vii) Social Media Marketing, and (viii) Website Update events and initiatives for the promotion of the City and Rodeo Drive as set forth in Scope of Work attached hereto as Exhibit A.

B. Paragraphs (a) and (b) of Section 2 of the Agreement shall be amended and restated as follows:

Section 2. Payments.

(a) City shall provide funding in the amount of \$1,075,000 to be used by RDI for the Programs and services, as set forth in Exhibit A, to be held during Fiscal Year 2016-2017. The funds shall be utilized and serve as compensation (including but not limited to overhead, third party costs, etc.) for RDI's implementation of the Scope of Work. In no case shall RDI request that City staff undertake any of the activities set forth in Exhibit A. Upon request by the Deputy City Manager, RDI will produce documentation (e.g., invoices) to establish that it has fulfilled its foregoing commitment to the City's satisfaction.

(b) The \$1,075,000 shall be used for the Programs and allocated by RDI as follows:

- Rodeo Drive Walk of Style® event – \$125,000
- Rodeo Drive Concours d'Elegance – \$40,000
- Rodeo Drive Holiday Décor Program – \$200,000
- Holiday Lighting Ceremony – \$230,000
- Holiday Photo Activations – \$45,000
- LIVE! From Rodeo Drive – \$60,000
- General Marketing – \$200,000
- Social Media Marketing – \$165,000
- Website Update – \$10,000

C. Section 9 of the Agreement shall be amended and restated as follows:

Section 9. Termination of Agreement. City may terminate this Agreement early, at any time, with or without cause, upon thirty (30) days prior written notice to RDI. In the event of such termination, City shall pay RDI for all costs and obligations reasonably incurred by RDI in performing its services under this Agreement prior to the date of the termination notice. Any payments made to RDI shall be in full satisfaction of City's obligations hereunder and in no event shall any payment made by the City exceed \$1,075,000. City shall not be obligated to pay additional funds for any aspect or part of any of the Programs or such other events and initiatives with respect to which RDI makes a commitment after the issuance of such notice.

D. "Holiday Lighting Ceremony" contained in Exhibit A of the Agreement shall be amended and restated as shown on Exhibit A hereto.

E. Exhibit A of the Agreement shall be amended to add "Holiday Photo Activations" as shown on Exhibit A hereto.

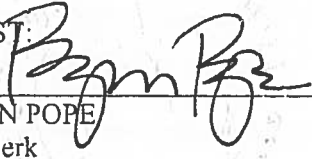
F. Except as specifically amended by this Amendment No. 1, the remaining provisions of the Agreement shall remain in full force and effect.

EXECUTED the 15th day of November 2016, at Beverly Hills, California.

CITY OF BEVERLY HILLS
A Municipal Corporation

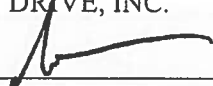

JOHN A. MIRISCH
Mayor of the City of Beverly Hills, California

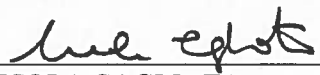
ATTEST:


BYRON POPE
City Clerk

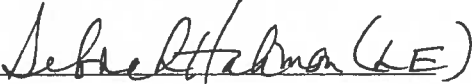
(SEAL)

RODEO DRIVE, INC.



MARK TRONSTEIN
President


NICOLA CAGLIATA
Vice President

APPROVED AS TO FORM:


LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

 For:
MAHDI ALUZRI
City Manager


SHARON L'HEUREUX DRESSEL
Interim Risk Manager

EXHIBIT A
SCOPE OF WORK

HOLIDAY LIGHTING CEREMONY - \$230,000

- The holiday lighting ceremony shall be held on Sunday, November 20, 2016.
- RDI shall use its best efforts to develop a process to obtain data and metrics for the event and provide information regarding the return-on-investment to City. Such metrics shall include, but are not limited to, measuring and analyzing year-over-year visitor traffic, receiving and analyzing partner feedback; measuring and analyzing marketing efforts. RDI may reallocate funds as needed between the Holiday Décor and Holiday Lighting Ceremony budgets provided deliverables for both programs are satisfied.
- As it pertains to the Lighting Ceremony, RDI shall make reasonable efforts to request that its retailers adjust opening and closing hours to align with special event times, thereby encouraging more shoppers and retail purchases. This shall be accomplished by transmitting such request in writing to such merchants. RDI shall provide copies of the written requests for adjustment of hours upon request of City.
- RDI shall undertake the following activities:
 - Work with the City staff on street closure and city services needed for the event.
 - Create a high profile event to garner media attention for the holiday season.
 - Review entertainment options of live performances and include a live fireworks finale. Work with Rodeo Drive retailers to develop lighting ceremony program they envision.
 - Pursue additional income and in-kind streams to offset costs and expand program.
 - Include Ceremony on Rodeo Drive website. Work with City and CVB to further promote event and provide information to visitors and residents interested in attending. Create promotional campaign that may include local advertising, collateral, publicity and online elements that can be used by retailers to promote customer attendance.

Description	Budget Estimate
Street Closure/City Permits/Barricades	\$35,000
Staging/Lighting/Sound/Power	\$45,000
Entertainment – Live Performances	\$70,000
Fireworks Show Finale – 3 minute rooftop show and CO2 stage cannons	\$30,000
Marketing/Advertising	\$15,000
Production Fee	\$35,000
Estimated Total	\$230,000

HOLIDAY PHOTO ACTIVATIONS - \$45,000

- Create whimsical holiday themed installations at two key points along Rodeo Drive to serve as socially shareable photo activations during the 2016 holiday shopping season.
- The installations will be an ongoing attraction to shoppers, residents and tourists, increasing foot traffic in the area and drawing people to Rodeo Drive from surrounding areas and shopping destinations.
- The first photo activation will be installed at the bottom of 2 Rodeo at the corner of Rodeo Drive and Dayton Way. The second photo activation will be installed on the sidewalk of the 300 block of Rodeo Drive adjacent to Moncler and Battaglia. RDI shall obtain special event permits for the photo installations.
- RDI shall undertake the following activities:
 - Construct and install two holiday photo activations on Rodeo Drive on or before November 20, 2016 for the holiday lighting ceremony and maintain the installations for the six-week holiday shopping season. Remove photo activations at end of season.
 - Provide security 24 hours per day, 7 days per week for a total of six weeks during shopping season.
 - Provide a brand ambassador to answer questions about installations for 4 hours per day, 5 days per week for a total of six weeks during shopping season.
 - Work in partnership with the City and Beverly Hills Conference and Visitors Bureau (BHCVB) to leverage appropriate social media influencers and key press for a special holiday preview to kick off excitement on channels where shoppers are engaged.

Description	Budget Estimate
Photo Activation 1	\$28,000
Photo Activation 2	\$11,500
Security (24/7 for 6 weeks)	\$25,200
Brand Ambassador (4 hrs/day, 5 days/week for 6 weeks)	\$3,600
Activation Maintenance	\$2,550
Production Fee	\$14,150
Estimated Total	\$85,000
<i>City Funding Contribution</i>	<i>(\$45,000)</i>
<i>BHCVB Funding Contribution</i>	<i>(\$20,000)</i>
<i>Rodeo Drive Committee Funding Contribution</i>	<i>(\$20,000)</i>