



Beverly Hills City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will conduct a Regular 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**

**Wednesday, September 12, 2018
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 not listed on the agenda.
- 2) Request by the Beverly Hill International Music Festival to use Greystone Mansion for an additional Concert and Fundraiser with City fees waived
- 3) Proposals for BOLD Holiday 2018 Programming and Decor from the City of Beverly Hills and Rodeo Drive Committee
- 4) Adjournment


Byron Pope, City Clerk

Posted: September 7, 2018

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE LIBRARY AND CITY CLERK'S OFFICE



In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.



STAFF REPORT

Meeting Date: September 12, 2018
To: City Council Liaisons
From: Nancy Hunt-Coffey, Director of Community Services
Subject: Request by Beverly Hill International Music Festival to use Greystone Mansion for an additional Concert and Fundraiser with City fees waived

Attachments:

1. Beverly Hills International Music Festival April 28th City Council Staff Report
2. Beverly Hills International Music Festival Event Request Form
3. Detailed Expense Report of Fees to be Waived

The Beverly Hills International Music Festival (BHIMF) has submitted a proposal requesting to hold an additional Concert and Fundraiser at Greystone Mansion with City fees waived. For reference, City Council approved a previous request from BHIMF at its April 24th, 2018, meeting for the City to co-sponsor concerts at Greystone Mansion. The staff report is attached (Attachment 1). All associated facility use fees and staff charges were waived and the public could purchase tickets to attend the concerts for a fee.

In 2017 the City co-sponsored two concerts and this year BHIMF requested an increase to host three concerts. The concerts, featuring local and visiting classical musicians, were held on July 23, July 24 and July 25, 2018. This October event request is new, and is in addition to the three concerts that have already taken place. The BHIMF request is attached (Attachment 2). Their event, if approved, would take place on October 3, 2018, and would include a chamber music concert in the living room and a dinner on the terrace at Greystone. This is not an annual request, it is a one-time request.

Tickets are available by invitation only and are proposed to be \$250 each, and the expected attendance is estimated at 70 people. The event is intended to be a fundraiser for BHIMF, which is a registered non-profit organization. A small percentage of ticket sales would also be donated to the City of Beverly Hills Community Charitable Foundation, earmarked for Greystone Mansion.

A detailed report of City expenses being requested to be waived is attached (Attachment 3). The City is asked to provide the following in-kind services in the amount of \$6,521.60 in support of this event:

- Use of Greystone to hold the event
- Use of upper parking lot for guests
- Park Rangers for coordination and security

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- Staff for preparation and strike

Currently the City receives numerous requests for fundraising events from both resident and non-resident organizations. While groups that pay the full rental fee are allowed to hold fundraisers at Greystone Mansion, typically requests from groups who would also like a fee waiver are not granted. In comparison to BHIMF's three concerts that took place in July 2018 and are open to the public through the purchase of a ticket, this additional October event request is not open to the public and is by invitation only. Approving the waiving of fees for this new invitation only BHIMF October event could set a precedent for more groups to seek fee waiver from the City of Beverly Hills for their fundraising activities. That could result in a fairly large number of requests, resulting in reduced rental revenue collected at the site to assist with maintenance and operation of this valued community asset.



AGENDA REPORT

Meeting Date: April 24, 2018
Item Number: D-9
To: Honorable Mayor & City Council
From: Nancy Hunt-Coffey, Director of Community Services
Subject: BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL CO-SPONSORSHIP REQUEST TO USE GREYSTONE MANSION
Attachments: 1. Letter of Proposal

INTRODUCTION

As has occurred in past years, a request has been made by the Beverly Hills International Music Festival (BHIMF) for the City to co-sponsor concerts at Greystone Mansion. Last year the City co-sponsored two concerts and this year BHIMF has requested to host three concerts. The concerts, featuring local and visiting classical musicians will be held on July 23, July 24 and July 25, 2018.

DISCUSSION

As has been done in previous years, BHIMF is requesting in-kind services from the City of Beverly Hills to offset facility rental fees to conduct the concerts at Greystone. Additionally, they request that Greystone staff provide use of the piano, set-up tables and chairs for the concerts, and that the City provide promotional support for the concerts.

This year will be the organization's 15th annual festival. BHIMF will be charging \$30 per person for each of the Greystone concerts. Revenue generated by ticket sales helps to offset a portion of the Festival's operating costs. BHIMF is offering the Friends of Greystone a full-page advertisement in the printed Festival program, which they value at \$900. Additionally, the BHIMF will provide a total of 18 complimentary tickets to Beverly Hills residents on a first come, first served basis. Furthermore, Beverly Hills residents will be admitted at a discounted price of \$25 (with proof of residency).

FISCAL IMPACT

Staff anticipates that approximately \$2,276 in hard costs (ranger and staff time for setup and breakdown) and \$13,658 in soft costs (waiving rental fees for both concerts,

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setup/breakdown and rehearsal time) would be waived to provide these three concerts. BHIMF would be required to provide the City with General Liability insurance, at its own expense, in the amount of \$1 million per occurrence.

RECOMMENDATION

Based on past practice and previous City Council direction, staff recommends that the City co-sponsor this program and waive the associated hard and soft costs.



Nancy Hunt-Coffey

Approved By

ATTACHMENT



BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL

910 So. Bedford Street, Suite 103,
Los Angeles, California 90035

PROPOSAL FOR THE SUPPORT OF 2018 BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL JULY 20 – JULY 29, 2018

Request

Celebrating its 15th year, the Beverly Hills International Music Festival (BHIMF) would like to present three concerts at Greystone Mansion on July 23rd, July 24th and July 25th, 2018. BHIMF is requesting the City of Beverly Hills co-sponsor the concerts by providing the facility rental fees and services, tables, chairs, and use of the piano. In addition, we request the City provide promotional support with website links, email blasts, and flyer distribution at City facilities, including recreation centers and libraries.

BHIMF will be responsible for all production aspects of concerts including programming, musicians, musical instruments, and festival program printing.

As in previous years, BHIMF's concert presentations at Greystone provide substantial public benefit to the residents of Beverly Hills. BHIMF brings high quality classical musical presentations to audiences as well as providing local and visiting artists the opportunity to perform a diverse repertoire of music enjoyed by audiences of all ages. Last year, DMG offered Friends of Greystone a full-page ad and free tickets to the festival to Beverly Hills residents. A number of Beverly Hills residents attended the Greystone Mansion concerts free of charge. Greystone Mansion opted not to place an ad in the festival program.

BHIMF will provide a total of 18 complimentary tickets (6 for each concert) to Beverly Hills residents on a first come, first served basis. Furthermore, any additional Beverly Hills residents will be admitted at an additional discounted price of \$25, with proof of residency. The Friends of Greystone will again be offered a full-page advertisement, (valued at \$900) in the printed Festival program. (Camera-ready copy will need to be provided to BHIMF no later than May 1st, 2018).

Introduction

The City of Beverly Hills has been co-sponsoring BHIMF at Greystone Mansion since 2013. In 2014, BHIMF expanded to two concerts at Greystone Mansion. For the first two years, the concerts were free. Due to Greystone Mansion's maximum occupancy of 76 seats; the concerts reached their full seating capacity shortly once the doors opened. Numerous people who wanted to attend were turned away. After the Festival organizers received numerous complaints from those disappointed with not being able to secure seats at the Greystone Mansion concerts; the decision was made to offer the Greystone Mansion concerts as part of the ticketed price structure with a \$30 general admission with discounted tickets for students and seniors. Incorporating a modest ticket price for the limited seats at the venue provided an opportunity for audience members to access the concerts in a more favorable manner.

Since 2004, DMG Music Association Inc., has been presenting the Beverly Hills International Music Festival (BHIMF). The Festival has been international in its programming, participants, and faculty. Over the last decade, DMG has built relationships with musical artists and instructors from all over the globe, including countries from Canada, the United States, Western Europe, Taiwan and Japan. This year's festival will feature 3 public concerts in commemoration of its 15th anniversary featuring local chamber music artists and the acclaimed violin virtuoso, Oleh Krysa and several special guests.

Festival History and Background

DMG Music Association Inc., launched the Beverly Hills International Music Festival (BHIMF) in 2004, to provide young people, starting as young as eight years old, and adults, ages 30 to over 60, with the opportunity to be engaged with intensive music study and participate in public performances. BHIMF has been presented over ten days and is comprised of two activities, (1) an intensive daily eight-hour music instruction for participants who attend over 120 combined workshops, master classes, individual lessons and orchestral sectional rehearsals; and (2) a series of seven public concerts featuring special guest artists, BHIMF faculty members and a Festival Chamber Orchestra comprised of BHIMF participants.

For the last 14 years, BHIMF has brought together professional musicians and music instructors in service to work with participants of all ages for an intensive experience that will advance their musical education and performance experience. Participants gained the valuable experience of working and performing in small ensembles as well as the Festival Orchestra. For many BHIMF participants, it was the first time they performed in public as a soloist, or part of an ensemble or orchestra.

Since its founding, DMG/BHIMF has served over 750 participants and presented concerts to 15,300 audience members. BHIMF has hosted young musicians as participants and artists as special guests or faculty from Los Angeles County and Beverly Hills as well as the countries of Israel, Japan, Taiwan, Germany, Russia, China, Chile, Holland, Canada, Bulgaria, Mexico, and 16 states from the U.S.

Temple Emanuel of Beverly Hills, the previous festival venue is no longer a viable option due to scheduling conflicts and competing events, DMG has worked diligently over the past two years with the City of Beverly Hills Community Services Department, the Unified School District and the Wallis Annenberg Center for the Performing Arts, in an attempt to secure space in order to present the classroom instruction, and master classes as part of the arts education festival activities. Regrettably, our efforts have been unsuccessful. The proposed concert series at Greystone Mansion will be this year's festival in its entirety. However, given the high quality and diversity of the proposed programs, we believe the Festival still offers a strong community benefit.

The Beverly Hills International Music Festival is produced and presented by DMG Music Association, Inc., a 501(c)(3) nonprofit organization – Tax ID# 20-0773055. Contributions are tax-deductible to the extent allowable by law. BHIMF's website is www.bhmusicfestival.us

Conclusion

BHIMF has continued to sustain its service and contributions to the cultural life of Los Angeles County for fifteen years, which is no small feat. As a very small non-profit arts organization, the majority of funding to support the festival is derived from grants and donations. The revenue from ticket sales is modest and covers only a small portion of the DMG's presenting costs.

The Festival offers Beverly Hills audiences a unique opportunity to partake in chamber music concerts in the intimate setting of Greystone Mansion. Close to 60% of those attending the Greystone Mansion concerts report to visiting Greystone Mansion for the first time.

In addition to the performance aspects as a public benefit, BHIMF is also offering Friend of Greystone a full-page ad valued at \$900; discounted tickets to the residents of Beverly Hills, and a total of 18 complimentary tickets to Beverly Hills residents.

We hope that the City of Beverly Hills will continue to support the Festival by co-sponsoring the three music concerts at Greystone Manor on July 23rd, 24th and July 25th, 2018.

Thank you for your considered attention.

Respectfully submitted,

Gregory Cherninsky

Mr. Gregory Cherninsky
DMG Founder and Executive Director



**Request to hold an event in the City of Beverly Hills at
Greystone Mansion & Gardens: The Doheny Estate**

*Thank you for your interest in holding an event in the City of Beverly Hills!
Please complete this form and return it to Sara Scrimshaw, Greystone Venue Coordinator, at
sscrimshaw@beverlyhills.org. A completed form is the first step in the process to request a fee reduction
for use of Greystone. You may submit answers on a separate page but make all questions are answered.*

Name of organization requesting fee reduction:

DMG MUSIC ASSOCIATION, INC.

Primary contact: GREGORY CHERNINSKY

Primary contact email: gregcherni@aol.com

Primary contact phone #: (310) 779-7622

Primary contact role: President,

Artistic Director and Founder of Beverly Hills International Music Festival

Organization address:

910 S. Bedford Str. Ste. 103, Los Angeles, CA 90035

Type of organization (non-profit, corporate, etc.): DMG Music Association, Inc is a §501(c)(3)
non-profit organization – Tax ID# 20-0773055

Proposed date(s) and hours of event (including set up and breakdown time needed)

October 3rd, 2018. 6 hours. 4 hours of event and 2 hours - set up and brakedown.

1. How many people do you anticipate will attend your event each day?

70 -75 people

2. Please describe the type of Special Event you wish to produce, e.g. corporate conference,
performing arts event, non-profit fundraiser, etc.

THE EVENT IS A LAUNCH FOR THE BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL AND FUNDRAISER
TO ANNOUNCE THE NEW CHANGES AND NEW SEASON.

NON-PROFIT FUNDRAISER. CHAMBER MUSIC CONCERT AND DINNER.

3. What is your preferred location(s)? Describe anticipated use of each space here:

CONCERT IN LEAVING ROOM AND DINNER ON TERRACE.

4. Who is your target audience? (Families, older adults, young professionals, all ages, residents, tourists, celebrities, VIP invitation only, private ticketed event, etc.)

VIP INVITATION ONLY

5. How will the residents and/or businesses in Beverly Hills benefit from your event? What is the community benefit? Describe: For the city, we will be happy to contribute a percentage of the tickets sale to the City of Beverly Hills Community Charitable Foundation, earmarked for Greystone Mansion. But the bigger advantage to the City will be to re-ignite the festival as an important cultural function for the City which will have a bigger program at Greystone and at other venues in Beverly Hills.

6. Explain how your event meets one or more of the following criteria:

- a. Boosts the local Beverly Hills economy by attracting residents and visitors to have fun and spend time in the commercial area, or overnight in Beverly Hills hotels, or shopping or dining within the City of Beverly Hills.
- b. Provides an opportunity to help build community, foster a sense of pride within the community, and engages the community.
- c. Contributes positively to the recognition and image of the City of Beverly Hills.

We will attract a new and more engaged advisory group full of city luminaries and leaders as well. Beverly Hills is in the title of the event so it will be important for the City to have an event that can attract regional and international attention. We will also bring a level of artists that are internationally well-known to the event in summer of 2019.

7. Please describe your promotional plan for the event:

INVITATION ONLY

8. Is the event free or will you charge for tickets? Will there be a Beverly Hills resident reduced rate or a special component of the event available exclusively to BH residents?

WHERE WOULD BE CHARGE BY INVITATION ONLY. THE TICKET PRISE IS \$250.

9. Is your event a fundraiser for any cause or non-profit organization? If yes, please describe who the beneficiary is and include how they will benefit. Is the beneficiary located in Beverly Hills? What percentage of the beneficiary's organizations membership are Beverly Hills residents?

THIS IS FUNDRAISING FOR BEVERLY HILLS INTERNATIONAL MUSIC FESTIVAL.

WE WILL HAVE MOST OF ATTENDANTS FROM BEVERLY HILL.

10. Are you aware of what permits you may be required to secure to produce your event? Examples include:

- a. City of Beverly Hills Park or Facility Use application - YES
- b. Public Assembly permit -YES
- c. Solicitation permit -YES
- d. Alcohol permit
- e. Others

11. What do you anticipate your event to cost? Please provide your anticipated budget.

\$12,000 to \$15,000

12. How are you funding this event to cover all expenses, including City costs for permits and additional resources that may be needed?

SPONSOR AND TICKETS SALE.

13. Are you requesting a partnership with the City to jointly produce this event?

If yes, please describe the partnership arrangement you desire:

FEE WAIVER FOR USE GREYSTONE MANSION.

Note: The City of Beverly Hills is a public agency and therefore, subject to certain laws pertaining to use of public taxpayer dollars to support events. Please be clear about what the public benefit is in your proposal, how the public can access your event, and what program(s)/event(s) you are providing that is considered a public benefit to the community.

If you are a non-profit organization producing this event, you will be required to provide proof of current non-profit status. City financial support of commercial/private events, where generating a profit for private gain, and there is no public benefit to the community, is not allowable.

Requesting to hold an event in Beverly Hills requires multiple steps and approvals, particularly for large events that require street closure, City personnel like Police Officers or Public Works staff, and request use of public or City-owned property and any other special consideration. You may also be required to present your proposal to City staff and/or representatives of the Beverly Hills City Council for formal approval and support.



GREYSTONE
MANSION & GARDENS

The Doheny Estate

905 Loma Vista Drive, Beverly Hills, CA. 90210

www.beverlyhills.org/greystone

RENTAL ESTIMATE

Estimate date:

Name: Greystone estimate

Date: Greystone estimate

Estimate description:

Concert in the Living Room and dinner on the Terrace, up to 70 people.
Event will use Greystone chairs in the Living Room (no rental items inside).
Group will hire a rental company to provide all items used on the terrace for dinner.

Residency Status: Resident
Number of guests: Under 100
Vendor set up: 4 hours
Event time: 3-4 hours
Vendor breakdown: 2 hours

	Rate	Hours/Quantity	Line total
FEES			
Prep/Strike rate, 1-100 people	\$ 134.00	6	\$ 804.00
Interior first floor rental fee, Monday-Thursday	\$ 1,134.50	4	\$ 4,538.00
Terrace rental add-on to mansion interior rental	\$ 1,200.00	1	\$ 1,200.00
Park Ranger (hourly)	\$ 62.00	10	\$ 620.00
Maintenance fee	\$ 369.00	1	\$ 369.00
Kitchen cleaning fee	\$ 299.00	1	\$ 299.00
REFUNDABLE DEPOSITS			
Refundable surety deposit (interior)	\$ 10,000.00		\$ -
Non-profit discount: 20% discount on event & prep/strike total, available Mon-Th only		1.00	\$ (1,308.40)
CREDITS			
Non-refundable holding deposit	\$ 1,000.00	-	\$ -

TOTAL ESTIMATE \$ 6,521.60



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

Memorandum

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

FROM: Huma Ahmed, Community Outreach Manager 

DATE: September 12, 2018

SUBJECT: Proposals for the City of Beverly Hills and Rodeo Drive Committee BOLD Holiday 2018 Programming and Décor

ATTACHMENT:

1. City Holiday Lighting and Décor Proposal
2. Rodeo Drive Committee BOLD Holiday 2018 Proposal
3. Holiday Program with Hanukkah Elements
4. Letter from City Attorney to Rabbi Simcha Green

INTRODUCTION

This report provides the City Council Liaison /Rodeo Drive Committee/Special Events (Mayor Julian Gold and Councilmember Lili Bosse) with an overview of the City's holiday programming and décor proposal. As in years past, the holidays continue to be a coordinated partnership between the City of Beverly Hills ("City"), Rodeo Drive Committee ("RDC"), the Beverly Hills Chamber of Commerce ("Chamber") and the Beverly Hills Conference and Visitors Bureau ("BHCVB").

This report requests the City Council Liaisons review and provide direction on this year's holiday lighting, décor and programming from the City and the Rodeo Drive Committee.

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 City along with its local business partners, develop, execute and promote a cohesive holiday program for the community.

The City and its partners, the BHCVB, RDC and Chamber all have specific work plans regarding the holidays. Each organization will and/or have provided their own proposals.

As much of the City's lighting and décor was purchased last year, the upcoming holiday season will mostly include a reactivation of current elements, along with a few new items for consideration.

This year, the City's current holiday elements include:

- Holiday lighting within the business district (CURRENT)
- BOLD holiday street banners (CURRENT)
- Audio music on City speakers (CURRENT)

- Holiday décor, at the Lily Pond (CURRENT)
- Holiday Concert hosted by Community Services¹ (CURRENT)
- Lighted City BOLD sign and floating lotuses at the Lily Pond (CURRENT)

The following new activities and décor elements will also be provided this year:

- Joy to the Holidays supported by the Friends of Greystone (“FOG”)² (NEW)
- Metro Purple Line Extension (PLE) décor³ - (NEW)
- Holiday Senior Luncheon, to include Kosher options

Currently the City has installed year-round twinkle-lights in various sections of Beverly Hills. During the holidays, festive, unique lighting and décor are also offered throughout the following areas in addition to elements provided by the City’s local partners:

- Rodeo Drive
- Wilshire Boulevard
- Cañon Drive
- South Santa Monica Boulevard
- Beverly Gardens Park (Lily Pond)
- City Hall – Crescent Drive
- South Beverly Drive
- South Robertson Boulevard
- La Cienega Boulevard

Audio speakers within the business triangle were also reactivated with music during Summer BOLD 2018. Music for the winter will be changed out for a more thematic holiday playlists until season concludes.

City Holiday Program with Hanukkah Elements

Similar to previous years, the City will incorporate inclusive holiday programming for the community. While the City does not promote religious activities, cultural programming and elements have and will be included as appropriate.

It should be noted, that staff has been approached by Rabbi Simcha Green on numerous occasions for the City to develop a Hanukkah proposal that is independent of other holiday programming. Historically, the City has focused on providing collaborative seasonal events and activities which all community members can attend.

Per the City’s practice, non-religious proposals are reviewed for consideration. Elements provided should following the City’s approach to programming and décor. As always, staff will continue to review and develop décor and programming that may be of interest to the community, regardless of religion, race, ethnicity, etc.

The City and its partners will showcase the following new Hanukkah themed cultural elements for the winter season:

¹ Annual event hosted by Community Services.

² FOG event is coordinated by Community Services, will be included with the City’s Holiday BOLD initiative.

³ Metro PLE Section 1 BOLD holiday sound wall and light pole graphics

- City of Beverly Hills
 - o City to include Library holiday book display inclusive of Hanukkah (NEW)
 - o City sponsored senior holiday lunch to include kosher options (NEW)
 - \$5,000 (250 people)
 - o Invite Kosher food trucks for holiday programming – (NEW)
 - o City-hosted Hanukkah concert at Roxbury Park (NEW)
 - \$500 (refreshments and participant meals)
 - Waiver of fees/permits and staff time
 - o Holiday BOLD banners with Menorah and Christmas tree (CURRENT)
 - o Blue and white décor and lighting to be incorporated with ongoing holiday program (CURRENT)

BOLD Holiday Proposal – the Rodeo Drive Committee

The City partners with the Rodeo Drive Committee to host the annual holiday lighting and concert program, which also activities for the winter shopping season on Rodeo Drive. Their funding for this year was approved in the RDC FY 2018-2019 annual work plan. No further funding is requested at this time.

The RDC has submitted their proposal (see attached) for conceptual holiday elements and designs for City Council Liaison consideration, which include:

- BOLD 2018 Holiday Banners (Rodeo Drive only)
- Stage Décor and Design
- Proposed Holiday Installations and Median Décor
- Ongoing Programming
- PR/Digital Opportunities

FISCAL IMPACT

As noted, the City Council approved the following BOLD Holiday 2018 budgets for the City's business partners. Funding has been allocated from the City's Tourism and Marketing budget for FY 2018-2019, derived from local Transient Occupancy Tax (TOT).

Holiday elements and programming for the Community Services Department are funded through their City Council approved FY 2018-2019 budget. Metro PLE holiday elements will be submitted to Metro for approval and reimbursement.

The City's décor and programming is funded through the Tourism and Marketing budget from FY 2018-2019. The current cost for the City's winter program (inclusive of Hanukkah elements) are estimated at \$445,176 and has been incorporated into the approved Tourism and Marketing budget for FY 2018-2019. No further allocation will be needed unless more program elements are added.

The RDC was approved holiday funding through their annual work plan agreement for FY 2018-2019. No additional funding is requested at this time. Should the City Council direct for any other additional holiday programming, funding will be requested from the City's General Fund Surplus.

BOLD Holiday 2018 Budget

Approved on June 19, 2018 BOLD Holiday 2018	Cost
Beverly Hills Conference and Visitors Bureau	\$ 517,000
Rodeo Drive Committee ⁴	\$ 1,200,000
Beverly Hills Chamber of Commerce	\$ 7,850
City of Beverly Hills + Holiday Senior Lunch + Hanukkah Concert	\$ 445,176
Subtotal	\$ 2,170,026
Proposed on September 17, 2018 Additional Requested Funding for Programming	
Beverly Hills Conference and Visitors Bureau (Proposed)	\$ 273,879
BOLD Holiday 2018 GRAND TOTAL	\$ 2,443,905

RECOMMENDATION

This report is provided to the City Council Liaisons for review and direction.

⁴ Provided rounded costs.

Attachment 1



**Scope of Service and Budget - Beverly Hills Holiday
2018 Holiday Décor Estimate
Created by: Norman Kahn - Utopia Worldwide Inc.
August 27, 2018**

Item Description	2018 Estimate
Wilshire Spans: Qty 6 - Includes refurbishment and installation/maintenance/removal/storage of decorative spans over Wilshire.	\$ 93,725
Canon Drive Décor - Garland and Bows (qty 53 poles) Includes/installation/maintenance/removal/transport/storage & temporary power runs. Refurbishment of power runs.	\$ 39,310
Banner Installation: Includes 4 separate banner installation/maintenance/removal/storage of qty. 435 sidewalk banners.	\$ 23,925
Banner Lights - replace non-functioning bulbs/ installation/maintenance/removal/transport/storage (Qty 480). Qty. 2 banner lights per pole for approximately 240 poles w/ some spares. Includes 100 new bulbs.	\$ 30,000
Santa at Wilshire/Beverly - Paint touch up/rigging hardware/installation/maintenance/removal /transport/storage. Includes side lighting and light fixture refurbishment.	\$ 25,000
Peninsula Hotel Décor - Décor on Ficus trees (qty 15) similar to yr. 2013. Includes purchase of new décor elements/installation/maintenance/removal/transport/storage.	\$ 35,000
City Hall West Side Décor: Twinkle lights & projections. Refurbishment WARM WHITE LED twinkle lights/ install/maintain/remove/store twinkle lights on qty 14 center planter small palms, qty 5 center planter medium palms, qty 6 sidewalk planter deciduous tree. Include two (2) gobo projections on City Hall west wing ends, mounted on City street light poles.	\$ 20,000
Menorah & Xmas Tree - New Free-standing Menorah and Christmas Tree w/bases. 50% larger than existing. Menorah has programmable 'candle' lights and Christmas Tree w/lighted star, mini-lights & decor. Includes purchase/shipping/installation/maintenance/removal/transport & storage. Menorah to begin lighting program on Sunday 12/6/15 after sundown (approx. 5:00pm). Mounting location TBD.	\$ 35,000
SSM Garland, Lights and Bows on Street Pole: Install, maintain, removal and storage of street pole decor elements. QTY 23: Street Pole Décor Sets consist of 1 Red and Gold Bow; approx. 3ft bow with 4ft tail and Garland lit with warm LED mini lights from the ground up to 12ft.	\$ 16,000
Wilshire/Santa Monica Entrance: Install, maintain, removal and storage of decor elements. Wilshire/Santa Monica Entrance Decor consists of 4 tall palm wraps similar to Wilshire style palms and 2 Garland wrapped support poles. Support poles to be wrapped in white fabric, then wrapped in garland that it lit with warm white and green LED lights to mimic Wilshire Blvd Arch Spans.	\$ 4,000
SSM Hanging Snowflake Lights: Install, maintain, removal and storage of decor elements. Warm white LED 2ft snowflake lights for 42 Santa Monica Ficus trees. Average of 7 per tree.	\$ 19,500
Holiday Tree Lighting Change Out - So. Bev, Robertson, LaCienega repeat exact installation as last years program. Includes prep, installation, replacement allowance, maintenance, removal, storage	\$ 39,766
Gobos on City Hall - 2 Custom Gobos - includes installation, maintenance, removal and storage	\$ 2,250
Subtotal	\$ 381,226
Sales tax allowance, reimbursable, shipping	\$ 15,000
Liability Insurance	\$ 5,950
Project Management, Technical Direction, Maintenance Coordinator	\$ 37,500
GRAND TOTAL	\$ 439,676

Attachment 2



BOLD HOLIDAY 2018
Beverly Hills

BOLD Summer Campaign Learnings



- Need to ensure that musical performers are high caliber both energetically and visually and when possible, review set list and wardrobe choices in advance
- Reevaluate bistro seating placement during live concert portion of programming
- Track foot traffic via brand ambassadors so we can measure the level in which guests interact with specific activations
- Re-evaluate placing video booth in high foot traffic areas
- Implement more substantial programming less frequently instead of small activations every night
- Per store feedback, music levels should be lower from 5-6pm and then boosted 6pm-8pm
- Giveaways should be environmentally conscious
- Explore scaling back on DJ's towards the end of programming and instead, use curated playlists
- Securing high end food trucks on a weekly basis was challenging due to trucks not meeting their revenue goals
- Reevaluate the champagne garden element
- Luxe Rodeo Drive Hotel needs to have signage and framing needs addressed in advance of event day

THE 2018 DESIGN



Overall Look & Feel



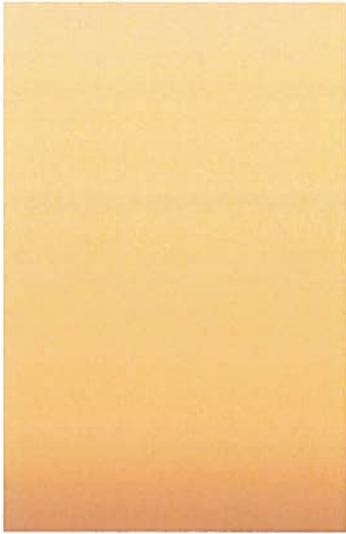
BOLD Holiday Logo



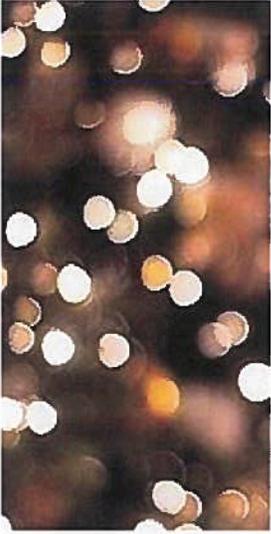
CONCEPT ONE



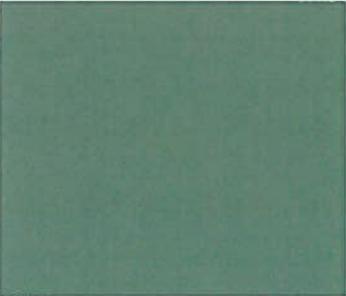
Color Palette- Concept One



GOLD



CHERRY RED



FOREST GREEN



ICE BLUE



CLASSIC WHITE



Holiday Banners- Concept One



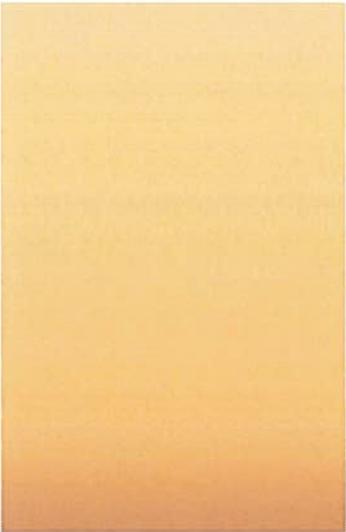
Holiday Banners- Concept One (Matching CVB's color palette)



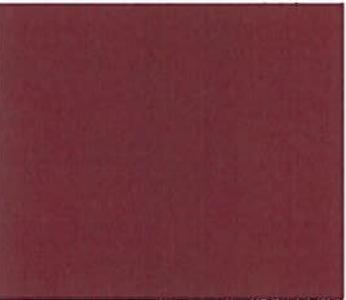
CONCEPT TWO



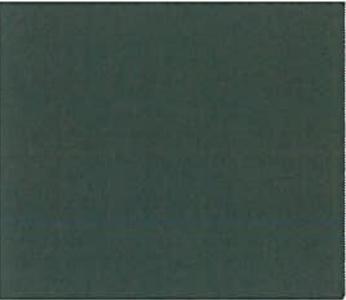
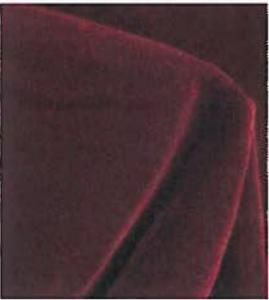
Color Palette- Concept Two



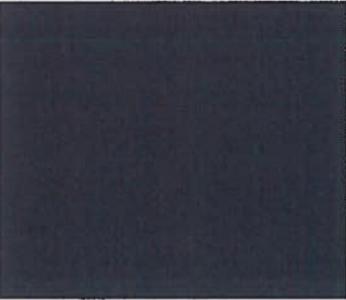
GOLD



CRIMSON



FOREST GREEN



MIDNIGHT BLUE



CLASSIC WHITE



Holiday Banners- Concept Two



Holiday Banners- Concept Two (Matching CVB's color palette)



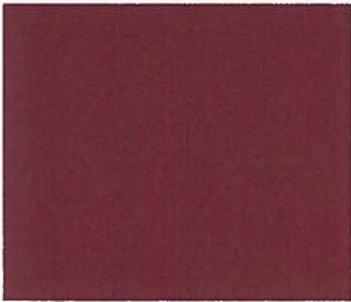
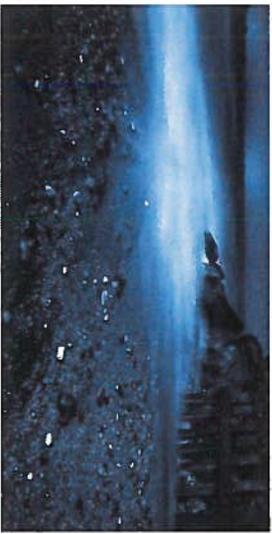
CONCEPT THREE



Color Palette- Concept Three



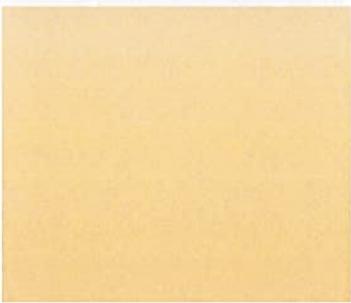
MIDNIGHT BLUE



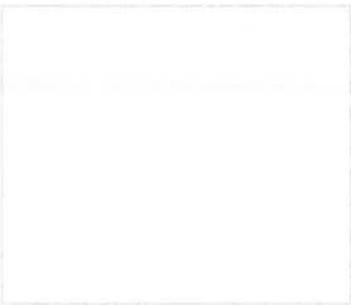
CRIMSON



FOREST GREEN



GOLD



CLASSIC WHITE



Holiday Banners- Concept Three



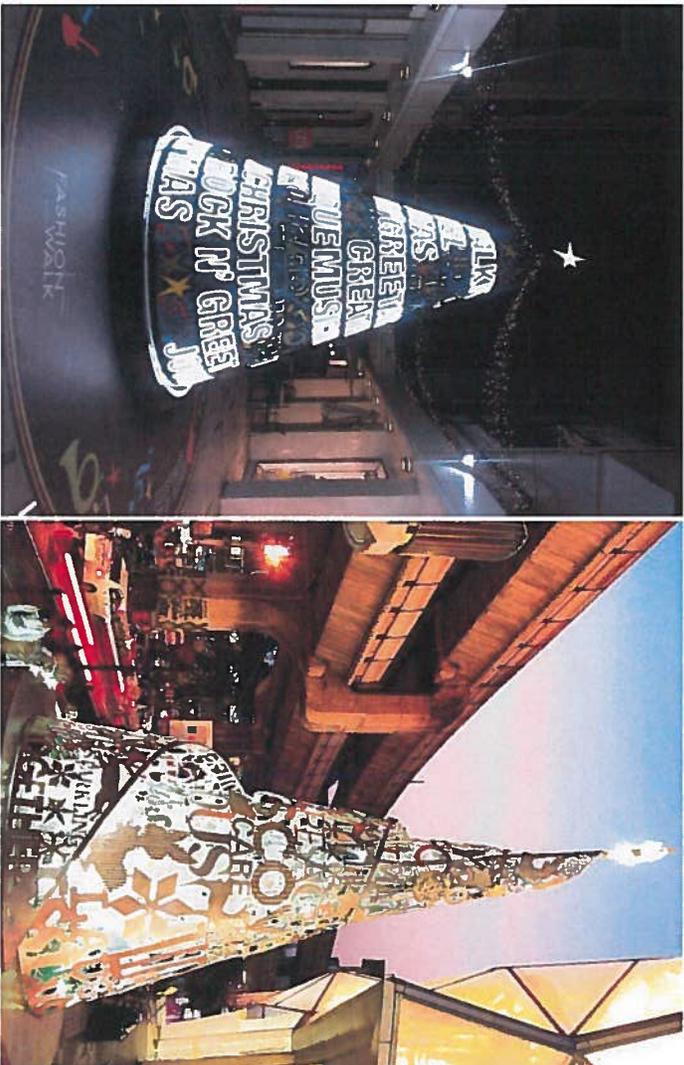
Holiday Banners- Concept Three (Matching CVB's color palette)



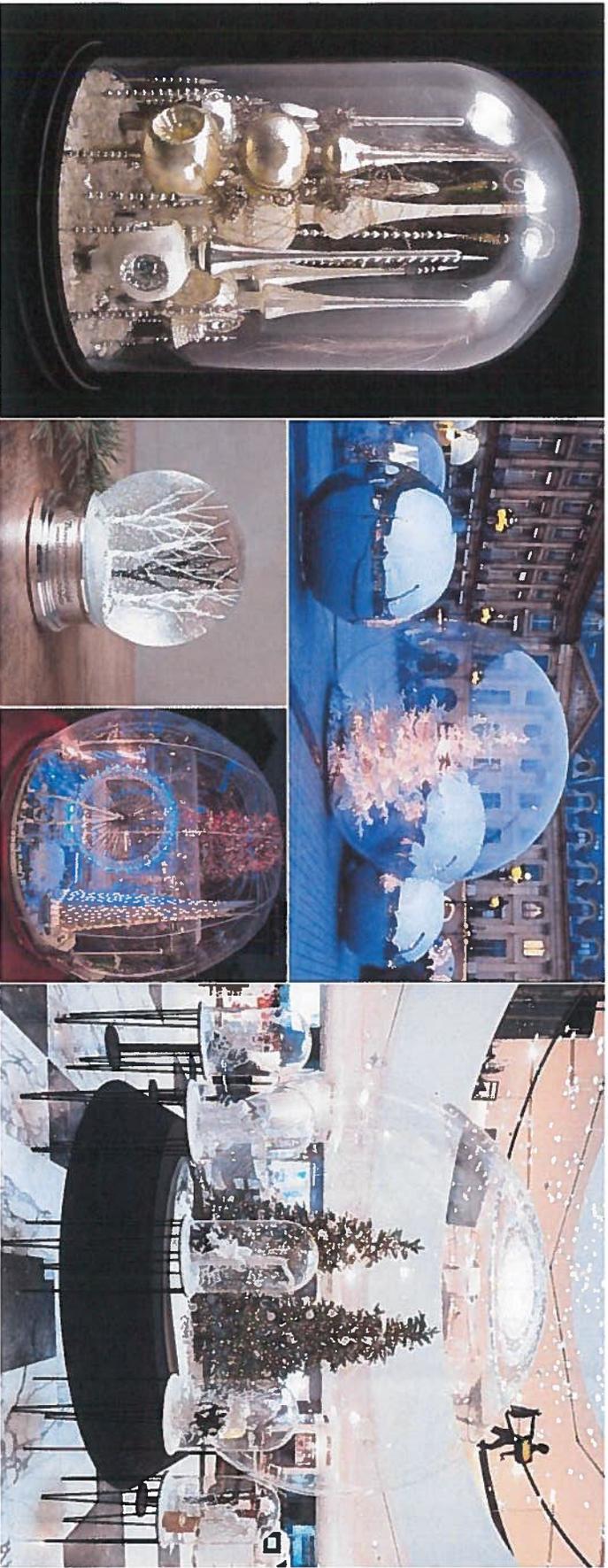
HOLIDAY INSTALLATION



Tree Option - Inspirational Imagery



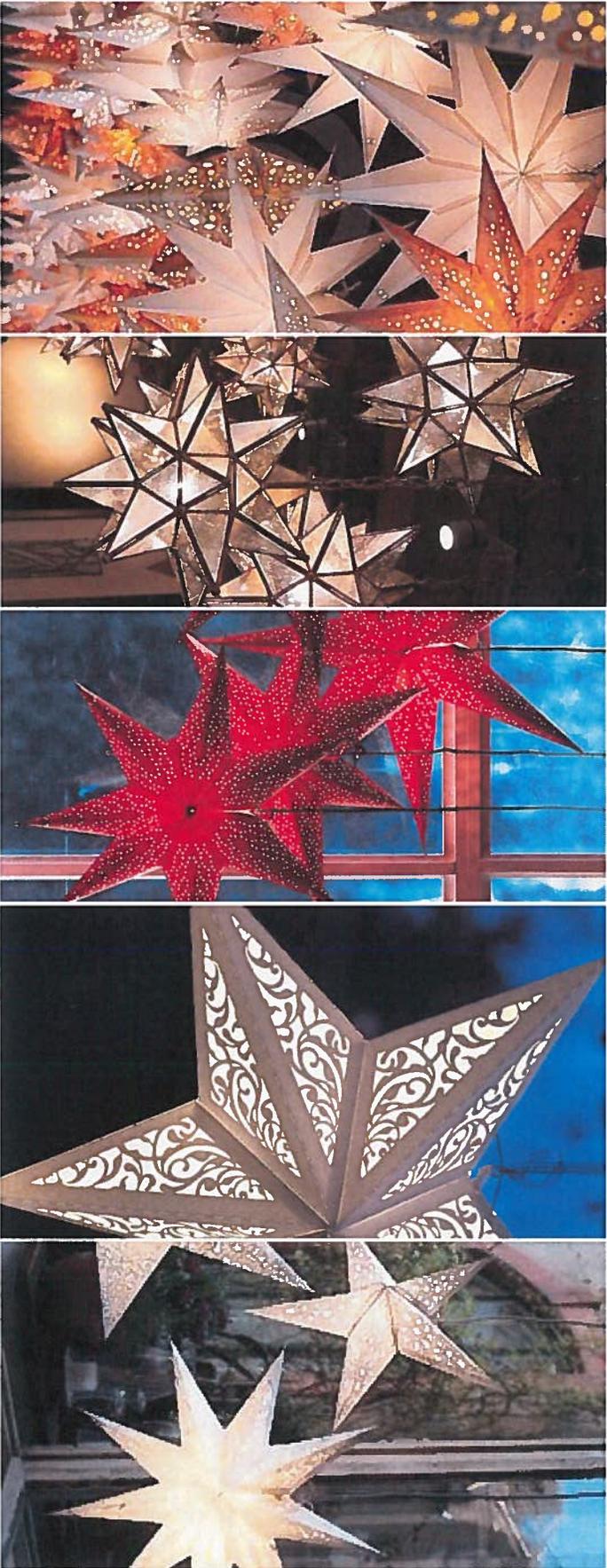
Snow Globe Option - Inspirational Imagery



MEDIAN DECOR



Median Decor & Palm Tree Inspirational Imagery



HOLIDAY LIGHTING CELEBRATION



KICKOFF ELEMENTS

The annual Holiday Lighting Celebration will kick off the holiday shopping season on the iconic Rodeo Drive on November 15th.

Event elements include:

- Full street closure
- Live musical performance
- BOLD art installation reveal
- Custom median decor
- Pre-event influencer VIP gathering
- Fashion Santa element
- Holiday Lighting unveiling
- Fireworks show



KICKOFF ELEMENTS: FASHION SANTA

Potential charitable partnership with Fashion Santa during the Holiday Lighting Celebration as a co-host. Fashion Santa was a fan favorite last year as he roamed Rodeo Drive and served as a photo moment.



KICKOFF ELEMENTS: FIREWORKS

In true Rodeo Drive style, a spectacular firework show will dazzle guests and conclude the Holiday Lighting Celebration.



STAGGE DESIGN



Stage Design - Inspiration Imagery



Stage Design - Elevation One



Stage Design - Elevation - Two



ONGOING PROGRAMMING



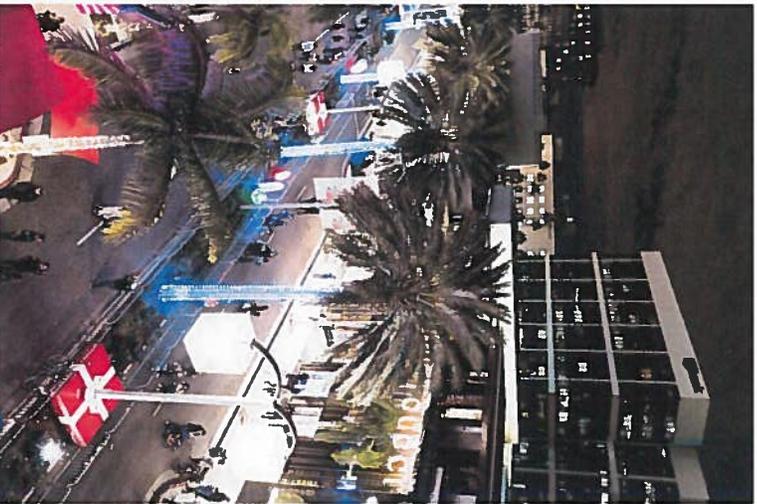
PROGRAMMING INTRO

Moving towards more impactful programming and curated weekend playlists. The following slides include many options to choose from for this year's BOLD Holiday programming. Pending approval on scheduling + activation dates.



ENHANCED AUDIO

Upgraded audio system in the median to provide a premium sound experience for guests on Rodeo Drive.



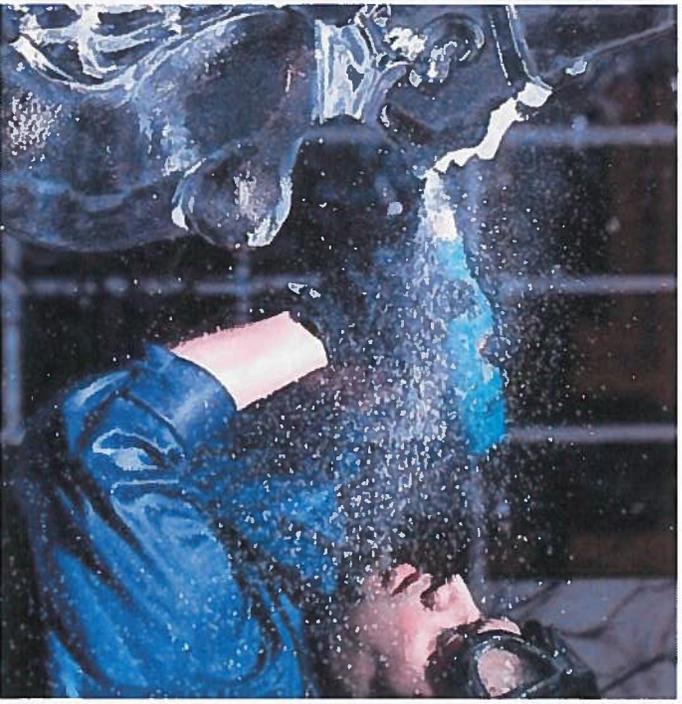
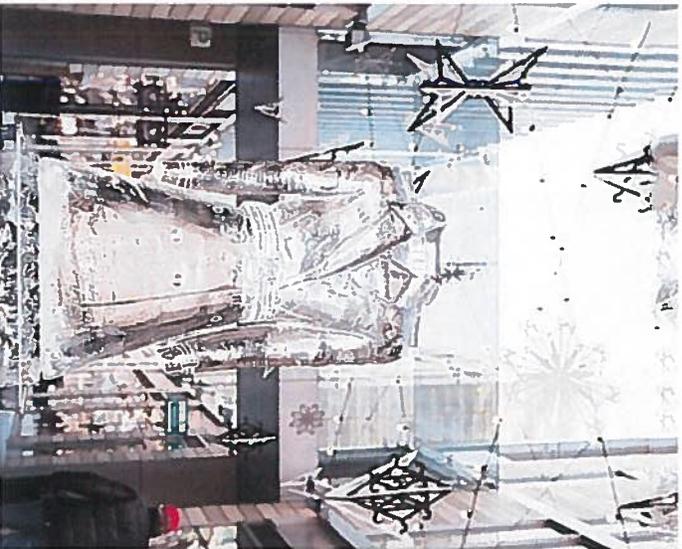
FLORAL K-RAIL TAKE OVER

Holiday floral takeover of the K Rail seating vignettes. An organic display of "overgrown + lush" white floral such as pampas grass, incorporating touches of green + red tones. Allowing guests to sit in the overgrown vignettes, to create great photo ops while capturing the whimsical feeling of the Holidays "white winter" feeling



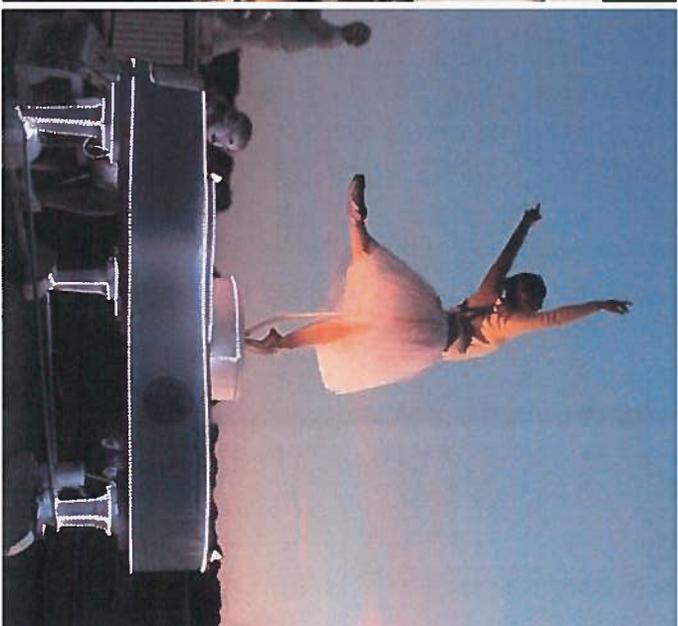
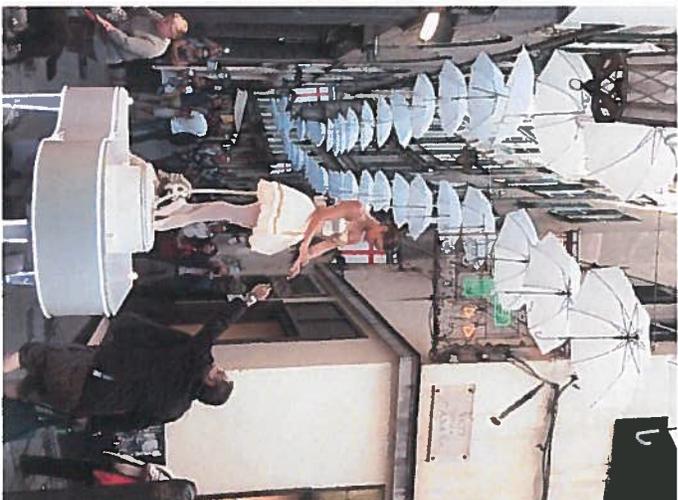
LIVE ICE SCULPTING

Striving to encapsulate the holiday feeling in an elevated, live performance. This sculpture installation would be a one day activation.



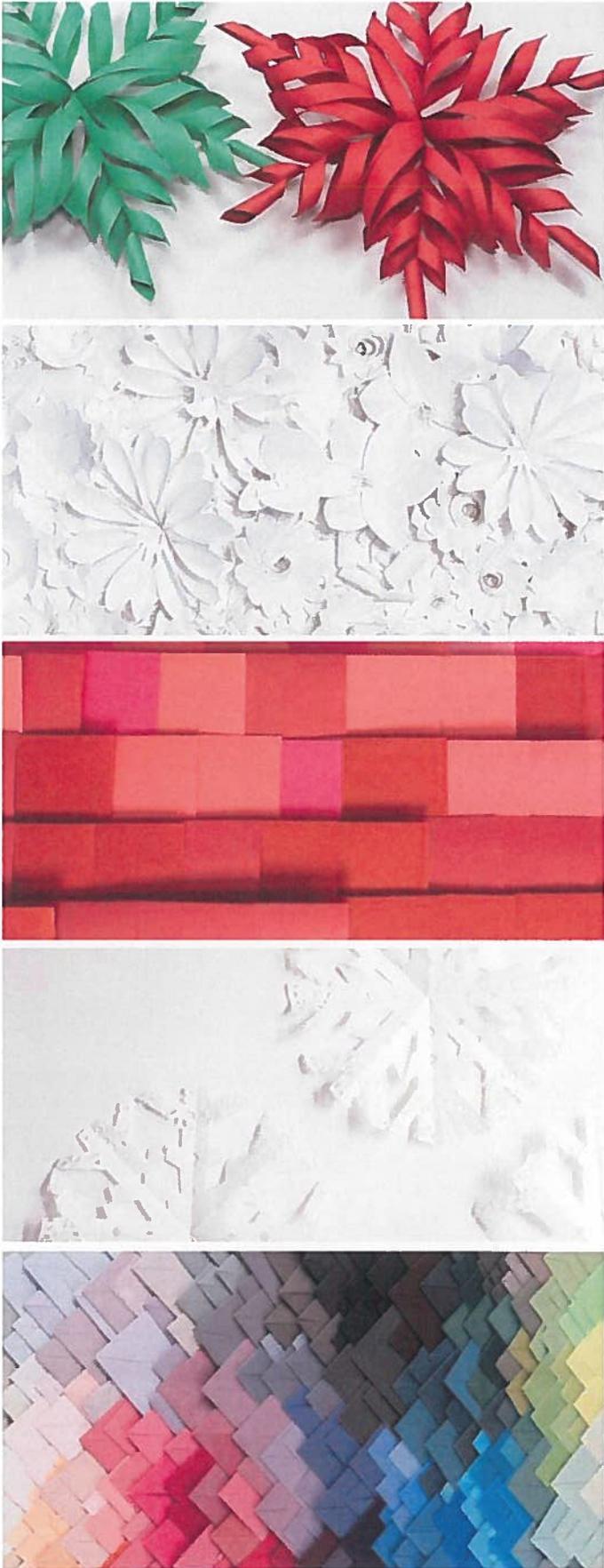
LIVE PIANO BALLERINA MOMENT

Live, festive music playing throughout the streets of Rodeo Drive complemented by a gracefully dancing ballerina. An elegant display for guests to admire and to capture.



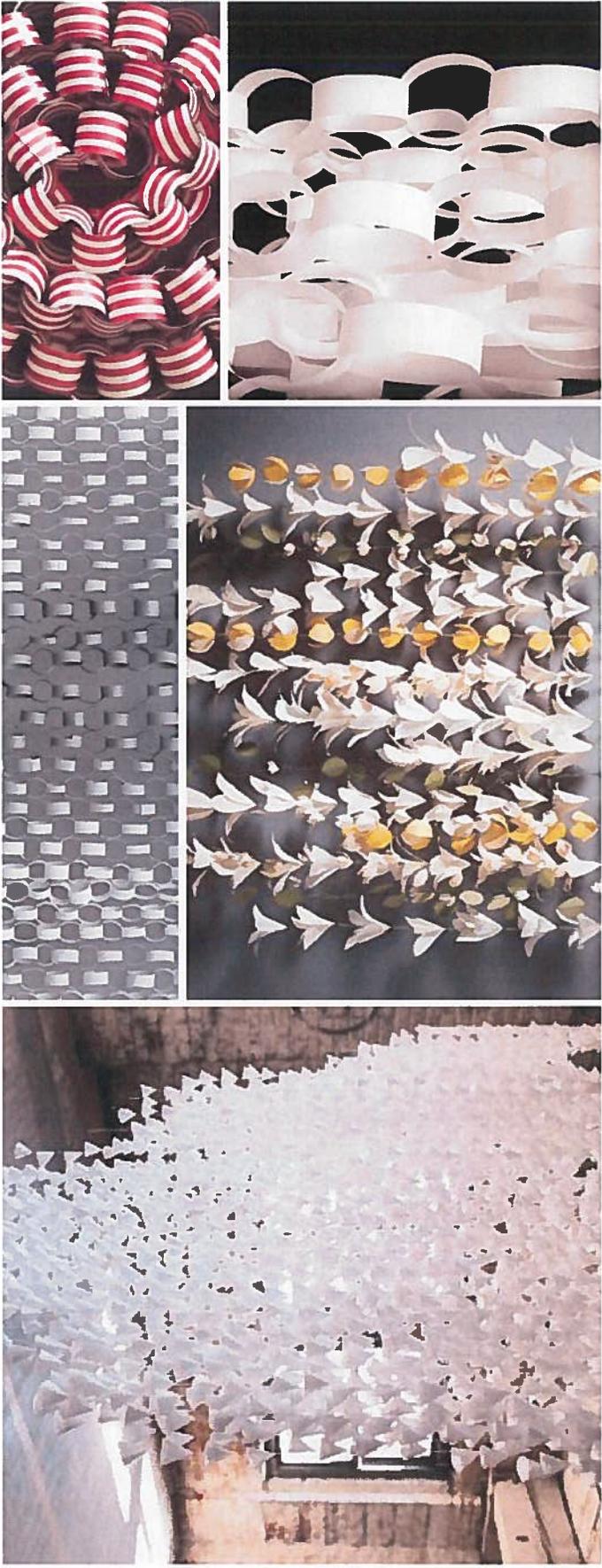
PEACE WALL - Concept 1

Consumers are invited to write what peace means to them. Symbolizing world peace + unity. White paper snowflakes // flowers to be written on and attached to the wall. Creating a stunning piece of layered white paper displayed on a wall for onlookers to interact with and admire.



PEACE WALL- Concept 2

Guests are invited to write what peace means to them on the chain links which then are linked together to symbolize how we are all connected. Love of Humanity, layered on the "Peace Wall"



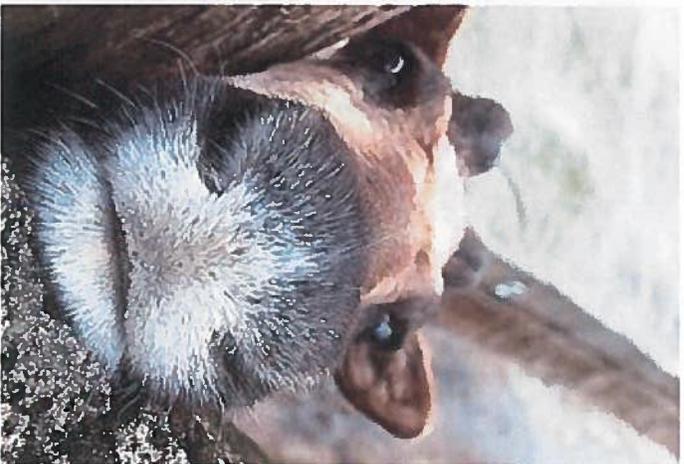
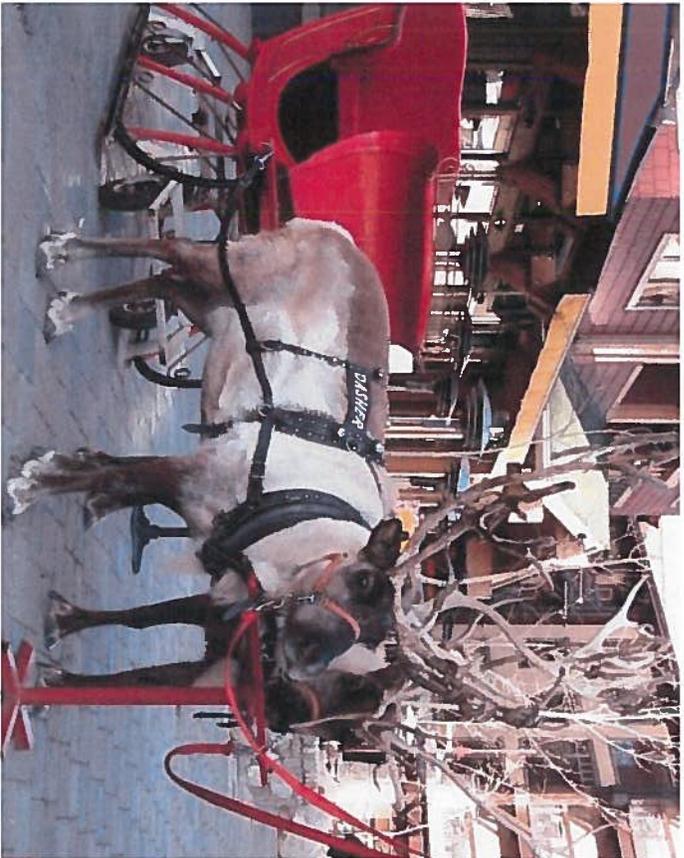
CANDY CANE GIVE AWAY

Candy Canes to be handed out on Rodeo Drive by stylish brand ambassadors. Branded #OnlyOnRodeo ribbon to be tied around bunches of Candy Canes, to add a customized touch.



REINDEER ON RODEO

Reindeer On Rodeo: A Friendly, Furry Photo Moment! A take over of one of the K-Rail seating vignettes. This pop up photo moment will attract a magical feeling with Real Life Reindeer!



PROGRAMMING CALENDAR: Nov + Dec

Thursday	Friday	Saturday
11/15 FOOD TRUCKS	11/16 Enhanced Audio + Curated Playlist	11/17 FLORAL POP UP
HOLIDAY CELEBRATION 5:30PM - 8:30PM		
LIVE ENTERTAINMENT / PERFORMANCE		
11/22	11/23 ICE SCULPTURE	11/24 CANDY CANE
	Enhanced Audio + Curated Playlist	Enhanced Audio + Curated Playlist
11/29	11/30 FLORAL POP UP	12/1 FLORAL POP UP
	Enhanced Audio + Curated Playlist	Enhanced Audio + Curated Playlist
12/5	12/6 REINDEER ON RODEO	12/8 PIANO BALLEERINA
	Enhanced Audio + Curated Playlist	Enhanced Audio + Curated Playlist
12/13	12/14 FLORAL POP UP	12/15 FLORAL POP UP
	Enhanced Audio + Curated Playlist	Enhanced Audio + Curated Playlist
12/20	12/21 PEACE WALL	12/22 Enhanced Audio + Curated Playlist
	Enhanced Audio + Curated Playlist	

PR/DIGITAL



PR & DIGITAL STRATEGY

Our overarching PR + Digital Strategy is to continually position Rodeo Drive as a relevant, vibrant and elevated destination for shopping and lifestyle, to consumers worldwide.

Tactics:

Through ongoing **360 approach** using:

Experiential retail programming, tentpole annual events, and social media worthy installations that increase foot traffic and digital posting.

Key **Digital** partnerships with the right digital influencers and increasing the Rodeo Drive Instagram relevancy / audience.

Positioning Rodeo Drive in local, national and international **PR** press pitches.



DAWN MCCOY

The BOLD Holiday digital influencer + potential Kickoff emcee



PR & DIGITAL STRATEGY

Dawn McCoy: Option 1 (\$20,000)

- Emcee Holiday Lighting Celebration Event
- Host VIP party
 - Ownership of the guest list (utilize her extensive influencer network)
- Attend all 6 weeks of BOLD Holiday programming
 - 12x total nights
 - 5:00 - 8:00 PM
- 18x Social Posts
 - 2x Lead up posts
 - 16x posts during BOLD Holiday Programming
- Accompany the Mayor on all broadcast opportunities to promote BOLD Holiday
 - KTLA, NBC, FOX, etc.

Dawn McCoy: Option 2 (\$10,000)

- Host VIP party (with selected invites from influencer network)
- Attend 1 night per week of BOLD Holiday programming
 - 6x total nights
 - 5:00 - 8:00 PM
- 7x Social Posts
 - 1x Lead up posts
 - 6x posts during BOLD Holiday (1x per weekend)
- Accompany the Mayor on all broadcast opportunities to promote BOLD Holiday
 - KTLA, NBC, FOX, etc.

HOLIDAY LIGHTING CELEBRATION NOV 15TH ADDITIONS



CHAMPAGNE GARDEN

Celebration Addition: \$15,000



SNOW PIT - Get the feeling of jumping in a pile of snow in the middle of Rodeo!

Celebration Addition: \$15,000

Build a "Snow Pit" for adults, kids + families to enjoy. Captured by a Video Booth to share the fun on Social Media.



2018 BUDGET BREAKDOWN

2018 HOLIDAY BUDGET BREAKDOWN

Holiday Lighting Ceremony (HOLIDAY CELEBRATION)	\$250,000
Holiday Talent (HOLIDAY CELEBRATION)	\$100,000
Holiday Fireworks (HOLIDAY CELEBRATION)	\$30,000
*Pending reallocation of costs	
Holiday Décor (Including Median)	\$200,000
Rodeo Drive Interactive Lighting	\$350,000
BOLD Winter Programming Allocation	\$190,000
"Holiday" Interactive Photo Activation - Q4 2018	\$67,400
TOTAL 2018 HOLIDAY BUDGET	\$1,187,400

2018 HOLIDAY ONGOING PROGRAMMING BREAKDOWN (6 WEEKS)

Onsite Staffing (\$2,000 per week)	\$24,000
AGENC Staff Prep + Wrap	\$9,760
Luxe Board Room Rental (\$500 per day)	\$6,000
Event Rentals + Graphics	\$5,000
Median Audio (\$11,500 per week)	\$69,000
Weekly Programming (Floral, Peace Wall, Ice Sculpture, Etc.)	\$34,000
Misc (radios, crew meals, production vehicles, etc.)	\$10,571.20
AGENC Fee	\$31,668.80
TOTAL PROGRAMMING BUDGET	\$190,000

THANK YOU



Attachment 3



City Holiday Program with Hanukkah Elements

Original Hanukkah Request

- In 1946 the University of Chicago began an annual event the Great Haman versus the Latke Debate
 - o *Invite and host two Jewish debaters of stature, humorous bent*
- Hanukkah program next to the City Menorah (outdoor)
 - o *Per CA's (City Attorney) office, any events around the Menorah or lighted tree must be connected Musical entertainment with Dudu Fisher*
- Library provide a book display on Hanukkah
- Parade of lights (similar to La Brea) should also include Beverly Hills
 - o *No, from the CA's office*
- Chanukah mobile parked at different locations throughout Beverly Hills offering gifts and refreshments to children
 - o *No, from the CA's office as it promotes a religious holiday*
- Large container filled with Dreidels and 'Guess the Number' contest
- Students invited to submit essays on the theme of Chanukah, representing the Freedom of Religion for everyone
 - o *No, from the CA's office, unless it's an all inclusive essay contest for all groups*
- Kosher luncheon for seniors during the holiday season
- \$15,000 to subsidize Rabbi Shusterman's Chanukah program
 - o *No, from the CA's office, California State Law prohibits this*

Further Requirements Also Include

- Rabbi Green has also requested:
 - o City Hanukkah program should be separate from the City's holiday initiative
 - o Does not want any Hanukah songs mixed with winter songs at the same time
 - *Songs are always non-religious for all groups/categories*

Proposed City Holiday Program with Hanukkah Elements

- o City to include Library holiday book display inclusive of Hanukkah themes
- o City sponsored senior holiday lunch to include kosher options
- o Invite Kosher food trucks for holiday programming
- o DJ during Hanukkah week to include festive cultural music
- o Holiday BOLD banners with Menorah (and Christmas tree)
- o Blue and white décor and lighting to be incorporated with ongoing holiday program
- o City-hosted Hanukkah concert at Roxbury Park
- o Provide Hanukkah holiday lighted Dreidel (CVB)
- o Provide City-owned Menorah (and Christmas Tree) at City park

Attachment 4

Laurence S. Wiener
City Attorney



May 15, 2018

VIA E-MAIL

Rabbi Simcha Green
rabbi.green@yahoo.com

RE: Proposed Chanukah Celebrations

Dear Rabbi Simcha Green,

You have asked that I contact you if I have any disagreement regarding your proposed Chanukah celebrations. Rather than having another telephone conversation, I thought it would be wise to try and set forth my concerns in writing.

Basically, my concerns center around the California constitutional provision which bans city funding for a sectarian purpose (California Constitution, Article XVI, Section 5). I have enclosed an email from last fall stating my objections. However, many of the activities that you proposed could be held by the City if they were combined with our holiday programming. Of course, ultimately it is the City Council that makes decisions regarding how it expends City funds within the confines of what is legally permissible. The Council has delegated the first step in the holiday program process to the Holiday Programs Subcommittee. All holiday programming suggestions should come first to this Subcommittee. If a suggestion is recommended by the Subcommittee, then it is forwarded to the City Council.

If the City Council concurs, it would be legally permissible for the City to sponsor the following events:

1. Hamantaschen vs. Latke Comedic Debate would be permissible if the debate was philosophical and/or historical and not religious in nature.
2. The menorah that is erected in Beverly Gardens Park each year is installed alongside a tree which contains multi colored lights. These symbols are representative of the holiday season. Any events that take place at the park that are sponsored by the City must be winter holiday events.
3. A musical holiday concert starring Dudu Fisher and any other singers could be held, but the concert could not include songs which are religious in nature. Preferably, such a concert would be combined with other holiday songs.

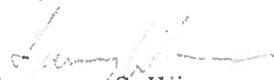
4. The City's library could create a holiday display which includes Chanukah books.
5. A dreidel game could be part of a holiday event which includes the celebration of other winter holidays. In that context, a large container could be filled with dreidels and a "guess the number of dreidels" contest could be held.
6. A contest could be held in which the theme is, for example, What Religious Freedom Means to Me. However, the contest could not exclusively have a Chanukah or other sectarian theme.
9. The City could sponsor a kosher luncheon for seniors celebrating the holiday season.

The City could not sponsor the following:

1. A Chanukah vehicle carrying gifts and refreshments for children. This activity promotes one religion's holiday.
2. An event such as the parade of lights which celebrates Chanukah.

We hope this letter answers your questions regarding the activities you are proposing and what is allowable under the law.

Very truly yours,


Laurence S. Wiener
City Attorney

Enclosure